



# Farm to Fork to Fuel

DAVIS BIKE SCAVENGER HUNT





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# PROJECT BRIEF

The Davis Bike Scavenger Hunt is a community project hosted by the City of Davis for the past three years. Last year's project, Cycledelic, was the first collaboration with the class, Narrative Environments.

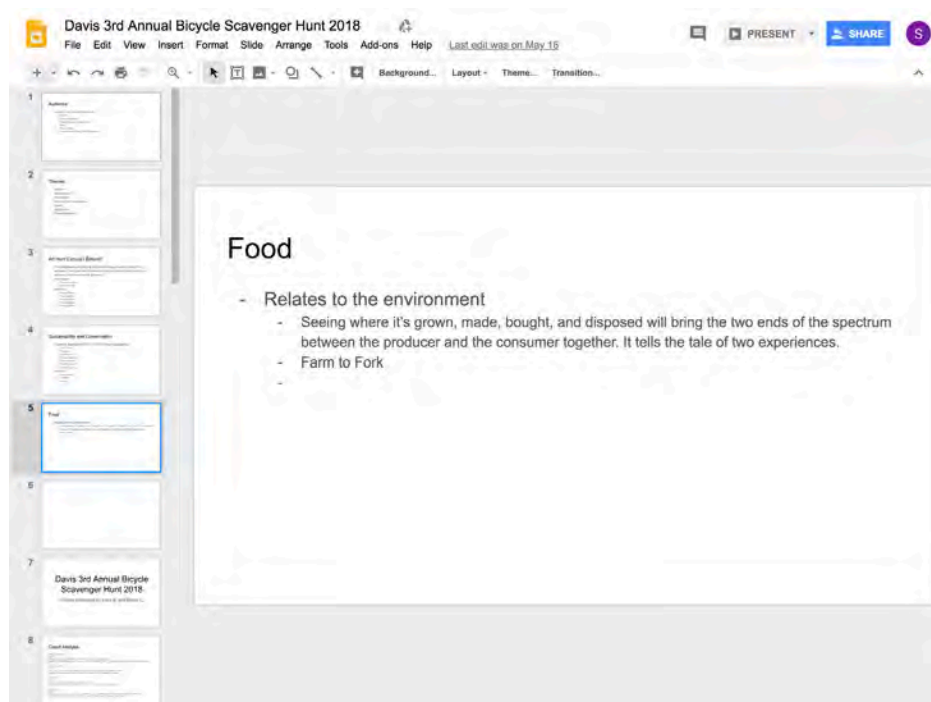
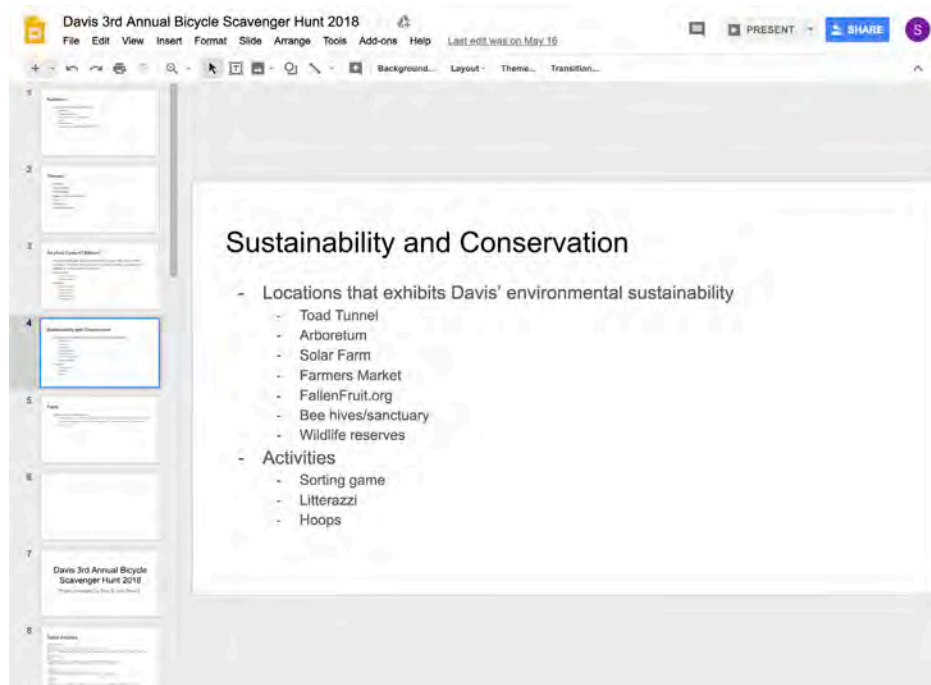
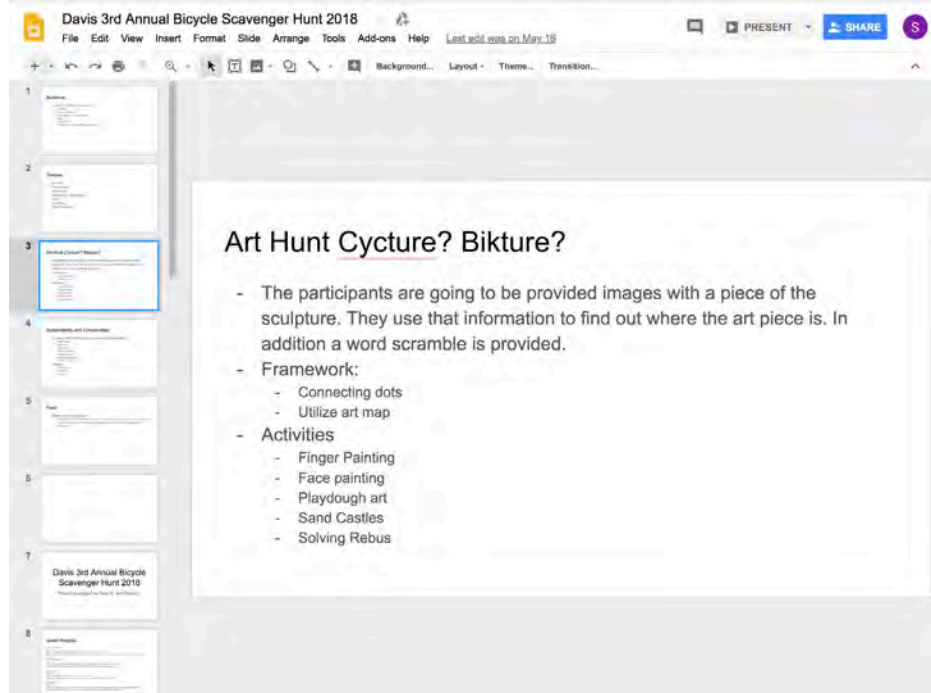
This year, Narrative Environments once again collaborated, helping plan, prepare, and put on Farm to Fork to Fuel: Davis Bike Scavenger Hunt.

Farm to Fork to Fuel was an exciting event, taking participants all around the city of Davis to explore how the Farm to Fork movement has impacted their community.

Stops along this ride included places connected with the production of food, the selling of food, and the energy created by food. Participants were greeted with many fun activities such as, Hacky Sack, Beans and Straws, and many more. The teams with the best time and most locations won great prizes.







# Themes

- Art Hunt
- Environment
- Horoscopes
- Battle of the Generations
- Cows
- Agriculture
- Trees/Arboretum

## Theme

Our very first lists of potential themes included Agriculture, Environment, Public Art, and Battle of the Generations. We began to narrow down our ideas.

The main three themes that we ended up with were Food, Art, and Environment. After much discussion, we decided to choose Food as our theme because it would provide the most interesting content and be more marketable. It was also a theme that could merge with other themes like Agriculture and Environment.

We considered making the theme all about Pizza in Davis, Most Popular Restaurants, and Farm to Fork Movement.

Eventually we landed on the idea to incorporate biking and energy into Farm to Fork to create Farm to Fork to Fuel.

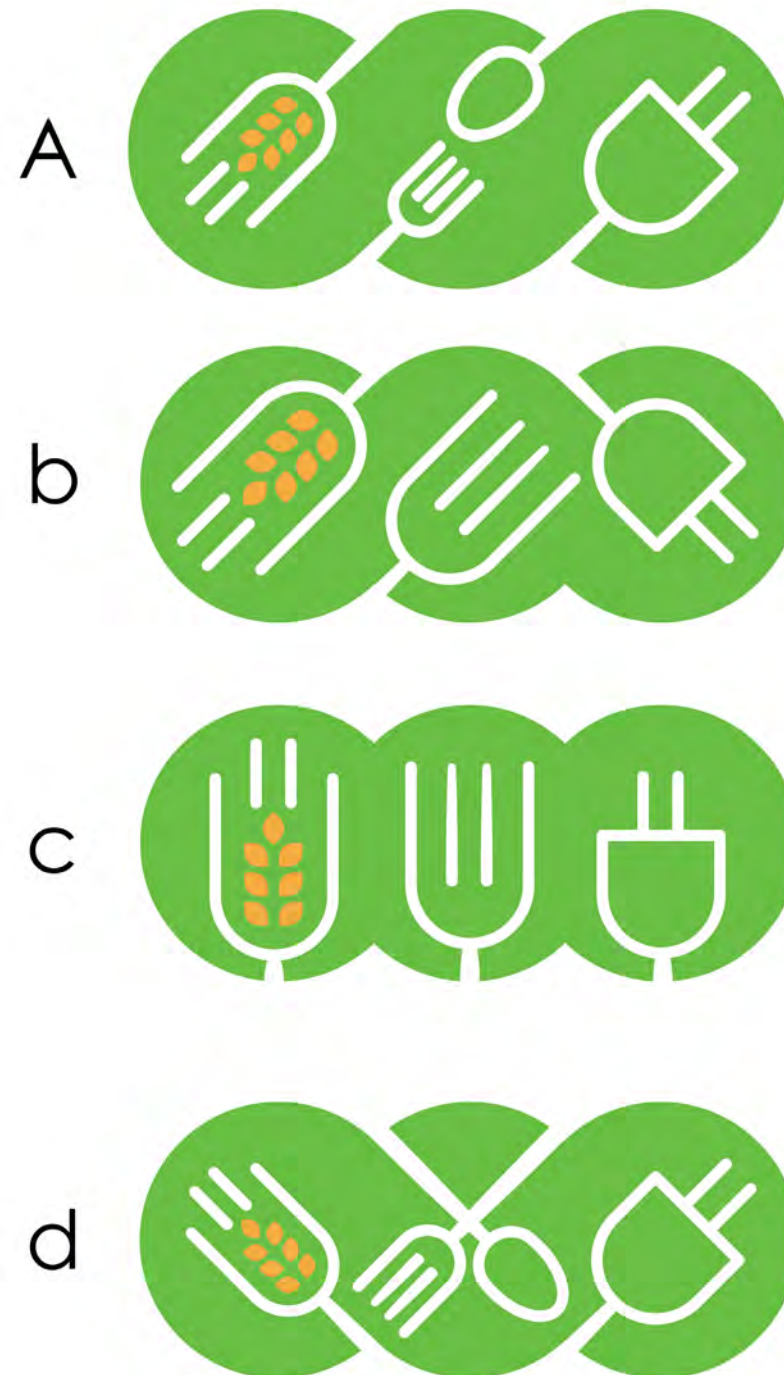
GRAPHIC

IDENTITY

# GRAPHIC IDENTITY

## Farm to Fork to Fuel Logo

When creating the concept for the logo there were lots of challenges to overcome. We want to have something that represents our theme in all of their process of how food is cycled in Davis. So we drew elements from each cycle: farm, fork, and fuel. We took many different approaches to the logo till we ended up with concept A. We some feedback we came to the finalized version on the next page.





IDENTITY



**Farm** to **Fork** to **Fuel**

# TYPOGRAPHY AND COLOR PALETTE

## CENTURY GOTHIC REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

## CENTURY GOTHIC BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )**



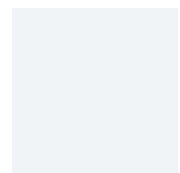
Asparagus Green



Bell Pepper Red



Citrus Orange



Plant White



We wanted to keep our design simple in relation to our event theme. The idea was to communicate the idea of farm to fuel in an instant. So by picking Century Gothic we are choosing to keep the same idea of simplicity. The font also complements our logo design which is also simple. The color are drawn from foos that we photographed for promotional content.









# PROMOTIONAL POSTER

## Farm to Fork to Fuel Poster

Our team wanted to incorporate Stephan Sagmeister's artistic and playful use of food art with a combination of typography in our promotional material. This is our stab at it.



## FARM TO FORK TO FUEL

DAVIS THIRD ANNUAL BIKE SCAVENGER HUNT

SUNDAY, JUNE 10th, 2018

301 C St, Davis, CA 95616

10:30AM - 2:00PM

THIS EVENT WAS BROUGHT TO YOU BY



PLEASE VISIT OR CONTACT US FOR MORE INFORMATION

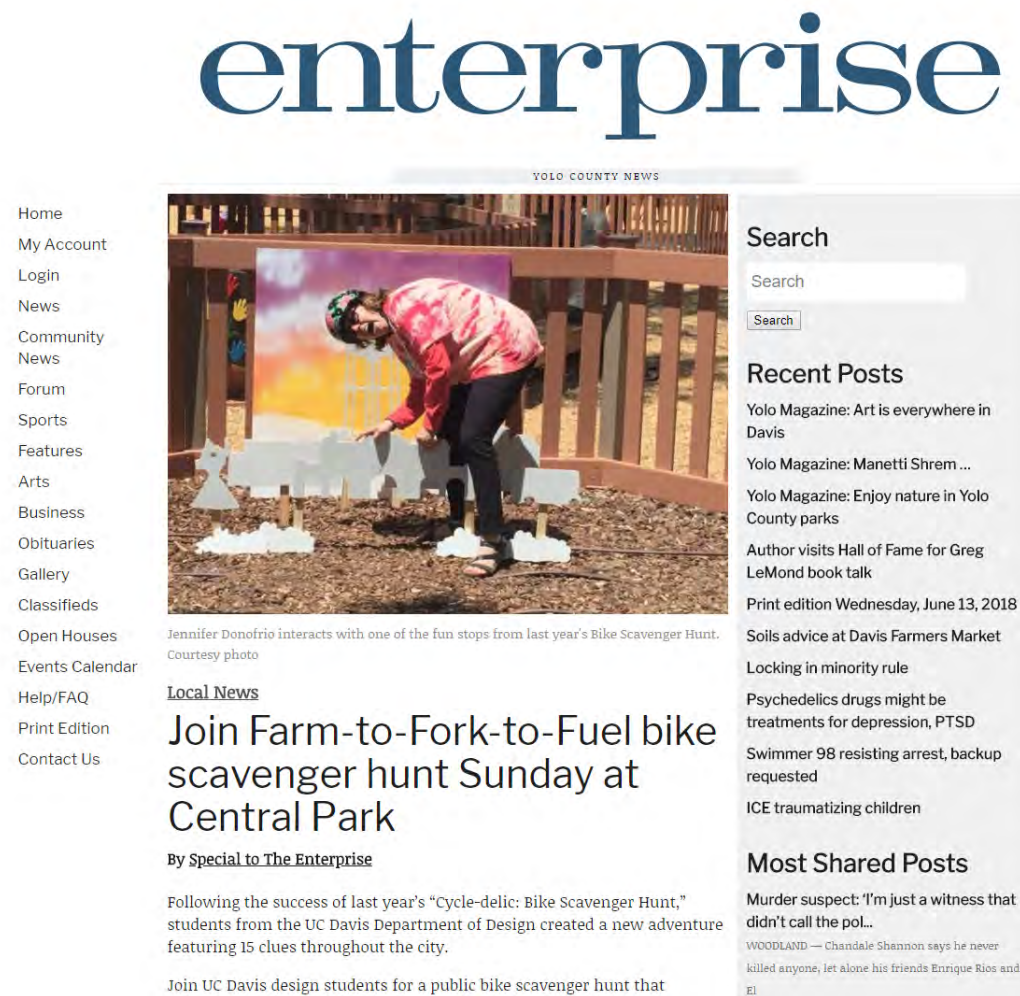
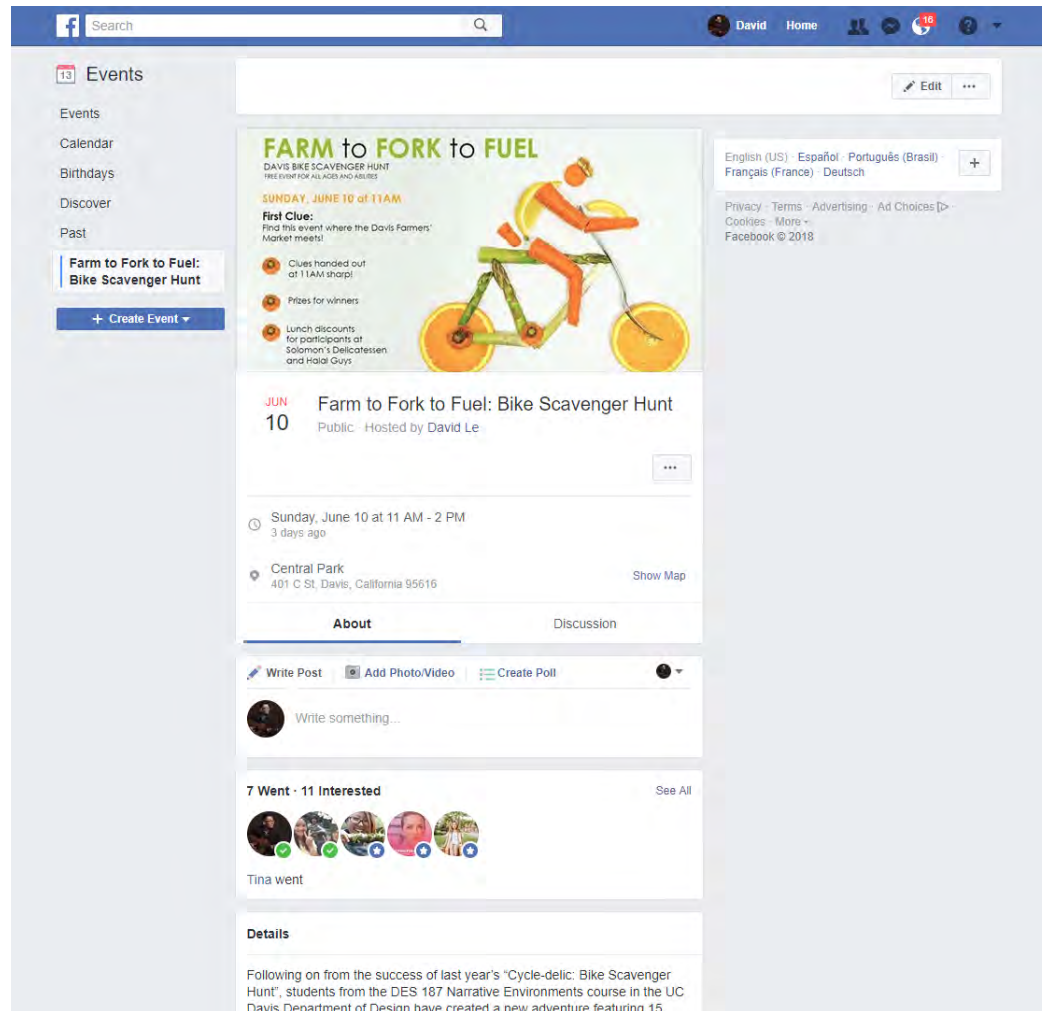
[HTTPS://WWW.FACEBOOK.COM/EVENTS/415666742242454/](https://www.facebook.com/events/415666742242454/)

JENNEFER DONOFRIO: [JDONOFRIO@CITYOFDAVIS.ORG](mailto:JDONOFRIO@CITYOFDAVIS.ORG) | SARA SCHALL: [SESCHALL@UCDAVIS.EDU](mailto:SESCHALL@UCDAVIS.EDU)



# ADVERTISING

The event will be advertised on digital platforms such as Facebook and The Yolo County Enterprise. The header in the Facebook event page is an adaptation of the promotional poster.





# CLUE BOOKLET

## Farm to Fork to Fuel Clue Booklet

Our team wanted to incorporate Stephan Sagmeister's artistic and playful use of food art with a combination of typography in our clue booklet and clues. This is our stab at it. The front side of the booklet (Left image) will have the clues, rules, and promotional poster. The back side (right image) will have the template for the stickers.

### CLUES

This community was imagined in the 60s and built in the 70s to be a green, energy-efficient, environmentally sustainable community before that phrase was popular. Come to the gazebo to pick up your prize for riding your bike through this iconic Davis neighborhood.  
 Did you know that UC Davis has a Market Garden which is a seven acre section of the Student Farm where students grow fruits and vegetables year round for the UC Davis community to eat? Come find it between the garden and Bowley building to find your prize.  
 Don't forget about us when you are working on the farm. This is where we are milked daily. Pass through the bike path and say hi!  
 Visit this farm to table community! This new community includes a 7.4 acre working farm and 30 acres of parks and open space. Come and find your clue near the brown barn.  
 Fig trees grow in abundance in Davis because of the Mediterranean climate and the influence of the Spanish monks. Find the fig trees on campus between Olson Hall and the School of Education to find your prize.  
 This Institute for Wine and Food Science consists of a state-of-the-art academic complex and a LEED Platinum certified winery, brewery and food and milk processing laboratory. The Institute is the only facility of its kind in the world. Just a hint: Your prize will be waiting in the gardens.  
 Have you heard about Fruit and Veggie UP? Find out about it and meet in the MU where the food is distributed.  
 This shop provides personalized service to customers who need help choosing a new bike, helmet, or bell. If you take your bike in to be fixed, they will provide a local bike club. Use until yours is done. They sponsor the local bike club. Milo the cat hangs out in the store to keep employees company.

### RULES

**Teams must be together at all times.**  
**Teams can use any resource to solve the clues.**  
**Each of the 15 locations will provide you with a unique sticker that will prove you and your team went to that location.**  
**Stickers must be shown to win prizes.**  
**The first three teams that solve all of the clues win prizes.**  
**Make sure to always follow the rules of the road, use hand signals, and be safe.**  
**Be at the final location (Davis Commons) before 1PM.**  
**Have FUN!**

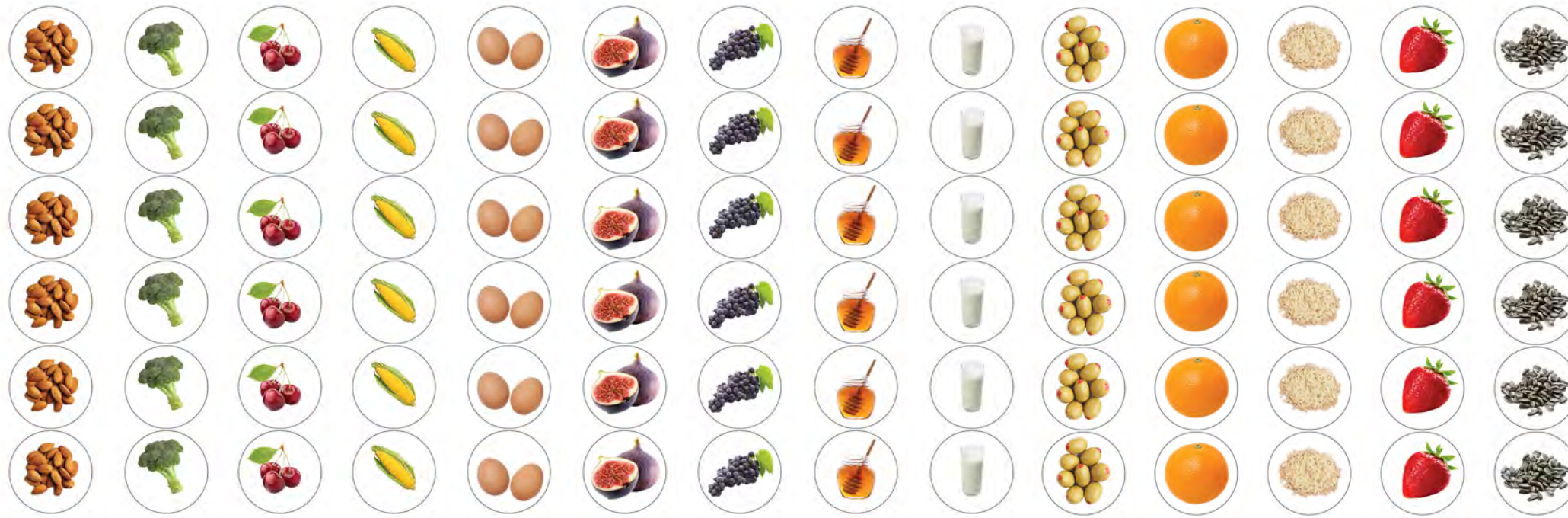
### FARM TO FORK TO FUEL

DAVIS THIRD ANNUAL BIKE SCAVENGER HUNT

THIS EVENT WAS BROUGHT TO YOU BY







# STICKERS

Stickers are all food items that is grown or made throughout Davis. Sticking to our theme of Farm to Fork to Fuel and our artistic style.





Planning an

d Execution



# Audience

We created this scavenger hunt thinking of families, bike lovers, and college students.

We ended up getting only families and bike lovers. Seven groups competed with 22 participants in all.

Team Name: Narwhingos  
Team Participants:  
1. Nolan Wingo  
2. Miles Wingo  
3. Jason Wingo  
4. Loretta Moore Wingo  
Team contact:  
Loretta 310 210 5810 / Jason 310 210 4910

Team Name: The Flame-outs  
Team Participants:  
1. Anthony Palmere  
2. Mark Palmere  
3. Linda Barbare  
4. Karen Moore  
Team contact: Anthony  
530-574-9585

Team Name: THE DECK CHAIRS  
Team Participants:  
1. DAVE MERTS  
2. CHERYL DECKER  
3. LUCIA DECKER  
4.  
Team contact:  
503-367-2509

Team Name: No Cheese, Please  
Team Participants:  
1. Susan Geanacou  
2. Glen Browning  
3.  
4.  
Team contact:

Team Name: Britex  
Team Participants:  
1. John Baird  
2. Pam Baird  
3.  
4.  
Team contact: 530-758-4742

Team Name: THE NECROMANCERS  
Team Participants:  
1. ANDY WYLY  
2. ERRAH  
3. RHYS  
4.  
Team contact:

Team Name: THE PUMPS  
Team Participants:  
1. Ryan McNeil  
2. Ewan McNeil  
3. Lev Ferris-goldenberg  
4. Parvati Sah  
Team contact: 310 592 9918

Team Name:  
Team Participants:  
1.  
2.  
3.  
4.  
Team contact:

Team Name:  
Team Participants:  
1.  
2.  
3.  
4.  
Team contact:



# Start and End

We began the scavenger hunt at the Farmer's Market because of its large spacious covered area. We had access to a folding table and chairs.

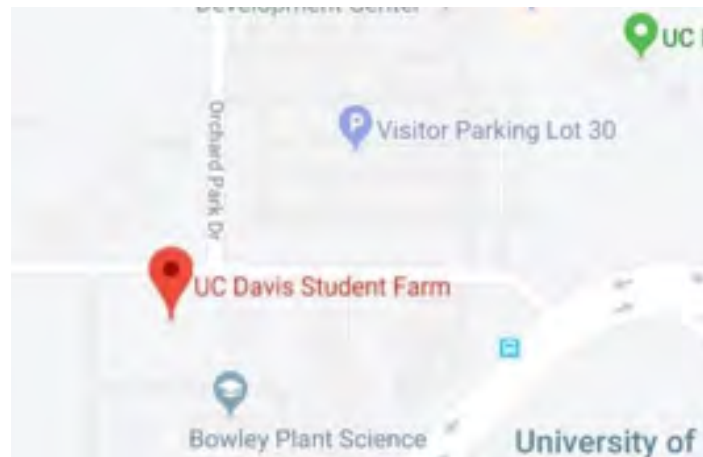
We ended the scavenger hunt at the Davis Commons because it had two restaurants that gave the participants a discount.





# LOCATIONS

For the locations we went through many different places all throughout Davis that were connected to the Farm to Fork movement. We decided on 15 different places representing all stages of Farm to Fork to Fuel.



Campus Co-op

The Cannery

School of Education-Fig Trees

Fruit and Veggie Up

Robert Mondavi Institute for Food and Wine

Solar Filling Station

Student Farm

West Village

B&L Bike Shop





On Campus Cows

Farmer's Kitchen Cafe

Ken's Bike-Ski-Board

UC Davis Meat Laboratory

Village Homes






Davis Food Co-op



# CLUES IDEATION


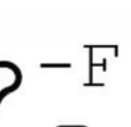

We tried many different types of clues from word puzzles to rhymes to factual.


## Cannery

 +  - T +   -  - S

C+AN+EARY

## Good Life Garden

G+   - F L+  - KN

 + N

G+OOD L+IFE GUARD+N

*emphasis on key words*

*another line*  
This restaurant's name is the same as a book.  
Breakfast and lunch, that's what they cook. -Delta Venus

Free produce is available for students from here.  
✓ The buses and MU are very, very near.  
This food comes from a garden that is a clue on this list.  
Come Tuesdays or Wednesdays or you will be missed. -Freeborn Food pantry

This new art piece is magic they say.  
✓ It fills up your phone during the day.  
Walker-Smith and Garzon are quite proud of this piece.  
They should be. It took four years to complete. -Solar filling station

This small campus co-op takes tips from their plants.  
They get energy from solar panels that work at a slant.  
They take all their food and they mush it all down.  
This compost helps the plants who live in the ground. -Biodiesel

Barbie asked me to go on a date. *had trouble*  
I usually bike. I hope I'm not late. *another line*

The Chamber of Commerce is meeting.  
I wonder, would they do me a favor?  
Do any of you bike?  
I have quite a few you might like!

✓ The environment considers me a hero,  
because my net energy use is zero. -West Village  
Unlike me my people must eat.  
There's this great little bistro off of sage street.

My friends always order burritos but me? *confusing*  
I like a BL hold the T.  
After my meal I bike all around.  
For if I fall down and my face meets the ground,  
a new place the Bike Club will have to have found.

*stickies, sandwiches avail. everywhere*

- Solomon Del... *Map*

*supplies - bike maps*

Front Signifier	Map clues	Back Rules Spoons Social Media
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**This community was imagined 60s and built in the 70s to be a green, energy-efficient, environmentally sustainable community before that phrase was popular. Come to the gazebo to pick up your prize for riding your bike through this iconic Davis neighborhood.**

**Did you know that UC Davis has a Market Garden which is a seven acre section of the Student Farm where students grow fruits and vegetables year round for the UC Davis community to eat? Come find it between the garden and Bowley Building to find your prize.**

**Don't forget about us when you are working on the farm. This is where we are milked daily. Pass through the bike path and say hi!**

**Visit this farm to table community! This new community includes a 7.4 acre working farm and 30 acres of parks and open space. Come and find your clue near the brown barn.**

**Fig trees grow in abundance in Davis because of the Mediterranean climate and the influence of the Spanish monks. Find the fig trees on campus between Olson Hall and the School of Education to find your prize.**

**This Institute for Wine and Food Science consists of a state-of-the-art academic complex and a LEED Platinum certified winery, brewery and food and milk processing laboratory. The Institute is the only facility of its kind in the world. Just a hint: Your prize will be waiting in the gardens.**

**This full-service grocery store showcases natural, organic and local foods and strives to offer a full spectrum of groceries and activities to serve our entire community. Find your prize inside!**

## FINAL CLUES

Village Homes

Stickers are all food items that is grown or made throughout Davis. Sticking to our theme of Farm to Fork to Fuel and our artistic style.

Student Farm

The Cows

The Cannery

School of Education,  
Fig Trees

Robert Mondavi  
Institute for Food  
and Wine

Davis Food Co-op



**This downtown shop is both a restaurant and a market. Their food is made with locally grown and organic fruits and vegetables, free range meats and sustainable fish. Their food is prepared “plat du jour”. It offers delicious, homemade bioregional foods, free of gluten and casein.**

Farmer’s Kitchen  
Cafe

**Have you heard about Fruit and Veggie Up? Find out about it and meet in the MU where the food is distributed.**

Fruit and Veggie Up

**There are three on-campus housing co-ops at UC Davis. Find the co-op with Agrarian in its name. In 1966 a group of students who wanted to create affordable housing options and a new student living experience at UC Davis, as an alternative to the dorms or typical apartment lifestyle. Your prize will be located through the organic garden and next to the solar panels.**

On Campus Co-op

**This is the largest planned “zero net energy” community in the United States. In 2016, this project helped secure UC Davis as the greenest university in the world as declared by GreenMetric from the University of Indonesia. Find your prize at the bike rack by 1545B Jade St.**

Village Homes

**Walker-Smith and Garzon created a fun new art installation that can charge your phone when you visit. It was created using an old gas pump, solar panels, and much love. Come to the plaza where this Solar Filling Station lives.**

Solar Filling Station

**This lab sells meat. A lot of it. They get their fresh supply from the UC Davis livestock. Meet behind the building.**

UC Davis Meat Lab

**This bike and adventure shop has been a staple of the Davis community since 1988. It was voted #1 Bike Shop in Yolo County for nine years. They also sell fun winter supplies and provide bike repair services.**

Ken’s Bike-Ski-  
Board

**This shop provides personalized service to customers who need help choosing a new bike, helmet, or bell. If you take your bike in to be fixed, they will provide a bike for you to use until yours is done. They sponsor the local bike club. Milo the cat hangs out in the store to keep employees company.**

B&L Bike Shop

# ACTIVITIES

For the activities, we wanted to create games that were quick, food-related, and fun.

## Activities:

- Fruit Neck Pass
- Spaghetti Find
- Oreo Face Race
- Food Fight Hacky Sack
- Smelling Game
- Beans and Straws
- Unwrapping Candy with Oven Mitts
- Bike Relay Race

## Locations

Start: Farmer's Market

End: **Davis Commons**

### Farm

- Cannery-** Fruit Neck Pass
- The Cows-** Spaghetti Find
- Village Homes-** Oreo Face Race
- Student Farm**
- UC Davis School of Education, Fig Trees-** Food Fight Hacky Sack

### Fork

- Davis Co-op**
- Food and Wine Institute-** Smelling Game
- Farmer's Kitchen**
- Meat Lab-** Beans and Straws
- Fruit and Veggie Up**

### Fuel

- Solar Filling Station-** Unwrapping Candy with Oven Mitts
- On Campus Co-op Solar Panels**
- Ken's Bike + Ski**
- West Village-** Bike Relay Race
- B&L Bike Shop**

**Key**

- Activity
- Business
- Nothing



# ACTIVITY MATERIALS

- 3 packs of oreos
- 2 bags of spaghetti
- 1 pack of baby wipes
- 2 grapefruit
- 2 bags of starbursts
- 1 box of straws
- 1 bag of beans
- 1 gingham tablecloth
- 1 foam core board
- 1 box of bandaids
- 1 pack of juce
- 5 balloons
- 11 oven mitts
- 4 glass bottles
- 1 bowl
- 2 box large bags
- 1 case of waterbottles
- 1 pack of gingham paper
- 1 bottle of peppermint extract
- garlic powder
- oil
- coconut oil
- vanilla extract
- orange essential oil
- paper towels









# SILK SCREENING

In order to put our logo onto tote bags for our participants and onto t-shirts for our volunteers, we learned how to silk screen.







## SPONSORS

We had five sponsors, three of whom provided gift certificates for our winners. The other two provided discounts for our participants and volunteers.





# Prizes

Stickers are all food items that is grown or made throughout Davis. Sticking to our theme of Farm to Fork to Fuel and our artistic style.



3rd Place



2nd Place



1st Place





Poster

B&L Bike Shop  
Gift Certificate

Ken's Bike-Ski-Board  
Gift Certificate

Davis Food  
Co-op Giftcard

T-Shirt

Oven Mitt

Tag

Not Featured

Tiles

Buttons

