

# grEAT expeditions

*It's a Jungle in Here!*

## Sample Messages



### FACEBOOK/INSTAGRAM ACTIVITY MESSAGES:



#### POST 1:

GrEAT Expeditions is almost here! Join us on [INSERT DAY/DATE] at [INSERT LOCATION] for [INSERT MENU ITEMS, ACTIVITIES] and more!

**#** Suggested hashtags:  
**#SDXGREATEXPEDITIONS #GREATEXPEDITIONS**

#### POST 2:

Check out all the excitement at [INSERT LOCATION]! Try [INSERT FOOD ITEMS], plus [INSERT ADDITIONAL ACTIVITIES AT THE EVENT]! Be sure to stop by and take part in our Passport Challenge on [INSERT DAY/DATE] at [INSERT LOCATION].

**#** Suggested hashtags:  
**#PASSPORTCHALLENGE #SDXPASSPORTCHALLENGE**

#### POST 3:

Our Passport Challenge is here! Get your passport and learn all about how to earn "stamps" such as attending a campus sporting event, going to a club meeting or intramural activity or trying a different dining locations. You'll also find out what you win when your book is filled. Plus, we'll have plenty of good eats to enjoy including [INSERT SAMPLE MENU ITEMS] and more! The ACTION starts on [INSERT DAY/DATE] at [INSERT LOCATION].

**#** Suggested hashtags:  
**#PASSPORTCHALLENGE #GREATEXPEDITIONS**

#### POST 4:

It's a succulents and superfoods event! Join us on [INSERT DAY/DATE] at [INSERT LOCATION] to pot and decorate your own succulent and try delicious tropical superfoods like avocado and kale salads, Balanced Bowls and blueberry açai smoothies.

**#** Suggested hashtags:  
**#succulentsandsuperfoods #GREATEXPEDITIONS**

#### POST 5:

It's a Future 50 Foods Showcase! Join us on [INSERT DAY/DATE] at [INSERT LOCATION] to sample a stellar line-up of sustainable and eco-friendly dishes, including foods from the Future 50 Foods list such as [INSERT SAMPLE MENU ITEMS]. While you're there, please participate in some of the fun we have planned, such as [INSERT DETAILS ON EVENT ACTIVITIES].

**#** Suggested hashtags:  
**#Future50Foods #GREATEXPEDITIONS**

#### POST 6:

Pressed for time? Busy with to-do's? No worries. Check out our quick and delicious Fresh-Pressed Juice & Smoothie Bar and see why our fresh juices and smoothies are "top banana"! Try our creative drinkable masterpieces featuring special ingredients that are sure to surprise and delight you! The Fresh-Pressed Juice & Smoothie Bar will be available on [INSERT DAY/DATE] at [INSERT LOCATION].

**#** Suggested hashtags:  
**#smoothiebar #freshpressedjuicebar #GREATEXPEDITIONS**

#### POST 7:

Come learn about our campus' dedication to fair-trade sourcing and taste some delectable goodies at the Fair-Trade Bake sale. Enjoy treats such as [INSERT SAMPLE MENU ITEMS] and more. The fun all happens on [INSERT END DAY/DATE] in the [INSERT LOCATION].

**#** Suggested hashtags:  
**#fairtradebakesale #GREATEXPEDITIONS**

**sodexo**

It all starts with the everyday

SEE TWITTER MESSAGES AND ADDITIONAL  
"DID YOU KNOW?" FUN FACTS FOR SOCIAL  
MEDIA ON NEXT PAGE.



# Sample Messages

**grEAT**  
**expeditions**  
*It's a Jungle in Here!*



## TWITTER ACTIVITY MESSAGES:



### POST 1:

GrEAT Expeditions is almost here! Join us on [INSERT DAY/DATE] at [INSERT LOCATION] for [INSERT MENU ITEMS, ACTIVITIES] and more!

**#** Suggested hashtags:  
**#GREATEXPEDITIONS**

### POST 2:

Check out the excitement at [INSERT LOCATION]! Try [INSERT FOOD ITEMS], plus [INSERT ADDITIONAL ACTIVITIES AT THE EVENT]! Stop to learn about our Passport Challenge on [INSERT DAY/DATE] at [INSERT LOCATION].

**#** Suggested hashtags:  
**#passportchallenge #GREATEXPEDITIONS**

### POST 3:

Take part in our Passport Challenge and learn more about it on [INSERT DAY/DATE] at [INSERT LOCATION]. Activities to enjoy include [INSERT EVENT ACTIVITIES HERE], plus such tasty dishes as [INSERT SAMPLE MENU ITEMS].

**#** Suggested hashtags:  
**#passportchallenge #GREATEXPEDITIONS**

### POST 4:

It's a Future 50 Foods Showcase! Join us on [INSERT DAY/DATE] at [INSERT LOCATION] to sample a stellar line-up of sustainable and eco-friendly dishes such as [INSERT SAMPLE MENU ITEMS].

**#** Suggested hashtags:  
**#Future50Foods #GREATEXPEDITIONS**

### POST 5:

It's a succulents and superfoods event! Join us on [INSERT DAY/DATE] at [INSERT LOCATION] to pot and decorate your own succulent and try delicious tropical superfoods like avocado and kale salads, Balanced Bowls and blueberry açai smoothies.

**#** Suggested hashtags:  
**#succulentsandsuperfoods #GREATEXPEDITIONS**

### POST 6:

Pressed for time? No worries. Check out our quick and delicious Fresh-Pressed Juice & Smoothie Bar to see why our drinkable masterpieces are "top banana"! Our creative drinks will feature special ingredients that are sure to surprise and delight you. Come by on [INSERT DAY/DATE] at [INSERT LOCATION].

**#** Suggested hashtags:  
**#smoothiebar #freshpressedjuicebar  
#GREATEXPEDITIONS**

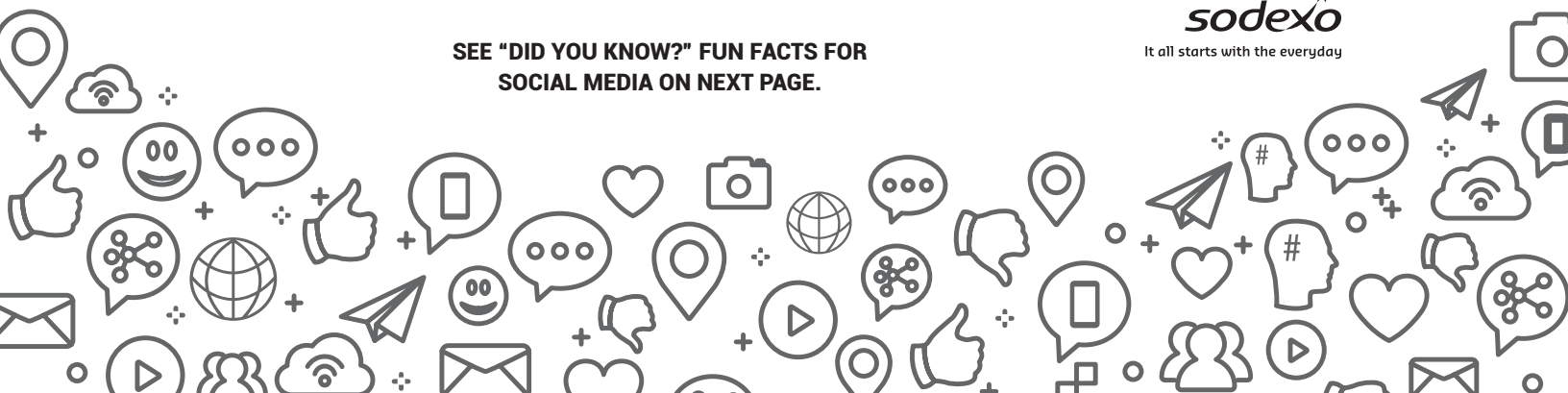
### POST 7:

Come learn about our campus' dedication to fair-trade sourcing and taste some delectable goodies at the Fair-Trade Bake sale. Enjoy treats such as [INSERT SAMPLE MENU ITEMS] and more. The fun all happens on [INSERT END DAY/DATE] in the [INSERT LOCATION].

**#** Suggested hashtags:  
**#fairtradebakesale #GREATEXPEDITIONS**

SEE "DID YOU KNOW?" FUN FACTS FOR  
SOCIAL MEDIA ON NEXT PAGE.

**sodexo**  
It all starts with the everyday



## Did You Know?

### FUN FACTS FOR SOCIAL MEDIA

These fun facts about world rainforests will engage students during the GrEAT Expeditions promotion. Use them on social media or post them in the dining hall to keep student interest high!

- **There are several different types of rainforests.** While tropical rainforests are the most famous, rainforests are also found in sub-tropical and temperate zones. For example, the Pacific Northwest in the United States and parts of Japan have dense forests that receive as much rainfall as parts of the Amazon, Borneo, or the Congo. Even within the tropics, rainforests have a great deal of variability depending on soils and geology, precipitation patterns, and even their resident wildlife (elephants can have a significant impact on forest structure by trampling seedings and creating meadows, for example). For that reason, a rainforest in Indonesia may look very different from a rainforest in Brazil.
- **Rainforests cover less than 3 percent of the planet.** Estimates of forest cover depend on the methodology used to define a forest, including the density of canopy cover and height of trees. In dry regions, an area with ten percent canopy cover may be classified as a “forest”. But in the tropics, ten percent canopy cover might not look much like a conventional forest. By that broad definition, the United Nations estimated that forests covered 1.77 billion hectares or 6.8 million square miles of land in tropical countries in 2015. If the threshold of canopy cover is increased to 75 percent, forests covered about 1.3 billion hectares or 5 million square miles in 2014, according to Matthew Hansen, a researcher at the University of Maryland. Those numbers indicate that tropical forests cover at least 8 percent of Earth's land surface or 2.5 percent of its total surface area.
- **The world's largest rainforest is the Amazon rainforest.** The Amazon basin contains the world's largest rainforest, which is nearly the roughly of the continental United States and covers about 40 percent of South America. Nearly two-thirds of the Amazon rainforest lies within the borders of Brazil. The second-largest

rainforest is found in Central Africa's Congo Basin. Next is the rainforest of New Guinea. On a country basis, Brazil ranks number one in terms of rainforest cover. It is followed by the Democratic Republic of Congo, Indonesia, Peru, and Colombia.

- **Rainforests house more species of plants and animals than any other terrestrial ecosystem.** While tropical rainforests cover less than ten percent of Earth's landmass, they are thought to house more than half the world's terrestrial species. There are several reasons why rainforests are so diverse, including their climate, their vegetation structure, and competition between species. Rainforests can be staggeringly more species-rich than temperate forests. For example, while temperate forests may be dominated by a half dozen tree species, a tropical rainforest may have more than 480 tree species in a single hectare (2.5 acres). More than 1,300 species of butterfly have been documented in a single park in Peru, while the entire European continent has less than 400 species.
- **Much of the life in the rainforest is found in the trees.** Compared to temperate forests, an unusually high percentage of life in the rainforest is found in the trees. Much of this is concentrated in the canopy, the layers created well above the forest floor by the overlapping branches and leaves of rainforest trees. The conditions of the canopy are strikingly different from those on the forest floor, meaning there are orders of magnitude more ecological niches for species to inhabit. For example, many animals typically thought of as ground-dwelling are arboreal in the rainforest, including salamanders, anteaters, and even crabs.
- **Many products we use and foods we eat on a daily basis come from rainforest plants.** Many foods we eat on a daily basis originated in tropical forests, including

bananas, avocados, mangos, cacao, coffee, and papaya, among others. The same is true for medicines: indigenous shamans have used plants for generations to diagnose and treat illnesses. Some medicinal plants have been developed into modern drugs for treating everything from cancer to parasitic infections.

- **Rainforests help fight global warming.** When plants grow they sequester atmospheric carbon in their tissues via the process of photosynthesis. Because rainforests are full of large trees and other plants, they store massive amounts of carbon. But when they are burned or chopped down, much of that carbon is released into the atmosphere as carbon dioxide and other greenhouse gases (nitrous oxide, methane, and other nitrogen oxides). The clearing and burning of tropical forests and peatlands account for about ten percent of greenhouse gases from human activities. Therefore rainforest protection and restoration are critical to slowing climate change. By one estimate, published in 2015 in the scientific journal *Nature*, rainforests could meet half the 2050 target for reducing carbon emissions.
- **Rainforests are being destroyed at a pace of 8 million hectares per year.** According to an analysis of satellite data, tropical forests are being destroyed at a rate of at least 8 million hectares or 31,000 square miles a year. That's an area the size of the state of South Carolina or the Czech Republic that is chopping down every year. Brazil, Indonesia, the Democratic Republic of Congo, and Malaysia had the highest rates of rainforest loss between 2012 and 2014 according to research by Matt Hansen of the University of Maryland. How many trees is that? Researchers haven't quite settled that question, but a study published in 2015 suggested that more than five billion trees are cut down across the tropics every year.

Sources:

<https://rainforests.mongabay.com/facts/rainforest-facts.html>



It all starts with the everyday

