Real Food Challenge 2018-2019

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Clara Liang (CCCE)
Grace Liao (Bon Appetit)
Kate Richardson (Sustainability Office)

Purpose of the Real Food Challenge

Mission: to leverage the power of youth and universities to create a healthy, fair, and green food system

- **For who?** RFC aims to protect and uplift producers, consumers, communities, and the earth
- **How?** Develop an ecologically sound, equitable, and transparent campus food system
- **At Carleton:** since 2009, steady percentage around 27%, office collaboration

Model of Collaboration

REAL FOOD CALCULATOR ADVISORY CREW

CENTER FOR CIVIC AND COMMUNITY ENGAGEMENT

CARLETON COLLEGE

ADVISOR: ERICA ZWEIFEI

The CCCE Team will:

SUSTAINABILITY OFFICE

ADVISOR: ALEX MILLER

The STA Team will:

- Maintain contact with RFC throughout the calculating process
- Input final data to RFC website
- Coordinate calculating times
- Train new calculators
- Create spreadsheets for data entry
- Keeps the drive and waivers updated

SUSTAINABILITY

ASSISTANTS

CORE

ONE OR TWO STUDENT WORK STUDY

CCCE FOOD **FELLOW**

ONE STUDENT WORK

TEAM

BON APPÉTIT SUSTAINABILITY **AMBASSADORS**

ONE OR TWO HR STUDENT **WORK STUDY**

- · Recruit calculating volunteers
- and lead training sessions Seek involvement with ACE courses
- · Plan final presentation and lead the creation of slideshow
- · Creates promotional materials and advertises across campus

Core Team Student Workers:

- · Each devote at least 2 hours a week to data entry
- Coordinate Task Force Meetings
- Analyze Calculator Results
- · Identify areas of improvement and research product shifts
- · Publicize RFC results to the campus community and work on campus education and outreach

EXECUTIVE ADVISORS

- JESSE CASHMAN DIRECTOR OF AUXILARY SERVICES
- FRED ROGERS VICE PRESIDENT AND TREASURER

The Task Force will present their annual executive summary to the executive advisors to keep administration updated on Carleton's growth in Real Food.

ADVISOR: KATIE MCKENNA

The Bon Appétit team will:

- · Serve as the contact person for Bon Appétit to obtain velocity reports and credit card statements
- · Create promotional table tents in the dining hall
- · Lead research in new product shifts and keep the public updated on social media

BON APPÉTIT



What is Real Food?

- Local & Community Based
 - 150 mile radius for most foods
 - 250 mile radius for meat, poultry, seafood
 - Earn <\$5 million/year for individual farms
 - Earn <\$50 million/year for company/cooperative
- Humane
- Fair
- Ecological
 - Organic
 - Rainforest Alliance Certified
- Real Food A vs. Real Food B



How we calculate

- 2 representative months (January and September)
- % is based on total money spent
- Velocity reports from dining hall, enter into spreadsheets,
 label if it meets any of 4 categories, send it off to RFC

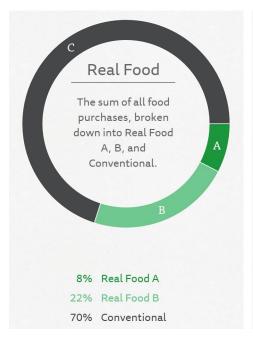
Carleton's results from the past 4 years

2014-'15: 30%

2015-'16: 28%

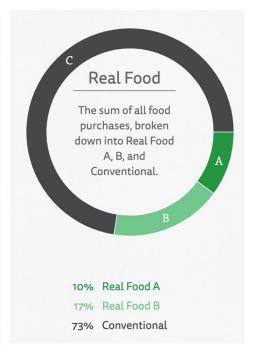
2016-'17: 27%

2017-'18: 27%

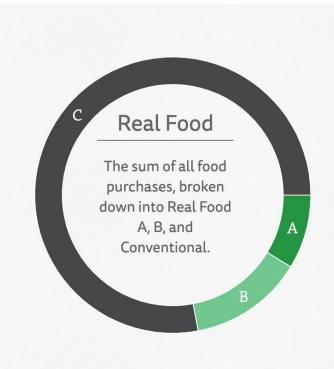








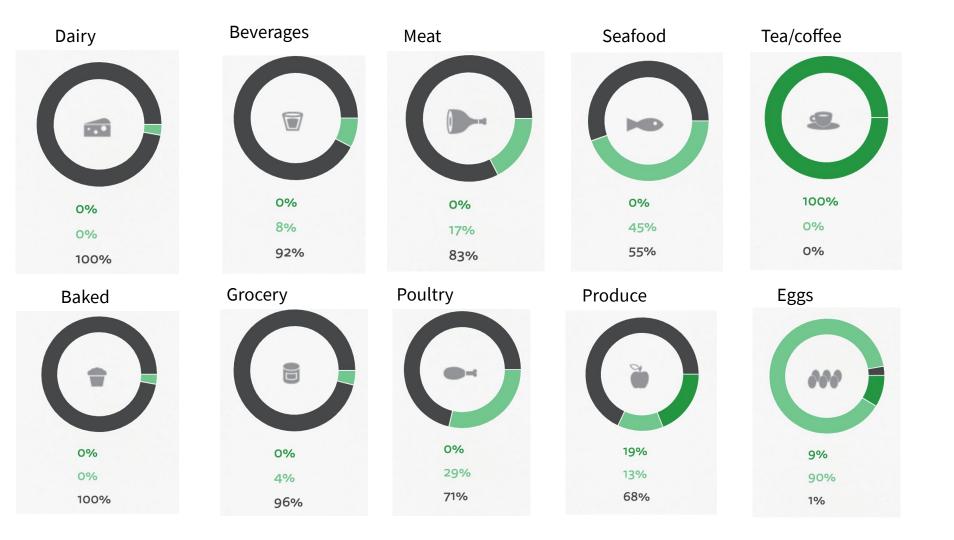
2018-2019: 22%



9% Real Food A

13% Real Food B

78% Conventional



By standard



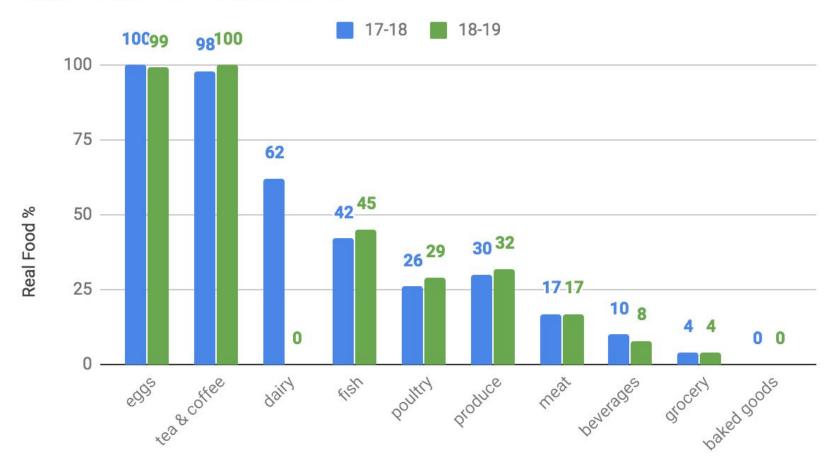
Mostly produce

produce/tea and coffee

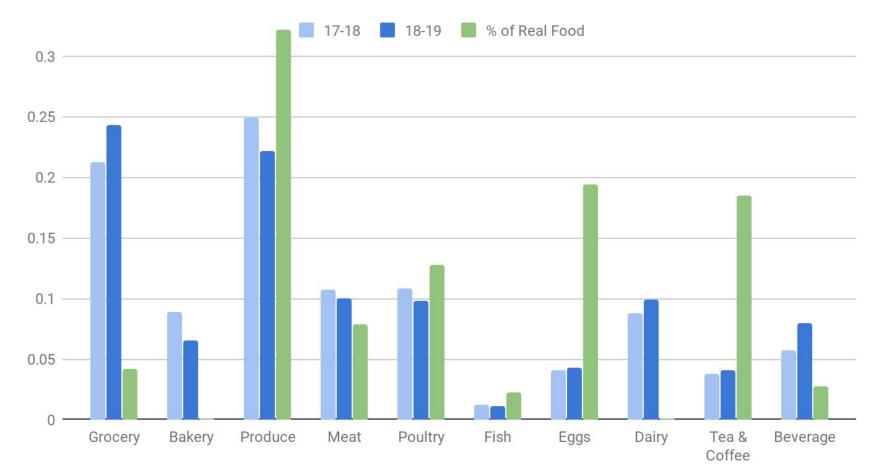
tea/coffee

Mostly eggs

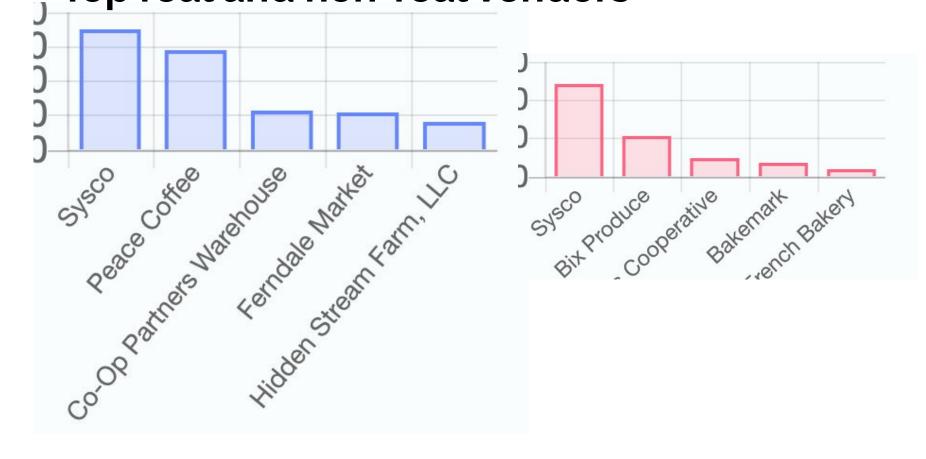
Real Food 17-18 and 18-19



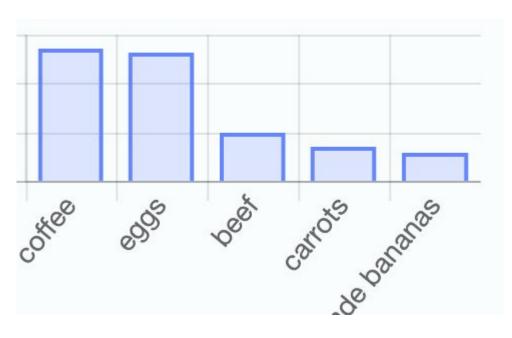
Food Purchases and % of Real Food

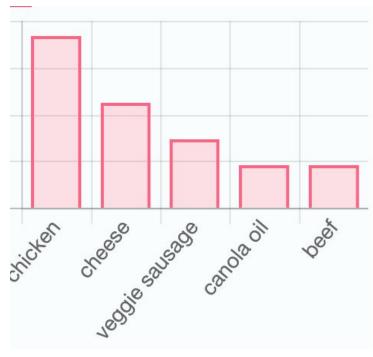


Top real and non-real vendors

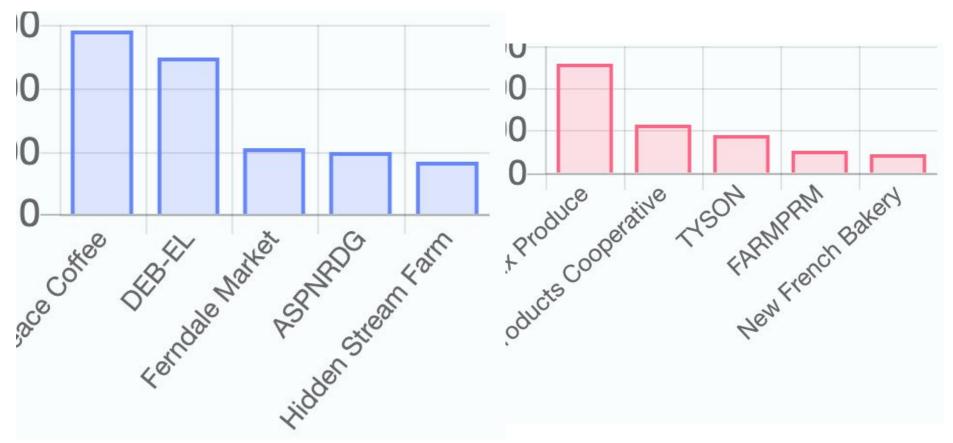


Top real and non-real items

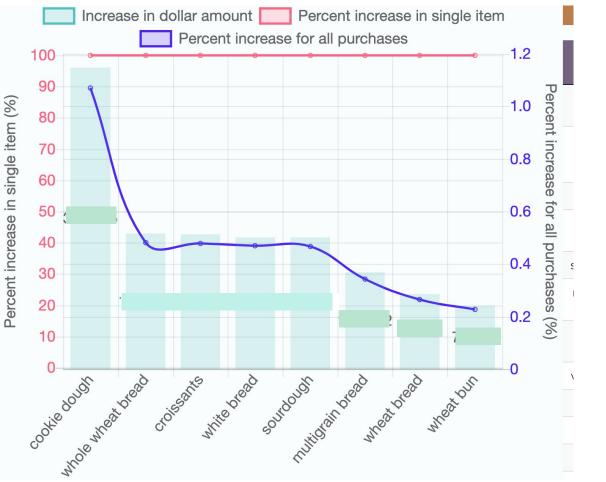


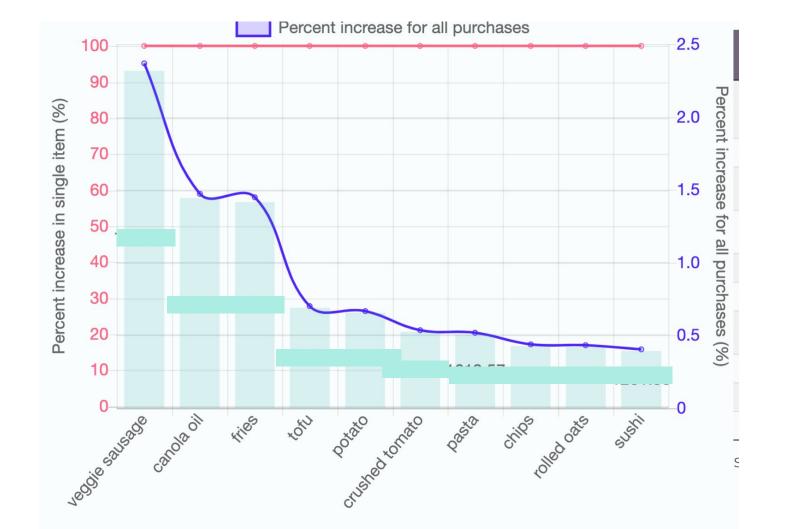


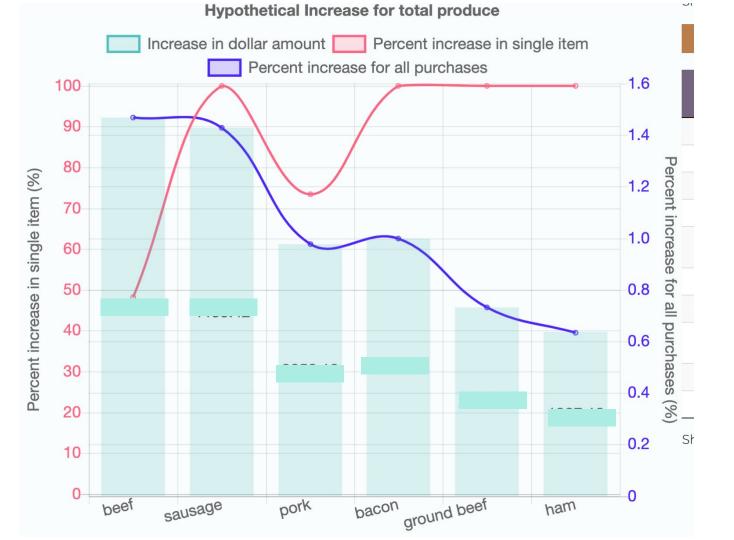
Top real and non-real brands

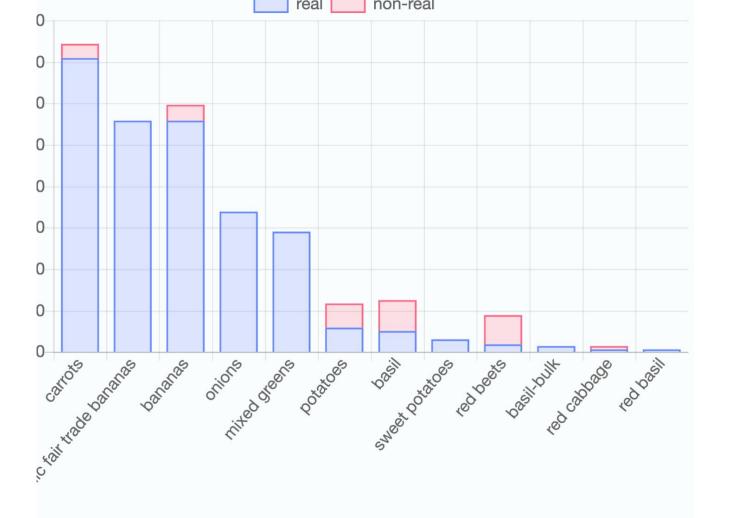


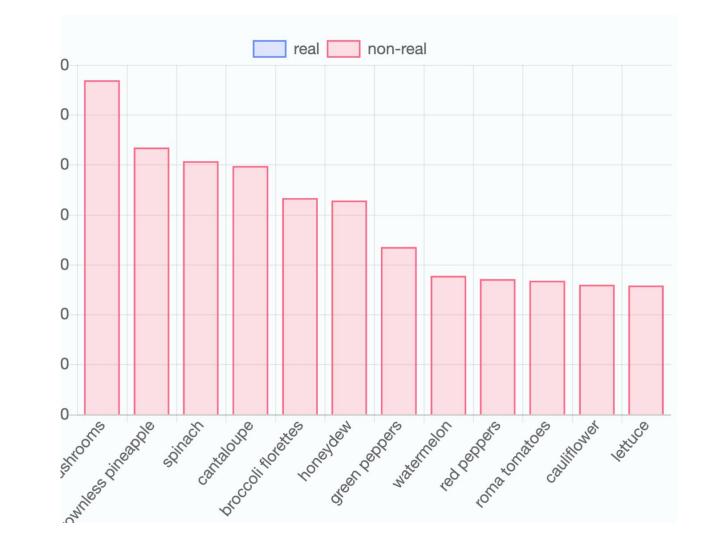
Hypothetical Real Food % Increase for BAKED items

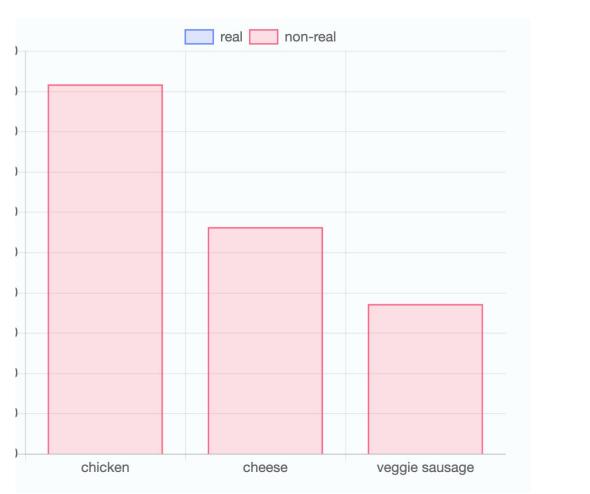












Notable Statistics

- All categories except dairy are roughly the same (meat, poultry, fish, grocery, beverage)
- Sourcing real veggie sausage would translate to a 2.5% increase!
- Sourcing from a local bakery would increase real food by at least 3%
- Real mushrooms would be at least a 1% increase
- Source real chicken would mean at least a 5% increase

Protein Product Shifts

- Local Poultry more Ferndale
 Turkey and Main Street Chicken
- Focusing on sourcing more real beef
- Sourcing real veggie sausage



Other Product Shifts

- Increasing organic beverages in Sayles/Dining halls
 - Good change: Kevita, Bootlegger Brewing
- Partnerships for locally sourced bread and baked items (Haverford case)
- Exploring real food options within Sysco

Next Steps

- Researching new product shifts this term
 - Implementing product shifts before next year's calculations
- How can we (students) help with research for searching more real products?
 - Establish weekly meetings this term with partners
 - Regular item on the Dining Board agenda

ACE Courses and other updates

Fall 2017:

- Environmental Ethics Survey (Kim Smith, 2017)
 - o n=325
 - 84% in favor/indifferent to removing cappuccino machine from 1 dining hall & switching with more real drink
 - o 67% in favor/indifferent to switching chicken to other protein 1x week
 - Strong support for fewer, organic apples/oranges

This year:

- CS Comps (Amy Csizmar Dalal)
- Success Stories Webinar

Thank You!

Thank you to Katie McKenna, Chef Schouten, our awesome team of volunteers, the CCCE and the Sustainability Office!



Questions?