

Real Food Challenge 2018-2019

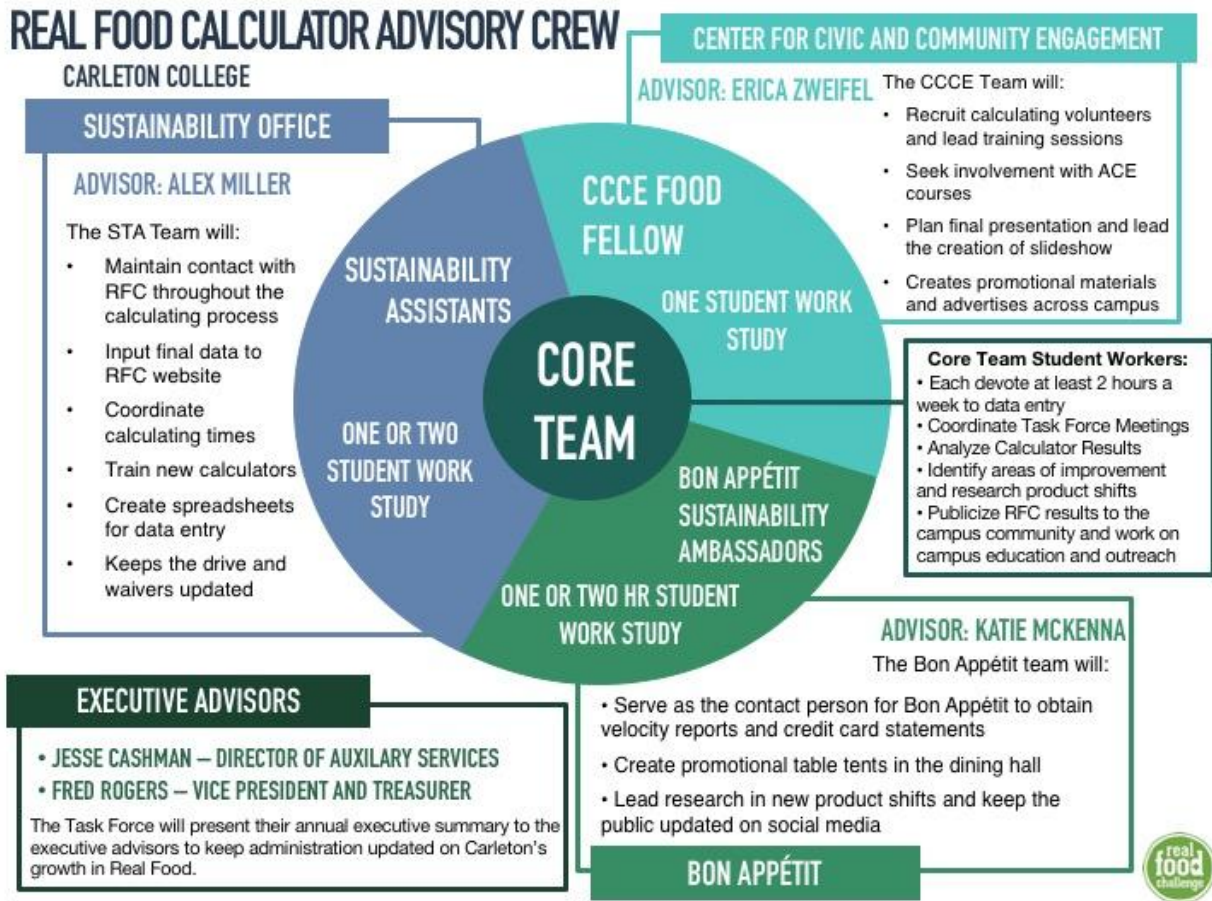
Caroline Hall (Sustainability Office)
Emma Leither (Sustainability Office)
Clara Liang (CCCE)
Grace Liao (Bon Appetit)
Kate Richardson (Sustainability Office)

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



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**

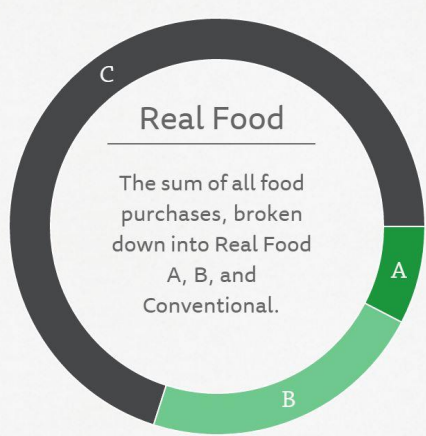


How we calculate

- 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%



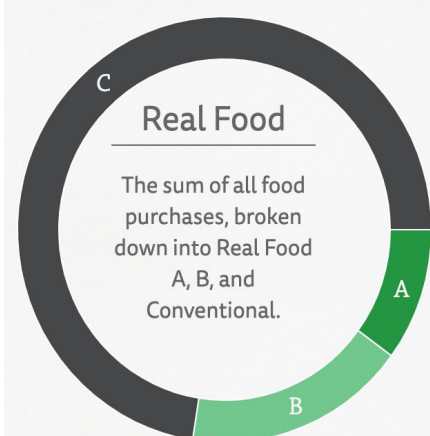
8% Real Food A
22% Real Food B
70% Conventional

2015-'16: 28%



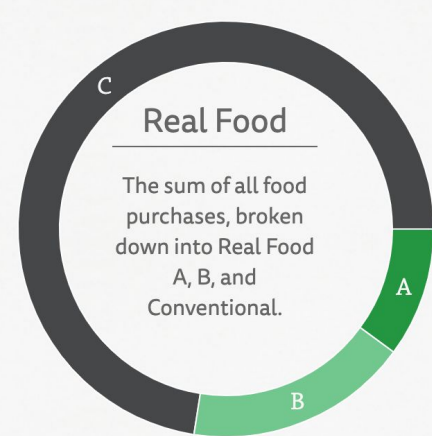
7% Real Food A
21% Real Food B
73% Conventional

2016-'17: 27%



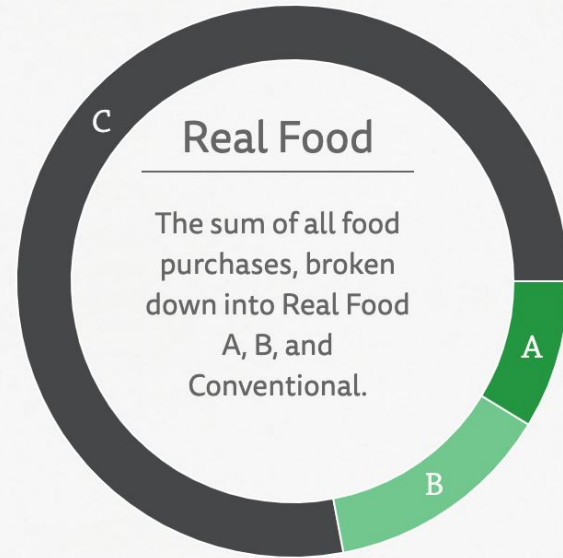
10% Real Food A
17% Real Food B
73% Conventional

2017-'18: 27%



10% Real Food A
17% Real Food B
73% Conventional

2018-2019: 22%

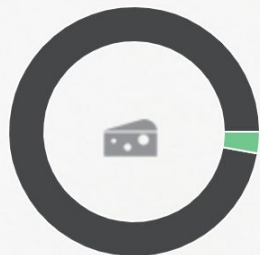


9% Real Food A

13% Real Food B

78% Conventional

Dairy

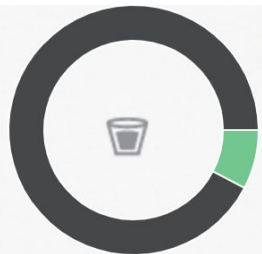


0%

0%

100%

Beverages



0%

8%

92%

Meat

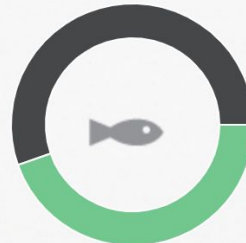


0%

17%

83%

Seafood

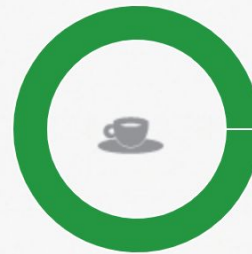


0%

45%

55%

Tea/coffee

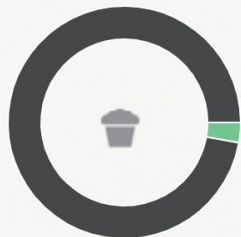


100%

0%

0%

Baked

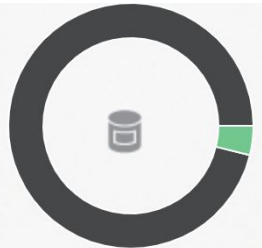


0%

0%

100%

Grocery

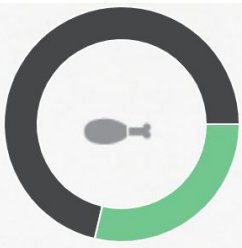


0%

4%

96%

Poultry

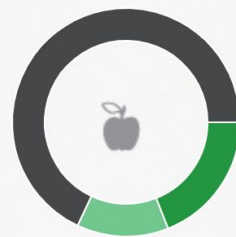


0%

29%

71%

Produce



19%

13%

68%

Eggs



9%

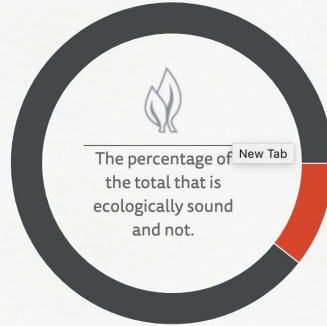
90%

1%

By standard



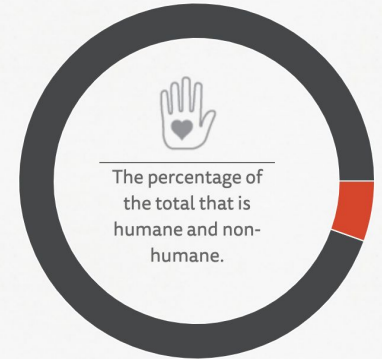
9% Local Food
91% Non-Local Food



11% Ecologically Sound Food
89% Non-Ecologically Sound Food



5% Fair Food
95% Non-Fair Food



5% Humane Food
95% Non-Humane Food

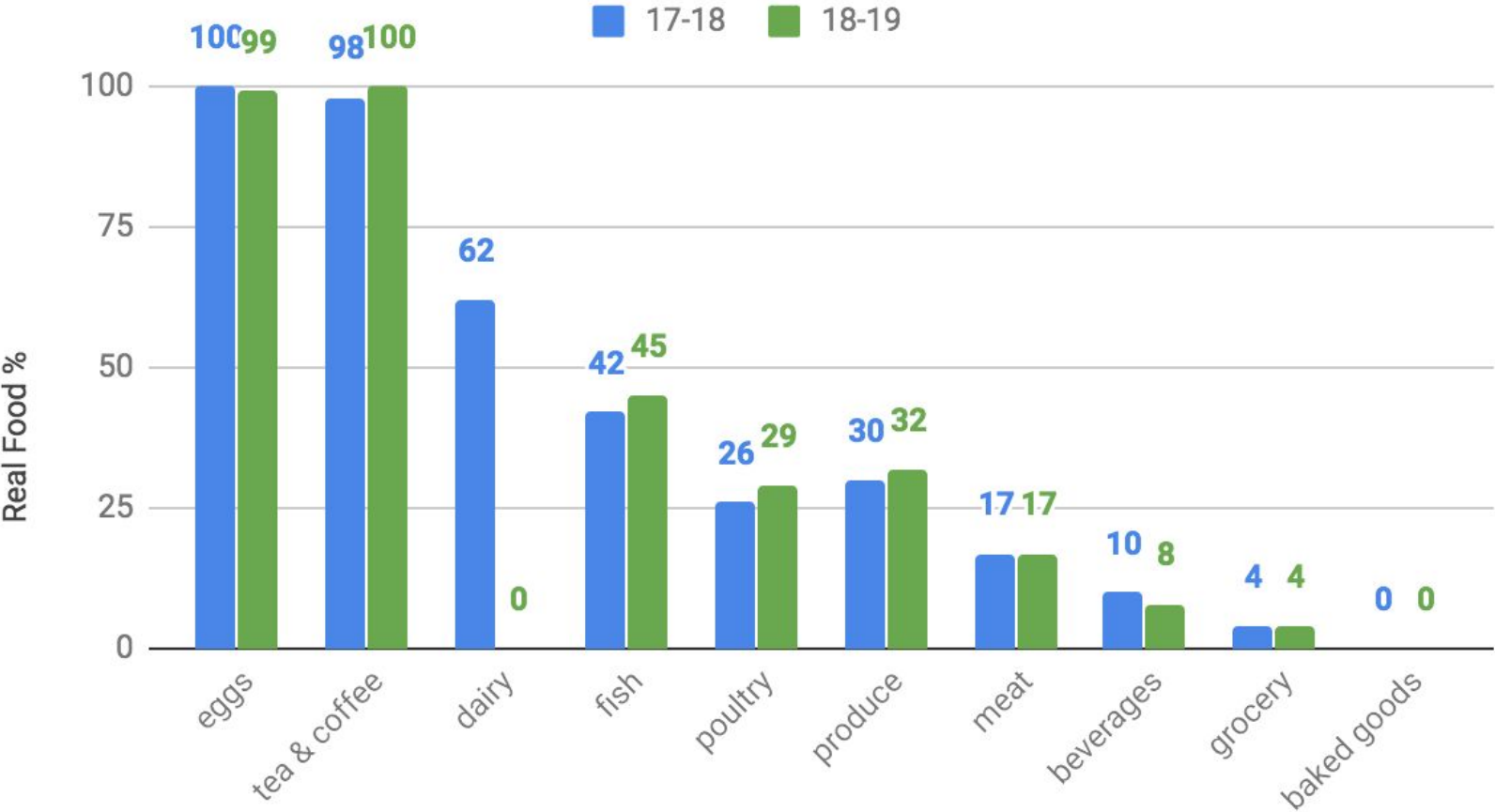
Mostly produce

produce/tea and
coffee

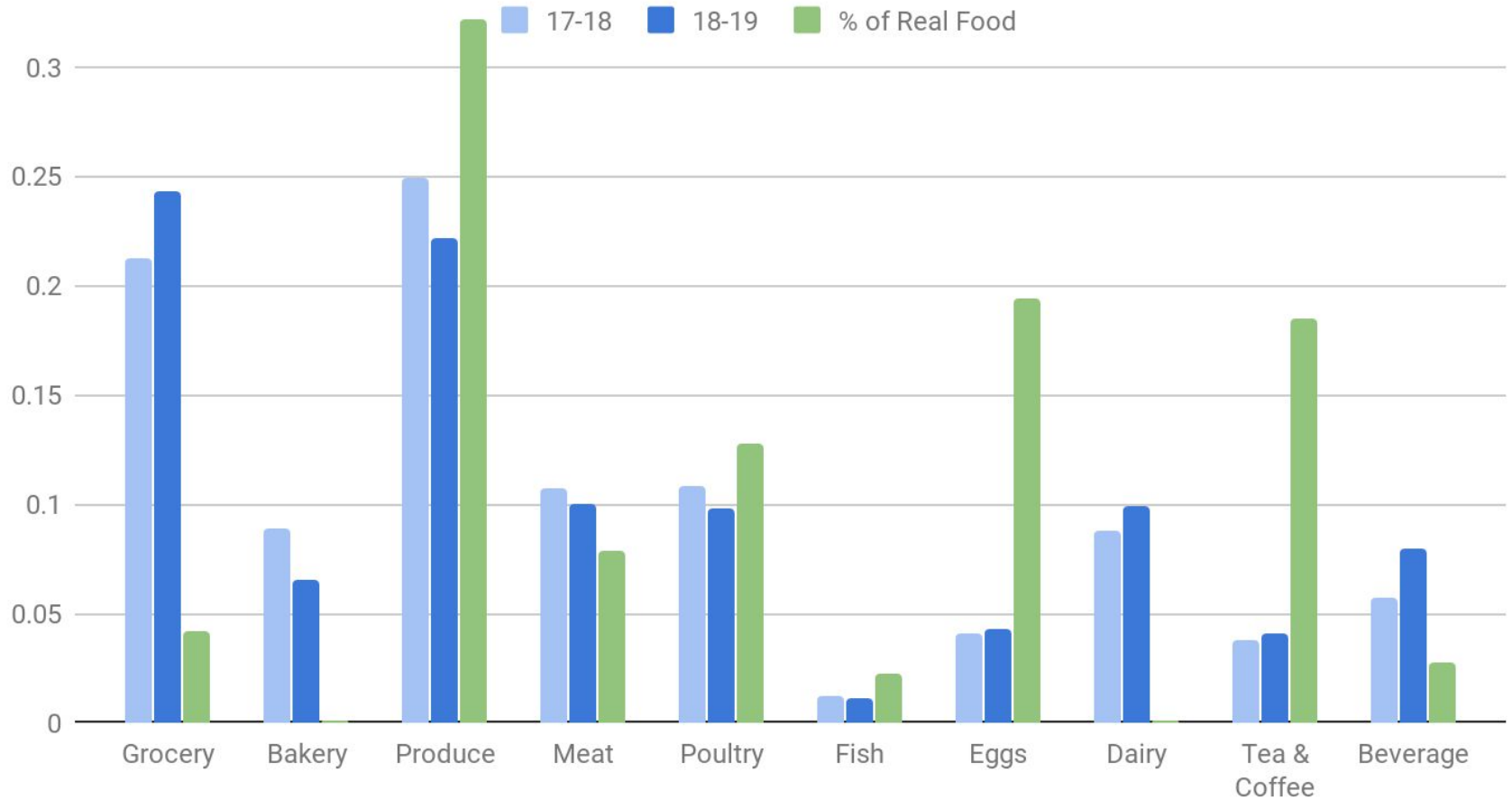
tea/coffee

Mostly eggs

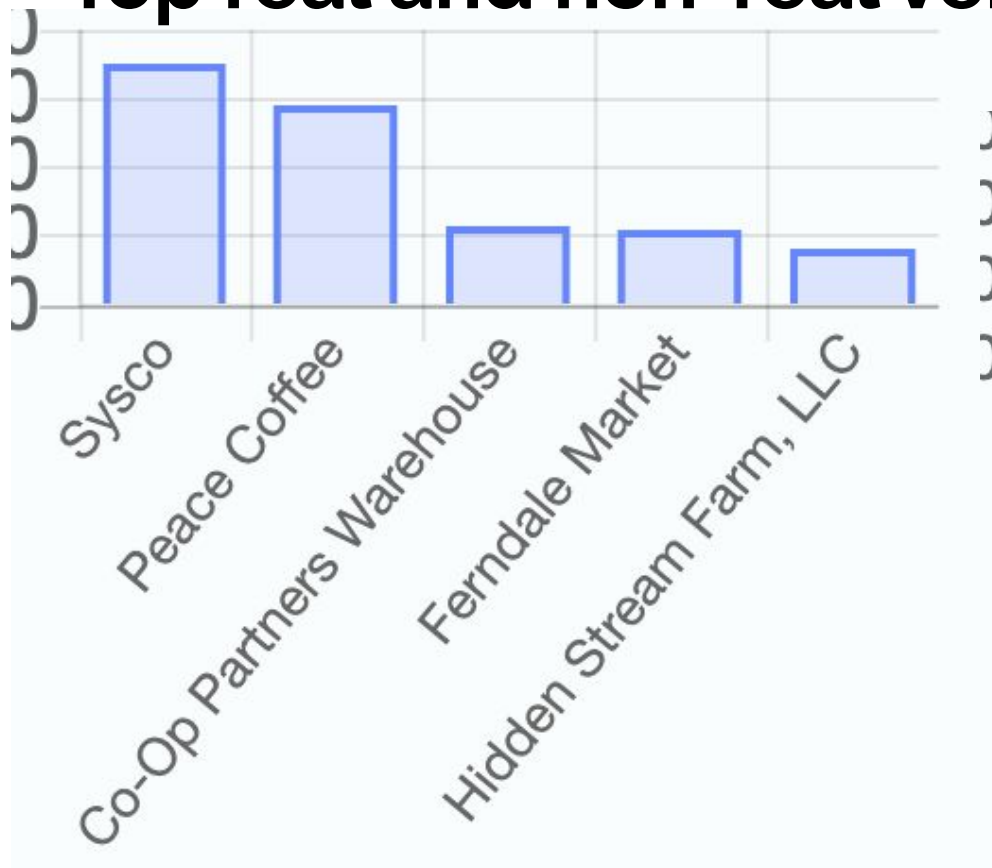
Real Food 17-18 and 18-19



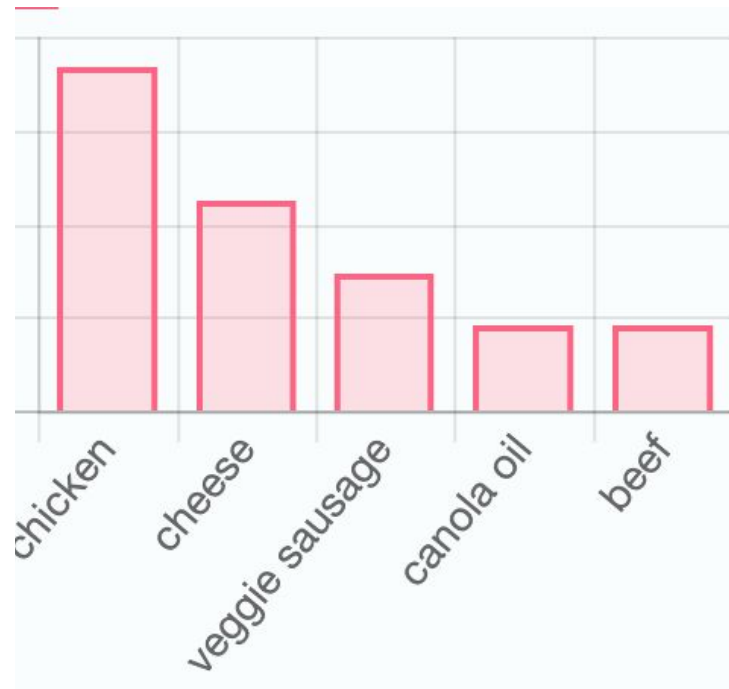
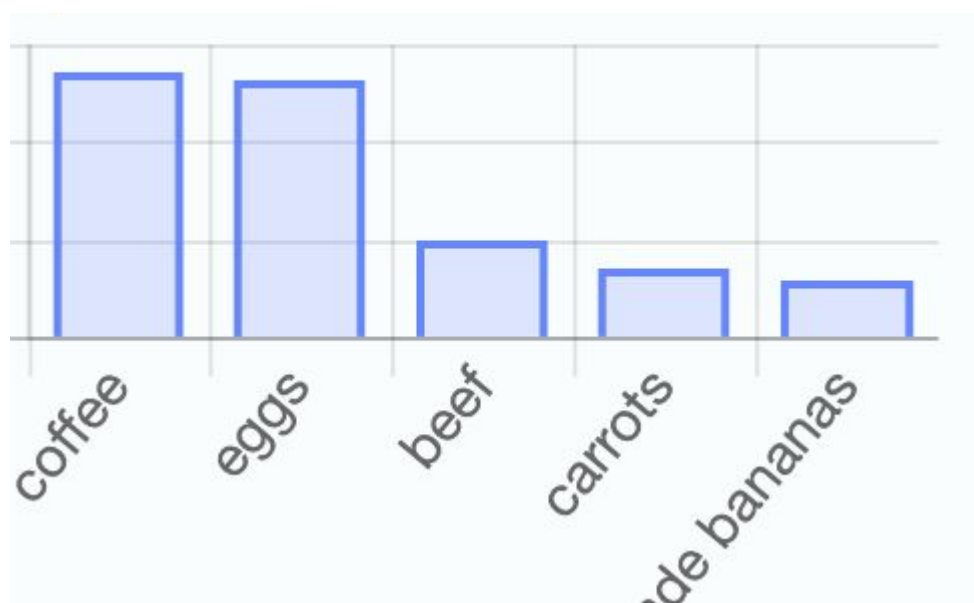
Food Purchases and % of Real Food



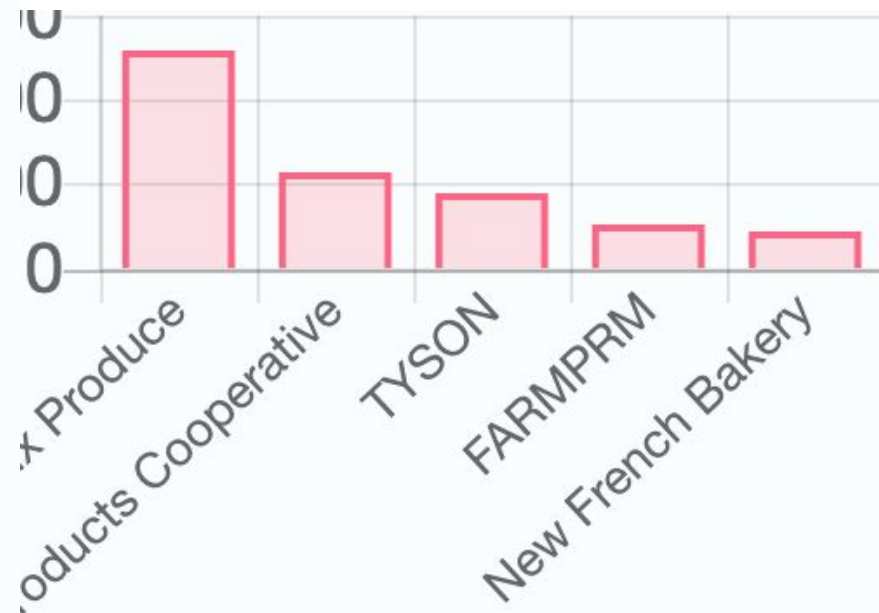
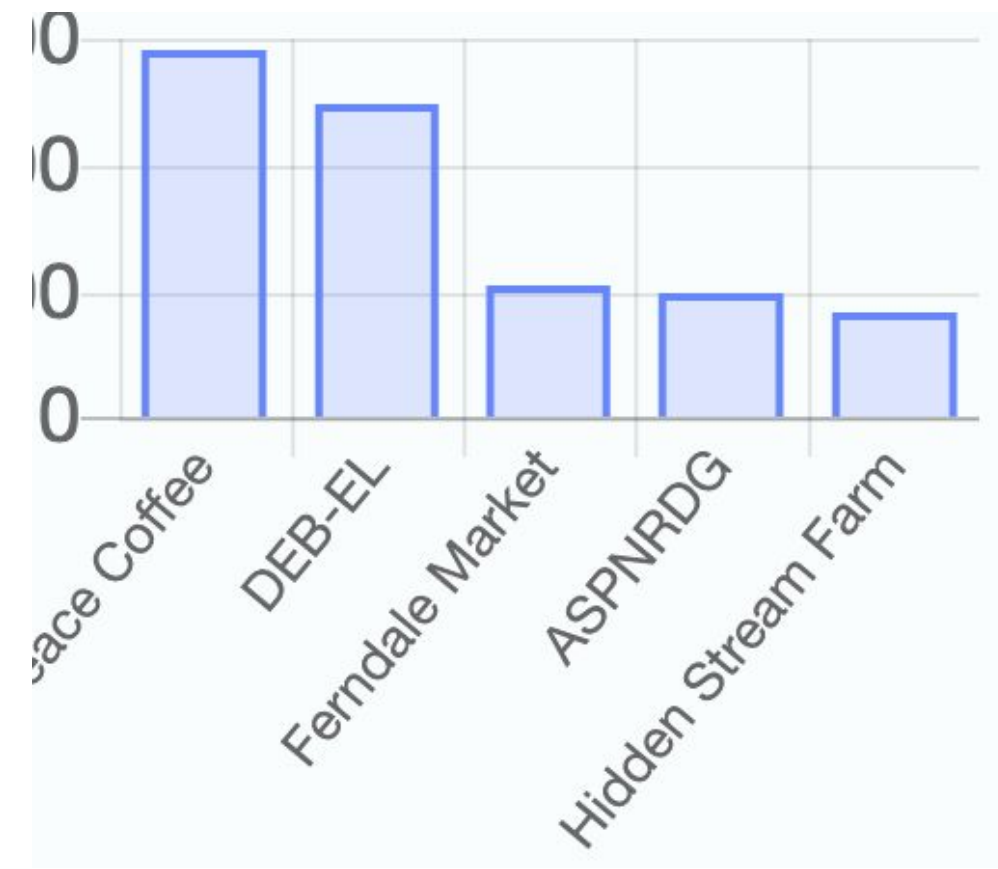
Top real and non-real vendors



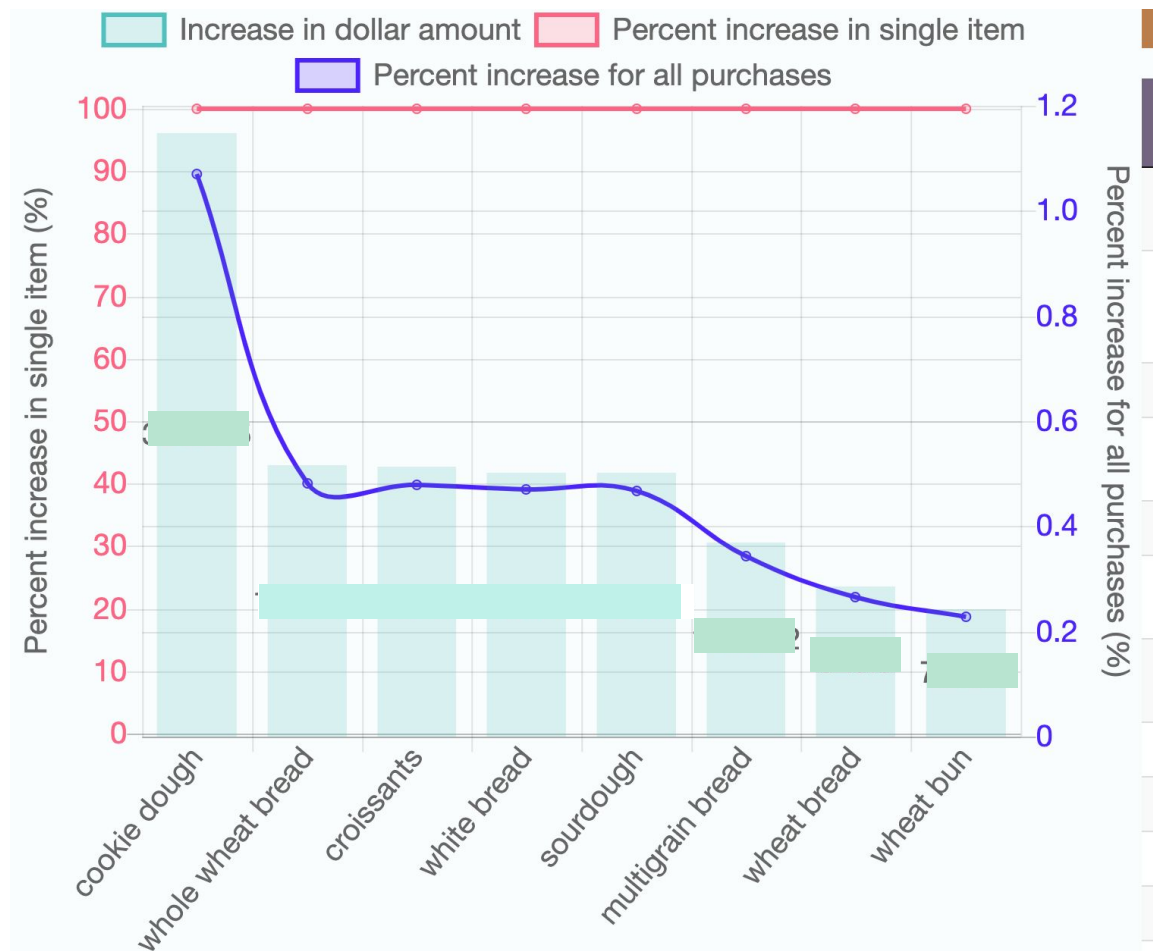
Top real and non-real items

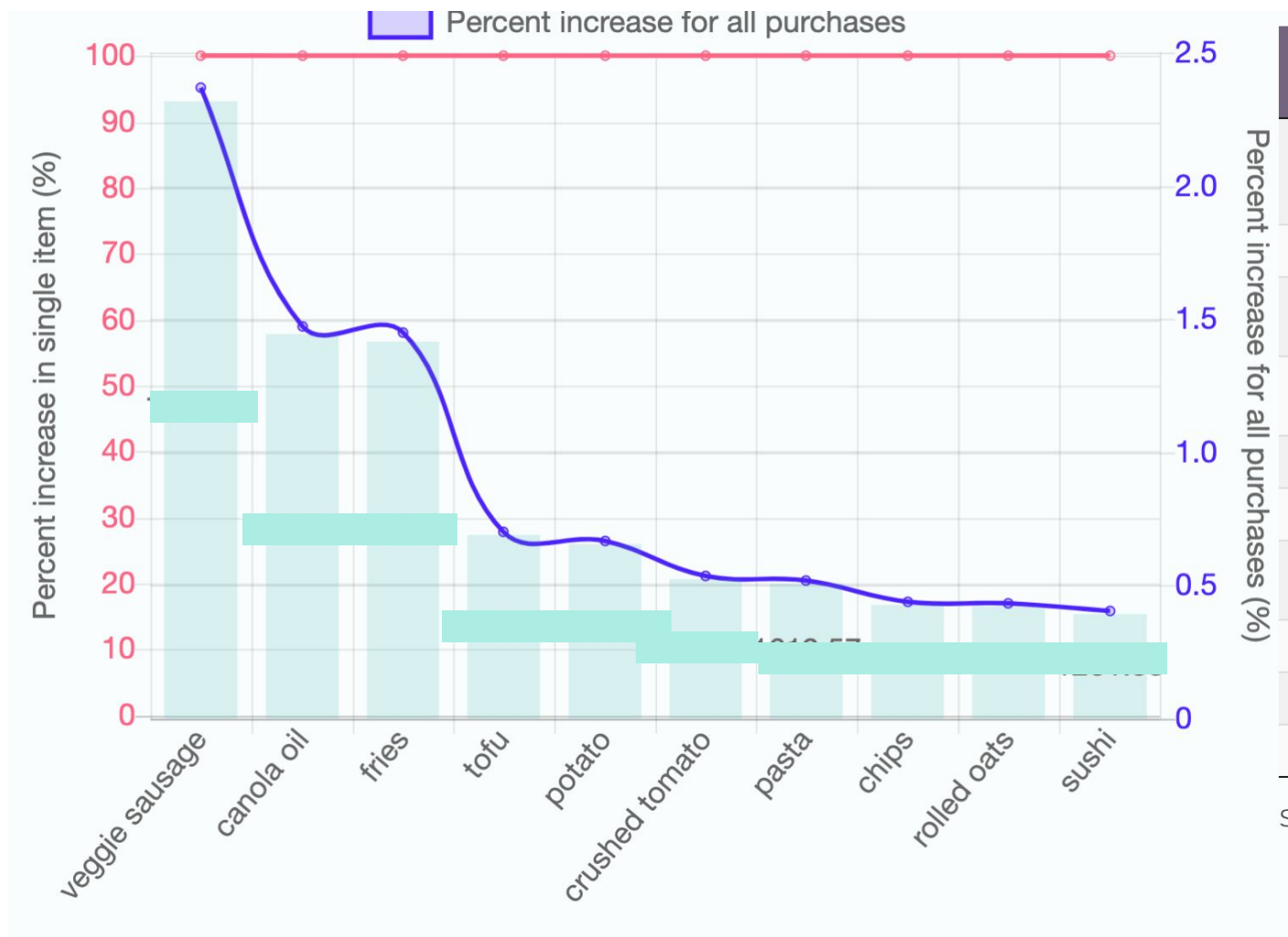


Top real and non-real brands

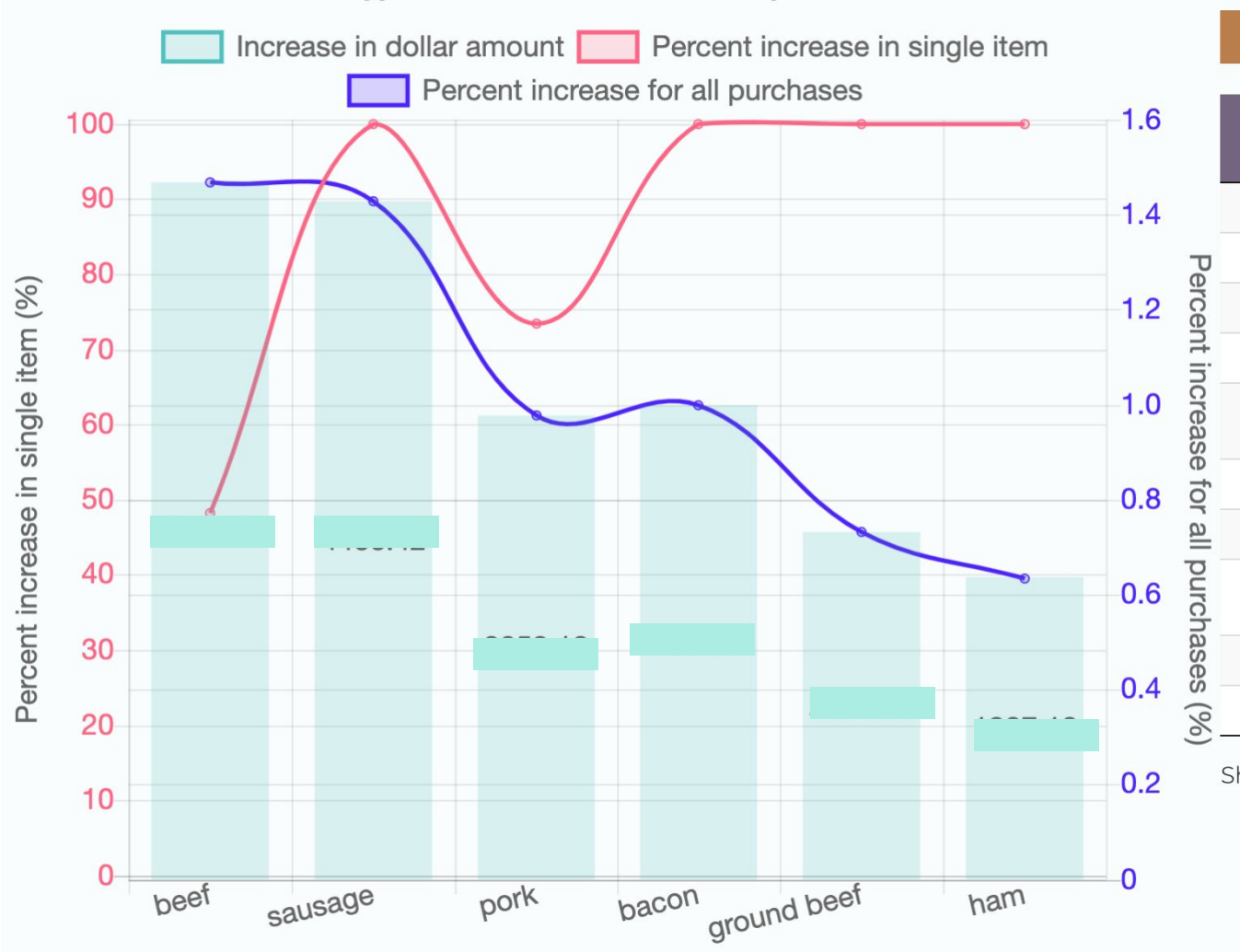


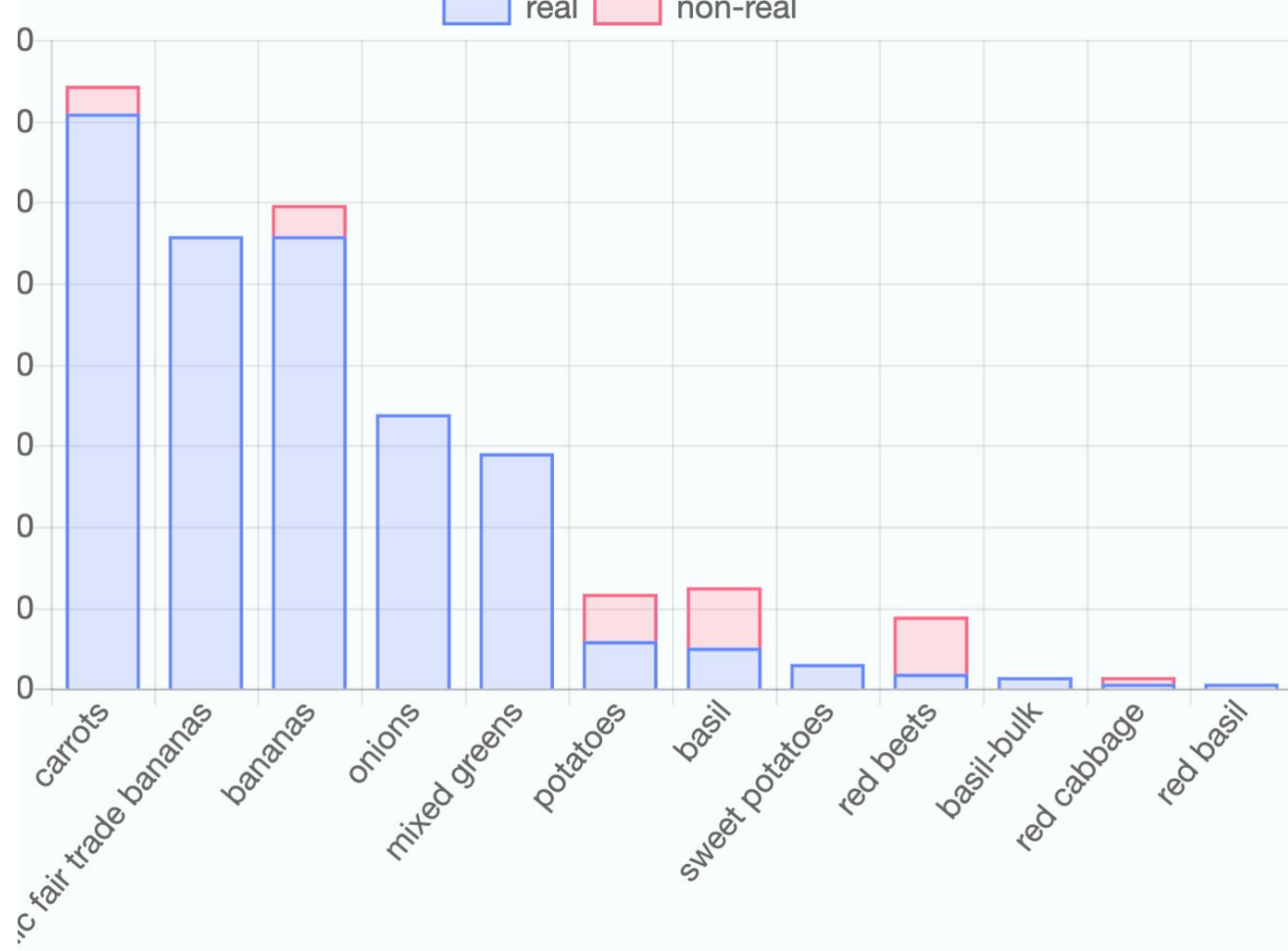
Hypothetical Real Food % Increase for BAKED items

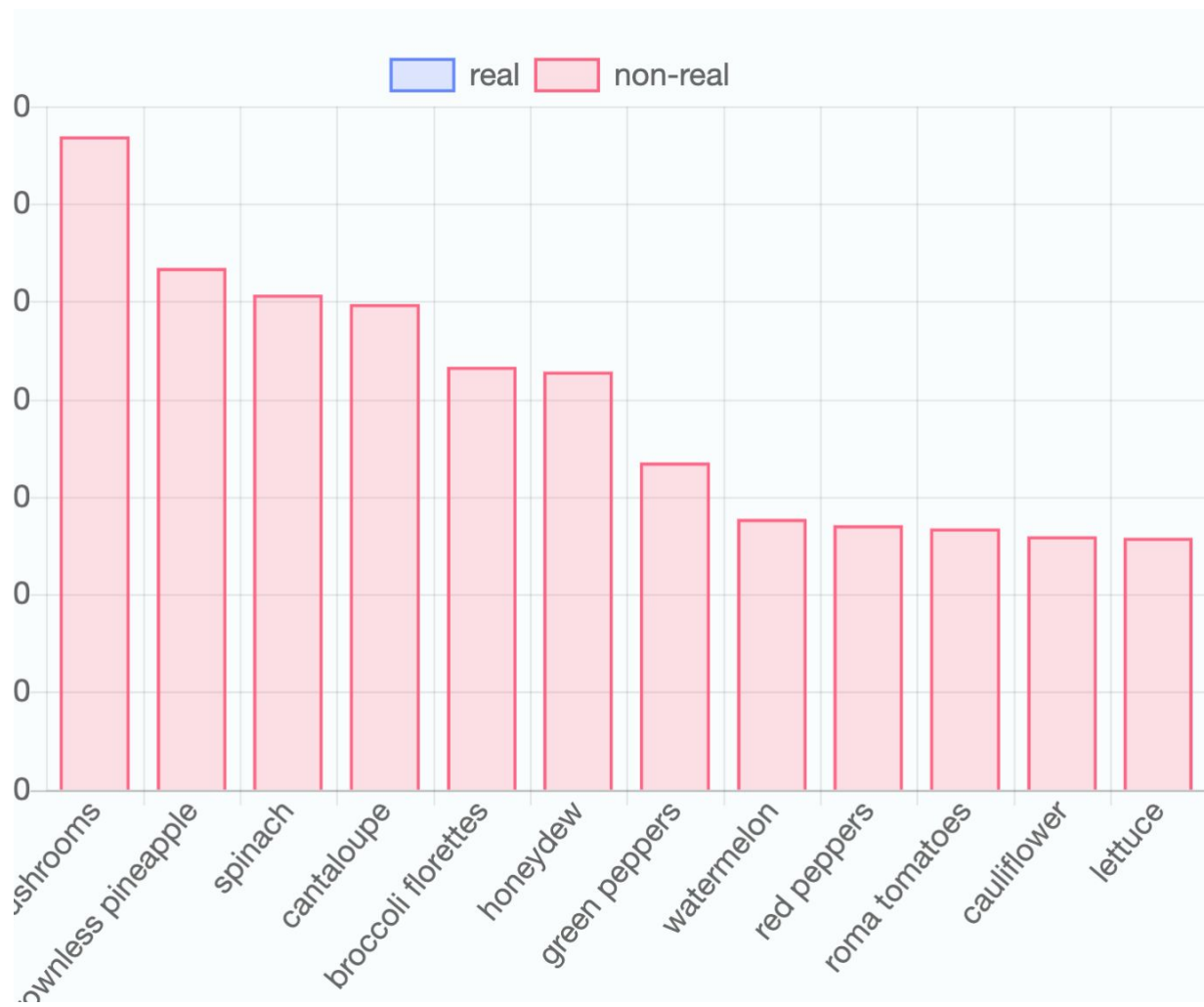




Hypothetical Increase for total produce









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)
 - n=325
 - 84% in favor/indifferent to removing cappuccino machine from 1 dining hall & switching with more real drink
 - 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?

