Real Food Challenge
2019-2020

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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
CARLETON COLLEGE

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

CENTER FOR CIVIC AND COMMUNITY ENGAGEMENT
ADVISOR: ERICA ZWEIFEL
The CCCE Team will:
• 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
SUSTAINABILITY FELLOW
ONE STUDENT WORK STUDY
ONE OR TWO STUDENT WORK AMBASSADORS
ONE OR TWO HR STUDENT WORK STUDY

BON APPÉTIT
SUSTAINABILITY AMBASSADORS

EXECUTIVE ADVISORS
• JESSE CASHMAN – DIRECTOR OF AUXILIARY 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.

BON APPÉTIT

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

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
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

2015–'16: 28%
2016–'17: 27%
2017–'18: 27%
2018–'19: 22%
2019-2020: 22%

The sum of all food purchases, broken down into Real Food A, B, and Conventional.

- 9% Real Food A
- 13% Real Food B
- 78% Conventional
By standard

Mostly produce, meat, poultry

produce/tea and coffee

tea/coffee

Mostly meat
Comparison: % of All Real Food by Category

- Produce: 36% (18-19), 32% (19-20)
- Meat: 8% (18-19), 14% (19-20)
- Poultry: 13% (18-19), 12% (19-20)
- Fish: 2% (18-19), 1% (19-20)
- Eggs: 19% (18-19), 2% (19-20)
- Dairy: 0% (18-19), 0% (19-20)
- Tea & Coffee: 19% (18-19), 3% (19-20)
- Beverage: 2% (18-19), 2% (19-20)
- Bakery: 4% (18-19), 6% (19-20)

% of Total Real Food
Notable Statistics

- **Shift in meat**
  - 17% real → 35% real
  - Local pork from Oneota Farms
- **Negative change in eggs and fish**
  - Due to changing standards, not changes in purchasing
- **100% real tea and coffee**
Protein Product Shifts

- Local Poultry
  - Serving more Ferndale Turkey
  - Sourcing from new chicken vendors
- Sourcing real veggie sausage
  - Organic
Other Product Shifts

- Increasing organic beverages in Sayles
  - Kevita, Bootlegger Brewing, Columbia Gorge smoothies
- Sourcing more organic peanut butter
Next Steps

- Increasing campus wide awareness around RFC
  - Publicizing across social media
  - Sharing this year’s Executive Summary across campus environmental groups
- Continuing to work with Bon Appetit to implement product shifts and publicize real food in the dining halls
RFCC Survey of Student Body

Adapted from a survey developed in Environmental Ethics, Kim Smith, 2017

● GOAL: Understanding student’s perspectives on proposed product shifts
  ○ Helps us prioritize certain product shifts
  ○ Demonstrates interest for Bon Appetit to make these changes
RFC Student Survey Main Results

- 145 responses
- Many students concerned about food choice and where the food is coming from
- Responses demonstrated overall willingness to continue certain product shifts, such as sustainably-sourced chicken, organic peanut butter and the replacement of the cappuccino machines with a more sustainable alternative.
Thank You!

Thank you to Katie McKenna, Chef Charlie Schwandt, our awesome team of volunteers, the CCCE and the Sustainability Office!
Questions?