

Real Food Challenge

2019-2020

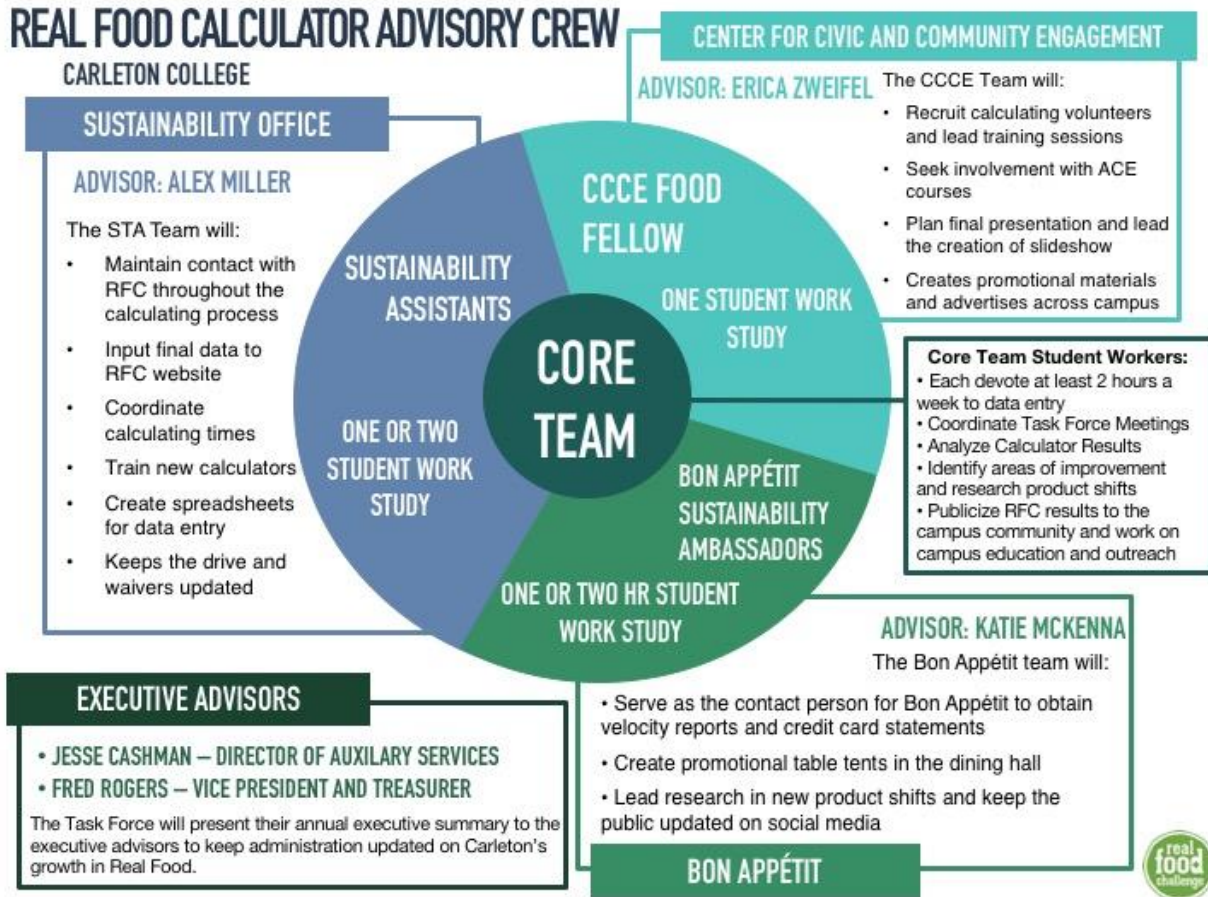
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Purpose of the Real Food Challenge

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

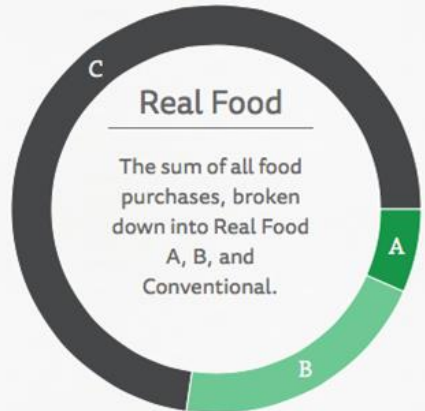
2015-'16: 28%

2016-'17: 27%

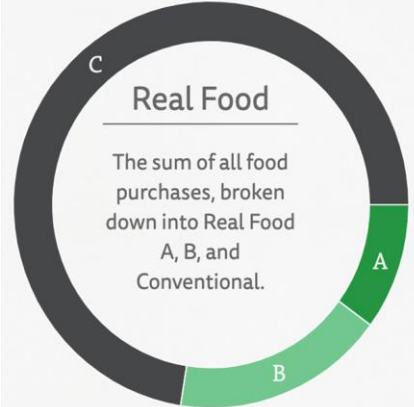
2017-'18:

27%

2018-'19: 22%



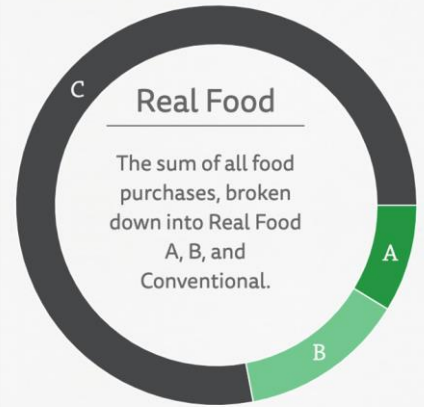
7% Real Food A
21% Real Food B
73% Conventional



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

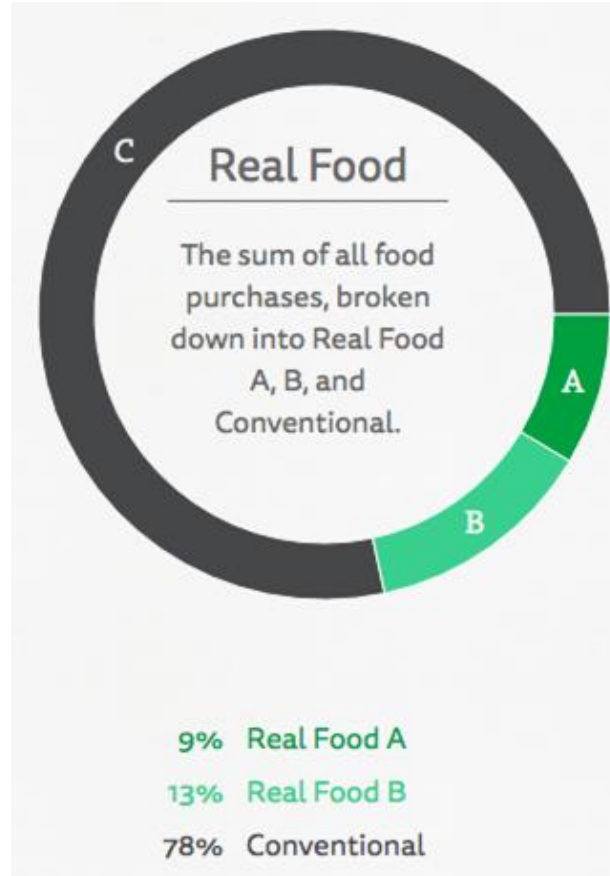


10% Real Food A
17% Real Food B
73% Conventional



9% Real Food A
13% Real Food B
78% Conventional

2019-2020: 22%



Dairy



0%

0%

100%

Beverages



0%

8%

92%

Meat

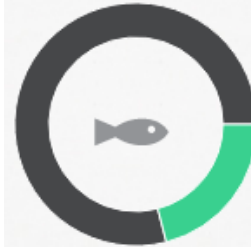


0%

35%

64%

Seafood

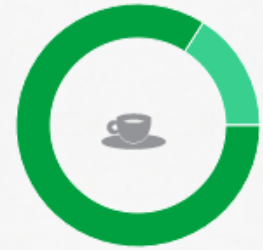


0%

21%

79%

Tea/coffee



84%

16%

0%

Baked



0%

0%

100%

Grocery

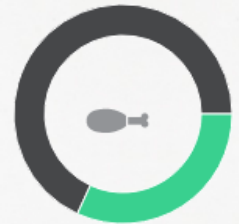


0%

5%

95%

Poultry



0%

32%

68%

Produce



15%

16%

69%

Eggs

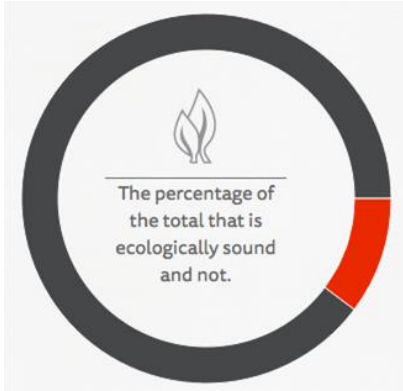


0%

16%

84%

By standard



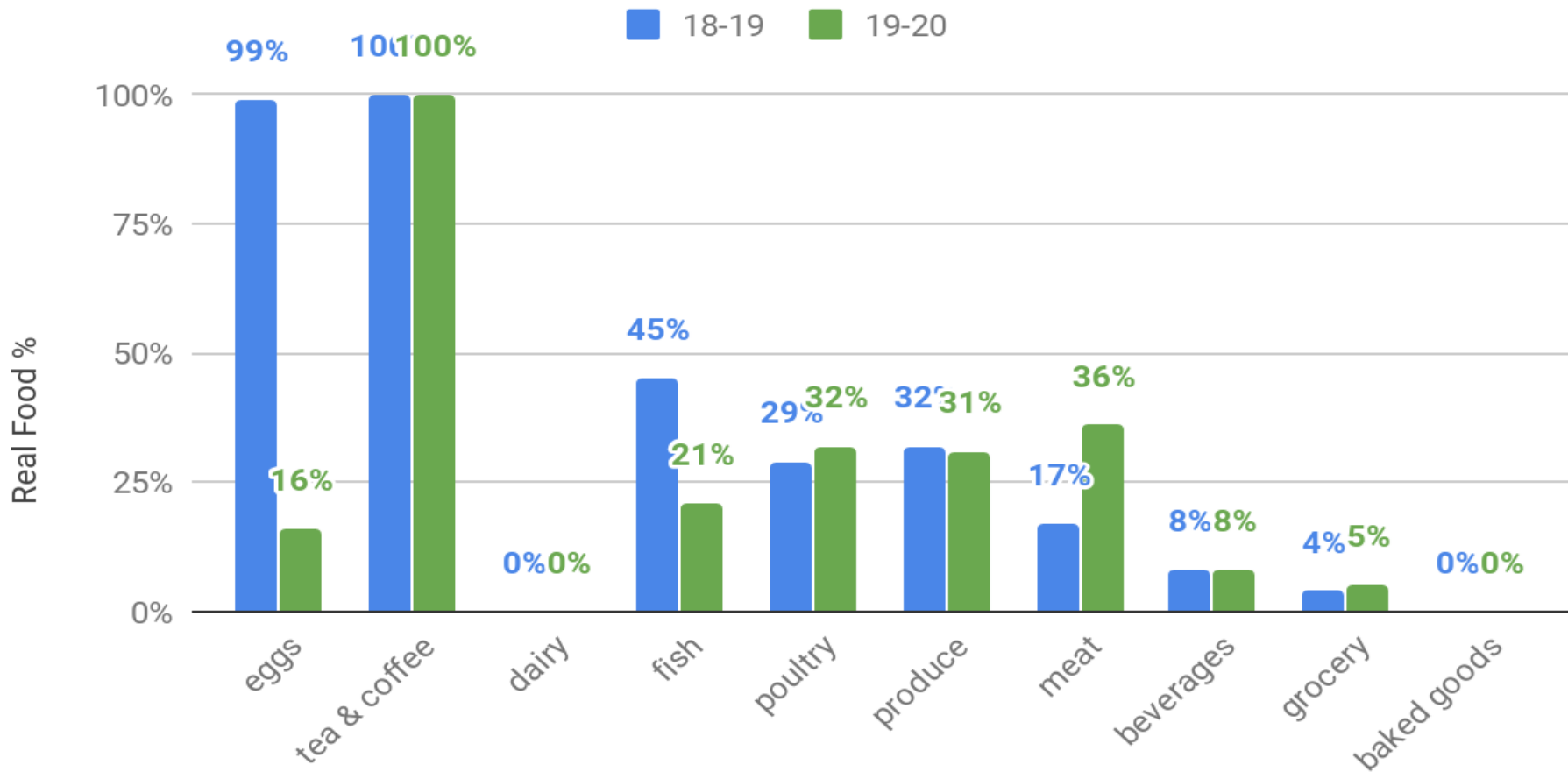
Mostly produce, meat, poultry

produce/tea and coffee

tea/coffee

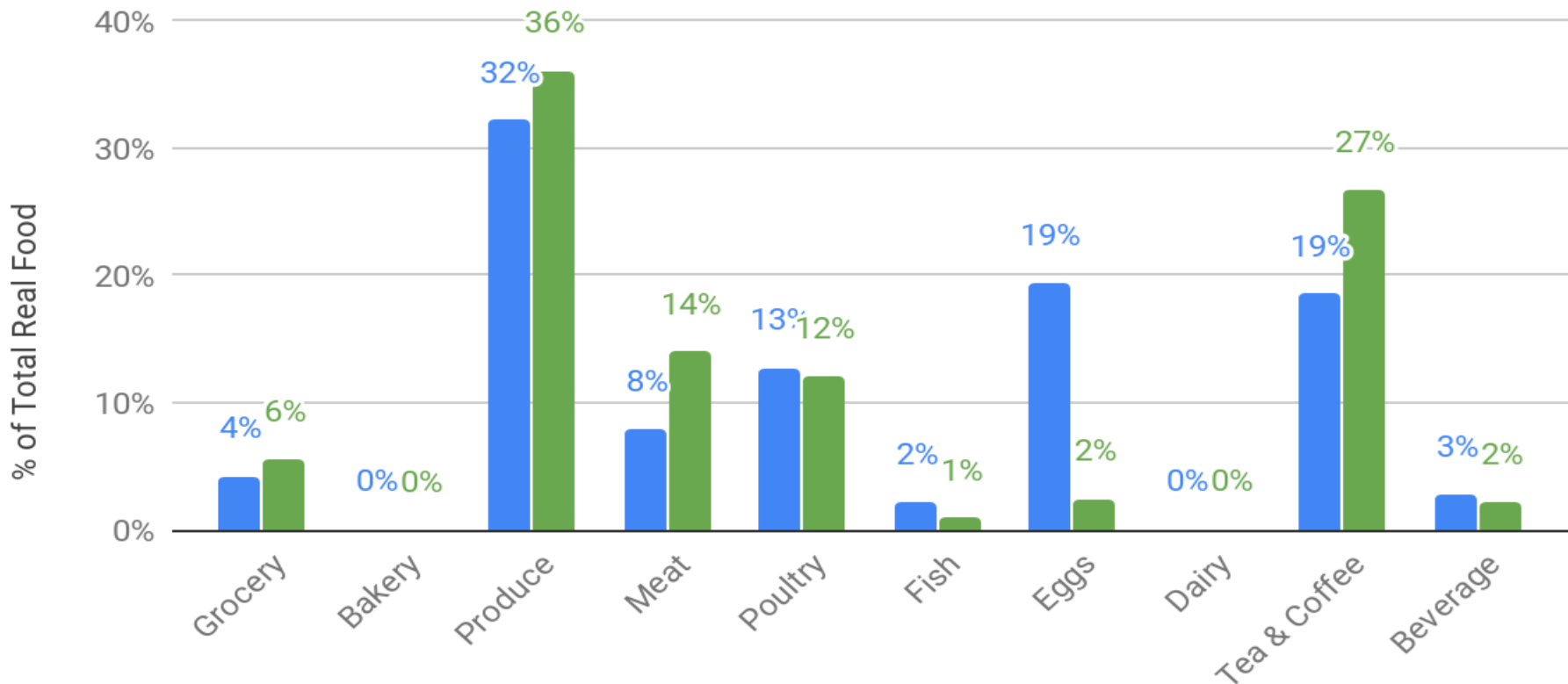
Mostly meat

Comparison: % Real Food within each Category



Comparison: % of All Real Food by Category

18-19 19-20



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

RFC 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?

