

Real Food Challenge 2021

Presenters:

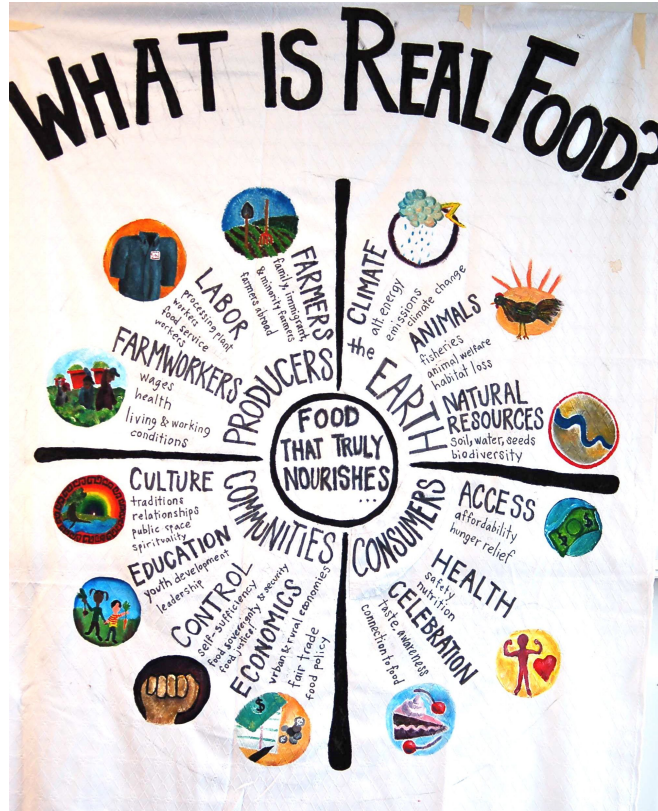
Karen Chen (Bon Appetit), Gracie Little (CCCE), Jack Schill (Bon Appetit)

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 between 20-30%, office collaboration

About the Real Food Challenge



Model of Collaboration



REAL FOOD CALCULATOR ADVISORY CREW

CARLETON COLLEGE

SUSTAINABILITY OFFICE

ADVISOR: ALEX MILLER

The STA Team will:

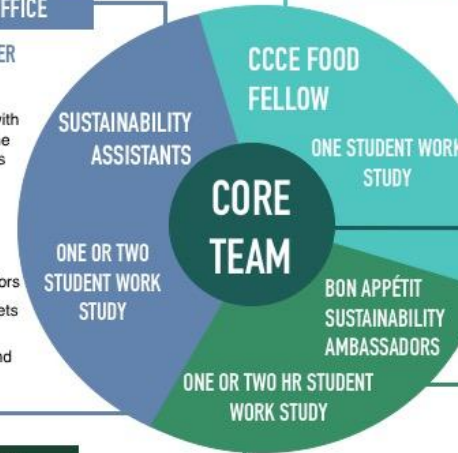
- Maintain contact with RFC throughout the calculating process
- Input final data to RFC website
- Coordinate calculating times
- Train new calculators
- Create spreadsheets for data entry
- Keeps the drive and waivers updated

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 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

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



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
- **Real Food A vs. Real Food B**

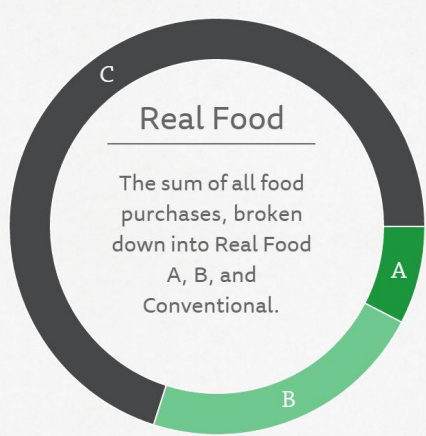


How we calculate

- 2 representative months (January and September)
- CCCE and Bon App students + volunteers
- % 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

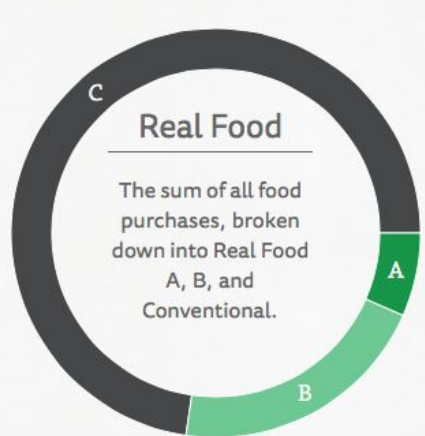
Carleton's results from the past 4 years

2015-16: 28%



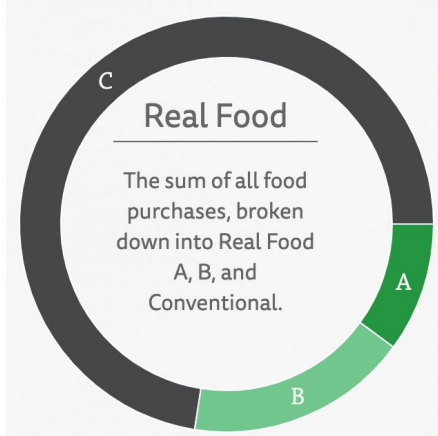
8% Real Food A
22% Real Food B
70% Conventional

2016-17: 27%



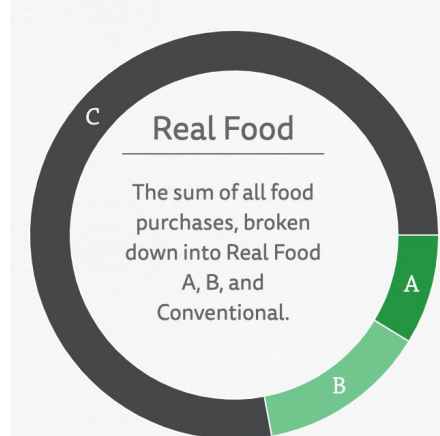
7% Real Food A
21% Real Food B
73% Conventional

2017-18: 27%



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

2018-19: 22%



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

History of RFC at Carleton!

- Participating since 2013!
- ACE involvement:
 - 2017 CS Comps, calculating tool (now defunct)
 - Kim Smith's Environmental Ethics classes (2017, 2020) conducted surveys amongst students, which were then used to inform product shifts

Assessments				
Start a New Assessment				
Year	Survey	Plan	Data	Results
2020-2021	Survey	Assessment Plan RFC Official	September '20 February '21	
2019-2020	Survey RFC	Assessment Plan RFC Official	September '19 January '20	<div><div>78%</div><div>13%</div><div>9%</div></div> RFC
2018-2019	Survey RFC	Assessment Plan RFC Official	September '18 January '19	<div><div>78%</div><div>13%</div><div>9%</div></div> RFC
2017-2018	Survey RFC	Assessment Plan RFC Official	October '17 February '18	<div><div>73%</div><div>17%</div><div>10%</div></div> RFC
2016-2017	Survey RFC	Assessment Plan RFC Official	October '16 February '17	<div><div>73%</div><div>16%</div><div>10%</div></div> RFC
2015-2016	Survey RFC	Assessment Plan RFC Official	October '15 February '16	<div><div>73%</div><div>22%</div><div>5%</div></div> RFC
2014-2015	Survey RFC	Assessment Plan RFC Official	October '14 February '15	<div><div>70%</div><div>22%</div><div>8%</div></div> RFC
2013-2014	Survey RFC	Assessment Plan RFC Official	September '13 October '13 February '14	<div><div>75%</div><div>20%</div><div>5%</div></div> RFC

Questions?

