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

WHAT IS REAL FOOD?

- Farmers
- Farmworkers
- Producers
- Supply Chain
- Food
- that Truly
- Nourishes

COMMUNITIES

- Health
- Culture
- Education
- Economy
- Celebration

CONSUMERS

- Access
- Affordability
- Migration

THE EARTH

- Agriculture
- Climate
- Biodiversity
- Natural Resources

253 institutions
$383,241,458 reviewed
Model of Collaboration

**REAL FOOD CALCULATOR ADVISORY CREW**

**CARLETON COLLEGE**

**ADVISOR: ALEX MILLER**

- 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 weavers updated

**SUSTAINABILITY OFFICE**

**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**

- **CCCE FOOD FELLOW**
- **ONE STUDENT WORK STUDY**
- **ONE OR TWO STUDENT WORK STUDY**
- **BON APPETIT SUSTAINABILITY AMBASSADORS**
- **ONE OR TWO HR STUDENT WORK STUDY**

**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.

**CENTER FOR CIVIC AND COMMUNITY ENGAGEMENT**

**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 tent 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
- 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%
- Real Food
  - The sum of all food purchases, broken down into Real Food A, B, and Conventional.
  - 8% Real Food A
  - 22% Real Food B
  - 70% Conventional

2016-17: 27%
- Real Food
  - The sum of all food purchases, broken down into Real Food A, B, and Conventional.
  - 7% Real Food A
  - 21% Real Food B
  - 73% Conventional

2017-18: 27%
- Real Food
  - The sum of all food purchases, broken down into Real Food A, B, and Conventional.
  - 10% Real Food A
  - 17% Real Food B
  - 73% Conventional

2018-19: 22%
- Real Food
  - 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
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

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<td>2020-21</td>
<td>Survey</td>
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<td>September ’20 to February ’21</td>
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<tr>
<td>2019-20</td>
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<tr>
<td>2018-19</td>
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<td>2014-15</td>
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<td>September ’13 to October ’14</td>
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Assessments
Questions?