REAL FOOD IN UNIVERSITIES:
A BILLION DOLLAR CHALLENGE
Presentation Outline

- **Real Food Challenge: An Introduction**
- **The Real Food Calculator**
- **Three Success Stories**
  - Real Food on Campus
  - The Dining Perspective
  - Real Food in the Real World
- **Questions and Answers**
Real Food into University Cafeterias: a Billion Dollar Challenge
OVERVIEW

• Introduction
• Background on RFC
• Our Model
• The Calculator
• Panel
  – Real Food On Campus – Kate Turcotte
  – The Dining Perspective – Bonnie Crouse
  – Real Food in the Real World – Sue DeBlieck
RFC Origins

• Design Team Initiated, 2007
• RFC Launched in Fall 2008, with:
  – United Students for Fair Trade
  – Slow Food USA
  – Student/Farmworker Alliance
  – Community Food Security Coalition, Farm2College
  – The Food Project
  – California Student Sustainability Coalition
• 3rd School year of operation
Real Food Wheel:

Producers

...food which truly nourishes

Consumers

The Earth

Farmers Abroad
Fair Trade

Labor
Form Workers, Processing Plant labor, Food Service Workers

Farmers
Family farmers, Minority farmers, Immigrant farmers

Access
Affordability, Hunger Relief

Health
Safety, Nutrition

Pleasure
Taste, Awareness, Connection to food

Control
Self-sufficiency, Food Sovereignty Community Food Security, Food Justice

Economics
Urban & Rural Economies

Culture
Traditions, Relationships, Public Space, Spirituality

Education
Youth Development, Leadership

Natural Resources
Fisheries, Animal Welfare

Animals
Soil & Water Quality, Biodiversity

Climate
Alternative energy, Emissions, Climate Change

Food & Wine

holiday bliss

Affordability, Hunger Relief

Safety, Nutrition

Taste, Awareness, Connection to food

Self-sufficiency, Food Sovereignty Community Food Security, Food Justice

Urban & Rural Economies

Traditions, Relationships, Public Space, Spirituality

Youth Development, Leadership

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Soil & Water Quality, Biodiversity

Alternative energy, Emissions, Climate Change
Our (double) Bottom-Line:

$1 Billion of Change

Building a Student Movement
What We Do

• Resource/Network Hub
• Regional Summits
• Local Trainings
• School, State, National Campaigns
• Real Food Calculator
Where are we now?

- 340+ Schools Connected
- $32 million in annual “real food” spending
- 17 schools piloting out Calculator System
- 1500+ Students attending Summits & Trainings
- ...and more creative project in the works!
The Real Food Calculator

• “Food that truly nourishes people, communities, and the earth”

• 4 Horizontal Categories—Community-based, Fair, Ecologically Sound, Humane

• Vertical Matrix: Red, Green and Yellow Light Designation

• Results: Real Food A vs. Real Food B

• Piloted on 17 campuses in the US (e.g. Brown, Western Washington, UC Berkeley, Cabrillo Community College..)
### Local

| Unprocessed Foods | - Grown/Raised within your food shed or 150 miles and at least one of the following:  
|                  | a) You have a direct purchasing relationship with the farmer or your distributor provides you with transparent and verifiable information about farm practices and location  
|                  | b) or, Farm is independently or cooperatively owned and operated within the region  
|                  | c) or, Small-medium scale farm |

### Fair

| - Fair Trade Certification.  
| - Domestic Fair Trade Certification (Agriculture Justice Project)  
| - Direct Fair Trade**  
| - Business/farm has a social responsibility policy that includes:  
| -- Living wage + paid sick/vacation  
| -- Right to organize or bargain collectively  
| -- Right to grievance process  
| -- Health care benefits  
| -- Job protection |

### Ecologically Sound

| - USDA Organic  
| - Protected Harvest Cert.  
| - Marine Stewardship Council Cert.  
| - Biodynamic certification  
| - Rainforest Alliance Cert.  
| - Food Alliance Cert.  
| - Seafood Watch Guide “Best Choices” * |

### Humane

| Certified Humane Raised & Handled  
| - Food Alliance Cert. *  
| - Seafood Watch Guide “Best Choices” * |

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**Green Light**  
**A clear fit**  
**YES**

**Yellow Light**  
**Use caution**  
**YES**

**Red Light**  
**Good start, but not enough….“No”**  
Claim does not have substance “NO”  
“No way”

**Health Concerns**  
If these ingredients are present, the food item does not count

- high fructose corn syrup, hydrogenated vegetable oils, MSG, rBGH/rBST, sodium nitrate, sodium nitrite, trans-fats
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Real Food on Campus

Kate Turcotte
University of Vermont
Student Run Farm

- Common Ground Student Run Educational Farm
- 3 acre organic veggie farm
- In the 16 years since it was created, they never sold any produce to dining services
- In 2008 sold 5 CSA shares to University Dining Services
- Great learning opportunity for everyone involved
- Lots of marketing and exposure for the farm
Campus Kitchens

- Students take unused food and cook it for people in need
- Opportunity to work alongside dining services with their food
- The majority of the food in the summer comes from local farms
- Great sustainability tool and experience operating a nonprofit
The number crunching... (before and after)

### University Dining Services Local Food Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Fall '08</th>
<th>Spring '09</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce</td>
<td>$12,597.81</td>
<td>$1,784.55</td>
<td>145,133.39</td>
</tr>
<tr>
<td>Black River Produce</td>
<td>$27,603.14</td>
<td>$24,282.52</td>
<td>102,722.34</td>
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<tr>
<td>Champlain Orchards</td>
<td>$3,539.45</td>
<td>$0.00</td>
<td>247,855.73</td>
</tr>
<tr>
<td>Arethusa Collective</td>
<td>$19,643.80</td>
<td>$16,673.95</td>
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</tr>
<tr>
<td>Common Ground</td>
<td>$0.00</td>
<td>$1,500.00</td>
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<tr>
<td>Dairy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRP Cheese</td>
<td>$5,670.77</td>
<td>$2,004.60</td>
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<tr>
<td>HP Hood</td>
<td>$49,077.92</td>
<td>$35,383.08</td>
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</tr>
<tr>
<td>BRP Yogurt</td>
<td>$19,643.80</td>
<td>$16,673.95</td>
<td></td>
</tr>
<tr>
<td>Bread</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red Hen Bakery</td>
<td>$382.90</td>
<td>$100.20</td>
<td></td>
</tr>
<tr>
<td>BRP Bread</td>
<td>$170.35</td>
<td>$473.30</td>
<td></td>
</tr>
<tr>
<td>Beverages</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chittenden Cider</td>
<td>$15,809.00</td>
<td>$8,156.90</td>
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</tr>
<tr>
<td>Soy Milk</td>
<td>$3,368.19</td>
<td>$5,136.75</td>
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</tr>
<tr>
<td>BRP Cider</td>
<td>$825.50</td>
<td>$183.40</td>
<td></td>
</tr>
<tr>
<td>Champlain Cider</td>
<td>$1,490.00</td>
<td>$2,209.50</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>$1,249.29</td>
<td>$1,263.35</td>
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</tr>
<tr>
<td>BRP Meat</td>
<td>$2,584.68</td>
<td>$303.83</td>
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<tr>
<td>Misty Knoll Chicken</td>
<td>$1,084.74</td>
<td>$2,095.88</td>
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</tr>
<tr>
<td>Vt Soy Tofu</td>
<td>$36.35</td>
<td>$170.53</td>
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</tr>
</tbody>
</table>

### Conventional vs Real Food

<table>
<thead>
<tr>
<th>Category</th>
<th>Conventional (as % of Total)</th>
<th>Real Food (RF) (as % of Total)</th>
<th>[Calculation column]</th>
<th>High Priority Food as % of RF</th>
<th>High Priority Food as % of Total</th>
<th>Lower Priority Food as % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baked Goods</td>
<td>$3,323</td>
<td>$3,323</td>
<td>100%</td>
<td>0%</td>
<td>#DIV/0!</td>
<td>0%</td>
</tr>
<tr>
<td>Meat</td>
<td>$2,743</td>
<td>$2,643</td>
<td>96%</td>
<td>4%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Poultry</td>
<td>$1,517</td>
<td>$1,189</td>
<td>78%</td>
<td>22%</td>
<td>0%</td>
<td>22%</td>
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<tr>
<td>Dairy</td>
<td>$2,179</td>
<td>$1,870</td>
<td>86%</td>
<td>14%</td>
<td>0%</td>
<td>14%</td>
</tr>
<tr>
<td>Eggs</td>
<td>$146</td>
<td>$46</td>
<td>32%</td>
<td>68%</td>
<td>0%</td>
<td>68%</td>
</tr>
<tr>
<td>Fish/Seafood</td>
<td>$139</td>
<td>$139</td>
<td>100%</td>
<td>0%</td>
<td>#DIV/0!</td>
<td>0%</td>
</tr>
<tr>
<td>Coffee</td>
<td>$679</td>
<td>$0</td>
<td>0%</td>
<td>100%</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>Tea</td>
<td>$4,776</td>
<td>$4,222</td>
<td>88%</td>
<td>12%</td>
<td>0%</td>
<td>12%</td>
</tr>
<tr>
<td>Produce</td>
<td>$4,524</td>
<td>$3,265</td>
<td>72%</td>
<td>28%</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>Staples (top 25)</td>
<td>$17,251</td>
<td>$17,251</td>
<td>100%</td>
<td>0%</td>
<td>#DIV/0!</td>
<td>0%</td>
</tr>
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</tr>
</tbody>
</table>

### Analysis of RF (Tier A vs Tier B)

<table>
<thead>
<tr>
<th>Category</th>
<th>Tier A</th>
<th>Tier B</th>
<th>Tier A % of Total</th>
<th>Tier B % of Total</th>
<th>Tier A % of RF</th>
<th>Tier B % of RF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baked Goods</td>
<td>4%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Meat</td>
<td>4%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Poultry</td>
<td>4%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Dairy</td>
<td>14%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Eggs</td>
<td>68%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Fish/Seafood</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Coffee</td>
<td>75%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Tea</td>
<td>12%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Produce</td>
<td>5%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Staples (top 25)</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Baked Goods | Meat | Poultry | Dairy | Eggs | Fish/Seafood | Coffee | Tea | Produce | Staples (top 25) | TOTAL

|        |        |        |       |      |            |       |     |        |              |       
|--------|--------|--------|-------|------|------------|-------|-----|--------|----------------|-------
|        |        |        |       |      | $3,232     | $2,743| $1,517 | $2,179 | $146 | $139 | $679 | $4,776 | $4,524 | $17,251 | $37,186 |

Real Food (A) = food that meets more than one criterion (e.g., humanely raised and local, local and organic, etc.)

Real Food (B) = food that meets one of our criteria (e.g., local, organic, humane, fairly traded)

Conventional = food that meets none of the criteria, i.e. procured through the mainstream global/industrial system of production and distribution
• Sustainable Food Working Group
• Made up of ~10 students
• Created Sharepoint site, committee style
• Very ambitious at the beginning, lost steam towards the end of the semester
• Questioned what the best role for students in this work
Students are good at ACTION!
Passing the Torch

- Real Food Challenge!
- Northeast Real Food Leadership Trainings
- Vermont Food Summit
- UVM Food Systems Research Spire
- University Food Systems Seminar
Resources

University Dining Services (UVM- Sodexo)
http://uds.uvm.edu/social.html

Campus Kitchens at UVM
http://www.uvm.edu/~kitchens/

Common Ground Student Run Farm
http://www.uvm.edu/~cgsref/

Vermont Food Summit
http://www.uvm.edu/~vfs/

UVM Food Systems Research Spire
http://www.uvm.edu/~tri/pdf/FoodSystemsFinal_Profs.pdf
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  An Introduction

• **The Real Food Calculator**

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  • The Dining Perspective
  • Real Food in the Real World

• **Questions and Answers**
Earth-Friendly Dining
Sustainability and the REAL Food Challenge

Housing & Residential Services
University of California, Santa Barbara
UCSB Residential Dining Services

- Self operated dining services
- $15 million operating budget
- $5 million raw food budget
- 4 “all you care to eat” Dining Commons
- Concessions at all athletic events
- Special Events Catering – campus events

- 2.2 million meals served annually
- 10,000 meals served per day

- 178 career employees
- 500 student employees
Focus on Sustainability

Campus, state and nationwide

• UCSB Chancellor’s Sustainability Committees

• UCSB student groups: Environmental Affairs Board

• University of California Food Policy implementation – 10 campuses

• National Association of Colleges and University Food Services (NACUFS) +625 members
Focus on Sustainability

UCSB Residential Dining Services

• Vision and Strategic Plan

• University of California Food Policy

• Santa Barbara Community Group

• “Tray less” dining
Focus on Sustainability

UCSB Residential Dining Services

• Local and organic food

• Compost food waste

• Student Coordinator

• RFC Student interns
Real Food Challenge - Sustainable Food Coordinator

History

• Student liaison with H&RS 2007-08
• UC Sustainable Agrifood Systems Fellow 2008-09
• The Green Initiative Fund (TGIF) 2009-10

Responsibilities

• Real Food assessment and recommendations
• RFC Student Intern Program
• Community Sustainable Foods Group
Project:
TGIF Sustainable Food Coordinator/Real Food Challenge

Teams:
- Education and Curriculum Development
- Research
- Marketing

Activities:
- Food for Thought (and Action!) Series
- Climate Foodprint
- Food System Map
- Internal
- External
Results of Real Food Assessments using the Real Food Calculator

Increases from 2009 to 2010
Education and Curriculum Development

Farmer’s Market Scavenger Hunt

IV Food Co-op Backstage Tour

Farm Tour of Fairview Gardens
Marketing

- Quarterly Electronic Newsletter
- Website and blog
- Features in local periodicals
- Informative and educational tabling materials

Santa Barbara Earth Day 40th

Nutrition Week/ Meatless Monday
Local Sustainable Produce
(Grown without pesticides)

Farmer Direct Produce

- Collaboration with SBCFMA began 2005
- Distribution launched in 2008
- Works directly with local farms
- Produce is delivered within 24 hours of being picked
- 17 Farms within 50 miles
- Planting crops for UCSB
UCSB’s Increase in sustainable and organic produce

Conventional vs. Sustainable Organic Produce Usage Comparison

**Produce Usage**
*Sept 2008 - Feb 2009*

- Conventional Produce: 94%
- Sustainable/Organic: 6%

**Produce Usage**
*Sept 2009 - Feb 2010*

- Conventional Produce: 74%
- Sustainable/Organic: 26%
17 Local and Sustainable (Pesticide free) Farms within 50 miles of UCSB
25 Local Organic and Conventional Farms within 150 miles of UCSB
UCSB Local Farmer Profiles

John Lane
Lane Farms

- Lane Farms has been in the family since 1868.
- They specialize in strawberries, lettuces, tomatoes, summer squash, corn, and the locally renowned pumpkin patch.

Tom Shepherd
Shepherd Farms

- Fifth generation Santa Barbaran
- Produces year round salad mix, spinach strawberries, and an abundance of seasonal vegetables.
Portola Dining Commons
Organic
Salad Bar
UCSB Food Waste Reduction Strategies

Trayless in Dining Commons
% Change Spring '09 vs Fall '09

-54%  
-37%
Money savings from Trayless Program spent on additional sustainable products.
De La Guerra Dining Compost Project  
2009 vs 2008 (lbs/week)

90% Reduction Sent to Landfill

**Fall 2009**
- Trash: 11,132 lbs
- Recycling: 1500 lbs
- Cardboard: 800 lbs
- Composting: 2000 lbs

Total 15,432 lbs

**Fall 2008**
- Trash: 21,068 lbs
- Recycling: 800 lbs
- Cardboard: 2000 lbs
- Composting: 2400 lbs

Total 26,268 lbs

Total 90% Reduction Sent to Landfill
UCSB Dining Food Waste Composting Goals

100% Food Waste Composted
De La Guerra – Fall 2009
Portola – Spring 2010
Ortega – Fall 2010
Carrillo – Winter 2011
University of California, Santa Barbara
Residential Dining Services Contacts

Bonnie Crouse, H&RS Assistant Director Dining Services
bcrouse@housing.ucsb.edu

Jill Horst, H&RS Director Dining Services
jhorst@housing.ucsb.edu

Mark Rousseau, H&RS Environmental & Energy Manager
mrousseau@housing.ucsb.edu

Terry Thomas, H&RS Systems Coordinator Dining Services
tthomas@housing.ucsb.edu

Resources

www.sustainability.ucsb.edu
www.housing.ucsb.edu/dining/earth-friendly-dining.htm
www.housing.ucsb.edu/dining/default.htm
www.nacufs.org
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Real Food in the Real World

Sue DeBlieck

Ames, Iowa
Student Experience

• Iowa State University
  – Worked with dining services to launch Farm to ISU
  – Completed the Graduate Program in Sustainable Agriculture

• Real Food Challenge
  – First field organizer in the Midwest
Skills Gained

• Organization
  – Planning events and campaigns

• Community engagement
  – students, professors, dining staff, etc...

• Presentation skills
  – leading workshops, facilitating hard discussions
In the Field

• Farm to College, Iowa State University
  – Local campaign supported by students doing similar work
• Farm to School, Downeast Maine
  – Facilitating workshops
• Community Farm, Veggielution, California
  – Youth engagement
• Iowa Farmers Union
  – Will continue to educate community and link to national partners
Staying Connected to the RFC

• Why are links important as a young professional?

• Real Food Alumni Network
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Sue DeBlieck
Bonnie Crouse
Tim Galarneau
David Schwartz
Kate Turcotte
Bonnie Crouse
Sue DeBlieck
What you can do:

• Go to www.realfoodchallenge.org
• Contact our student Field Organizers
• Recognize the role of youth and the RFC network in the larger food systems change movement
• Have fun!
Thank You!

David: david@realfoodchallenge.org
Tim: tgalarne@ucsc.edu
Kate: kate.turcotte@gmail.com
Bonnie: bcrouse@housing.ucsb.edu
Sue: leek.seed@gmail.com