Real Food Challenge
2018-2019

Caroline Hall (Sustainability Office)
Emma Leither (Sustainability Office)
Clara Liang (CCCE)
Grace Liao (Bon Appetit)
Kate Richardson (Sustainability Office)
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 ASSISTANTS

ONE STUDENT WORK STUDY

ONE OR TWO STUDENT WORK STUDY

BON APPÉTIT 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.

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

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**
  - 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

2014-'15: 30%
2015-'16: 28%
2016-'17: 27%
2017-'18: 27%

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

- 2014-'15: 8% Real Food A, 22% Real Food B, 70% Conventional
- 2015-'16: 7% Real Food A, 21% Real Food B, 72% Conventional
- 2016-'17: 10% Real Food A, 17% Real Food B, 73% Conventional
- 2017-'18: 10% Real Food A, 17% Real Food B, 73% Conventional
2018-2019: 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
By standard

Mostly produce

produce/tea and coffee

tea/coffee

Mostly eggs
Real Food 17-18 and 18-19

- Eggs: 100, 100
- Tea & Coffee: 99, 100
- Dairy: 62
- Fish: 42, 45
- Poultry: 26, 29
- Produce: 30, 32
- Meat: 17, 17
- Beverages: 10, 8
- Grocery: 4, 4
- Baked Goods: 0, 0

Real Food %
Top real and non-real vendors
Top real and non-real items

- Coffee
- Eggs
- Beef
- Carrots
- Candy bananas

- Chicken
- Cheese
- Veggie sausage
- Canola oil
- Beef
Top real and non-real brands
Hypothetical Real Food % Increase for BAKED items

- Increase in dollar amount
- Percent increase in single item
- Percent increase for all purchases

Percent increase in single item (%)

- cookie dough
- whole wheat bread
- croissants
- white bread
- sourdough
- multigrain bread
- wheat bread
- wheat bun

Percent increase for all purchases (%)
Hypothetical Increase for total produce

- Increase in dollar amount
- Percent increase in single item
- Percent increase for all purchases

- beef: Increase in dollar amount
- sausage: Percent increase in single item
- pork: Percent increase for all purchases
- bacon: Percent increase for all purchases
- ground beef: Percent increase for all purchases
- ham: Percent increase for all purchases
Notable Statistics

- All categories except dairy are roughly the same (meat, poultry, fish, grocery, beverage)
- Sourcing real veggie sausage would translate to a 2.5% increase!
- Sourcing from a local bakery would increase real food by at least 3%
- Real mushrooms would be at least a 1% increase
- Source real chicken would mean at least a 5% increase
Protein Product Shifts

- Local Poultry - more Ferndale Turkey and Main Street Chicken
- Focusing on sourcing more real beef
- Sourcing real veggie sausage
Other Product Shifts

- Increasing organic beverages in Sayles/Dining halls
  - Good change: Kevita, Bootlegger Brewing
- Partnerships for locally sourced bread and baked items (Haverford case)
- Exploring real food options within Sysco
Next Steps

- Researching new product shifts this term
  - Implementing product shifts before next year’s calculations
- How can we (students) help with research for searching more real products?
  - Establish weekly meetings this term with partners
  - Regular item on the Dining Board agenda
ACE Courses and other updates

Fall 2017:

- Environmental Ethics - Survey (Kim Smith, 2017)
  - n=325
  - 84% in favor/indifferent to removing cappuccino machine from 1 dining hall & switching with more real drink
  - 67% in favor/indifferent to switching chicken to other protein 1x week
  - Strong support for fewer, organic apples/oranges

This year:

- CS Comps (Amy Csizmar Dalal)
- Success Stories Webinar
Thank You!

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