## Real Food Calculator

### Carleton College

**Institutional Food Purchasing Assessment Tool**

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**May Audit, Total Budget:** $67545  
**Progress:** 100.0%

**Add Line Item**

<table>
<thead>
<tr>
<th>Description</th>
<th>Category</th>
<th>Vendor</th>
<th>Prod. Code</th>
<th>Label/Brand</th>
<th>Notes</th>
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What is the Real Food Calculator?

- The Real Food Calculator is a tool for tracking institutional purchasing.
- Designed for colleges and universities, the tool can be used by any institution, such as a hospital, corporation, or municipality.

Over 30 schools have piloted the Real Food Calculator with great success.
What are the Real Food Standards?

- Real Food is food that *truly nourishes*—producers, consumers, communities, and the earth.

- The Real Food Calculator's definitions represent a *consensus among stakeholders* on what makes food “real.”

- Using this set standard, institutions can make quantitative goals and track their progress toward more real food.

RFC’s goal is to shift 1 billion university food dollars to real by 2020.
The Real Food Calculator Process

- Baseline Assessment
- Volunteer Recruitment and Training
- Data Collection
- Research
- Internal Reviews and Analysis
- Publication of Results
Real Food Standards: A Closer Look

- We define real food as food that has at least one of the following four categories:
  - Local and Community Based
  - Fair
  - Ecologically Sound
  - Humane

- Real Food Percentages are based on dollars spent, not quantity of products. Each of the four categories are all given equal weight.

- Standards are based on third-party certifications, such as Animal Welfare Approved and Fair Trade Certified
Carleton College’s Results

Real Food Percentage

<table>
<thead>
<tr>
<th>Period</th>
<th>Real Food Percentage</th>
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</thead>
<tbody>
<tr>
<td>Harvest-10</td>
<td>15%</td>
</tr>
<tr>
<td>Feb-11</td>
<td>20%</td>
</tr>
<tr>
<td>Harvest-11</td>
<td>24%</td>
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<tr>
<td>Feb-12</td>
<td>22%</td>
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</table>

Harvest-10: 15%
Feb-11: 20%
Harvest-11: 24%
Feb-12: 22%

Academic Year Averages:
- 2011: 17.50%
- 2012: 23%
- 2013: 24%
- 2014: 22%
Carleton’s Results: 23% Real Food

Percentage of Real Food by Category in Harvest of 2012

Percentage of Real Food by Category in February of 2012
Looking Ahead

Real Food Percentage

2011-12: 23%
2012-13: 28%
2015: 31%
2020: 35%

Cage-Free Eggs: 31%
BIX Produce: 28%

4% shift: Pork, Soda, other sources

Goal: 35%
The Calculator + Carleton: Next Steps

- Addressing current challenges
- Real Food Calculator Web Application
- Breaking Ground: Building a Real Food Economy Conference
- Continue to institutionalize the Calculator by finding new ways for the Carleton community to engage with the process

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<tr>
<th>Item</th>
<th>Supplier</th>
<th>Code</th>
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Signing the Real Food Campus Commitment

- Committing a Food Systems Working Group (Carleton Food Alliance) to oversee writing of a food policy
- Setting a goal to shift food purchasing to 20% by 2020
  - ~35% at Carleton
- Benefits include:
  - **Carleton Climate Action Plan: Action #8 in Focus Area #5**
    - “Monitor and shape the profile of food purchasing practices, encouraging Carleton’s food service provider to increase percentages of local, organic, and sustainable food purchases.”
      - Carleton Climate Action Plan, p. 40
  - **National recognition for Carleton’s leadership in Food Systems**
    - Cornell, Macalester, Oberlin, and Wesleyan have signed, among others
    - Brown and UC Santa Cruz have policies that informed the RF Commitment
    - Williams and Beloit are under negotiations
  - **Carleton’s Horticulture, Food, & Agriculture Pathway**