

Real Food Challenge 2019-2020

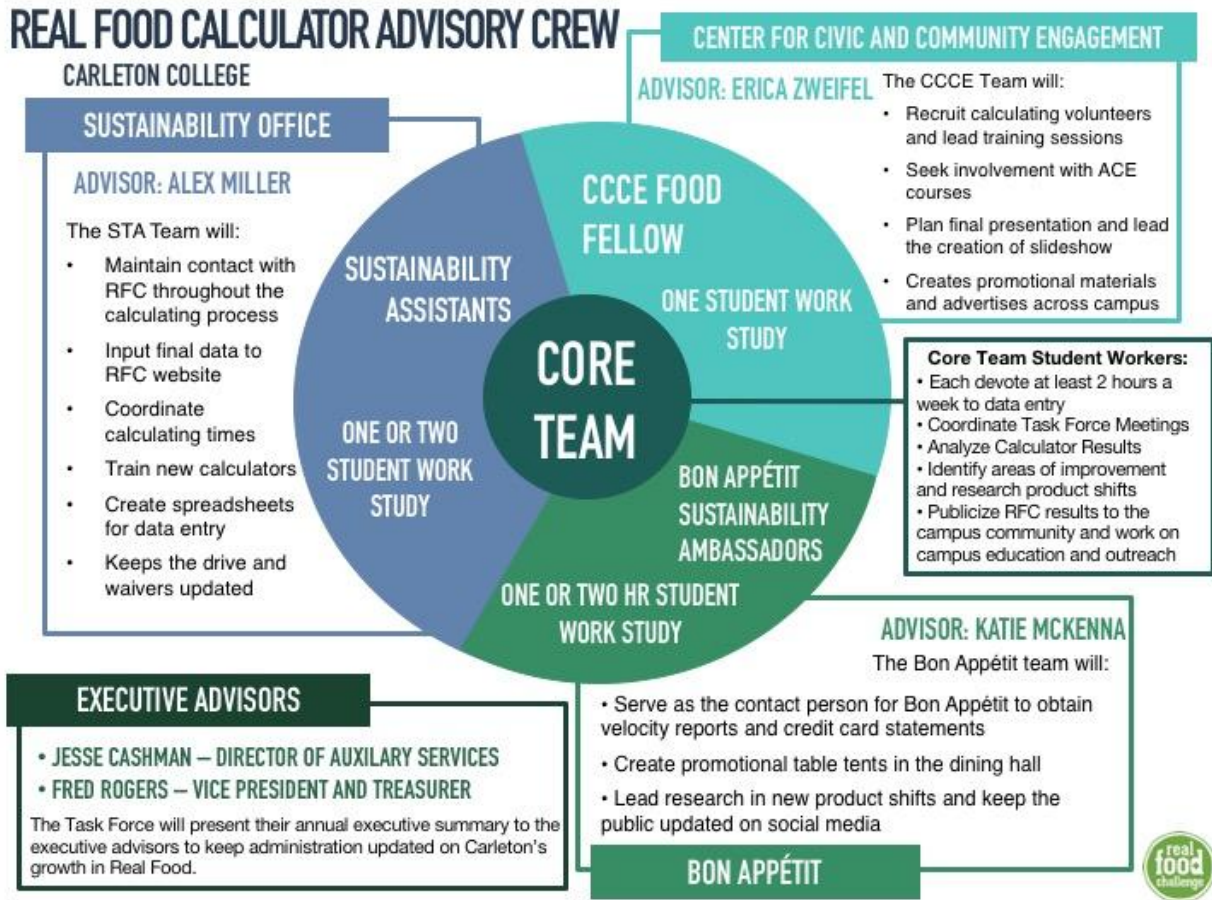
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Liao (Bon Appetit), Gracie Little (CCCE)

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

Model of Collaboration



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**

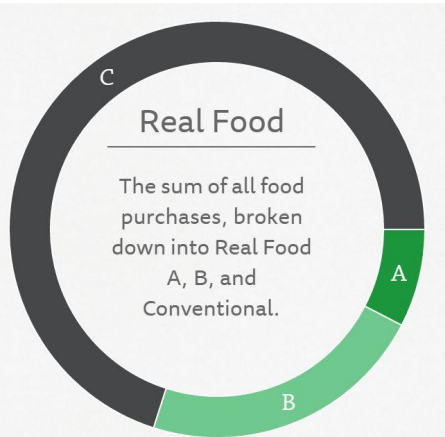


How we calculate

- 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

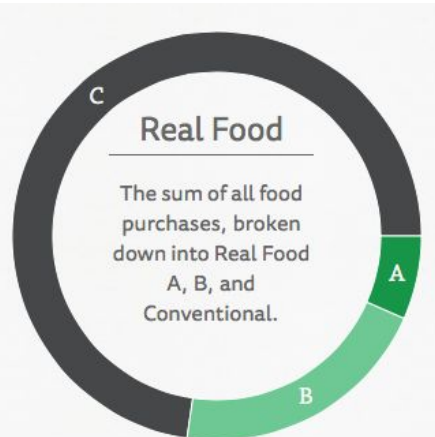
Carleton's results from the past 4 years

2015-16: 28%



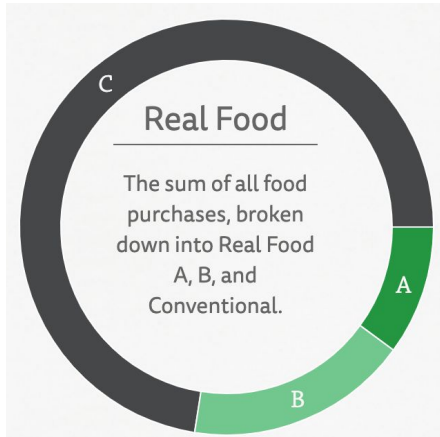
8% Real Food A
22% Real Food B
70% Conventional

2016-17: 27%



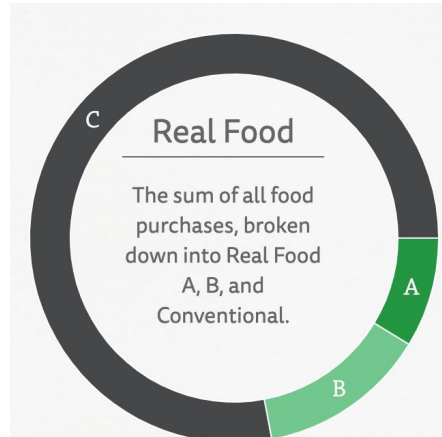
7% Real Food A
21% Real Food B
73% Conventional

2017-18: 27%



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

2018-19: 22%

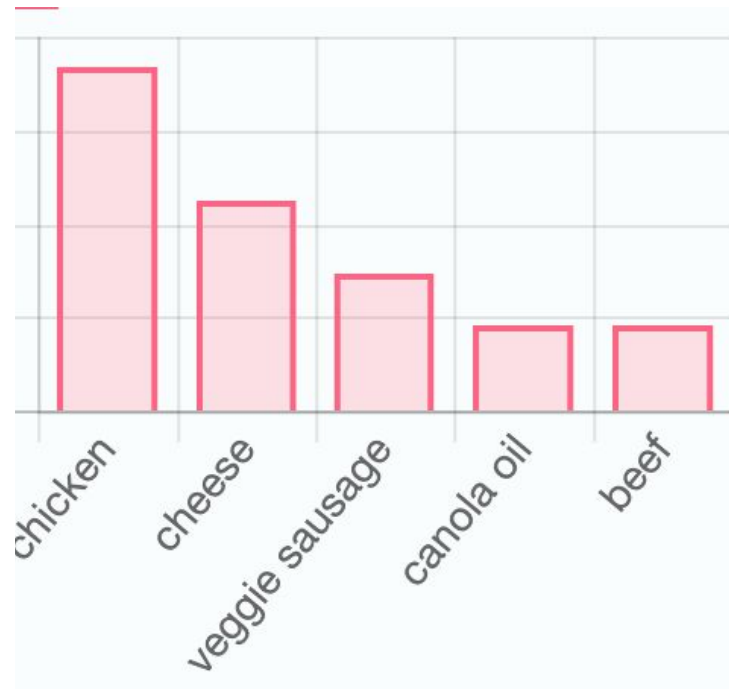
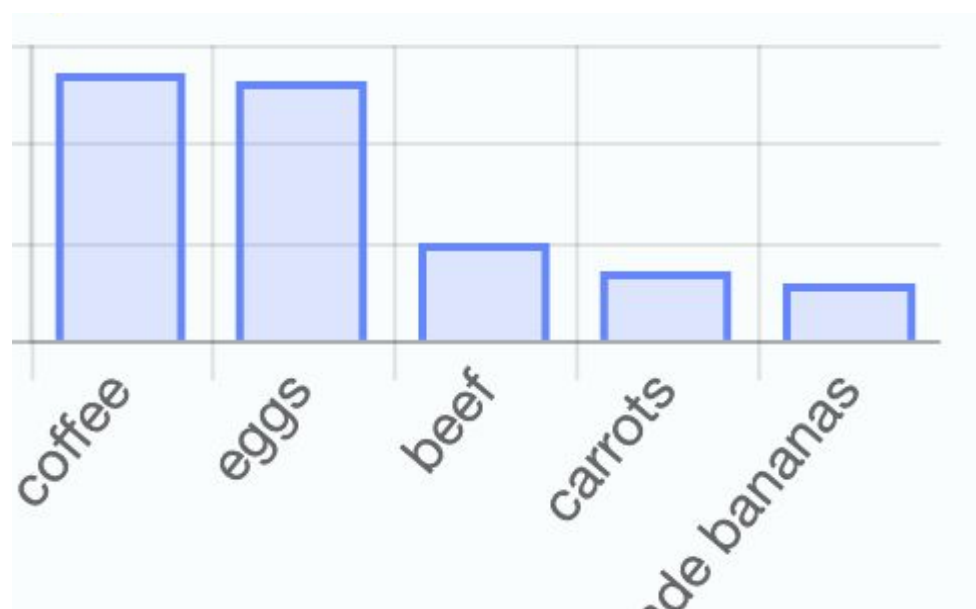


9% Real Food A
13% Real Food B
78% Conventional

This year's results

- Tentative results: 22%
 - Not much changed since last year, though we did make some product shifts (trying organic smoothies)

Top real and non-real items



Environmental Ethics Survey

- Kim Smith's class did an RFC survey in Fall 2017
- We replicated the survey this past winter (2020)
- Results:
 - 71% of respondents supported (or were indifferent to) sourcing organic smoothies (instead of naked)
 - 75.9% of respondents supported (or were indifferent to) sourcing organic peanut butter
 - 91.1% of respondents supported (or were indifferent to) serving turkey 2 days a week (as opposed to the current one day a week)
 - 93.1% of respondents supported (or were indifferent to) serving organic veggie sausages 1 day a week

Product Shifts

- Kadejan Chicken in catering menus
- Columbia Gorge Cogo Smoothies in Sayles (\$0.65 more a bottle)
- Peanut butter, currently serving organic and non-organic
- Organic veggie sausage



Next Steps

- Still waiting for comprehensive results and category breakdowns
 - Survey results from fall will inform product shift research
- Publicizing results
- Training leaders for next year

Questions?

