Real Food Challenge 2019-2020

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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

REAL FOOD CALCULATOR ADVISORY CREW

CENTER FOR CIVIC AND COMMUNITY ENGAGEMENT

CARLETON COLLEGE

ADVISOR: ERICA ZWEIFEI

The CCCE Team will:

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

SUSTAINABILITY

ASSISTANTS

CORE

ONE OR TWO STUDENT WORK STUDY

CCCE FOOD **FELLOW**

ONE STUDENT WORK

TEAM

BON APPÉTIT SUSTAINABILITY **AMBASSADORS**

ONE OR TWO HR STUDENT **WORK STUDY**

- · 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 Student Workers:

- · Each devote at least 2 hours a week to data entry
- Coordinate Task Force Meetings
- Analyze Calculator Results
- · Identify areas of improvement and research product shifts
- · Publicize RFC results to the campus community and work on campus education and outreach

EXECUTIVE ADVISORS

- JESSE CASHMAN DIRECTOR OF AUXILARY 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
 - o 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

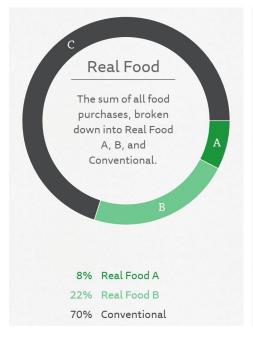
Carleton's results from the past 4 years

2015-16: 28%

2016-17: 27%

<u>2017-18: 27%</u>

2018-19: 22%





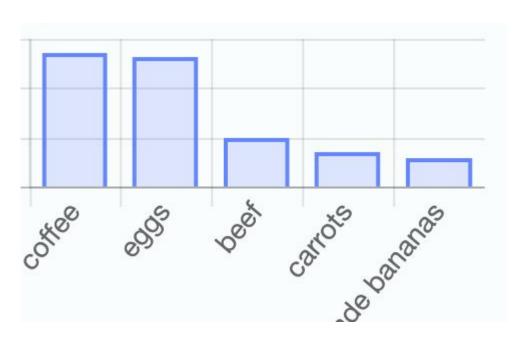


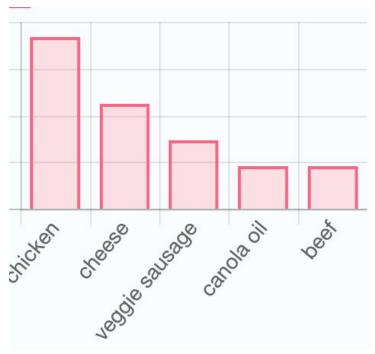


This year's results

- 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:
 - o 71% of respondents supported (or were indifferent to) sourcing organic smoothies (instead of naked)
 - o 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?