UVM Real Food Working Group Annual Report
2014-2015 Academic Year

Executive Summary

The UVM Real Food Working Group (RFWG) saw many changes and spearheaded many initiatives during the 2014-2015 academic year. This report provides a high-level overview of the significant work undertaken by the RFWG this academic year. For details, please see the full annual report.

Major developments and activities

The RFWG developed and adopted a Multi-Year Action Plan, an Annual Work Plan, and a Communications and Outreach Plan. We improved and expanded our internship offerings through paid Real Food calculator internships, credit-bearing research internships, and paid summer calculator and communications internships. We also partnered with a class to research product shifts, participated in the Dining Vendor Selection Process, and reorganized the working group to better reflect our work.

Major events

In October, we welcomed national Real Food Challenge organizers to campus for student workshops and trainings. Also in October, we played a central role in organizing Food Day activities across campus. In November, two RFWG members traveled to a Campus Commitment Signatories Gathering to share and learn from other colleges, while additional students attended an Implementation Retreat in Boston. In April, several RFWG members attended the Farm to Institution New England Summit, at which we shared UVM's experience on several panel presentations. We also played a key role in several campus activities during Earth Week.

Product shifts

In fall 2014 UVM Dining made campus-wide shifts in several products categories, across all Real Food criteria (local, humane, sustainable, and fair). In January 2015, all seafood purchased through Sodexo became sustainable. Research on other product shift opportunities continues through research and calculator internships.

Outreach and awareness efforts

Students promoted the Real Food Challenge at on-campus events, such as ActivitiesFest, and conducted several tabling events throughout the year as part of the new Real Food Revolution student club, which was recognized by the Student Government Association. UVM Extension's *Across the Fence* show also produced a show about the Real Food Challenge at UVM.

Current numbers

In pursuit of our 20% by 2020 Real Food commitment, the Working Group continually audits our progress through the use of the Real Food Calculator. During the 2014-2015 academic year, UVM purchased 15% Real Food.

Challenges

In spring 2015, the Working Group learned that Cabot, which we had been classifying as real, does not actually qualify. This affected some of our strategies around increasing Real Food on campus. Additionally, the group has weighed the pros and cons of including vendor subcontractors in the Real Food calculation, as currently only Sodexo-run operations are included.

Plans for next year

As we look to the 2015-2016 academic year, we are planning a class collaboration and continued expansion of our internship offerings. We will also continue to research new product opportunities and roll out new communications and outreach strategies.

Introduction

The UVM Real Food Working Group (RFWG) saw many changes and spearheaded many initiatives during the 2014-2015 academic year, including expansion of our internship offerings, participation in the UVM Dining Vendor RFP Process, and real food product shifts. In addition, we developed new roles and responsibilities and divided them among working group members and sent RFWG members to 3 out-of-state events.

This report provides an overview of our major developments and activities, outreach and awareness efforts, major events, product shifts, challenges, and plans for next year. The final section reports metrics, including our current calculator percentages and tracking against objectives identified in our multi-year action plan. Appendices are attached with supplemental materials.

Major Developments and Activities

Adoption of a Multi-Year Action Plan
As required by the Real Food Campus Commitment, the RFWG developed and adopted a multi-year action plan, with objectives and timelines for advancing the Real Food Challenge on campus. In this annual report, we track our progress against the goals outlined in the plan. A copy of the multi-year action plan, with progress from the past year notes is available in Appendix 2.

Development of an Annual Work Plan
Because many activities require advanced planning and time during the semester goes quickly, the RFWG worked to develop an annual work plan, with key event timelines and deadlines for multiple aspects of the group (see Appendix 4). We look forward to this allowing the group to better reach its objectives in the future.

Development of a Communications and Outreach Plan
Out of awareness that 25% of the student population changes each academic year, the Communications Team developed a Communications and Outreach Plan to significantly ramp up outreach to first year students when they arrive on campus (see Appendix 5). The Communications and Outreach interns will begin implementing the plan during the summer of 2015 to prepare multiple activities for the fall semester.

Expanded Internship Offerings
The RFWG has created several internships through the UVM Food Systems Internship program:

- The first was the creation of a **Calculator Internship** independent of the Sodexo Sustainability Internship, which had been managing the calculator for the last several years. This was done in order to reduce the potential conflict of interest that could have resulted from Sodexo employing the student that was auditing its invoices. During the

fall 2014 semester, two students received academic credit for their work on the calculator at a total of 13 hours per week. Starting in the spring 2015 semester, the RFWG changed the internship to a paid position out of recognition that the work is largely data entry, and the same two students stayed on at 13 hours per week. Wages for this work come out of the RFWG budget, and the internship is supervised by the RFWG staff advisor. The calculator work is overseen by the Sodexo Sustainability Manager. The calculator internship will be extended to the summer months for the first time starting in summer 2015 at 20 hours per week.

- The RFWG also developed a **Research Internship** for students seeking academic credit for research activities above and beyond their responsibility level as RFWG members. During the spring 2015 semester, one student received academic credit for work conducted directly with the Real Food Challenge national organization.

- A **Communications and Outreach Internship** will start for the first time in summer 2015, with two students at a total of 20 hours per week who will work on implementing the communications plan, specifically through the development of visual materials, class presentations, and video and photo content.

Class partnerships

The Real Food Working Group has identified academic partnerships as a key area of importance. In the fall 2014 semester, the RFWG partnered with Eric Garza's Barriers to Local Foods course (CDAE 195). As part of the course, students conducted feasibility studies on major product categories purchased by UVM: milk, maple, lettuce and grains. As a result of this research, UVM Dining is in conversation with UVM's Proctor Maple Research Center about using their maple syrup on, and is further exploring the possibility of increasing milk purchases from Thomas Dairy in bulk. Brennan's has been experimenting with adding different ratios of local grains to their recipes.

Participation in Dining Vendor RFP process

With the end of the current Sodexo contract in June, 2015, the RFWG saw an opportunity to advance the cause of Real Food on campus. Non-Sodexo RFWG members played an active role in the Dining Vendor Selection process by providing frequent feedback to the Selection Committee on the RFP process, the content of the RFP, and the open forum presentations.

Reorganization of the RFWG

In January 2015, the RFWG recognized that the committee structure it had been using since September 2013 was no longer serving its purpose. This was partially due to the fact that the original charge of the committees (policy) had been completed and new priorities had emerged that were not covered in the roles of the existing committees. The RFWG reorganized into teams that better reflect our work priorities (see table below).

Role	RFWG Members Involved	Description
Labeling	Minimum 2 students but open to all interested	Ongoing monitoring of Real Food product labeling across campus, especially for students on the meal plan. Training with Sodexo Sustainability Intern.
Product research	3 students	Research on product shifts that could potentially be implemented by Dining Services.
Communications	2 students	Social media/email/website, signage, presentations to other groups on campus (e.g. tour guides), in coordination with Real Food Revolution.
Events	1 student	Food Day, Earth Week
Calculating subcontracted vendors	???	Auditing of Davis Center and non-Sodexo locations (Ben & Jerrys, New World Tortilla, CatPause, Henderson's, Bookstore, VT Kosher, AFC Sushi, vending)
Documentation/Metrics	Chair and Advisor	Produce end of year report.
Scribe	1 student	Meeting notes.
Class partnerships	Chair, Advisor, Dining	Proactive outreach to create new class partnerships; Collaboration with CUPS office.
Calculator Interns	n/a	Ongoing auditing of campus purchasing.
Real Food Revolution	n/a	Student outreach, polling, tabling, class raps.

Outreach and Awareness Efforts

ActivitiesFest (September 2014)
The Real Food Working Group participated in the ActivitiesFest providing information to students. UVM Dining donated Fair Trade bananas and gave away roasted local corn on the cob alongside the Real Food table.

Real Food Revolution Student Club

In previous years, the Real Food Working Group has struggled with how to engage a broad student audience and network with students while also maintaining its functionality. The important executive functions of developing Real Food policy and targeting product shifts necessitate keeping a small group, but we also want to attract students and be able to better engage with students across campus. To support the mission and be better able to engage with students across campus, the group helped support the development of a Real Food Revolution student group. In January 2015, the UVM Student Government Association formally recognized the Real Food Revolution (RFR) student club. The President of the RFR student group also serves as a member of the Working Group, ensuring that the group is updated on student perspectives, as well as supporting divisions of tasks and opportunities best suited to the student group. The official resolution recognizing the group is attached (see appendix).

Across the Fence
The Real Food Challenge at UVM was featured in an Across the Fence segment produced by UVM Extension. See: www.youtube.com/watch?v=P5QqIFMYEv0.

Major Events

RFC Campus Visit (on campus, October 2-4, 2014)
With the emergence of Real Food Revolution, students pushed for increased trainings to provide background on the Real Food movement, its importance and relevance. The RFWG helped fund two national Real Food Organizers, who ran multiple workshops to engage UVM students in the Real Food Challenge. Workshops were offered in conjunction with the RFR meeting, as well as in a full day session covering topics including the background of the RFC, anti-oppression trainings, and effective storytelling.

Food Day (on campus, October 24, 2014)
Food Day is a nationwide event held annually on October 24. UVM has celebrated Food Day for several years, and the Real Food Challenge has been central to the planning each year. In addition to Real Food organized activities, members of the Real Food Working Group collaborated on promotion with UVM Dining, CDAE, and food-themed student clubs organizing their own activities. UVM Dining continued their tradition of offering "Real Meals," entrees comprised primarily of Real Food Challenge approved ingredients, at all of their locations, all day.

RFC Signatories Gathering (Louisville, KY, October 31-November 1, 2014)
RFWG student chair Annalena Barrett and staff advisor Alison Nihart attended the second ever Real Food Campus Commitment Signatories Gathering, held in collaboration with the Farm2College conference. Notable outcomes included sharing of implementation best practices and networking with staff and students implementing the Campus Commitment at other schools.

RFC Implementation Retreat (Boston, MA, November, 2014)
Three students from the Working Group attended a RFC implementation retreat in Boston to connect with other students implementing the Real Food Challenge. In addition, the students connected with local fisher-folk to learn their perspectives on the food system, and gain insight on how to source sustainable seafood on campus.

FINE Summit (Amherst, MA, April 8-9, 2015)
Five students and the staff advisor from the RFWG attended the Farm to Institution New England summit at the University of Massachusetts, Amherst. At the summit, UVM presented two panels: "From 'Business as Usual' to 'Visionary Leadership': A Case Study of the UVM Food Service RFP Process" and "Local Food and Real Food Challenge Research and Coursework at the University of Vermont." Additionally, two RFWG members were panelists for the opening plenary session "Campus Leaders in Local Foods: Stories and Visions." The conference offered opportunities to network with leaders from other sectors and other campuses.

Earth Week (on campus, April 20-27, 2015)
UVM Dining continued their tradition of offering "Real Meals," entrees comprised primarily of Real Food Challenge approved ingredients, at all of their locations, all week long. There was an emphasis on local maple syrup because UVM Dining was celebrating Maple Fest the same week.

The motto at Brennan's is "Local, Organic, Sustainable," and every year the menu is revised to align with that as much as possible. The proposed new menu items are sampled by students and this sampling event was an opportunity for RFR students to engage with their peers about the mission at Brennan's, how it aligns with RFC and what RFC is all about. It is estimated that students engaged with upwards of 100 students during this successful 3 hour event.

Battle of the Campus Chefs, a fundraising event for the Campus Kitchens Project at UVM and put on by UVM Dining, aligned with the Real Food Challenge for the third year in a row. All entrees required a minimum of 20% Real Food ingredients, a symbolic representation of UVM's commitment, although all dishes significantly surpassed 20%. RFWG members tabled at this event to spread awareness about RFC. Over 200 people attended this event.

Product Shifts

In fall 2014, UVM Dining shifted several products to continue improving our Real Food percentage. While it is difficult to estimate the impact of new product shifts before we audit the semester in which we made the changes, some estimates are provided below.

Highlights of Changes Made in Fall 2014

Items	$/semester	Est. % Real Food change
All breakfast sandwiches are made with certified humane and cage-free eggs or egg patties	$52,500	1.57%
Naked Juice (Rainforest Alliance certified) introduced at four retail locations	$50,000	1.5%
Thomas Dairy in retail	$25,000	.75%
All granola is organic	$10,000	.3%
All grilled cheese sandwiches made with VT Bread Company organic bread		
All tofu is organic and local, from Vermont Soy		
All shell eggs are certified humane		
All tea bags are organic, Fair Trade or Rainforest Alliance certified		
Phase out of Philadelphia cream cheese, for portion sizes, move to all Green Mountain Creamery cream cheese (all bulk cream cheese was already from Green Mountain Creamery)		

Highlights of Changes Made in Spring 2015
As of January 1, 2015, all seafood that does not have a sustainable certification through Best Aquacultural Practices or Marine Stewardship Council has been locked out of Sodexo's ordering system, in alignment with Sodexo's national commitment to 100% sustainable seafood.

Additionally, Red's Best, a local supplier of socially, as well as environmentally, sustainable seafood, is now the preferred vendor for RFC approved fish through Sysco, and chefs have been directed to use them first. This development occurred due to independent research and collaboration the work of RFWG member Olivia Percoco.

Product research
In addition to the product shifts listed above, RFWG members have been looking into the feasibility of purchasing real food qualified produce, dairy, and baked goods.

Challenges

Cabot – Real or Not Real?
Cabot Creamery Co-op, a local, cooperatively owned producer of dairy products has been a key producer of Real Food dairy products on campus. In addition to cheese, sour cream, yogurt, butter and a variety of other dairy products are sourced from the co-op, with a shift towards purchasing increased quantities because of the Real Food qualification. In order to ensure that producers counted as local and community based, the nationally developed Real Food Challenge Calculator criteria has an exemption clause that business revenue cannot exceed 1% of the industry leader. While Cabot alone does not exceed this profit maximum, its parent co-op, Agri-Mark, does. Because Cabot is owned as part of Agri-Mark, which makes more than 1% the revenue of the industry leader, Dean Foods, it is disqualified under the 1% clause, and does not qualify as Real Food under the Real Food Calculator criteria. The RFWG was not previously aware of this conflict, as earlier discussions with Real Food National staff members had indicated that Cabot could be counted as Real Food. The Sodexo Sustainability Manager consulted with Cabot to confirm that they do not qualify. In previous calculations, purchases of Cabot products were counted as Real Food, and toward the overall campus Real Food percentage. As of July 2014, Cabot products have been reclassified as conventional in the Real Food Calculator.

Inclusion of Subcontractors in Real Food Percentages
There was continued discussion in the RFWG about the role of subcontracted dining vendors on campus. Given that subcontractors account for over 10% of total food purchasing on campus, and subcontracted platforms on campus are expected to increase, subcontracted vendors are considered an important part of the campus food system that should be included in Real Food calculations. Subcontractors are challenging to audit using the Real Food calculator, as purchasing is not standardized across locations. There is now discussion about potentially establishing Real Food baselines for subcontracted vendors that could be combined with purchase volumes to estimate percentages. This would require additional calculator intern

time, possibility of involving Sodexo sponsored Food Systems Masters Program student or students in NFS 295 (see below).

Looking Forward to Next Year

New class partnership for fall
The RFWG has identified several potential partnerships with courses for the fall 2015 semester. AS of May 2015, we have a confirmed service learning collaboration with NFS 295- The Future of Sustainable Food service procurement. The course will be using the metrics and framework developed by the Real Food Challenge to research and quantify sustainable food purchasing options on campus.

Continuation of expanded calculator internship
As we move into the next academic year, we are expanding our calculator internships through the summer calculator intern position and offering a greater number of calculator intern hours during the academic year. With enhanced calculator support, we look forward to being able to work with "real time" data concerning our Real Food percentages. Additionally, we will have expanded opportunities for Real Food Calculator interns as we look to accounting for subcontracted vendors and University owned operations in our Real Food calculations.

Metrics

Real Food Calculator Results (2014-2015 academic year)
Overall Real Food: 15%

By Real Food Category
Local: 6%
Ecologically Sound: 7%
Fair: 4%
Humane: 1%
Note: the sum of these categories does not equal the overall real food percentage because some products qualify for multiple categories.

By Dining Venue Type
Retail: 18%
Unlimited: 12%

Appendix 1: 2014-2015 RFWG Members

Students

- Alyssa Johnson (student chair)
- Annalena Barrett (*abroad during spring 2015 semester*)
- Ben Johnson
- Gina Clithero
- Molly Duff
- James McCoy
- Jennifer Porter
- Maria Carabello
- Olivia Percoco
- Olivia Peña

Administration/Staff

- Alison Nihart (Assistant, Food Systems Initiative; RFWG Staff Advisor)
- Dennis DePaul (Assistant Dean for Business Operations)
- Gioia Thompson (Director, Office of Sustainability)
- Joe Speidel (University Relations)

UVM Dining/Sodexo

- Caylin McKee (Sustainability Manager)
- Melissa Zelazny (District Manager)
- James Rallo (Head Chef of Brennan's)
- Annie Rowell (Sodexo Vermont First Coordinator)

Faculty

- Cynthia Belliveau (Dean, Continuing and Distance Education)
- Jane Kolodinsky (Chair, Community Development and Applied Economics)
- Susie Walsh Daloz (Farmer Training Program)

Appendix 2: Progress against Multi-Year Action Plan Objectives

	Objective	Description	Responsible Party	Metric(s)	Timeline	2014-2015 progress
Food & Beverage Procurement	Purchase 20% Real Food by 2020	Food purchases meeting the Real Food criteria should equal or exceed 20% of total food purchases by 2020.	UVM Dining	% purchases meet criteria	15% by 2015; additional 1% per year thereafter	15%
	Shift at least 5 major products each year	We aim to increase our Real Food numbers across food categories, as prioritized in the Real Food Decision Flowchart: meat and poultry, dairy, eggs, produce, fish/seafood, coffee/tea, baked goods, other beverages, grocery/staples.	Real Food Working Group	# products researched	Ongoing	See product research section
			UVM Dining	# products shifted	Ongoing	See product shift section
	Work towards balancing % of real food in retail and unlimited dining	Work towards 20% Real Food in both retail and unlimited dining by 2020.	UVM Dining	% Real Food in retail and unlimited	Incremental until 2020	Unlimited: 12% Retail: 18%
	Shift to 100% real coffee	We aim to offer 100% real hot coffee.	UVM Dining	% purchases meet criteria	Fall 2015	60%. Student pulse was never measured on this issue, which is believed to be controversial. With changes to upcoming contract coffee platforms it did not make sense to initiate changes in spring to current platform.
	Shift to 100% Sustainable Seafood by 2015	We aim to support sustainable fisheries through a commitment to 100% sustainable seafood.	UVM Dining	% purchases meet criteria	January 2015 (Sodexo national commitment)	All Sodexo purchasing meeting this criteria; does not account for 100% of seafood purchasing on campus due to sushi subcontractor.

	Objective	Description	Responsible Party	Metric(s)	Timeline	2014-2015 progress
	Increase purchases from UVM's Catamount Farm	Develop purchasing agreement(s) and contribute to farm planning to support the purchase of as much produce as possible from the UVM farm.	UVM Dining/ Catamount Farm	$ value of products purchased	Plan every winter for following production season	Met in April about plan for fall. Sales focus will be in resident dining. >3,000lbs of food, equaling $7,000 was purchased in 2014. Sodexo committed to more but crop yields were lower than expected.
	Purchase UVM products	Explore feasibility of purchasing products from UVM research projects (e.g. milk, maple, apples).	RFWG / CALS	# products researched	2014-2015 Academic Year	Proctor Maple Center to supply 100% of syrup for Brennan's starting Fall 2015. No interest from UVM dairy. No conversation about apples.
		Shift purchases.	UVM Dining	$ value of products purchased	2015-2016 Academic Year, pending research	Not action to date.
	Pursue campus infrastructure to support Real Food	Identify and support research needs to assess infrastructure needs across campus to promote year-round local produce.	UVM Dining/ RFWG	# research projects completed	Ongoing	No action during reporting period.
Policy	Develop a campus food policy	Conduct a community process in coordination with the UVM administration to develop and adopt a campus food policy that reflects the UVM community's values and expectations for campus dining.	Real Food Working Group	Policy completed	2015-2016 Academic Year	No action during reporting period.
Student Leadership & Learning	Increase student awareness of the Real	Outreach activities to support student awareness include labeling in dining facilities,	Real Food Working Group	# people on email list	Ongoing	293 subscribers

	Objective	Description	Responsible Party	Metric(s)	Timeline	2014-2015 progress
	Food Challenge at UVM	tabling at student events, club activities, special events, and use of web and social media.	Real Food Student Club	# Events	At least 8 events per year	3 Tabling Days (Activities fest, RFP, and sustainable fishing management) 7 Events (RFC Workshop, Battle of Campus Chefs, Brennan's tabling, TPP webinar, RFC Implementation retreat, Food Chain$ screening, FRESH screening).
			UVM Dining	Use of labeling	Ongoing	Standardized "Real Food Approved" product label developed for use across all dining locations. Also have listings of Real Food offerings in all dining locations. Some challenges with consistent labeling.
		Assess effectiveness of outreach campaigns by measuring student awareness of Real Food Challenge	Real Food Working Group/ Research Class?	% students reporting awareness	Biannual survey (2015, 2017, 2019)	No action during reporting period.
	Partner with academic research projects each semester	Utilize food systems research classes to support research activities.	Real Food Working Group/ Course instructors	# course partnerships	At least one course per semester	Fall 2014: 1 - Barriers to Local Food Spring 2015: 0 (Fall 2015: 1 - Large Scale Food Purchasing)
	Recruit interns to run Real Food Calculator	Student interns run the Real Food Calculator.	UVM Dining Sustainability Manager /RFWG Advisor	# hours/ week	At least 10 hours per week during semester and over the summer	Fall 2014-Spring 2015: Average 13 hours/week Summer 2015: 1 student hired for 20 hrs/week

	Objective	Description	Responsible Party	Metric(s)	Timeline	2014-2015 progress
	Recruit interns to research product shifts	Student interns conduct research to determine the feasibility of shifting to new products.	UVM Dining Sustainability Coordinator/RFWG Advisor	# hours/ week	At least 5 hours per week during semester and over the summer	One student volunteer during Spring 2015. Calculator intern will have this responsibility in Summer 2015.
	Send RFWG students to national and regional RFC Summits	Student leaders involved in the Real Food Working Group and student club should attend regional and national events hosted by the national Real Food Challenge campaign.	RFWG/ Student Club	# students attending	Send at least two students from each group each year	RFC Signatory gathering (Louisville,KY): 1 student RFC Regional retreat (Boston, MA): 3 students FINE summit (Amherst, MA): 5 students

Appendix 3: Budget Overview

FY15 RFWG Funding Sources

President	$5,000
Office of Student Affairs	$3,000
Provost's Office	$1,000
Continuing and Distance Education	$1,000
Food Systems Initiative	$500
FY14 carryover	$373
Total	**$10,873**

FY15 RFWG Leveraged Resources

Staff advisor time (Alison Nihart)	Avg. 5-10 hrs/wk
Calculator intern supervision (Caylin McKee)	Avg. 5 hrs/wk
Food Systems graduate fellow	Time & research
UVM Dining catering (in-kind)	$1,000

FY15 RFWG Expense Categories

Interns	$6,730
Travel	$2,357
Programming	$626
Outreach	$524
Total	**$10,236**
Anticipated carryover	*$636*

Projected FY 16 Budget

Interns	$9,000
Travel	$4,000
Programming	$1,000
Outreach	$1,000
Total	**$15,000**

Appendix 4: Annual Work Plan

	May	June	July	August	September	October	November	December	January	February	March	April
RFWG		Recruit students	Create annual work plan	First meeting	Schedule semester meetings			Review work plan, revise as needed	First meeting			
				ID roles	Social dinner, dining hall meal?				Schedule semester meetings			
				Touch base with RFR					Social dinner, dining hall meal?			
									Touch base with RFR			
Classes			Prep for fall classes		Plan spring classes		Prep for spring classes	Class reports to RFWG		Plan fall classes		
Travel				Plan fall trip					Plan spring trip			
Events						Food Day!						Earth Week!
Chair	New chair start/ overlap			Facilitation training		Schedule April meeting w/ Pres		Reflect on fall, plan for spring				Recruit next chair
	Reflect on spring, plan for summer			Reflect on summer, plan for fall								
Budget	Fundraising		FY start					Budget check in				Plan next year budget
Calculator Interns	Summer job start			Post fall/spring job	Hiring/ start						Post summer job	Summer hiring
Products	Plan fall changes			Implement changes			Plan spring changes					

	May	June	July	August	September	October	November	December	January	February	March	April
Outreach	Prep for orientation	Orientation	Prep for fall semester		Visit large first year classes			Reflect on fall, plan for spring				
			Order stickers	Activities fest								
				RA training								
				First year picnic								
				Dining hall labeling								
				Tour guide training								

Appendix 5: Communications and Outreach Plan

Goals of outreach: Awareness

- What is real food?
- What is the RFC?
- Why does it matter?

Methods for outreach:

- Accepted student days
- First year orientation
- Displays in dining halls
- Class presentations
- Presentations to other student organizations
- Presentation to RAs during their training
- RealFoodUVM email listserv
- Social media
- UVM Food Feed blog
- Window outside University Relations, 300 Waterman
- Videos