

UVM Multi-Year Action Plan



Introduction & Purpose

The University of Vermont signed the Real Food Campus Commitment on March 22, 2012, thus committing UVM to the purchase of at least 20% “Real Food” by the year 2020. UVM is committed to the advancement of our on-campus food system through the increased purchasing of local, humane, fair trade, and ecologically sound food products. This commitment is consistent with UVM’s Food Systems Initiative, which aims to support and expand food systems research, education, and outreach at UVM. UVM’s on-campus food system has the opportunity to be a model for what a healthy and sustainable food system can look like. As such, the activities of the Real Food Working Group directly contribute to research, education, and outreach opportunities for students and the broader UVM community.

This Multi-Year Action Plan outlines goals and activities to achieve procurement shifts as well as actions to support increase student awareness and participation in the Real Food Challenge at UVM. This Multi-Year Action Plan is a living document and will be reviewed annually at the end of the spring semester and revised as necessary to reflect new processes and priorities. The most recent version of this document shall be made available on the UVM website at www.uvm.edu/realfood.

SECTION ONE: Baselines

Operations Overview

UVM’s on-campus dining includes two residential dining facilities, ten retail locations, two subcontracted locations, and three independent locations. With the exception of the three retail locations in the Davis Center, all dining facilities are managed by Sodexo. Approximately 5,000 undergraduate students participate in the meal plan and UVM dining serves around 15,000 meals per day across all campus dining locations.

Residential facilities:

- Cook Commons (Billings)
- Redstone Unlimited (Simpson/Mason/Hamilton)
- Harris Millis (Harris/Millis)

Retail facilities:

- Brennan’s (Davis Center)
- Marketplace (Davis Center)
- University Marché (Living and Learning)
- Alices Café (Living and Learning)
- Given Bistro (Given Medical Building)
- Cyber Café (Bailey Howe Library)
- Waterman Café (Waterman)

- Waterman Manor (Waterman)
- Northside Café (McAuley)
- Redstone Market (Simpson/Mason/Hamilton)

Subcontracted locations (Davis Center):

- New World Tortilla
- Ben and Jerry's

Non-Sodexo retail facilities (Davis Center):

- Cat's Pause Mini Mart
- Henderson's Coffee Shop
- UVM Bookstore

UVM current procurement data

The most recent completed calculator assessment is for Spring 2013 (using February as a representative month).

- Total food purchases during February: \$793,571
- Real Food purchases totaled \$93,441 (12%) across campus
 - Real Food A: \$17,583 (2%)
 - Real Food B: \$75,858 (10%)
- Real Food purchases in each food category:
 - Baked goods: \$1,275 (2%)
 - Fish/seafood: \$469 (6%)
 - Meat: \$7,873 (13%)
 - Coffee/tea: \$11,632 (31%)
 - Poultry: \$6,825 (15%)
 - Other beverages: \$4,370 (4%)
 - Dairy: \$36,883 (32%)
 - Grocery/staples: \$9,222 (4%)
 - Eggs: \$1,813 (16%)
 - Produce: \$16,857 (15%)
- Real Food purchases in each Real Food category:
 - Local: \$65,274 (8%)
 - Ecological: \$22,723 (3%)
 - Fair: \$20,007 (3%)
 - Humane: \$9,356 (1%)
- Real Food purchases in residential dining locations: 9.3%
- Real Food purchases in retail dining locations: 12.65%

Summary of Current Best Practices & Recent Achievements

Highlights of Real Food products:

- Grandy Oats organic granola, won 2013 Producer of the Year Award by the Maine Grocers Association and the Maine Food Producers Alliance

- Black River Meats is a new processing plant in VT that has factored our volume needs into their business plans. We will use them as VT Highland Cattle's sales strategy transitions to a restaurant focused market
- Vermont Bean Crafters organic burgers and raw beans used campus wide, won 2014 Vermont Young Entrepreneur of the Year award
- Commitment to 1,660 lbs of produce from UVM Catamount Educational Farm
- Intervale Food Hub to become newest approved local produce distributor for the region
- Vermont Venture Center partnership pilot for light processing of potatoes into cut fries for Brennan's

Recent product shifts:

- 100% Certified Humane shell eggs
- 100% fair/organic/Rainforest Alliance hot tea
- 100% Equal Exchange fair trade/organic bananas (reaffirmed commitment)
- 100% Organic granola
- 100% local & organic tofu
- All breakfast sandwiches made with Certified Humane eggs or egg patties
- All grilled cheeses made with local cheese and organic bread
- Naked Juice (Rainforest Alliance) to replace Odwalla in two retail locations and be added to Odwalla in two other locations
- Green Mountain Creamery cream cheese for our portion cups of cream cheese, phase out Philadelphia brand

Current Initiatives

- Trayless Dining
- Bottled Water Ban
- Composting & Recycling
- Reusable utensils, to-go containers, mugs
- Fests - UVM Dining hosts week long "fests", celebrating some of Vermont's most beloved products by integrating them into menus across campus for the week. Fests include: Farm Fest, Apple Fest, Maple Fest & Cheese Fest
- Annual Taste of Vermont Dinner each fall dedicated to celebrating Vermont products prepared using traditional Vermont recipes.

On campus farm

- Catamount Farm, Farmer Training Program, UVM apple orchard
- Jeffords garden – managed by Campus Kitchens, some of the produce used in cooking classes

Academic courses

- UVM has dozens of food systems related programs and courses across all colleges. Therefore, the following list is limited to academic courses that have engaged with the Real Food Challenge or on-campus dining:

- David Conner's research methods course (Fall 2013) – student awareness survey and assessment
- Eric Garza's Mapping the UVM Food System course (Fall 2013) – quantifying major products used at dining facilities
- Eric Garza's Barriers to Local Food course (Fall 2014) – partnership with UVM Dining to research specific feasibility of specific local products
- Calculator internships (every semester) – for-credit internship to run RFC calculator
- The RFWG will continue to engage with faculty to utilize academic courses in service learning projects to support RFWG goals and research needs.

Current Challenges

Milk (local milk mixed with non-local; Hood too big to qualify)

Coffee (limited flavors)

Lack of available local baked goods

Price points for local humane meat and poultry

Seasonality in Vermont with fewest students on campus when most local options are available

Need for minimally processed local foods

Insufficient supply of local pork

Difficulty sourcing nitrate/nitrite free meats

Need for student meal plan prices to stay low

Low student awareness

Student skepticism of dining initiatives

RFWG interfacing with UVM Dining on decision making

SECTION TWO: The next 3-5 years

3-5 Year Goals

Our 3-5 year goals can be summarized as follows, and are detailed as specific objectives in the Action Plan Chart on the subsequent page.

- Continual improvement of our Real Food percentages across food categories and dining locations
- Increased utilization of UVM produced foods
- Increased awareness in campus community
- Continued collaboration with academic courses and internships
- Ongoing engagement with RFC national campaign and peer signatory institutions

Multi-Year Action Plan Chart

	Objective	Description	Responsible Party	Metrics	Timeline
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
	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
			UVM Dining	# products shifted	Ongoing
	Work towards balancing % of real food in retail and residential dining	Work towards 20% Real Food in both retail and residential dining by 2020.	UVM Dining	% Real Food in retail and residential	Incremental until 2020
	Shift to 100% real coffee	We aim to offer 100% real hot coffee.	UVM Dining	% purchases meet criteria	Fall 2015
	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)
	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
	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
		Shift purchases.	UVM Dining	\$ value of products purchased	2015-2016 Academic Year, pending research
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	
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

	Objective	Description	Responsible Party	Metrics	Timeline
Student Leadership & Learning	Increase student awareness of the Real Food Challenge at UVM	Outreach activities to support student awareness include labeling in dining facilities, tabling at student events, club activities, special events, and use of web and social media.	Real Food Working Group	# people on email list	Ongoing
			Real Food Student Club	# events	At least 8 events per year
			UVM Dining	Use of labeling	Ongoing
		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)
	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
	Recruit interns to run Real Food Calculator	Student interns run the Real Food Calculator.	UVM Dining Sustainability Manager/ RFWG Advisor	# hours/ week	At least 15 hours/ week during the semester and over the summer
Recruit interns to research product shifts	Student interns conduct research to determine the feasibility of shifting to new products.	UVM Dining Sustainability Manager/ RFWG Advisor	# hours/ week	At least 5 hours/ week during the semester and over the summer	
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	