

Real Food Working Group Meeting

Tuesday, October 15, 2013, 5:30-7:00 p.m.

John Dewey Lounge, Old Mill

Meeting Notes

Present

Melissa Sullivan (VSTEP), Maria Carabello (Food Systems Masters Program), Jennifer Porter (Food Systems Masters Program), Annalena Barrett (Sodexo Intern), Ani Quigley (Vermont Animal Advocates), Ryan McNally (SGA), Becca Brady (student), Alison Nihart (Food Systems Initiative), Melissa Zelazny (University Dining Services), Caylin McKee (University Dining Services), Brian Roper (University Dining Services), Jane Kolodinsky (Community Development and Applied Economics), Dennis DePaul (Dean of Students office)

Facilitator: Alison Nihart

Notetaker: Jennifer Porter

Debrief recent events

- Homecoming panel and Taste of VT Dinner (Oct 5) (Annalena, Maria, Jennifer, Caylin)
 - o Maria, Annalena, and Jennifer hosted a panel discussion during Homecoming Weekend. Only a few people attended, but one of the attendees, Allen Josey (Director of Davis Center Operations and Event Services), was interested in having us present at a regional conference with other universities that UVM is hosting next year. This would be a good opportunity to showcase the RFC and what UVM is doing to other schools.
 - o The Taste of VT Dinner went well. 905 people attended.
- Farmers market table (Oct 7) (Annalena, Ani, Jennifer, Melissa)
 - o The table wasn't too busy but we did get some more people to sign up for the listserv. Someone requested more information about Farmers markets in the Burlington Area.
- RFC Summit in Minneapolis (Oct 11-14) (Annalena, Ani)
 - o Ani and Annalena reported that they had a great experience.
 - o 70 different schools were represented at the summit
 - o They had the opportunity to discuss labor issues with the Coalition of Immokalee Workers, who Sodexo has a nationwide agreement with in partnership with Sysco
 - o Representatives from Lyndon State reached out to Ani and Annalena at the summit. Lyndon State has not yet signed a commitment and they are interested in learning from our experience with the campus commitment.

Upcoming events

- Food Day (Oct 24) (Melissa – events, Becca – tabling signup)
 - o There will be a tour of the Intervale, a real food tasting, a student led tour of the “EAT” exhibition on the Fleming Museum, a lecture by Josh Farley, a lecture by Will Raap, and a showing of “The Dark Side of Chocolate”
 - o Posters have been made by an intern in Student Life and will be hung around campus
 - o Emails will be sent out to listservs and interested parties
- Table at UVM Farmers Markets (Nov 4) (Jennifer – tabling signup)
 - o Still need someone form 1-2pm.
- Real Food Challenge campus visit (dates TBD)
 - o Ryan initiated a doodle poll and Jennifer will follow up with him and Stefy and Kiersten

Outreach Committee update

- Email updates to listserv (Jennifer)
 - o Due to the lack of response to Jennifer's original email to the listserv, Alison and Jennifer thought it would be a good idea to send out more regular emails to the listserv. Emails could be sent out weekly or biweekly and could include brief updates of the working group's activities and information about ways to get involved.
 - o It was agreed upon that the emails should come from the RFC and not individuals. This will be more official and people will be less likely to ignore the emails.
 - o Alison wants to get a netid for the RFC so that we can send the listserv emails from it
 - o Jane is worried this will confound the research David Conner's class is doing to measure baseline awareness on campus and we won't be able to tell if the original outreach efforts (table tents and napkin holder inserts) worked.
 - o We will delay these emails until David's class has completed their surveys. Jennifer will follow-up with the outreach committee at that time.
 - o Caylin and Jennifer will make sure the survey includes an open-ended question that asks students how they heard about the RFC (if they have indeed heard of it).
- Outreach at food systems classes?
 - o A faculty member had offered to have the RFC do presentation at their class. Alison wanted to know if this is something we would like to pursue in classes.
 - o Jane thinks we should wait to pursue outreach in classes until David Conner's class completes their survey
 - o It was agreed upon that this idea can wait until next semester, considering we already have a lot going on this semester.
 - o Jane asked if all of our outreach activities are being kept track of in one place
 - o Jennifer prepared a document from the Provost outlining the activities, including outreach, of the RFC
 - o Dennis suggested we update our outreach activities on RFC website to include what we have done, what we are doing, what we want to do in future.

Policy Committee update

- Discuss (and possible **vote** on) items for guidance document (Maria, Angela, Jennifer)
 - o The Policy Committee is still working to finalize guidance document for the group.
 - o There are a two points that the committee thought should be brought to the group:
 - Scope of accounting: shall real food calculation be limited to food purchased by University Dining Services for food sold on campus? This would have implications for whether we consider future student CSA's purchased with meal points but consumed in students' off-campus homes
 - Annalena thinks anything coming out of meal plans should count
 - Caylin said it will be tricky to only count food consumed on campus. Catering events count and don't necessarily serve students. It may make things really complicated if we try to eliminate everything that isn't consumed by students on campus.
 - Maria suggested that RFC should shift money already being spent rather than expand into a new market to increase our Real Food percentages
 - Caylin said we could specifically exclude the CSA rather than using such broad language
 - Dennis thinks we should extend the scope of the RFC beyond just UDS/Sodexo. There are other people selling food on campus. We should

ask preferred caterers to meet the same standards we expect Sodexo to meet.

- Jennifer said we shouldn't make our scope too broad, we should just focus on measuring Sodexo's purchases
 - Jane said other food is such a low percentage that 20% of it won't make much of a difference to our overall 20% goal
 - Maria thinks it's a good idea to at least have conversations with people in charge of catering, but that we don't have to count it in our calculations
 - Dennis suggested looking at university owned venues (i.e. Hendersons and Davis Center convenience store) and including them in the calculations
 - Alison said if we feel confident with the calculator in future we could consider accounting for other sources, but for now we should stick to Sodexo's purchases
 - Ultimately, the group does not think we should limit our calculations to food consumed on campus by students. The policy group will change the language in the guidance document
 - Jane suggested the guidance document include language along the lines of "all vendors will be encouraged to use the RFC criteria"
 - Caylin said we don't need to decide if we will count the CSA in real food calculations yet because it wouldn't take effect until Fall 2014 if it does happen, and the decision of whether to pursue the CSA will not rest on whether it counts as Real Food or not
- Should we include external experts on the working group? If so, in what context? What would their role be? Who should we consider?
 - Maria suggested we generate a list of potential people and then we can call on them when we need them
 - Jane said that we can invite people to meetings as we see fit, so we might not need permanent external experts
 - We can return to this topic later if need be

Calculator Committee update

- Fall 2012 numbers
 - The Fall 2012 semester is as complete as possible. 11% of total dollars spent is still missing, but it cannot be found.
 - 13.6% real- highest so far, up from previous year
 - This was the first semester that the entire semester's purchases were used in calculations. Previously, representative weeks were used from each month.
- Discuss and **vote** on using data from one month per semester (Annalena, Caylin, Johannes)
 - It took an entire year to calculate the Fall 2012 semester
 - Calculating the entire semester is more accurate and complete, but it is extremely time consuming
 - Now that Jennifer and Johannes are helping it might not take as long
 - Now that some of the background research on products has been completed it might not take as long to calculate
 - The calculator committee proposes we use a representative month from each semester

- RFC National suggests using a representative month, and most other schools are doing that
- Using a representative month would help us stay on track and be up to date with how our numbers are changing
- Caylin thinks the months are similar within semesters. We would have to use a full month that has no breaks (October for the fall and February or April from the Spring)
- Melissa Z. said we used to calculate one week per month (until fall 2012)
- Jane thinks the one week per month may be a more representative sample
- Maria is concerned that a week from a month wouldn't be representative of the whole month
- Jane is worried that months are very different because of different product availability
- Caylin said that RFC national does not recommend doing a week from each month. They suggest either using a representative month or doing the entire semester
- Melissa Z. wants to do another complete semester (Spring 2013) to get a complete year before we decide if we can change. That way we will be able to know if a month will be representative
- Alison likes the idea of doing the entire next semester to get a better baseline
- Caylin wants to know if we value a stronger baseline over more real time data
- Jane suggested having research methods classes work on the calculator
- Melissa Z said it might not work as a class project because the data is confidential and it is not very easy to train people quickly
- Jane thinks if we have calculations from the whole year then we will better know how to draw a representative sample

Elect RFWG Student Chair

- Solicitation of nominations
 - Annalena and Ani nominated
 - Statements from nominees Ani's statement: "One of the main take-aways I got from the Summit was the true power of students. I think by and large we are not taken seriously, and that includes by students themselves. We tend to think that we don't have power, or that we are not capable of enacting change. But what I saw at the Summit was dozens of incredibly intelligent, creative, and committed individuals who were shaking things up at their schools in really amazing, positive ways. The very fact that we have signed the Real Food Campus Commitment at UVM is a testament to the power of our student body, and I want to continue utilizing and regenerating that power at UVM. The importance of having a student chair cannot be understated - this was originally a student-run movement, and should remain as such. We are, after all, the consumers of the product that the University is putting out there, and of course we are also stakeholders in the future of both the University and the world at large. Having a student chair makes a strong statement that this is this movement at UVM is for the students and by the students. Should I be elected student chair, I would work to make sure that the creativity, inspiration, and flat-out pep of the students be channeled into the Real Food Working Group in the most effective way possible." Annalena statement: she thinks it makes more sense for Ani to do it and withdraws her nomination
- **Vote** by written ballot
 - Ani was elected unanimously

Other updates

- Student co-chairs for each committee?

- Alison created a student co-chair position for the policy committee and suggested the other committees do the same
- Alison suggested Dennis choose a committee to be on

Conversation about Rookies Root Beer issue

- Article: <http://7d.blogs.com/biteclub/2013/09/uvm-drops-rookies-root-beer-as-not-real-enough-for-real-food-challenge.html>
 - Tabled to next meeting because we ran out of time

Follow up items:

- Listserv sign-up sheet from 10/7 farmers market needs to get to Annalena
- Jennifer will follow up with Ryan about doodle poll for campus visit and will be in touch with Stefy and Kierstin
- Dennis will choose a committee to be on
- Alison will get a net ID for the RFC so that we can send the listserv emails from an official address
- The Outreach and Calculator committees will consider whether they want to have a student co-chair position
- The policy committee will change the language in the guidance document so that calculations are not limited to food consumed on campus by students and generate a draft list of experts we may want to invite to meetings in the future
- Caylin and Jennifer will make sure the surveys for David Conner's CDAE250 class include a question about how students heard about the RFC
- Dennis suggested we update our outreach efforts on the website- this could be a task for the outreach committee