

Real Food Working Group Meeting

Thursday, November 14, 2013, 4:00-5:30 p.m.

Sugar Maple Ballroom, Davis Center

Attendees

Students

Annalena Barrett (Sodexo Intern), Maria Carabello (Food Systems Masters Program), Angela Debettencourt (Fair Trade UVM), Ryan McNally (SGA), Jennifer Porter (Food Systems Masters Program), Ani Quigley (Vermont Students for Animal Protection)

Administration/Staff

Alison Nihart (Food Systems Initiative), Joe Speidel (University Relations), Dennis DePaul (Dean of Students office), Gioia Thompson (Office of Sustainability)

Dining

Caylin McKee (Sustainability and Social Media for Sodexo -- University Dining Services), Brian Roper (District Chef -- University Dining Services), Melissa Zelazny (Head of University Dining Services)

Faculty

Jane Kolodinsky (Community Development and Applied Economics)

Facilitator - Ani Quigley

Note taker - Jennifer Porter

Rookie's Root Beer

- Article: <http://7d.blogs.com/biteclub/2013/09/uvm-drops-rookies-root-beer-as-not-real-enough-for-real-food-challenge.html>
- Article came out in September, but we have had more pressing matters to discuss until now.
- This was bad press for the RFC, but we can learn from this.
- The RFC doesn't consider local companies as local food. 50% of ingredients need to be sourced locally. The state definition of local is that the company is local. Neither Maine Root Company nor Rookies sources any ingredients locally, but Maine Root uses Fair Trade sugar.
- Melissa said it wasn't necessary to keep Rookies, since we had Maine Root and they didn't want to carry two root beers. Rookies required more labor to be served (not self-serve) and didn't meet RFC standards, so they decided to get rid of it and keep Maine Root.
- Jane thinks someone should write a letter to the editor of Seven Days to set the record straight.
- Melissa doesn't think we should bring it up again and remind people about it
- Joe thinks we should put something on our website clarifying the issue
- Annalena thinks this exemplifies a problem with the Real Food guidelines. Perhaps there should be an appeals process so that we could count certain producers (like Ben & Jerry's).
- Alison thinks that the RFC shouldn't always be the deciding factor in determining whether or not to keep a producer (like Rookies). Perhaps we should have kept them for other reasons (i.e. support local company).
- Alison thinks this should make us think more critically about our process. Going forward, perhaps any purchasing changes based on the RFC should be discussed by the working group.

- Melissa and Caylin didn't think it was a big decision because it didn't represent a large portion of our real food numbers. There was not an outcry from anyone until the article was written.
- Gioia thinks this isn't such a bad thing because it got people wondering what the RFC is.

Committee Updates

- Calculator Committee
 - o New student co-chair: Annalena Barrett
 - o Started calculating for Spring 2013 using one month out of the semester
 - o February was chosen because no breaks interrupt it
 - o Allen Josey (Director of Davis Center Operations and Event Services) wants two Eco-reps to calculate numbers for Davis Center locations (Cat Pause, New World, Ben & Jerry's, the book store, and Henderson's).
 - o Melissa Z. thinks it would complicate things and use our resources to train the Eco-reps
 - o Alison thinks it would be useful to determine what percentage of sales the Davis Center represents. If they only represent a very small percentage than their real food numbers won't contribute much and it wouldn't be worth the effort.
 - o The Calculator committee will determine what percentage of campus food sales the Davis Center represents by the next meeting.
- Outreach Committee (10 min)
 - o New student co-chair: Melissa Sullivan
 - o Debrief on Food Day
 - Estimated 1000 attendees at the tasting event
 - The Fleming had 7 people attend the tour, which was considered a good turnout
 - There were decent turnouts for the Will Rapp and Josh Farley lectures
 - o David Conner's class has completed their surveys, but we do not have the data yet.
 - Jennifer, Caylin, and Gioia helped develop the surveys.
 - The class will be discussing the results of the survey on Monday, December 2nd. We are all welcome to attend.
 - Gioia will add it to everyone's Oracle calendar
 - o Now that David's class is done with their surveys we can begin more outreach efforts, such as emails to the listserv.
 - The outreach committee will manage a communication campaign.
- Policy Committee (45 min)
 - o New student co-chair: Angela Debettencourt
 - o Angela and Alison presented the RFWG Guidance document
 - The Policy Committee began working on this document over the summer. The national template was tailored to our needs. It will guide the work of this group and will guide how we interact with other groups on campus, such as UDS.
 - o Questions/comments about the document:
 - There was much discussion over the role of this document. It is not clear if it should just be guiding principles or a guidance document that should be available to the public.

- Many people believed the language sounded too much like a contract.
- Dennis will review the document and change the language.
- Melissa said we need to develop a budget by December 1st
- Alison asked people to email her with ideas for the budget.
- We were granted a one-time budget last year of \$2,400. We used \$400 before this past summer. Since the summer we have used an additional \$600-\$800. We still have over \$1,000 to get us through June.
- Based on group discussion, changes will be made to the document (to be distributed).

Facebook Page Admins (5 min)

- Jane thinks the Outreach Committee should manage this.
 - Ryan volunteered to work on this.
 - Alison and Annalena also volunteered to be an admins on the page.
 - Email Caylin with the email address you use to login into Facebook if you want to be an admin.

Regional Training at UVM (5 min)

- Possibility of holding a RFC Regional Training at UVM in late January/early February
- This will be a good opportunity to engage a larger portion of the student body
- Jennifer and Ani will be meeting Wednesday, November 20th to start planning
- Anyone interested planning is welcome to attend the meeting
- Jane said many of the schools in VT signed a food consortium.
 - Good network to tap into

Next Meeting

- Thursday, December 5, 12:00pm-1:30 pm in Aiken 311
- Angela will be going abroad next semester, so there will be a vacancy on the working group.

Action Items

- The Calculator committee will determine what percentage of campus food sales the Davis Center represents by the next meeting.
- If you would like to be an admin on the UVM RFC Facebook page email Caylin with the email address you use to login into Facebook.
- Gioia will add David Conner's class to everyone's Oracle calendars.
- Dennis will review the guidance document and make changes.
- Joe thinks we should put something on our website clarifying the issue (Rookie's)
- Now that David's class is done with their surveys we can begin more outreach efforts, such as emails to the listserv.
 - The outreach committee will manage a communications campaign.
- Melissa said we need to develop a budget by December 1st
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