

Real Food Working Group Meeting Minutes

Thursday July 3, 2014, 9:30am-11:00am

Gund Conference Room

Attendees

Students

Annalena Barrett (student), Johannes Suppan (student), Alyssa Johnson (student), Jennifer Porter (Food Systems Masters Program)

Administration/Staff

Alison Nihart (Assistant to the Food Systems Initiative), Joe Speidel (University Relations)

University Dining Services

Caylin McKee (Sustainability and Social Media Coordinator), Brian Roper (Executive Chef)

Faculty

Jane Kolodinsky (Chair, Community Development and Applied Economics), Susie Walsh Daloz (Farmer Training Program)

Agenda

Facilitator - Alyssa Johnson

Notetaker - Jennifer Porter

Introductions

Funding Update

- Update from the spring (Annalena)
 - o Met with President Sullivan in April
 - o He agreed to raise our budget, he committed to at least \$2,400 (maybe \$2,500), but we have to fundraise on our own as well.
 - o Our budget is estimated at \$8,450. Most of it is for student travel.
- Groups we are currently requesting money from include: University Relations, the Office of Sustainability, the Office of Student Affairs, University Dining Services, the Provost's Office, Center for Health and Wellbeing, and Student Life.
- Additional suggestions?
 - o Brian- maybe ask groups not on campus, like Farm-to-Plate or FINE
 - o Black River Produce?
 - o We could ask outside sources for donations for specific projects/events
 - o Jane- we could ask Center for Rural Studies if we plan on doing research

Recruitment of new members

- Membership update for next year (Alyssa)
 - o Ani graduated, Melissa Sullivan will not be participating next year, and we are unsure about Ryan McNally
 - o We don't have a formal process for recruiting students at this point
 - o Previously we sought representatives from clubs, but those people tend to be overwhelmed already
 - o Olivia (president of Real Food Club) will be on the working group

- Do we want to have an application process?
 - The policy committee can work on this process of the summer, but if they don't get to it we can just have another year of informal recruitment
 - We could just have them write a paragraph about why they want to be in the group
 - Jane suggests a one-pager instead of just a paragraph that includes a resume. This builds their "human capital"
 - Alyssa will draft an "application" and send it out to the group
 - Caylin-we should have a "job description" to let people know what their responsibilities and expectations would be
 - We have some of this in the bylaws and Caylin might have something drafted from last year
 - There might be less outreach this year because we are hoping the Real Food Club will take over outreach responsibilities
- Ideally 9 students [5 currently]
 - Suggestions?
 - We could look for students in the Real Food Club
 - Suzie has students this summer that may be interested
 - Jane can look up a list of food systems minors
 - We can email the RFC and ENVS listserves

General Updates

- Move meetings to Waterman 427A /Aiken/Gund Conference Room
 - The Davis Center charges us for room rental
- Presentation to Association of College Unions International [Davis Center] (Alison)
 - When we did a presentation during homecoming last year Allen from the Davis Center asked if we would like to present at this conference, which will be hosted at UVM this year
 - He asked if a couple of students, Alison, and Melissa Z. could sit on a panel
 - It is the weekend before Thanksgiving (first weekend of Thanksgiving break)
 - Will require putting together a proposal for the presentation by July 15th
 - We will assume that we can get at least one student to participate
- Across the Fence (Alison)
 - UVM Extension has a 15 minute daily television show that goes on YouTube as well
 - Doug Lantagne suggested we do a promotional piece on this
 - There is no particular deadline around it, but it could be a good summer project because we have more time
 - They do a really professional job and it would be an opportunity to get a free promotional video
 - Joe-use a real example, like potatoes from CAE
 - Could film at Food Day
 - Food Day could be its own video
 - Footage from Farmer Training Program this summer
 - The outreach group will be the point people on this

- UDS Interns (Caylin)
 - o Caylin is meeting with Career Center next week because UVM has official intern guidelines, so they want to make sure the UDS interns are meeting the requirements
 - o They will resubmit a job description for as many people as they can get
 - o There are not returning interns (as of now)
 - o The calculator interns will always be invited to the meetings

Committee Brainstorms

- Breakout into committee groups to discuss goals for the summer and next year
- Outreach Committee

Plans for next year/Goal prioritization

- Where would we like to be at this time next year?
 - o Implementation
 - Developing project for Eric Garza's class
 - Marketing internships
 - o Policy
 - Multi-year action plan
 - Membership policy (application?)
 - Waiting to hear back from President so we can formally adopt working group guidelines
 - o Outreach
 - We need another big push in the beginning year (i.e. table tents, banners, postcard survey, t-shirts, stickers, etc.)
 - What do we want students to do? Choose real meals. Demand real food. Ask "what's real today?"
 - Need really good marketing around real meals
 - We need to simplify things for chefs/people in the kitchen
 - We can start by labeling things that are always real
 - o Coffee, grilled cheese, granola, apples, breakfast sandwich has cage-free eggs
 - Clip on signs for real meals
 - Need a specific label for produce from Catamount Farms
 - o Clip-on for the farm?
 - Outreach committee will meet with Caylin and Brian over the summer to discuss labeling plans (Jennifer will set up this meeting)
 - Since it is so difficult to obtain some real bread products (i.e. hamburger buns and English muffins) we have decided we want to amend our guidelines for real meals. If organic bread is not obtainable we will accept bread from a local company.
 - The Group voted unanimously to pass this motion

