

UVM Real Food Working Group Meeting

February 4, 2015 12:00-1:30pm

Aiken 311

Attendees

Students

Alyssa Johnson, Gina Clithero, Ben Johnson, James McCoy, Jennifer Porter

Staff/Administration

Alison Nihart

University Dining Services

Caylin McKee, James Rallo, Melissa Zelazny

Faculty

Calculator Interns

Joe Corbett, Kayla Strom

Agenda

Facilitator – Alyssa Johnson

Notetaker – Jennifer Porter

Welcome back!

Introductions

Review meeting guidelines (Alyssa)

- The guidelines can be found at this link: <https://docs.google.com/document/d/1uVGpndjDgyRMIjnVTObvIG09Us6vGjdpZr2DQ9sujSE/edit>
- This is a “living document,” so feel free to propose any changes or additions at any point

Group goals for the semester

- Alison: come up with some aspirational vision for the RFC could be in coming years at UVM and consider what resources we want to bring to the table to see that aspiration into fruition
- Caylin: increasing student understanding of the RFC
- James: increasing the understanding of the relationship between Sodexo and the university
- Joe: Improve the labeling campaign
- Jennifer: A master marketing plan that takes all of these outreach/education/labeling issues into account. This could be a great opportunity to work with a marketing/PR/business class.
- Kayla: researching realistic product shifts over a large quantity of products
- Alison: product profiles (i.e. the Grandy Oats story) on the website
- Alyssa: continue to support the Real Food Revolution

Calculator update (Caylin)

- Overall update
 - Our fall 2013 number is 12.53%. This is half a percent higher than spring 2013.
 - Local spending decreased 1% and ecologically sound spending increased 2%. Fair and humane percentages remained constant.
 - We do not have the fine-grained level of information, like we previously have. We cannot access those details until we complete February and July 2014. RFC does not break things down semester by semester. We may have to use Excel to make our own charts.
 - Alison- as one of the first schools to implement the RFC we have valuable feedback for the national calculator committee.
 - Melissa- this new RFC calculator system makes it difficult to make up-to-date changes for the next semester.
 - Alyssa- we will draft a letter of recommendations to the national calculator committee

- AFC Sushi and Vermont Kosher
 - We discovered two new entities that we haven't previously included in our calculations (Vermont Kosher and AFC Sushi) because Sodexo isn't buying the food (like New World and Ben and Jerry's)
 - If we added in the total spending for these two entities (assuming 0% real food) it would bring our overall percentage down half of a percent.
 - We have no way of knowing how much real food they purchased in past semesters, but we may be able to calculate their numbers going forward.
 - AFC, especially, has huge volume and we aren't going to put a lot of effort into making them real.
 - Alison- consumers do not know that the AFC sushi is not Sodexo. For example, I know that Sodexo is committed to sustainable seafood, so I assumed the sushi was sustainable. This was a false assumption.
 - We need to consider the tradeoff of the effort it would take to calculate their numbers versus the benefit from including them.
 - This discussion will be resumed with a smaller group before the next meeting.
 - Jennifer, Alison, Alyssa, Melissa, and Caylin will meet to discuss this. If anyone else is interested in joining the conversation contact Alison.
- Davis Center update
 - Eco-reps have spent about 40 hrs. per semester calculating for the Davis Center, which really only skims the surface of the data.
 - Their supervisors are no longer willing to pay them to work on this, due to the high volume of paper invoices (feels like data entry).
 - If we want them to keep tracking the Davis Center it will have to come out of the RFWG budget
 - It may not be appropriate for a Sodexo employee to be supervising these actions
 - How much time do we want to invest in Davis Center data that is slow and older? We are still playing catch up.
 - We need to consider if paying the eco-reps is worth our budget dollars for such a small benefit.

Administration update (Alyssa)

- Meeting with the President
 - Alyssa is working on scheduling a meeting for the end of the semester.
- RFP appreciation letter
 - We sent a letter to the Provost and President commending the RFP committee. President Sullivan sent back a picture of his VT Creamery Butter.

Real Food Challenge opportunities (Alison)

- **Escalation retreat Feb. 14-16 @ Bard College**
 - This specifically targets schools that are in the campaign phase. They are excited to have UVM students participate if we want to share our story and what we have learned. The RFWG will cover any costs for students. Contact Alyssa or Alison if you are interested in attending.
- Farm to Institution New England (FINE) Summit April 7-9 @ UMass Amherst
 - Two days of the conference are specific to farm-to-college
 - We have been invited to participate (one student and one non-student) as part of a plenary session
 - Alison submitted a few session proposals for our group, but we have yet heard back yet
 - RFWG will cover expenses for students. Contact Alison or Alyssa if you are interested in attending.
- Credit for RFC research

- Olivia P. is getting credit for a research project with a RFC national working group
- If any other students are interested in getting credit for RFC research contact Alison.
- Summer calculator internship
 - We will expand the calculator internship into the summer
- Summer research internship
 - If we have enough funds we will continue research internships into the summer as well.

Real Food Revolution update (Alyssa)

- They officially received SGA club recognition!!!
- Next semester they can submit for money from SGA.
- They are currently working on their own fundraising (bake sale next week).
- They are really interested in feasibility studies, especially sustainable seafood.
- Some students are trying to create a resource guide about small-scale fisheries.
- Milk with Dignity campaign
 - **Food Chain\$ screening and Milk with Dignity panel - Feb. 21 at 4pm**
 - Organized in collaboration with Middlebury students
 - About the Coalition of Immokalee workers (CIW) in Florida
 - Milk with Dignity panel after the screening with migrant farmworkers and students
 - Shelburne Farms contacted Alison about doing another screening on April 1st at UVM

Restructuring proposal and discussion

- Policy group has completed their initial goals, so it may be time to dissolve the committee structure.
- Alison, Alyssa, and Caylin came up with a table of responsibilities and where we need members to plug in. Each row of the table will be like a sub-committee.
- The point person listed in the table will bottom-line these group. They will make sure meetings happen, give updates at RFWG meetings, and communicate with members.
- Visioning (e.g. what to do about the Davis Center) should be left to the entire group.
- Explanation of the labeling group (Caylin):
 - Last semester the Sodexo sustainability intern (Zach) was solely responsible for labeling real food in dining locations. He would monitor units to ensure they were accurately labeling. Sometimes chefs forget to stamp the signs. He was on an unlimited meal plan, so it was more difficult for him to monitor the points locations.
 - We want all students, or as many as possible, to be trained on labeling (i.e. what's real, what's not, common mistakes). That way, as RFWG students are eating on campus they can monitor the labeling.
 - Ideally we want at least one person responsible for retail and one for unlimited locations.
 - Additionally, we would like to have different people for different parts of campus.
 - Students would be introduced to all of the managers, so they can point out mistakes. They could also physically do the labeling with stickers or stamps.
 - The more students we have the easier it will be for all of them, because they can spread out the locations and responsibilities.
 - Interested students should contact Caylin or Zach.
- The table can be found here: <https://docs.google.com/document/d/1QmOUPRAQs9ZMWcLl1qY8cfqDtXvSOde8ErH5K8aNaBU/edit>
- Alison and Alyssa will do follow-up with people to find out where they want to plug in

Open floor

- Brian's role has changed so he will not longer be on RFWG. He has become the District Executive Chef for all of Vermont.

- Sodexo hired a new Local Foods Coordinator (starting in March). She could potentially help out with the product research team or have an advisory role with the RFWG.
- NOFA conference is here at UVM Feb. 13th -15th
 - Sodexo has one complimentary registration, so contact Melissa if you are interested in going
- **Group Dinner on Wednesday 2/25 from 6:00-8:00 pm at Alison's house. Please RSVP by the end of the week.**