

Real Food Working Group Meeting
Thursday, July 23, 2015 - 1:00-2:30 pm
Aiken 311

Attendees – Alyssa Johnson, Olivia Peña, Maura Knowles, Caylin McKee, Susie Walsh-Daloz, Jane Kolodinsky, Alison Nihart

Facilitator - Alyssa Johnson

Notetaker - Alison Nihart

Meeting Notes

Dining updates [Caylin] (10 min)

- Maple update: Proctor Maple Research Center can accommodate UVM's demand, and we are switching to 100% syrup from them! Imitation syrup will only be available on request. Proctor is voluntarily investing in infrastructure to scale up their operation for supplying UVM Dining. UVM Dining has been helping them with marketing. This product shift will be a difference of about \$16,000 annually, with an estimated 0.25-0.5% change in our Real Food numbers.
- Black River Meats update: UVM Dining will expand its purchasing of ground beef from Black River Meats, which is New England raised (they are moving toward VT raised). They do not have any humane certifications, but they do have their own animal welfare plan. This ground beef will be featured at a once-a-week burger night at all residential dining locations across campus. The program will be scaled up from their as their supply increases.
- Intervale update: The Intervale Food Hub is now an approved vendor. The Intervale needs UVM to purchase at least \$50,000 annually for the relationship to work out, and we will likely exceed that significantly. IFH produce will be featured in retail locations, while Catamount Farm produce will be featured in residential locations.

Additional updates [Alison/Alyssa] (5 min)

- Fundraising update: We are reaching out to several departments in search of funding support.
- RFC Leadership Summit: Alyssa is attending this weekend.
- Farm to College Network update: Alison and Doug attended a design meeting in late June. The group is likely to grow over the coming months, and may be a resource for us. Alison will keep the group updated.

Calculator intern report [Alyssa] (5 min)

- The hope is to have spring and summer 2015 done by the end of the summer.

For discussion [Alison/Alyssa] (20 min)

- Support letter to Ben and Jerry's regarding Milk with Dignity?: The group discussed whether we want to weigh in on the recent developments of Ben & Jerry's agreeing to negotiate with Milk with Dignity. Opinions varied: those in favor pointed out that as a large purchaser, it would be nice to show our support of the workers; those opposed pointed out that starting to weigh in on political issues could distract us from our work, and that since Ben & Jerry's already qualifies as real under the fair trade certifications, our group wouldn't actually have any leverage with the company. The question was raised about the overall role of our group in such issues, and if we start weighing in on the dairy industry, will we need to start weighing in on other supply chains as well. The decision was tabled.
- Cabot - identify replacement products, leverage Working Group influence?: Similarly, we discussed whether it would be worth sharing with Cabot the ways in which they could shift their supply chain to meet the Real Food criteria. Caylin offered to have an informal conversation with her contacts there about the Milk with Dignity program. Since Cabot does not currently qualify as real, and a fair food label would qualify them, the group agreed this was a good move.
- Sub-contractors - proposed tracking plan?: This discussion was tabled.

Olivia outreach intern report [Olivia Peña] (10 min)

- Overview of projects: Olivia described the projects she is working on over the summer, including video profiles of producers and some articles for the Food Feed blog. A discussion ensued regarding seafood, and whether it was worth it to profile Red's Best, since we buy so little from that company.

Maura outreach intern report & brainstorming [Maura] (30 min)

- Overview of projects: Maura shared her list of projects for the summer, including designing posters for the dining halls and bulletin board kits for RAs.
- Design brief: Maura created a design brief, complete with fonts and color schemes, for consistent branding.
- Dining locations: Maura visited each of the dining locations with Jennifer from Sodexo to identify and prioritize locations for RFC posters
- Pair share → Why am I involved in Real Food Challenge?: Meeting participants wrote down phrases to give to Maura to use in her work.
- Brainstorm messaging: The group discussed the importance of communicating what a real food system IS (i.e. it's about producers, consumers, communities, and the Earth). Also important to communicate that 20% is actually a big deal, given that only 2% of food in the US is currently real.
- Review draft designs: The group reviewed Maura's draft designs and provided feedback.