

## UVM Real Food Working Group

February 26, 2016 | 9-10:30am

Aiken 311

Facilitator: Alyssa

Notetaker: Shannon

### Introductions, Icebreaker

**Announcement:** Alyssa is stepping down from student chair position, no other undergrads have stepped in. Shannon will serve as interim student chair for spring 2016 semester. New chair and other student positions for next fall will be determined at a later date.

### Updates

- Dining [Caylin]
  - Last day of cheese fest today, had Jasper Hill, Cabot, and Grafton come to campus. Next is Maple Fest in April
  - Operations Director Ron Chasse retiring, current manager of Redstone is taking his place in mid-March.
  - Earth week planning in progress, need someone from RFWG/RFRev to partner in planning.
  - New catering menu has gone live, incorporating more local and seasonal options, using All Souls Tortilleria for special events, will always do custom menus, especially during growing season.
  - NOFA-VT Conference catering went really well.
  - Dining is active w/Intervale Food Hub, doing market sizing work w/them, aka: What is the opportunity for their business to grow sustainably on campus? Have been sourcing through Hardwick Food Venture Center for cut potatoes (through Intervale), working really well for Brennan's. Working on campus-wide policy because they can be expensive, but giving chefs the option to use the ingredient or not. Dining halls give biggest bang for buck with this product.
  - Not as many students switched from unlimited dining to points this semester, only 800 people (less than half from last year).
  - Created relationship w/Black River Meats, had more local meat coming out of Simpson as test round, will see signage using local product. More local proteins coming into all dining locations, work in progress. Includes goat from Vermont Chevron. Potentially moving goat into Champlain and St. Mike's too, both international and domestic students really enjoying it.
  - Trying to set purchasing expectations and policies for each dining unit, to help locations understand their real food status, expectations, and recommendations by individual food units to increase real food percentages.
  - Vermont First Culinary Challenge at St. Mike's 2 weeks ago, all Sodexo campuses in Vermont competed. Focus on VT First sourcing. UVM team served

elk sausage/pasta from scratch with lots of local veggies - tied for 3rd place! Got many people to try elk, people were open to it.

- Battle of Campus Chefs at UVM April 20, never had so many people wanting to battle. Looking for student clubs to partner with chef teams.
- Calculator [Natalie]
  - Now able to upload data on calculator website. Just finished uploading all 2013-2014 data. Can only see part of the results, waiting on data check from RFC. 13% real food reported for that year. From now on, want to move on with uploading more current years to get updated data. Most months complete, but working on understanding CAFO disqualifier for local dairies.
- Class partnership [Natalie]
  - Analyzing all subcontractors on campus except for AFC (sushi). Most contractors looking at live data for February, now have invoices for all students to work with. Also looking at Vermont First percentages because many subcontractors felt surprised that even though they were buying from local producers, the products weren't local. Comparing those percentages this semester.
    - Why is AFC excluded?
      - No time to coordinate it, this year and other years.
    - Why are subcontractors having a difficult time?
      - Many baked goods hard to count as local food, would essentially need flour to count as local which is expensive/not very abundant.
    - Is there a set of guidelines for defining Vermont First, similar to RFC guidelines?
      - Yes, VT1st uses the Vermont Farm to Plate definition: "Grown or manufactured in Vermont, +30 miles". There are no current restrictions on business size.
- Real Food Revolution [Olivia Percoco]
  - Just did Trans-Pacific Partnership (TPP) teach-in. Vermont Law School member couldn't make it, instead Prof. Josh Farley came. Students took notes and were very engaged. Part 2 during Earth Week? Meeting today w/Eco Reps to discuss. Have written letters to local state reps as a mini action step, other schools with RCF doing the same. Currently circulating UVM materials to other schools to run teach-ins.
  - Planning a workshop/farm tour at Vermont Bean Crafters' Facility in March.
  - Will forward next TPP meeting to RF listservs.
  - Labeling meeting Monday.
- RFC regional retreat [James]
  - RFC National meeting in Baltimore on TPP, rally to get legislators to vote against it, rally became thank-you rally b/c key people announced a no vote before the rally took place.

- Workshops on Saturday, on importance of fair trade, workers rights, recognizing different forms of oppression in the food system.
  - Cody, Jacob, Isabelle went too.
  - Learned about corporate food system industry, Sodexo and other relationships w/universities across the country.
  - Break-out groups about policy, calculator, edu. outreach → reconvened, discussed how to bring action back to campus.
    - Labeling language.
    - Survey - gauging the (university) public about what they know about RF, what they see happening, what they would like to see at their schools.
      - Prof. David Conner interested in partnering w/his research methods class in fall 2016 to do survey.
      - If we focus on values and ideas, the class will draft the questions.
    - Creating database of product shifts already completed to share w/other area colleges to get them to sign onto RFC.
  - Sunday: learned about 1 to 1 meetings, how to facilitate conversations about RF, networking. Connected w/other schools down there.
- TEDx Talk @ UVM [Annalena]
    - Video uploaded to Annalena's Youtube channel, enviroblog. Alison helped edit and write the speech. Made it ground level to give broad information about categories, went well. Annalena will send link to Working Group (video doesn't capture her slides, but you can understand it well). May look into re-recording it to include slides.
- Voting on updated charter [Alison]
    - Why was it revised?
      - As an attempt to clarify who is in the group, and their roles.
      - Want to have balance between students and faculty/staff, but also don't want to be too large.
    - Members' titles not so important as what their roles are.
    - Should we add in language about holding expectation for groups to meet outside of official RFWG meetings? Being more explicit about this in charter might be good.
    - Decision: Add and vote on further changes later. Vote on current changes now.
      - **Open Vote: unanimous, all changes accepted.**
      - Remember this is a living document, changes in language can continue. **Latest version of charter is always posted on RFWG website if want to see latest version.**

#### Discussion on the national RFC guidelines:

- RFC is redefining some qualifications. Will get update from Alana on specifics.
- Is CAFO just an environmental disqualifier? Maybe could work around this in new guidelines if we want Cabot to count as real.

- Does UVM RFC (as a group) want to make submission by April 1 to give feedback about changing Real Food guidelines?
  - RFC is drafting automatic qualifiers, similar to automatic disqualifiers, that would overrule any disqualifiers.
    - Ex: Coalition of Immokalee Workers, Milk with Dignity
      - Could be strategic step for getting Cabot to sign on with Milk with Dignity. We have 2020 deadlines, but they don't necessarily have this urgency. However, it would also require a new campaign to work on - do we do it?
  - **Best way to submit feedback for this process is to fill out the RFC-created online survey.** Format is very user-friendly. Can fill it out multiple times in case you come up with more ideas later.
    - Has been distributed to dining, should also send to food-related faculty.
    - UVM RFWG supports idea of qualifiers.
    - It would be good to communicate/share thoughts/brainstorm before submitting. For example, Alison wants to be advocate for calculator work, wants to include that in her response.
      - Group submission party to all discuss ideas and fill out surveys in tandem?
      - Caylin copied her responses into a document, can share that to give idea of response topics/style.
    - Ask producers/food systems stakeholders we know to fill out the survey.
  - How to deal w/issue of differing timelines in goals? (ex. 20% Real Food by 2020 vs. companies w/no or longer timelines to make changes)

### Project Teams [Alison]

- What structure works best and will be most effective for these teams?
  - It can be challenging to come into larger meetings and make progress → smaller standard weekly meetings with smaller project teams (1 hour/weekly) could help create space to make progress and changes outside of larger meetings.
  - Some people are currently on 3-4 group teams, not realistic. Choose 1 group per person, shuffle responsibilities if necessary. If someone is jazzed about more than 1 group, okay, but need to focus and not spread ourselves too thin.
- **Refer to Project Teams GoogleDoc for updated point people and team members. Will follow up with other group members online who are not present.**
- In reviewing teams, what is marketing research? Do we need this? Is it related to napkin holders? Marketing to students? Will follow up w/Alana.
- Discussion on loosely reinstating weekly project team meeting times:
  - Is it feasible? Maybe wouldn't meet during week w/RFWG meeting?
  - Events Team: that structure may not make sense. Need more hours around the events, not so much at other times.
  - Communications: Same boat. Much work can be done over phone/text/email rather than standard meeting time. BUT, it is a good precedent to set, even if some groups don't function with that model. Sets an expected timeframe. Want

to be sensitive to staff/faculty schedules too, and students - can't all always be sitting in meetings.

- Increase communication w/team outside of RFWG meetings to have more continuity, dedicated work time if necessary.
  - In past, had expected work to be done outside meetings but didn't set aside time to have that happen. This is a reaffirmation of that time and dedication expectation.
- Team Updates
    - Procurement analysis (formerly Product Research): Caylin
      - Shannon working on this. Goals: establish expectations at each unit to increase current percentages of real food w/product-specific recommendations at each location. Analysis on a location basis. Creating direct guidelines for each unit, while also looking at whole campus to evaluate general trends and managing suggestions and opportunities to increase local food. Understanding campus-wide opportunities/interests, ex: iced tea? more elk? etc. Having more organized data to understand and make these recommendations.
      - Whole group hasn't met. Shannon spending time in Robinson Hall doing this work. Larger group on this team can help inform the process/questions in this project. Kate especially can help check realistic goals and requests. Shannon is point person for this.
    - Labeling: Gina
      - Eli from RFRev made drawings for designs to put into napkin holders/other signage.
      - In process of clarifying more specific language for labels:
        - Choosing to do more WHY than WHAT re:the food. (ex: Why is real food important? Why are their farming practices important? etc.)
      - Have 4 different designs for each of the 4 categories.
        - Will send final draft of drawings to group when ready.
      - Next Monday doing a labeling training at their meeting, talking about empowering workers to use labels.
    - Communications: Annalena
      - Haven't met as whole group yet this semester. Olivia Pena and Annalena met once or twice since last group meeting. TEDx talk took focus, but also working on 5-minute presentation to introduce RFC to classes in beginning of each semester to get students excited and knowledgeable about RFC. (a recruitment process).
      - Now, because in middle of semester, working on modifying presentation and training other people to give it, could give now w/modified message or over summer.

- RFRev could help with trainings and giving presentation, but they are also very busy w/TPP...
- Annalena running UVM RFC Facebook, will post things for other people if you tell her. Olivia Pena's videos posted there. Possibility of re-recording Annalena's TEDx talk to include slides and post to facebook.
- Events: Olivia Percoco
  - TPP teach-in: Part 1 successful, Part 2 potentially in the works
  - Earth Week
    - Have meeting today to discuss ideas to work w/RFRev
  - Battle of Campus Chefs → just have to participate, don't have to organize
    - Suggestion: get more intense student participation to represent RF
      - Banana costume?
      - Better advertising at the table where everything is coming from? No, already do this. Has name of farm, ingredients, RF stamp.
    - It is a Campus Kitchens event, with RFC as an undertone. It is a fundraiser for CK. Could do introduction of what RF is at the beginning, have real food table represented by a student RFWG member, "Ask me about real food" person roaming.
    - Have more mingly-feeling to giving RF information at this event.
  - Want to do at least 1 fish taste test, has been on radar but pushed off docket recently. Bringing back Molly to do this? At Brennan's? In Davis Center?
- Class partnerships: Alyssa
  - Possibly working w/David Conner, see earlier notes
  - Also touching base w/Sylvia Geiger to see if class partnership might continue in future.
  - List of class partnerships? Revisit, edit, reaching out to new classes ASAP since fall registration is soon.

### **Wrap-Up and Final Announcements**

- Migrant Justice and RFC are having meeting on Monday (2/29) at 2pm w/regional RFC staff @ Migrant Justice office to discuss where RF should play role in Migrant Justice work
  - Annalena will touch base about this meeting, there has been a break in communication about this. They need/want UVM representation at this meeting.
  - This meeting could give insight into writing a formal request concerning changes to guidelines/working with Cabot.

END.