

UVM Real Food Working Group

September 2, 2016 | 9-10:30am | University Heights South Rm 133

Facilitator: Gina

Notetaker: Bridget

Present: Gina, Bridget, Abby, Katie, Olivia, Caylin, Justine, Jane, Vic, Annie, Taran, Addy, Alison

Introductions and Icebreaker (5 min)

- Name, preferred pronouns, role/affiliation
- One highlight from your summer
- What are you excited about this year?

Review of Meeting Guidelines (5 min)

Calculator updates (15 mins) [Caylin]

- Currently at 19% Real Food
- New goal in dining contract seeks 26% by 2020
- Meat and grocery contributed biggest percentage product shifts
- Jane: "Real change takes time," impressive to see our student-led jump
- New graph for this year pairs data for each dining location's real food percentage against the location's contribution to the overall campus percentage - captures volume of meals served at each location (This graph does not include subcontractors or school-run outlets)
 - Alison: Sylvia Geiger's class analyzed subcontractor data last year, we are continuing to get those numbers from our class partnership.
 - Caylin: Starting in June we will have all subcontractors fully represented in the data.
- New graph: Real Food by attribute
- Campus Commitment Status on certain products: some limited by supply, like apples and bananas. Some switches will be easier to maintain. Humane shell eggs expected to rise because of ordering mistake.
- Assessment year 16-17 goals
 - This summer Gina met with every dining location to set commitments for looking into shifts and meeting goals.
 - Alison: What was their response? What were those conversations like?

- Gina: Depending on budget, some like Simpson and Brennan's more optimistic to make proposed changes. Others expressed hesitation on spending too much money on Real Food. Most are excited about the opportunities and happy to have the data.
- Offers healthy competition amongst locations in providing most Real Food. Opportunity to use each individual business to contribute uniquely to real food and the complete campus picture (Caylin)
- Abby is our Fall Calculator Intern (5 min)
 - Main project has been streamlining the calculator process in Excel.
 - Beginning to work through vendors but since we lack the updated criteria all the data will have to be input after.
 - "It's exciting to see how we can continue to modify how we calculate"

Class partnership plan [Gina and Alison] (15 minutes)

- David Connor's CDAE class this fall is an opportunity to follow up with past survey we've collected about student body awareness of the RFC
 - Data has been really helpful, collected 1,000 responses with class, provides new understandings and information about Real Food
 - Class is 60-student Research Methods, anyone in RFWG is welcome to contribute to the information offered in the classroom
 - Students do literature review of institutional purchasing, put together interview guide about real food, the last data collection is a survey that they write and present.
- Ideas to find out some new things this year that weren't on the table before:
 - Jane: capture willingness to pay. The entire US is changing in knowledge of real food - wants to pursue the demographic's shifting ideas about food as they enter into university
 - Annie: Be able to compare previous experience with RF to understanding developed at UVM
 - Olivia: Investigate motives to buy for incoming and current students: what does RF mean to them? What is appealing?
 - Jane: When did the advertising start? Caylin: Is there a way to measure how marketing has changed student's understandings? Jane: have they seen the real food designation on their food and did that affect their choice? Caylin: Tentatively, the marketing occurred during the first survey's administration

- Annie: Continue to hone in on the values associated with local
- Gina: I would like to understand how we can measure student's interest level in limiting options in order to provide more resources to bring more real or local food to the table
- Caylin: Last time we measured which of the four categories of real they valued the most. Would be interesting to include again
- Olivia: I'd like to know more about how RF at UVM is impacting local farmers and businesses in their process of scaling up. Alison: Probably data for a different survey. Recently there was literature published on the effects of local purchasing on area farmers. Will send to group.

Summit [Bridget] (5 minutes)

- RFC National Summit in Athens, Georgia September 23-25
- Workshops, collaborative opportunities for learning and development... very important for training and strategy in the upcoming year, especially for those of us new to the RFWG
- Bridget and Tlaloc@realfoodchallenge.org are points of contact
- Registering and buying plane tickets this week
- Expressed interest: Bridget, James, Addy, Taran, Olivia

Reviewing WG documents (15 min)

- Reviewed our mission in the Charter
- Reviewed annual report/multi-year action plan [Alison]
 - Annual report is distinctly about all of our activities, not just the numbers.
 - Marketing efforts paid off.
 - Several students traveled to training in Maryland.
 - Product shifts: Syrup, coffee, beef, seafood.
 - Some technological challenges in using the calculator tool.
 - Confusion under the definition of CAFO's whether the dairy products in Vermont qualify. (They do, there are no CAFO's in Vermont)
 - Olivia: What's the status on using UVM Dairy? Caylin: We have been in talks with a partnership with CREAM. It is in progress
 - Gina: Now that we're almost at 20% are we considering a new commitment? Alison: we have been advised developing a document like that is a lengthy process and might not end up being a university-level policy, which is what the RFC asks of us.

Develop annual work plan: Restructuring project teams [Gina] (30 minutes)

- Teams from last year: Labeling, procurement analysis, communications, events (run by RFR President last year), class partnerships
- Things to think about: campus infrastructure to support real food storage.
- Working group has not played an active role in product shift research, that has been on UVM dining.
- Jane: Should the labeling be tied up with the Research Methods class?
- Procurement analysis: so much of this lives with the calculator. Annie: Yes, in the past that group recognized that that task was the calculator intern's capacity. Caylin: We've used the group as a framework to review the data and regroup.
- Caylin: "Friend of" dining hall role visits to check on labels, maintain communications
- Alison: Percent party especially to recognize the contributions of everyone involved.
- Addy: Pursuit of more UVM partnerships with University producers.
- Taren: Honey? We have hives and club on campus
- Olivia: A class devoted to developing a product for UVM dining to purchase.
- Vic: Collaborating with Champlain College's RFWG, which has had trouble getting off the ground and expressed frustration with their dining situation. Host small Vermont Solidarity Summit
- Bridget: I eat Real Food because... campaign in the dining hall
- RF Film Festival to show Olivia's video.
- Taren: Food, Farm and Community and Herbal Medicine classes as opportunities to show our video and talk about our mission
- Vic: Preservation workshops on campus to promote Real Food.
- Discussion of changes at Vermont Bean Crafters - UVM dining is sourcing from existing suppliers, no longer buying from farm. We still buy their value added products.
- Justine: 20% average - draw all vendors into this goal so it is more even across the board. RF Cookoff appeals to more students. Battle of Campus Chefs?
- Food Day - October 24th