

UVM Real Food Working Group
November 9, 2017 | 4:30-6:00pm | Jeffords 234

Facilitator: Taran
Notetaker: Katie

Attendance:

Katie
Taran
Alison
Caylin
Terry
Sylvia
Annie (remote, partial)
Jess
Alyssa
Gina
Olivia
Emma G.
Emma H.
Emily B.
Betsy (partial)

- **Introductions and Icebreakers**
- **Action Team updates**
 - Communications
 - Social media presence for RFC at UVM
 - Twitter and snapchat, up!
 - **Instagram in the works**
 - **Early stages of CatPause signage (labeling what is Real)**
 - Posters for Res Halls, updating percentages and adding graphics
 - Uniform messaging
 - Document to brainstorm messaging and hashtags
 - Working with Brendan to improve communication to diners of what is Real
 - Seems like a sequel to Friends of the Dining Hall
 - Weekly meetings at the same time and place has been going very well!
 - Outreach
 - (Betsy) presentation to Board of Trustees
 - Pressed on Vermont's own definition of local versus national standards

- Validation for VT First initiative, enables utilization of both definitions of local
 - Eat the Invaders Dinner went really well
 - Reaching out to tour guides to ensure updated information on RFC
- Procurement/Product Research
 - No point person yet
 - No meetings
 - Email discussions on CAFO definitions
 - Plan to decide on point person after today's meeting
- **Calculator Update**
 - July invoices done (no analysis yet)
 - Moving onto october analysis now
 - RFC national is starting to create a database!
 - Research team is starting by going back through calculator to see what information is already in there
 - Goal is to streamline the process of utilizing the calculator
 - Student interest in thesis work partnering with RFWG on seafood
 - Our thoughts for sustainable seafood at UVM????
 - Question on Black River Meats
 - Out of state meat - verified non-CAFO???
 - Alison: seafood is so complex
 - Generally, the ocean is so heavily overfished
 - Need to identify knowledge gaps to determine research agenda
 - Sylvia: chain of command and how products are processed is very obscure and is constantly changing
- **Invasives Dinner Debrief**
 - Great success, head chef of harris millis instrumental in organizing
 - Marketing and awareness clearly successful
 - Clear interest in this issue
 - Unique flavors and tastes were exciting for kitchen staff
 - Opened avenues for regular procurement (perch, green crab, and some greens)
 - Also inspired chef to branch out and try dogfish
 - Possibility of working with other chefs to stage a similar event
 - Possibility of writing a piece for FINE
- **Precision Valley Beef**

- Annie: usually what happens with culled dairy beef is that they are auctioned off for a very low price and transported to Pennsylvania
- This would offer a premium for those animals as well as stable prices
- Alternative revenue stream for struggling dairy farmers
- Most farms in Addison county, most selling to Agrimark/Cabot
- **Possibility for farm tours**
- Long-term: work being done to breed holsteins with angus to achieve a higher quality dairy beef
- Any overstock will be frozen and available through Rhinehart to other schools (K-12) and it is very rare for those schools to have local meat at a competitive price
- Question on long-term quantity?
- Through end of the year, 5,000lbs.
- Possible they'd have enough meat to meet Sodexo accounts' demand of ground beef in the state
 - Not necessarily a priority product for accounts across the state though
 - More clarity on feasibility at UVM
- ****Communications group can start to work on communicating this shift!**

- **Migrant Justice**
 - Problems in VT dairy industry with labor abuses
 - Undocumented workers unlikely to report this to federal agencies
 - Wondering what we can do to better understand what labor issues might be going on in UVM's specific supply chains
 - Potentially exploring dialogues in the future for collaborative work
 - Example: Cabot doesn't count as local because of their size but if they signed on to milk with dignity they could count as fair and we could buy more
 - Emma H. and Gina interested in being involved in this (include on email)

- **Advisory Board Brainstorm**
 - Individuals whose work and roles we feel are valuable and align with our mission so that they could offer valuable insights and guidance without having to commit to the regular working group responsibilities and also a way to include people outside of UVM
 - Value in bringing folks from a more regional level to have the experience with a campus
 - Venue for bringing farmers into the conversation

- How to keep it focused?
- How much agency would it take away from working group meetings and decision making? Reflection panel? Sounding board? Mentorship?
- More informal body, invited for a one or two year commitment, wouldn't have to have strict personnel quotas (could be based on what main topics, challenges the group is facing/wants to tackle)
- How to keep faculty and staff on the working group, too
- Dianne Imry, chuck ross, head of hospital food program, Jane, former students (who are still working on food issues)
- Distinguishing between the value of the AB and RFR
- Conflicts of interest
 - (vermont first materials on this topic: MOUs, agreements, etc.)
- Given scope of VT ag, could be important to make sure that all voices represented
 - categories
 - Handful of "at large"
 - Ex-students
 - some redundancy? And how much?
- **Who will put this proposal together?**
 - **Sylvia Geiger**
 - **Katie**
 - **taran**
- **RFR**
 - Multi-campus?
 - May be hard when we already struggle organizing on our own campus
 - Good idea for the future
 - **Gina seeking support in the revitalization effort!!!**

To-Do List/Follow Up Items

Action Team updates

Communications:

- Instagram account is live, Twitter is live, Facebook is live
- Early stages of CatPause signage (labeling what is Real)

Outreach:

- Reaching out to tour guides to ensure updated information on RFC

Product Procurement

- Electing point person and scheduling meeting

Calculator Update

- Our thoughts for sustainable seafood at UVM?
- Question on Black River Meats
 - Out of state meat - verified non-CAFO?

Invasives Dinner

- VT Fresh Network wants to connect Chef Eric Caravan (Harris Millis) with other VT chefs to stage a similar event and share knowledge
- FINE has demonstrated interest in doing a case study on this event

Precision Valley Farms Beef

- Possibility of farm tours
- **Communications group can start to work on communicating this shift!

Advisory Board

- Katie, Taran and Sylvia to put together proposal on function and structure of this body
- Information from structuring of VTF AB

RFR

- Gina still looking for support on this project