

UVM Real Food Working Group Meeting

Date: 12/7/17

Time: 4:30-6:00pm

Location: Jeffords 234

Facilitator: Katie

Note Taker: Taran

In attendance - with band names (icebreaker):

Annie - Pisten Bullys

Sylvia - Complete Blanks

Emma G. - Teenie Meanie Greenies

Emily - Beet

Mikayla Humiston (guest) - Beans!

Taran - Body Pasta

Emily P. - The Ugly Carrots

Betsy - Times New Romance, Business Casualties

Armand - The Brussels Sprouts

Brandon (guest) - Brandon Williams

Katie - Chubby Little Ampersand

Alison - The Chickpeas

Jess - Pith

Gioia - Surplus Professionals

Sophia - Student Loans

Gina - Smashing Squash

Olivia

To-Do List/Follow Up Items

Action Team Updates

Communications:

- Use our social media!

Outreach:

- Follow up with Olivia for list of Real Food related courses

Procurement/Product Research:

- Come together in the spring

Chef Williams: Labeling

- Gina, Taran, Brandon, Armand, Betsy, Sophia, Jess to meet and assess what is happening, strive for consistent labeling
 - When will this happen? Taran is departing

Calculator

- Keep eye out for Emily P. getting weekly seafood availability list from Lindsay Ryan

Precision Valley Beef

- Email Annie Rowell if you want to do farm tours of the dairy farms

Migrant Justice

- Keep an eye out/communicate if you want to intern with MJ!

Advisory Board

- Start brainstorming specific names of members to invite
- Plan implementation for next year.. First meeting end of spring 2018?
 - An interested RFWG member to replace Taran's involvement with this process?
- List of potential qualities we want covered
- Consider the purpose/use of a hiatus
- What level of formality do we want?
- What about 1 year terms and we invite those people back if we want them?

Discussion notes

Human Trafficking Activism & Awareness Club (Mikayla)

- Mikayla is Fair Trade advisor for the club
- Overlap between their activism and what Fair Trade stands for
- Currently getting UVM recognized as Fair Trade certified (began last spring)
 - Step 3 out of 5
 - Has been working with Emily
 - Product mapping items on campus vs what we want and need to get to be recognized
- Studying food systems, this is relevant
- Searching for integration between RFWG and this club
- Fair Trade products in general but main focus on food
- Will have to write resolution, have President sign, integrate into Sodexo contract

Action Team Updates

Communications (Jess):

- Sent out social media email to student representatives
 - Instagram: Real Food items that you ate anywhere on campus
 - Campaigning after larger following
 - Twitter: retweet news about food systems generally
 - Facebook: promoting events
 - Snapchat: specific events, still figuring out logistics
- Posters for res hall bulletin boards
- Meeting with Sylvia for CatPause audit data
 - Hoping for CatPause Real Food display and labeling beginning spring semester

Outreach (Sophia):

- Betsy and Sophia met with student rep from AdvoCats
 - Talked about their script, their plug for RFC and RFWG
 - Gave them more, updated information
 - Talked about ways they can bring us up
- Talking to specific professors that have classes relevant to our work, and that does work that could overlap with RFR

- Places in curriculum we can do a plug, spread awareness
- Olivia has whole list of Real Food related classes.. **Follow up**
- Getting in contact with myUVM page and manipulate the poll, relevant to RFWG
- Talked about RFR and strategize ways to hit the ground running, try to make it happen that isn't coerced

Procurement/Product Research (Sylvia):

- Group is floundering a bit, no leader
- Sylvia sent out email but no responses
- Focus on next semester
- **Address later in the meeting**

Update from Executive Chef Brandon Williams

- Done great job sourcing key products in high volume campus wide
 - UVM ice cream
 - Liquid eggs, Humane
 - Intervale commitment (20% ??)
 - Grafton current cheddar (specifically for UVM)
 - Slices better
 - Used in "Simply to go"
 - Sandwiches
 - Previously using Cabot (didn't qualify as Real)
 - Grafton gave us deal, but more \$\$ than what Cabot was
 - Black River store semesters worth of cheese at one time for us
 - This switch happened at start of fall 2017 semester
 - Precision Valley is big too
 - Price point considerably less than NE-raised
- Labeling throughout campus (constant challenge)
 - Students are inundated with signage across signage (not only dining halls)
 - Becoming desensitized from sensory overload
 - Difficult for students with allergies who don't read the signs
 - How do we get someone to look at allergies AND real food
 - Pitching to chefs and managers is frontline communication
 - These people know what they are making, how, and where it is coming from
 - Language being used: "real".. Listing **specific farms** in back of kitchen, **purveyor**
 - Armand thinks people still don't know what Real means, **more helpful to mention farms or brands**
 - Real means to average person "scratch cooking"... so what is everyone else using? Frozen, not fresh, etc
 - Cannot use many words, multiple sentences
 - Emily Portman working on signs that feature the farmer or the product in action, more eye catching

- Are we trying to promote RFC, or get students used to real world terminology (fair trade, organic, etc)
- What about the Real Food stamp??
 - It is used widely across campus
 - But station-specific signs are still swamped with information and stamps and other
- **Gina, Taran, Brandon, Armand, Betsy, Sophia, Jess, Alyssa to meet and talk about nitty gritty**
 - **Assess what is happening, strive for consistent labeling**

Calculator Update (Emma, Emily P.)

- Still working on October invoices
- We pre-screen farms we are using from NE raised
- End of this semester RFC national is verifying all Real Food
 - National Real Food database
 - Calculators will be able to use this when it is done
- Lindsay Ryan (Black River rep) reached out about seafood
 - Weekly availability list for the hospital, looking at that for UVM on weekly basis
 - Emily can point out the Real Food qualifies and send that to chefs
 - Chefs to have another option to ensure what they order is Real
 - Handful of moving parts to come together
- Value-added products coming from Reds Best (all dogfish)
 - Breaded, fish burger, nuggets
 - Brandon in touch with them to assign product codes
 - After break we can hopefully start ordering them

Precision Valley Beef (Annie)

- Culled dairy product, through Black River
 - Ground beef instead of being sent to auctions for very little money
 - Black River paying farms reliable rate
- UVM is starting to use what they have for the rest of this year
- Armand says product has been well received
 - Taste is delicious
 - Learner meat
 - All VT cattle
- Other Sodexo accounts getting on board in 2018 (Southern Vermont College buying currently)
- Tom Biggs is livestock coordinator, wants to put together tours if interested
 - Can happen anytime, but winter is not the best time
 - **Email Annie directly if interested**

Migrant Justice (Gina)

- Alison, Katie, Gina, Marita in attendance

- Marita gave campaign overview (Milk with Dignity)
 - Doing internal work to develop information to inform their next campaign steps
 - Caught up in nitty policy work and how to implement Milk with Dignity
 - Farm by farm rollout
 - Focused on brand level rather than individual farms
 - Achievable, realistic process
 - Positive, constructive mutual relationship
 - 3rd party inspector, reporting mechanism for farm workers
- What does UVM's supply chain look like for farm worker livelihoods?
 - We provided info about our dairy sourcing to MJ
 - Going on Precision Valley tours will be helpful
 - Key to consider fair products from local perspective
- Seemed excited to meet with us, good things to say about prior RFWG interactions
 - Warm reception to collaborating
 - **Always love have UVM interns**
- RFC standards have clarified that Milk with Dignity will count in Fair category
- Betsy is wondering what is our role in investigative work, talking to farmers
 - This will be evolving, no expectations and nothing tangible yet
 - Unsure of how potential partnership will evolve
 - Depends on MJ next steps and their direction

Advisory Board Proposal (Taran)

Group discussion:

- want to decide how many people will be in the group, how long will the different members be represented (Sylvia)
 - Propose 3, 2, 1 year term for folks who will play different roles, this varies based on our values and priorities
 - People who have bigger picture institutional knowledge maybe should serve longer term
 - Producers and farmers somewhere in the middle
 - Individuals doing relevant research can share that in a shorter term
- RFWG would drive what the AB does
 - What are our challenges, what are the ramifications of our decisions
- Alison thinks the term logic makes sense
 - Concerned about this being a lot to keep track of, may seem that we are valuing different people more so than others
 - What about everyone has single academic year term, but we can invite whoever we want back for the next year?
 - Sylvia thinks that this kind of turnover can disturb the structure, lose momentum
- This is modeled after UVM Extension (Annie)
 - Less work for recruiting more people
 - Different knowledges change at different temporal rates

- Explanation of why we have this differentiated turnover rate
- More producers so we want more voices come through, this would be more valuable
- What about the idea of farmer/producer whose products qualify as Real and not Real? (Annie)
 - Armand supports this point (**perfect example is Maple Meadow.. Why do they not want to go through the process of changing practices? Why is it not valuable to them?**)
 - This actor may not have benefit of being on the board, but their knowledge and expertise could lend valuable input for RFWG changes
- Are there enough people out there to draw from? Some people who can fill more than one role? (Gioia)
 - Formality is important in advisory boards, do we need this level of formality?
 - Advisory Group of Eco-Reps is less formal, different scene
 - Maybe think about piloting a less formal system, then change as we go
 - **What is the purpose of a hiatus?**
 - Formality came out of our brainstorm at the last meeting (Katie)
- Alison thinks this list is great to be thinking about for representation
 - How about list of **potential qualities** we want?
 - Useful for having parameters, but also being flexible and nimble to change
- Farmer is a really broad category (Olivia)
 - Circumstances differ across the board, important to be mindful
 - How many farmers is the right number?
 - This is limited by the AB size
 - What about categories or certification area
 - Each has to have a certain amount of people
- **Productive next steps?**
 - The group that drafted this should take a crack at the questions that came up here
 - Start brainstorming specific names
 - How do we implement this next year? First meeting towards end of spring semester 2018