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