The Real Food Challenge is an organization that works to increase the amount of sustainable food on campuses across the nation. By 2020, the campaign aims to shift $1 billion dollars of annual food purchases away from industrial agriculture towards socially, environmentally, and ecologically just food. The Real Food Challenge also serves as a network to campuses that sign onto the campaign, by having a goal of 20% real food by 2020.

What is Real Food?

Real Food is food which truly nourishes producers, consumers, communities and the earth. Real food may be seen as food that is local and community based, fair, ecologically sound, and humane. Some may use terms like “slow,” “local,” or “fair” instead of “real food.”

How do we connect with food?

The importance of food may be neglected when the actual relationship we have to food is overlooked. However there are a variety of connections to food in our everyday lives. For instance, visiting the Downtown Farmer’s markets, exchanging recipes with friends, joining student groups that focus on food, and simply talking to your family members about it.

While some may link to food on the consumer side, it is important to note how different the connection to food may be on the producer side. Whether it’s labor conditions or abusing natural resources like soil and water by constantly utilizing large amounts of synthetic pesticides and fertilizers, there’s no doubt that producers are facing a wide range of problems embedded in our current food system.

Stay updated with the happenings at UCSC!

UCSC Food Systems Working Group
ucscfswg@gmail.com
www.facebook.com/pages/UCSC-Food-Systems-Working-Group/236460749714762

UCSC Dining
housing.ucsc.edu/dining/index.html

CASFS (Farm to College)
casfs.ucsc.edu
casfs.ucsc.edu/farm-to-college

Campus Sustainability Plan
sustainability.ucsc.edu

Sustainable Practices Policy

Real Food Challenge
www.realfoodchallenge.org
ucscfswg@gmail.com
831 459 3675

Pick up a Campus Food and Garden Guide at your dining hall or at the Farm on Fridays.
In this diagram, it is easy to see the multiple ways we can connect to our food system.

University of California’s Real Food Commitment

Under the system wide policy on sustainable practices students successfully worked with staff to include a food service section that includes a target of 20% sustainable food by 2020 which was approved by President Mark Yudof in Fall 2009.

UC Santa Cruz goes a step further

On February 15th, 2012 UC Santa Cruz established the UCSC Real Food Commitment agreeing to reach 40% Real Food purchases in Dining by 2020.

Increasing our commitment to 40% is a huge stride in the right direction. Think it may be a bit ambitious? Students are working with staff and administrators on setting concrete annual goals through our 2013-2016 Campus Sustainability Plan to reach 40% by 2020. In fact all campus food vendors are now endorsing their ability to reach 20% Real Food by 2016 while Dining strives for 36% by 2016. Dining is empowering student interns to track and code Dining’s purchases annually as a mechanism for transparency and education!

Where do YOU connect with your food?

Real Food truly nourishes...

The Real Food Calculator is a stoplight tool using green, yellow and red to track the amount of sustainable food on campus. It uses Local and Community Based, Fair, Ecologically Sound and Humane categories for qualification.

- USDA organic apples qualify as Ecologically Sound
- Strawberries from ALBA Organics are less than 60 miles from campus qualifying as Ecologically Sound, Local and Community Based
- Food produced within 250 miles from campus still qualify as Local, but are a lesser representation of standards
- Food labeled “natural” or “good for you” (company claim, unverified)
- Other automatic disqualifiers:
  - producer is known to be a Concentrated Animal Feeding Operations
  - contains partially hydrogenated oil (trans-fats)