

Engaging the Real Food Calculator at UC Santa Cruz



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What is Real Food?

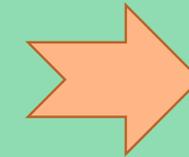
Food that shows a concern for producers, consumers, communities, and the earth.

ABSTRACT:

Agriculture and livestock production in commercial farms contribute largely to the production of greenhouse gas emissions and to the destruction of ecological life. University dining budgets are often allocated into purchasing food from a dining provider that sources food purchases from many industrial farms.: Institutions of higher education have “tremendous purchasing power to support a healthy food system that strengthens local economies, respects human rights, ensures ecological sustainability, and facilitates community involvement and education. The Real Food Procurement undertakes a quarterly analysis of UCSC Dining’s vendor purchases by researching food ingredients and product locations using online vendor catalogs and product websites. The internship process builds awareness of how food is tracked and defined, and increases consciousness of sustainable food to the greater campus community.

PROJECT GOALS:

1. Asses Dining purchasing using Real Food metrics to analyze product inventory
2. Engage student peers in defining real food and empowering students to track real food metrics
3. Research and introduce new potential products for Dining consideration
4. Support the Food Systems Working Group in advancing real food awareness for students and the campus community



ENGAGING THE CALCULATOR:

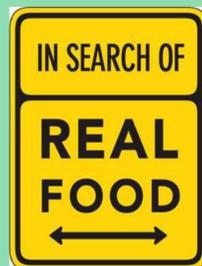
- Real Food Challenge: Participating in regional and national conferences to support additional universities implement a Real Food Commitment.
- Calculator Parties: Calculator parties are intended to provide students with an understanding how to track food using the real food metrics.
- Dining Hall Observations: assessing how real food is being laid out in Dining hall sites
- Meeting with stakeholders: Bi-quarterly meetings to analyze the amount of real food purchasing, along with brainstorming ways to increase real food by withdrawing or purchasing new products.



We the undersigned representatives of UC Santa Cruz, are committed to promote health, social, economic, and ecological resiliency
- UC Santa Cruz Real Food Campus Commitment 2012

CHALLENGES AND NEXT STEPS:

- As we move closer to 40%, every 1% toward our goal will be more costly and challenging to achieve
- Time efficiency in researching products training and maintaining reporting.



HOW DOES IT WORK?

Real food is defined using the following criteria:

- Ecologically Sound
- Humane
- Fair
- Local

Food that meets 1 of the 4 criteria can be classified as Real Food

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