Student-Campus Collaborations to Purchase Sustainable Food

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Overview

- The Real Food Challenge
- Santa Clara University’s additions to a campus food system analysis
- Our findings
- Next steps for SCU
The Real Food Challenge

- Food justice-oriented, student-run, national organization
- Real food “truly nourishes”
  - Local
  - Ecologically Sound
  - Fair Trade
  - Humane
- Over 80 campuses involved... and growing!
Real Qualifying Foods

- Product must meet RFC’s criteria in at least 1 category
- **Local**: Grown, processed, packaged, and prepared in ≤250 mile radius
- **Ecologically Sound, Fair Trade, Humane**: 3rd party certifications (USDA Organic, Fair Trade International, Certified Humane, etc.)
- Real Food Stoplights
Big Picture: SCU’s Strategic Plan

- Santa Clara University Sustainability Strategic Plan
  - SMART goals
  - Project Drawdown
- Food System Relevance!
Methods

- Analyzed >7,000 line items of data
- Two representative months
- Additional analyses needed!
  - What does the Real Food Challenge overlook?
SCU’s Additions: Plant-based and Vegetarian

- Importance of plant-based food service
  - Menus of Change: “The Protein Flip”
- Plant-based (Vegan) vs Plant-forward (Vegetarian)
SCU’s Additions: Degree of Processing

- From High Level Panel of Experts’ 2017 Report #12 on Nutrition and Food systems

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
<th>Examples</th>
</tr>
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<tbody>
<tr>
<td>Unprocessed/ minimally processed</td>
<td>Single foods, no or very slight modifications</td>
<td>Fresh or frozen produce, milk, eggs, fresh meat, fresh fish.</td>
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<tr>
<td>Basically processed</td>
<td>Single foods, processed as isolated food components or modified by preservation methods</td>
<td>Sugar, oil, flour, pasta, white rice, unsweetened canned fruit, unsalted canned vegetables.</td>
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<tr>
<td>Moderately processed</td>
<td>Single foods with addition of flavour additives</td>
<td>Salted nuts, fruit canned in syrup, vegetables canned with added salt, whole-grain breads or cereals with no added sugar.</td>
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<tr>
<td>Highly processed</td>
<td>Multi-ingredient, industrially formulated mixtures</td>
<td>Pre-prepared mixed dishes, refined-grain breads, ready-to-eat cereals, salty snacks, cookies, candy, sugar sweetened beverages (SSBs), ketchup, margarine, mayonnaise</td>
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SCU’s Additions: Tableau Public

- Integral part of communicating findings
  - Goals, baselines, progress, conclusions
- Effective communication with dining services and student population
SCU’s Additions: Campus Outreach

- Course offering involvement in food system exploration
  - Communications Course
  - Honors Difficult Dialogues on Food System Sustainability
Real Food Findings

October 2017: \textbf{20.89}\%  
February 2018: \textbf{18.55}\%  
Year: \textbf{19.68}\%

- GOAL: 25\% by 2020
- Comparable to other Universities, but significant room for improvement
  - UC Santa Cruz: 28\% (2013)
  - Gonzaga University: 19\% (2017)
  - San Jose State University: 13\% (2016)
Plant-Based and Vegetarian Insights

Percentage of Expenditure on Plant-Based Food

- Non Plant-Based Food: 34.91%
- Vegan: 38.76%
- Vegetarian: 26.33%

Legend:
- Red: Non Plant-Based Food
- Green: Vegan
- Yellow: Vegetarian
Degree of Processing Insights

Percentage of Expenditure by Degree of Processing

- Unprocessed/Minimally Processed: 33.8%
- Basically Processed: 12.5%
- Moderately Processed: 16.3%
- Highly Processed: 37.4%
Challenges

● Missing data
  ○ Estimated 4.37% unaccounted

● Concentrated Animal Feeding Operation (CAFOs)
  ○ Red-Lighted otherwise Real-qualifying products from potential CAFOs
  ○ Increase to **21.15%** Real if these products were proven non-CAFO
Next Steps

● Food system change!
  ○ Change purchasing practices
  ○ Increase student demand for sustainable food

● Evaluation for the 2018-19 Academic year is underway
  ○ New Addition: Greenhouse gas emissions tracking with SIMAP
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References


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*The Protein Flip*. The Menus of Change: University Research Collaborative.


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Images: (slide number)