

# Food procurement at UCSC: Real Food Calculator, Dining, and food retail sites.



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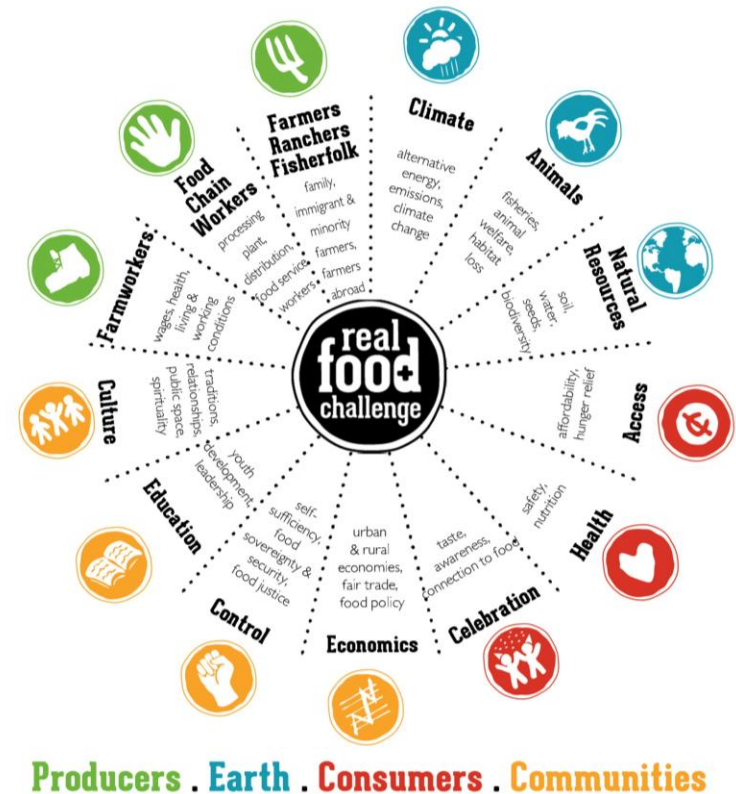
# Road Map



- Defining real food
- What is the Real Food Calculator?
- Institutionalizing sustainable food procurement
  - Dining - Food Pro
  - Non-Dining Retail Sites - spreadsheets and RFC web app
- Project Management
- UCSC highlights

# Defining Real Food

- “...food that truly nourishes producers, consumers, communities, and the environment.”
- Local
- Ecologically Sound
- Fair
- Humane



# What is the Real Food Calculator



- Procurement tool used to assess the sustainability of Dining's food purchases.
- Developed by the Real Food Challenge.
- Tracking methods: spreadsheets (standard), Real Food Web app, or incorporated into food management software (e.g. Food Pro).
- Addresses a variety of problems in today's corporate food system through their standards.
  - Traceability, green washing, accountability.

# Institutionalizing sustainable food purchasing



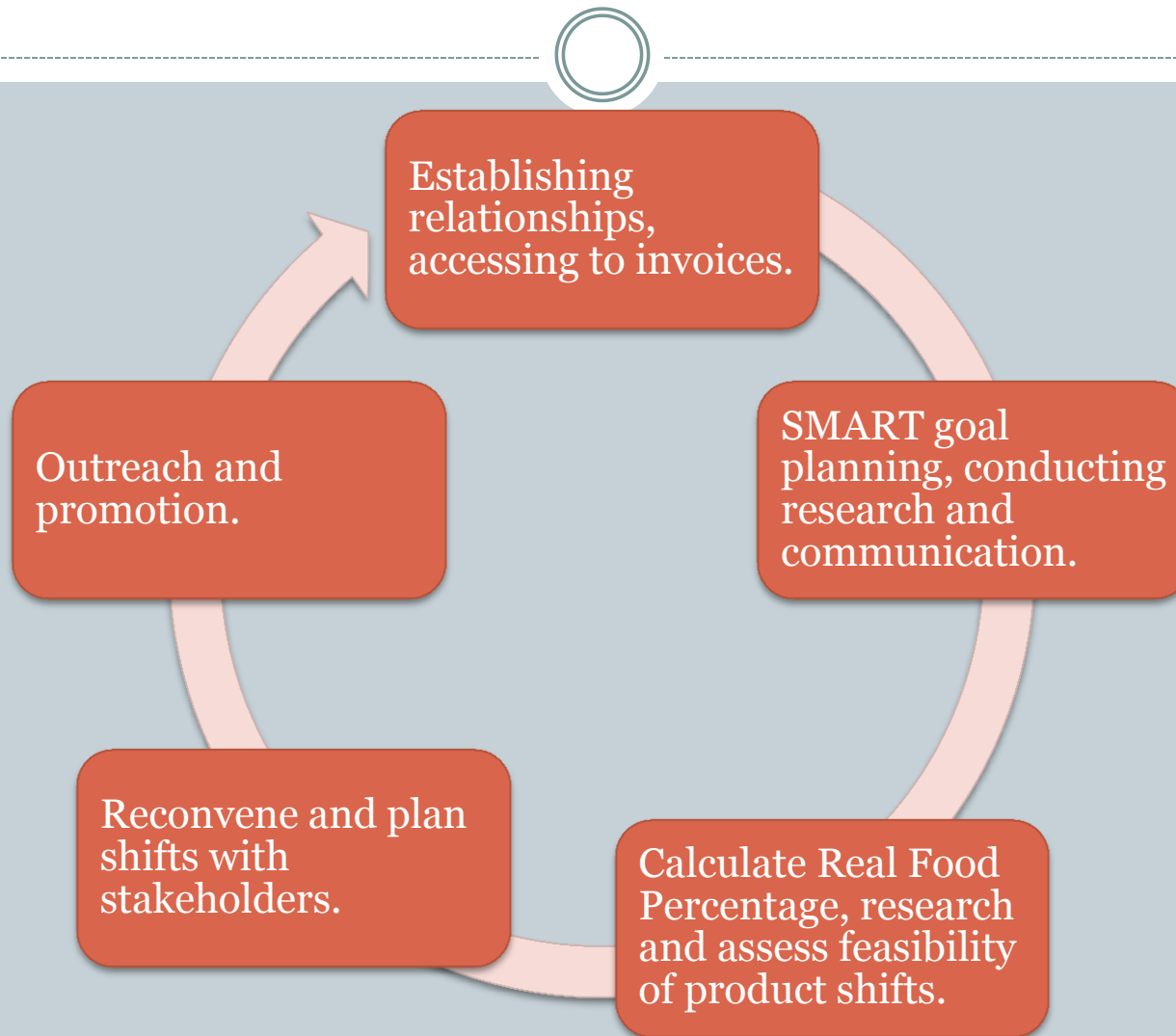
- UC Office of the President - 20% sustainable food by 2020 (2004-2009)
- UCSC FSWG founded in 2004.
- Real Food Commitment signed in Winter 2012 → UCSC 40% real food by 2020.
- RF calculator project launched Spring 2012.
- Partnerships with UCSC Dining, local vendors, and other organizations.
- Ongoing programming and outreach.

# “¿Y que?”



- Increase awareness on campus and among university affiliates.
- Develop student leadership through research and project management positions.
- It's a UC system wide goal.
  - Think SMART!
- Support local businesses.
- Measurable data is the only way to quantify such goals and shift purchasing!
- Demand transparency and traceability.

# Assessment Process



# Food Pro basics



- Food Management system.
- Tools such as Purchasing, Inventory Maintenance and Menu Cost Analysis, among others.

- Data entry
- Incomplete data

List Name: Real Food

	Description
	Yes
	No
	Unsure
	New Product
*	

List Name: Category

	Description
▶	1.0 Local Community Base
	2.0 Fair
	3.0 Ecologically Sound
	4.0 Humane
	5.0 Local/Ecologically Sound
	6.0 Local/Fair
	7.0 Local/Humane
	8.0 Ecologically Sound/Fair
	9.0 Ecologically Sound/Humane
	10.0 Fair/Humane
*	

standards



# Non-Dining food retail sites



- SMART goal planning.
  - Baseline surveys.
- Relationship building with stakeholders.
- Accessing food purchases.
- Tracking: spreadsheets or Real Food Web App?
- RESEARCH!
  - Establish routine: research plans, communication with vendors, check-ins with site managers.

# Project management



- Housing a Real Food Calculator research group.
- Staff or student interns?
- Setting SMART goals for accountability.
  - Monthly research plan.
- Maintaining vendor communication.

# UC Santa Cruz highlights



- Largest research group this past academic year!
- Real Food Calculator manual online soon!
- Updated real food brochure, get your copy!
- 10 year anniversary of Campus Food & Garden Guide.
- Currently completing assessment.

# Thank you!



<b>Name</b>	<b>Role</b>	<b>Can help with..</b>	<b>email</b>
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