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

CRYSTAL OWINGS
UCSC FOOD SYSTEMS WORKING GROUP (FSWG), CENTER FOR AGROECOLOGY AND SUSTAINABLE FOOD SYSTEMS (CASFS), UCSC DINING, REAL FOOD CHALLENGE (RFC)
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.
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

- Establishing relationships, accessing to invoices.
- SMART goal planning, conducting research and communication.
- Calculate Real Food Percentage, research and assess feasibility of product shifts.
- Reconvene and plan shifts with stakeholders.
- Outreach and promotion.
Food Pro basics

- Food Management system.
- Tools such as Purchasing, Inventory Maintenance and Menus Cost Analysis among many others.
- Data exported as spreadsheet.
- Incorporating the Real Food Challenge standards into UCSC Dining's Food Pro system.
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!

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