

**Real Food Challenge Canada**

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**University of British Columbia**

**LFS 450**

**April 11, 2016**

Disclaimer: "UBC SEEDS Program provides students with the opportunity to share the findings of their studies, as well as their opinions, conclusions and recommendations with the UBC community. The reader should bear in mind that this is a student project/report and is not an official document of UBC. Furthermore readers should bear in mind that these reports may not reflect the current status of activities at UBC. We urge you to contact the research persons mentioned in a report or a SEEDS team representative about the current status of the subject matter of a project/report".

UBC Social Ecological Economic Development Studies (SEEDS) Sustainability  
Program

Student Research Report

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## Executive Summary

The Real Food Challenge (RFC) is a campus food assessment system established in United States currently being adapted for Canada by Meal Exchange, a non-profit organization. Food is assessed for sustainability and social justice across four categories (community-based, fair, ecologically sound, and humane) with their own set of criteria. Thirty-seven food items from the wrap station and fruit stand in the Totem Park Dining Hall, managed by UBC Student Housing and Hospitality Services, a division UBC Food Service, were assessed using the Real Food Guide. Purchasing invoices were obtained and suppliers were contacted to obtain detailed information on the sources of these food items. Once the source was identified, a search for information required for assessing the Real Food criteria was undertaken. The results from our audit showed that 70% of the food items could not be classified as 'Real Food' mostly because they were disqualified based on the Real Food Guide. The 'Real Food' label could be applied to 30% of the items with half classified as Real Food A (criteria met in two of the four categories) and half as Real Food B (criteria met in one out of four category). We found that most of the fruits, such as apples, oranges, pears, bananas, and kiwis were considered 'Real Food' while baked goods, deli meats, condiments (except for mustard), and snacks were disqualified, mainly due to the presence of additives or ingredients derived from genetically modified crops. This audit presented some challenges including evaluating each item through the very strict community-based or loosely defined ecologically sound criteria. In addition, we found discrepancies in the assessment system with highly refined ingredients from genetically modified crops being disqualifiers while there is no scientific support for such a broad rejection while palm oil is not a disqualifier despite well documented large-scale adverse effects on the environment and on rural populations. We suggest entertaining the addition of a fifth criterion for nutrition and a few other improvements. As for UBC Food Services staff, we suggest that they try to source bread without additives so that it can be classified as 'Real Food', fair trade avocados and bananas and, prepare sandwich meats in-house to avoid nitrate or nitrite-containing sandwich ingredients. Finally, we suggest that UBC hosts a Real Food Challenge or Meal Exchange summit to further its commitment to sustainable food on campus.

## Introduction

University students often lack access to nutritionally high quality and sustainable foods. A 2009-2011 evaluation of the quality of the food offered on or near 15 United States campuses revealed that most foods could not be classified as healthy or nutritious and contained elevated levels of unwanted fats and sugars. Most of these foods did not promote healthy eating habits or prevent obesity (Horacek *et al.* 2012). The Real Food Challenge (RFC) is a response to such a problem, providing a new and innovative way to assess some of the properties related to the environmental and social sustainability of food offered on university campuses. The criteria used by the RFC can be used to identify the current performance of a campus food system relative to its sustainability goals. It is mainly an assessment tool which can be used to stimulate dialogue and change.

The goal of this project was to evaluate the food served on the UBC Point Grey campus in terms of the percentage of food being 'real', using the RFC criteria . The Real Food definition is "*food which truly nourishes producers, consumers, communities and the earth*". This food satisfies criteria in four core categories: Community-based, Fair, Ecologically sound and Humane (Real Food Challenge, n.d.). Our assessment results will help to identify potential gaps in purchasing practices relative to UBC's sustainable food policies and help direct Student Housing and Hospitality Services (SHHS) efforts towards environmental sustainability. This project will also help promote transparency in UBC's food system by providing information that could not otherwise be easily available to students. Transparency may also promote further changes in the UBC food system since this food audit will inform future decision-making by UBC staff. This work could also serve as a demonstration of the use of this tool for other institutions, businesses, and companies in Canada which would like to move toward a more sustainable food system.

The RFC is a national student movement that started in the United States, aiming to shift 20% – or \$1 billion – of existing post-secondary food budgets toward community-based, fair, ecologically sound, and humane food by 2020. Each year, universities in the US spend an average of \$5.18 million on food and about 15% of this amount is designated as Real Food. RFC has received \$55 million in Real Food purchasing pledges from colleges and universities in the U.S. (Real Food Challenge n.d.).

More than 30 schools in the U.S. have committed to this challenge by signing the Real Food Campus Commitment. One of the first was the University of Vermont (UVM),

which pledged to purchasing 20% Real Food by 2020 (Real Food Challenge n.d. & University of Vermont website, n.d.). Since 2012, a team of UVM students, faculty, and staff have been working with the University Dining Services to determine how UVM should implement this commitment (Porter 2015). UVM has since been auditing their food purchases with the use of the Real Food Calculator, which the school uses to track institutional purchasing over time and determine their Real Food score (Real Food Challenge n.d.).

The Real Food Calculator is a tool which evaluates the proportion of sustainable food purchases relative to total food purchases and provides evidence of a university's support of humane, ecologically sound, local, and fair food. Over 130 schools in the U.S. have been utilizing the Real Food Calculator to track their food purchasing on campus. RFC is encouraging American and Canadian students to take up the challenge and strive for a more sustainable and healthy campus food system (Real Food Challenge, n.d.).

The Meal Exchange, a national registered charity which works with Canadian universities to address hunger, food insecurity, and sustainability, is working to bring the RFC to Canada. It is currently tested in British Columbia and, will launch across Canada in August 2016 (C. White, personal communication). The Meal Exchange plans on gathering critical feedback and review on the RFC criteria, standards, resources, and tools. This project will have the opportunity to help shape the program.

The specific objectives of this project were to 1) assess the food provided by UBC SHHS in Totem Park dining room's wrap station and fruit stand using the criteria outlined in the Real Food Guide (Appendix I) and, 2) provide feedback and suggestions to the Meal Exchange with regards to the use of the RFC guide in Canada.

As students of the Faculty of Land and Food Systems, we shared values with the proponents of the RFC. We agreed with the promotion of community-based agriculture, fair treatment of employees and livestock, and thoughtful and ethical consideration of environmental resources. None of us were familiar with the RFC or the Meal Exchange prior to this project. Some of us had insights about the complexity of the food distribution systems and we approached the project with some apprehension. But such is the nature of examining food systems, so we embraced the challenge!

## **Methodology**

### *Preparing to start the Real Food Challenge*

Celia White from Meal Exchange Canada, who is in charge of implementing the RFC in Canada, provided us with general information about it as well as the application process for the software needed for assessments, which is the Real Food Calculator. We created an institutional profile for UBC, set up individual profiles for our research team and familiarized ourselves with the Real Food Challenge Researcher and Coordinator Toolkits. (Appendix II). In addition, we completed our Real Food Guide training with Celia White (Appendix I). Use of the proprietary software, the Real Food Calculator, required the signature of a non-disclosure agreement (NDA) by UBC. UBC declined to sign the NDA agreement with the Meal Exchange. Although we could not use the online software, we created our own Excel spreadsheet based on the RFC Guide. On the spreadsheet, each column had their respective title: (1) month, (2) year, (3) description, (4) category, (5) label/brand, (6) vendor, (7) fair, (8) ecological sound, (9) humane, (10) disqualifier, and (11) notes.

### *Accessing procurement data*

Rene Atkinson, purchasing manager for the Totem Park Dining Hall provided us with purchasing invoices for the food offered at the Totem Dining hall wrap station and fruit stand so that we could identify suppliers. We contacted suppliers and farms by phone or email to obtain details necessary for the Real Food assessment. Data were analyzed and organized using the Excel spreadsheet (Appendix III).

## **Results**

The Real Food Guide has a set of indicators in each of the four categories – Community-Based, Fair, Ecologically-Sound, and Humane – where food items must meet criteria in at least one category for it to be labelled ‘Real Food’. The degree to which a food meets criteria in each category is represented by a green or yellow label or ‘light’. Failure to meet criteria is represented by a red label or ‘light’. Green and yellow lights contribute to assessing a food item as ‘Real Food’ while a red light leads to food not being ‘Real’. Food items that met the green or yellow criteria in two or more categories are

labelled as Real Food A, while the items that met only one category are Real Food B. Food items found to contain certain undesirable characteristics are automatically disqualified and are not considered as 'Real Food' (Fig.1).

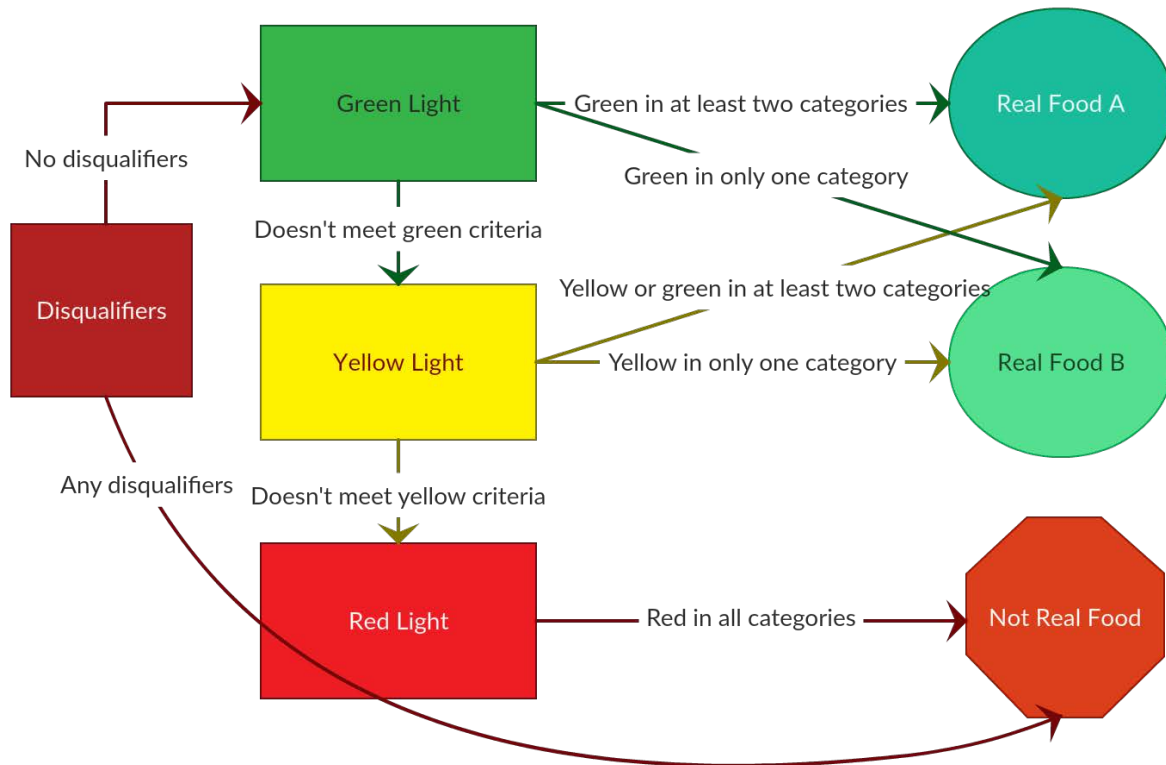


Fig. 1. A visual representation of the assessment process of each food item in accordance to the Real Food Guide.

We evaluated the Totem Dining hall's wrap station, fruit stand, and selected drinks and snacks for a total of 37 items (Table 1) using the Real Food Guide to determine the proportion of 'Real Food' in this specific sample of food purchased by SHHS.



Table 1. Food items from the wrap station, fruit stand, drinks and snacks at the Totem Park dining hall used for the Real Food Challenge assessment.

FOOD ITEMS AUDITED	CATEGORY
Oranges	Produce
Washington Red Delicious Apple	Produce
Green Anjou Pear (Probably Washington)	Produce
Ambrosia Apple	Produce
BC Golden Delicious Apples	Produce
Bananas	Produce
Avocado	Produce
Kiwi (California)	Produce
Gala Apples B.C.	Produce
Cheeses (Cheddar and Monterey Jack Cheese)	Dairy
Bacon	Meat
Chicken Salad	Meat
Deli meat (Ham, Turkey, Roast Beef)	Meat
Smoked Tofu	Meat
Tuna salad	Fish/Seafood
Whole Grain Bread	Baked Goods
Whole Wheat Bread	Baked Goods
Hamburger Buns	Baked Goods
Dark brown bread	Baked Goods
Wraps	Baked Goods
Gluten-Free Wraps	Baked Goods
Gluten-Free Bread	Baked Goods
Kaiser Buns	Baked Goods
Marble Rye bread	Baked Goods

Mayonnaise	Condiments
Ranch	Condiments
Chiptole Mayo	Condiments
Honey Dijon Mustard	Condiments
Nutella	Snacks
Kellog's Nutrigrain - strawberry	Snacks
Solo Gi - Lemon Lift	Snacks
Hardbite kettle chips - Sweet onion	Snacks
Rice Dream	Drinks
Rice Dream - Enriched chocolate	Drinks
So Good - Chocolate flavour	Drinks
So Nice - Fortified Soy Beverage - Organic	Drinks
Steaz Iced Green Tea beverage - unsweetened lemon	Drinks

We found that **70% (26/37)** of the food items could not be classified as Real Food, while **16% (6/37)** could be classified as **Real Food A** and **14% (5/37)** could be classified as **Real Food B**. Of the items which were not 'Real Food', **62% were disqualified** and **8% were unclassified** (Fig.1).

Real Food A items included apples, pears and smoked tofu and Real Food B included oranges, bananas, kiwis, organic soy milk and iced green tea. Most common criteria in these foods were fair conditions for workers, proximity of production area and organic certification (Table 2). Most items were disqualified because they contained an ingredient derived from a genetically engineered crop (Table 3).

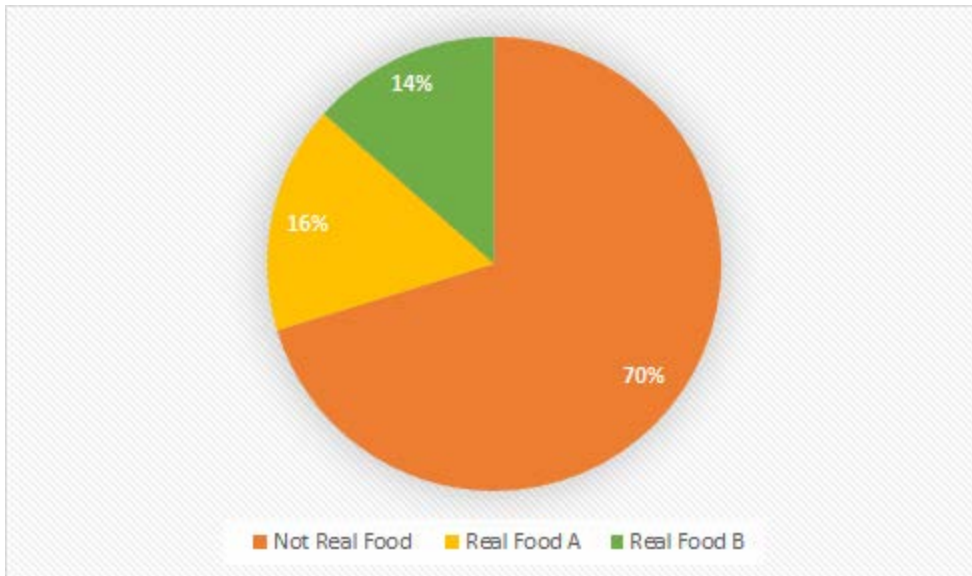


Fig. 2. Proportion of food items meeting the Real Food criteria for 37 items from the fruit stand, wrap station, drinks and snacks of the Totem Dining hall.

Table 2. Items classified as Real Food A or B and reason(s) for classification according to the Real Food Challenge criteria.

Product Item	Classification	Reason for classification
Oranges	Real Food B	Fair wages and on-site housing for workers (Green light for Fair)
Washington Red Delicious Apple	Real Food A	Grown in Washington, fair wages and on-site housing for workers
Green Anjou Pear (Probably Washington)	Real Food A	Grown in Washington, fair wages and on-site housing for workers
Ambrosia Apple	Real Food A	Grown in Summerland, fair wages and on-site housing for workers
BC Golden Delicious Apples	Real Food A	Grown in Summerland, fair wages and on-site housing for workers
Bananas	Real Food B	Certified Rainforest alliance

Kiwi (California)	Real Food B	Fair wages and housing on site for workers (Green light for Fair)
Gala Apples B.C.	Real Food A	Grown in Summerland, fair wages and on-site housing for workers
Smoked Tofu	Real Food A	Certified organic soybeans used
So Nice - Fortified Soy Beverage - Organic	Real Food B	Canadian Organic Standard and non-GMO
Steaz Iced Green Tea beverage - unsweetened lemon	Real Food B	USDA Organic (certified vegan)

Table 3. Items classified as 'Not Real Food' or disqualified according to the Real Food Challenge criteria.

Product Item	Classification	Reason for classification
Avocado	Not Real Food	Supplied by cartels that sideline small producers
Cheeses (Cheddar and Monterey Jack Cheese)	Not Real Food	USDA-FSIS certified
Bacon	Disqualified	Contain Sodium nitrite
Chicken Salad	Disqualified	Frozen chicken from USA, most likely grown in battery-cage in large production sites
Deli meat (Ham, Turkey, Roast Beef)	Disqualified	Contain Sodium nitrite
Tuna salad	Not Real Food	No certifications because product was from Thailand so it was difficult to determine labour laws
Whole Grain Bread	Disqualified	May contain GMO: canola oil, soya flour
Whole Wheat Bread	Disqualified	May contain GMO: canola oil, soya flour
Hamburger Buns	Disqualified	May contain GMO: canola oil, soya flour
Dark brown bread	Disqualified	May contain GMO: modified cornstarch, canola oil, and sugar; caramel color

Wraps	Disqualified	May contain GMO: canola oil and soybean oil, corn starch
Gluten-Free Wraps	Disqualified	May contain GMO: canola oil and sugar
Gluten-Free Bread	Disqualified	May contain GMO: canola oil
Kaiser Buns	Disqualified	May contain GMO: canola oil, and soya oil
Marble Rye bread	Disqualified	May contain GMO: canola oil, soya oil, caramel colour
Mayonnaise	Disqualified	May contain GMO: modified cornstarch, canola oil, and sugar
Ranch Dressing	Disqualified	May contain GMO: soybean oil, modified corn starch, and sugar
Chipotle Mayo	Disqualified	May contain GMO: soybean oil
Honey Dijon Mustard	Disqualified	May contain GMO: soybean oil, sugar. (also contains eggs which may not be humanely raised)
Nutella	Disqualified	May contain GMO: sugar, soy lecithin
Kellog's Nutrigrain - strawberry	Disqualified	May contain GMO: soybean and/or canola oil, sugar, corn syrup, modified corn starch, caramel colour
Solo Gi - Lemon Lift	Disqualified	May contain GMO: soy crisp, soy protein isolate, sugar, soy lecithin, soy nut butter
Hardbite kettle chips - Sweet onion	Disqualified	May contain GMO: non-hydrogenated canola oil, sugar
Rice Dream	Disqualified	May contain GMO: may contain canola oil
Rice Dream - Enriched chocolate	Disqualified	
So Good - Chocolate flavour	Disqualified	May contain GMO: contains soybean

## Discussion & Recommendations

### *STARS report and the Real Food Challenge at UBC*

UBC Food Services has already evaluated the sustainability of its food purchases using STARS, a sustainability benchmarking framework as part of its sustainability strategy and policy. The RFC evaluation complements the STARS report. The Sustainability Tracking, Assessment & Rating System (STARS) is a voluntary, self-reporting framework that allows campuses to report their sustainability-centred activities (University of British Columbia, 2015). The Food & Beverage purchasing performance criteria was developed in 2014 (Association for the Advancement of Sustainability in Higher Education, 2015). Both RFC and STARS have similar food and beverage purchases criteria. The main difference is in the scoring procedure; in the RFC, the assessments are labelled as green, yellow, red, or disqualified; whereas the STARS criteria ranks using points, up to a maximum of 4 points (AASHE, 2015). In the future, UBC Food Services could use both sets of criteria and results to inform future purchases taking into account the comments below.

### *Action for UBC SHHS*

One relatively simple change at the Totem Park Dining hall could involve the preparation of in-house meat for sandwiches rather than the purchase of deli meats which contain ingredients such as nitrates and nitrites which are RFC disqualifiers. Purchasers could try to buy products whose ingredients are few and widely recognizable which would allow SHHS to meet more of the Real Food Criteria. An example of successful practice at SHHS is purchasing 90% of the chicken used at UBC Food Services through a local farm, J & K Farms, well-known for its animal welfare practices. This was one of our good surprises during this auditing exercise! If feasible, this chicken could replace the rest of chicken (10%) served as chicken salad in the wrap station, salad bars, as well as the frozen chicken breasts at the grill.

UBC Food Services should favor partnerships with local distributors or farms to secure contracts based on the community supported agriculture model. This way they will be able to support local farms, offer fresh, local, and seasonal produce to their patrons and insure adequate volumes. For instance, Discovery Organics and Horizon Distributors mainly source products from local, small suppliers. It may be possible to obtain reasonably-priced products by buying seasonally.

As much as possible, UBC Food Services must stop purchasing avocados from Mexico and bananas from Del Monte unless they are certified Fair Trade. Our research shows that the majority of avocados are being supplied by cartels, and Del Monte has been involved in a number of labour disputes.

Another relatively simple change for UBC Food Services, especially for the wrap station, would be to change the bread supplier to insure that no disqualified additive is used. Given the large number of excellent bakeries in Vancouver and the importance of the Canadian wheat production, wheat bread for the wrap station should fit the Real Food criteria.

### *Research for UBC SHHS and SEEDS*

After completing the audit at the Totem Dining hall, we suggest that UBC SHHS and SEEDS try to implement the actions listed above and document the change process for each ingredient, meat, avocados, bananas and bread to demonstrate feasibility to other interested parties.

We also think that UBC could host a Real Food Challenge summit (<http://www.realfoodchallenge.org/programs/summits>). UBC is already recognized as the first Canadian university to adopt a Sustainability Policy and a Campus Sustainability Office. It could also be the pioneer university that drives the change towards Real Food! Many students at UBC are environmentally and dietetically savvy. They would be willing to drive this movement across Canada. We suggest that SEEDS identifies student bodies on campus to work on this project with the Meal Exchange and/or the Real Food Challenge. Eventually, UBC could serve as an example for other universities aiming to move towards Real Food.

### *Feedback on the RFC for Meal Exchange*

Genetically modified crops: We found that all of the baked goods (breads), condiments (except for mustard), and snacks couldn't be evaluated against the Real Food criteria because they were disqualified for containing disallowed ingredients. Almost all disqualified food items were classified as such due to the risk that they contained genetically modified (GM) soy, corn, canola, or sugar. Canola, corn, soy, and sugar beet are all genetically modified crops grown in Canada. Almost all canola (~95%) and sugar beet (~100%), the majority of corn (80+%) and at least 60% of soybeans grown in Canada

are genetically modified (Canadian Biotechnology Action Network 2015). Numbers are similar in the United States, if not higher (United States Department of Agriculture, 2014). Since ingredients derived from these crops are in almost all processed foods, this disqualifier makes it incredibly difficult for even slightly processed foods to have any chance at being classified as 'Real Food'.

There are some concerns over such broad-sweeping disqualification of foods potentially containing one highly refined ingredient from a GM crop. The arguments against GM crops include the assertions that GMO foods aren't healthy for humans and/or that they have a detrimental impact on the environment. In a recent editorial by Angelika Hilbeck et al. (2015), endorsed by over 300 scientists from around the world (PhDs, MDs, or legal experts in GMO risk assessment) concluded recently that "the scarcity and contradictory nature of the scientific evidence published to date prevents conclusive claims of safety, or of lack of safety, of GMO crops." There are no epidemiological studies investigating the potential adverse effects of genetically engineered food consumption in humans. Disqualifying food because of an ingredient derived from a GM crop based on possible long-term human health effects is typical of the precautionary approach used in Europe but such sweeping rejection needs to be discussed, especially in the case of highly refined ingredients since the concept of potential harm to humans is only speculative and based on a 'better safe than sorry' philosophy.

While to date, science has shown no deleterious effect of genetically modified crops on humans, the concern of environmental impacts of some genetically modified crops such as the herbicide resistant crops are well taken since one could make the argument that growing these GM crops could increase reliance on the use of herbicides. However, some GM crops are resistant to insects and actually decrease the use of insecticides. The adoption of crop biotechnology has led to a decrease in worldwide pesticide usage by 8.9%, or 474 million kg (Brookes & Barfoot 2013). Our point is that discriminating so broadly against ingredients derived from GMO foods may not necessarily be beneficial. Hilbeck et al. (2015) state that such blanket statements about GM safety are not useful and that they must be assessed on a case-by-case basis.

We suggest that ingredients derived from GM crops be removed from the list of disqualifiers and become a subcategory. Similarly, non-organic foods or foods produced by small farmers naturally (but without organic certification) may be 'Real Food' but fall short under the Fair category as they may not have legitimate organic certification. The Real Food Guide must consider that there are ecologically sound farm operations that exist without certification.



Lack of Classification: There is potential for many foods evaluated under the Real Food Guide to go unclassified such as a condiment like Heinz mustard, widely used in North America. Its ingredient list is short and simple: white vinegar, water, mustard seed, spices, salt, and turmeric. Its health effects surely must be quite benign. Mustard is a traditional food in many countries around the world and is slightly processed. Yet, there is no mechanism available under the RFC criteria to give it any recognition. There would obviously be many other foods or condiments that would have no disqualifier but, meet none of the four criteria while being otherwise benign. On the other hand, if condiments are not to be included in the RFC assessment then clear instructions to this effect should be given to auditors.

Palm oil as a Disqualifier: Palm oil is an ingredient derived from a crop that has been documented time and again as resulting in severe adverse environmental impacts. Yet, this ingredient does not appear in the list of RFC disqualifiers. Palm oil and palm kernel oil based ingredients, harvested from the fruits of the palm oil plant, *Elaeis guineensis*, are found in roughly 50% of products in supermarkets today, with a variety of uses from cooking oil to consumer food to biofuels and animal feed (GreenPalm, 2015). Due to their versatility and high-yielding capacity they are widely used worldwide (GreenPalm, 2015). Due to high demand, the number of plantations has increased in recent years, with the majority of those in Indonesia and Malaysia, which together account for more than 85% of production for the world market (Richter 2009). The development of these plantations has led to much deforestation and destruction of rainforests, which threatens biodiversity (GreenPalm 2015). There is also the danger of intensifying climate change, as more carbon dioxide is being produced due to the conversion of land (Richter 2009). Social impacts like conflicts between indigenous people and companies, as well as concerns in regards to the labour conditions of workers and their dependence on plantations as a source of income are also problematic (Richter 2009). Although there exists certification for sustainable management practices of palm oil called “Roundtable on Sustainable Palm Oil” (RSPO), there remains much controversy about this certification process (International Union of Foodworkers 2006; Center for Orangutan Protection 2008; Pye & Bhattacharya 2012). Though in the Real Food Guide, “RSPO Certified Sustainable Palm Oil” is included in “Red Light 1”, further considerations and discussion of this ingredient are needed and we suggest that for now, the presence of this ingredient be incorporated into the list of disqualifiers. In addition, we also recommend that UBC Food Services avoids using products that contain palm oil.

Avocado from Mexico as a Disqualifier: Avocado production in Mexico has been greatly influenced by cartels and small farmers and workers have been sidelined, resulting in decreased average profit margins for small farmers (Vocativ, n.d.). The Real Food disqualifiers mention slave labour, but there is no mention of cartels or corporations that are adversely influencing local food production and local food security. Non fair-trade avocados should be considered for the list of disqualifiers.

Update of the COABC versus Canada Organic Certification: In the Real Food Guide, the Canada Organic Certification is classified as a yellow standard under the Ecologically Sound criterion. The green standard equivalent for an organic certification is from the Certified Organic Associations of British Columbia (COABC). However, the COABC adopted the Canada Organic Standard as of Jan 1, 2009 (COABC n.d.). This classification needs to be revised to reflect this change.

Size of producers: While Californian oranges seem to meet almost every standard in the Community-based criteria, we could not give them a green light since producers are not small. There is plenty of evidence to show that contribution to the community and environmental stewardship is not necessarily related to size. Producers in California use state of the art water, pest and soil conservation system. It is a shame for oranges to be disqualified based entirely on the size of orange groves. Perhaps economies of scale benefit water conservation and by the same token, the community who lives nearby. In addition, large farms may benefit nearby businesses.

There is also a contradiction between the desired 'small' size of a producer for the Community based category and the desired organic certification for the Ecologically sound category which is a relatively costly process that small producers cannot afford. Accordingly, Del Monte bananas which have red lights in other categories, are certified by Rainforest Alliance and have an Ecologically sound green light.

Miscellaneous suggestions: In order to meet the Community-based criteria, producers must meet not one, but all of the sub-categories and also confirm this abundance in writing. During our investigation, we were told that requesting such information in writing was not practical. When we emailed a researcher from British Columbia Fruit Growers Association, Margaret Cliff, and asked her if apples grown in B.C. met the community based criteria, she emailed back saying, 'I would suggest you call them, for getting a written reply to such a long list of questions is unrealistic'. We suggest that the Real Food Guide be adjusted to suggest, 'written confirmation is preferred, but not necessary'.

In addition, wording in Community-based green criteria could be clarified: 'gross sales', rather could be changed to 'net sales'. Most companies declare numbers in terms of net sales or net profits. This change will simplify the task of evaluating if a producer can be considered small.

We recommend that Real Food Guide adds a fifth category for nutrition. The current disqualifiers are a good start, but they do not include dietary considerations. In this day and age, people are increasingly concerned about what they eat, and when thinking about Real Food, most think of nutrition before any other consideration.

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## Appendix I: Real Food Guide Version 1.1 from Meal Exchange Canada



### Real Food Guide\*

Version 1.1\* | March 2016

\*Version 1.1 of the Canadian Real Food Guide is the result of student research and stakeholder consultation. The research is by no means complete, nor is the list of certifications exhaustive. The purpose of this guide is to support the Real Food Challenge pilot launch in Canada. **This guide is meant for internal use only** by students participating in the pilot phase of the Real Food Challenge. Student and stakeholder feedback is encouraged, and academic review and consultations will be conducted to create the public Canadian Real Food Guide 2.0 by September 2016. Should you have any questions or feedback please contact [celia@mealexchange.com](mailto:celia@mealexchange.com).

COMMUNITY-BASED	FAIR	ECOLOGICALLY-SOUND	HUMANE
<i>Producers and Processors benefit the community through social enterprise activities, processes that promote indigenous food sovereignty, and practices that contribute to environmental resilience. Small to medium sized producers and processors are prioritized to maintain a distribution of resources and power across our economy and to promote biodiversity.</i>	<i>Individuals involved in food production, distribution, preparation and other parts of the food system work in safe and fair conditions; receive a living wage; are ensured the right to organize and the right to a grievance process; and have equal opportunity for employment. Fair food builds community capacity and ensures and promotes socially just practices in the food system.</i>	<i>Farms, businesses and other operations involved with food production practice environmental stewardship that conserves biodiversity and preserves natural resources, including energy, wildlife, water, air and soil. Production practices should minimize toxic substances as well as direct and indirect petroleum inputs.</i>	<i>Animals can express natural behaviour in a low-stress environment and are raised with no added hormones or unnecessary medication.</i>
<b>Green Light: Go for it! These criteria best represent the standard and count as Real Food</b>			
COMMUNITY-BASED	FAIR	ECOLOGICALLY-SOUND	HUMANE

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<p><b>Farmers/Producers must meet <u>ALL</u> of the following criteria:</b></p> <ol style="list-style-type: none"> <li>1. The Farmer/Producer must qualify as a small to medium sized farm (small to medium defined as making a profit up to \$500,000 in gross sales)</li> <li>2. <b>And must either:</b> <ol style="list-style-type: none"> <li>a. Be a single source product that can <b>confirm in writing</b> the following: breeding and selection for biodiversity; soil conservation; water conservation and improved water use efficiency; sustainable waste management; no or minimal toxic and/or synthetic fertilizer, pesticide or feed use; conservation of wildlife habitat; energy conservation</li> <li>b. Meet the ecologically-sound category</li> </ol> </li> </ol>	<p><b>Products with <u>any</u> of the following certifications:</b></p> <ul style="list-style-type: none"> <li>• Fair Trade International</li> <li>• Small Producers Symbol</li> </ul> <p><b>Products from organizations that belong to <u>any</u> of the following entities:</b></p> <ul style="list-style-type: none"> <li>• World Fair Trade Organization</li> <li>• Fair Trade Federation</li> </ul> <p><b>Or, single-source products that can confirm in writing the following for ALL employees:</b></p> <ul style="list-style-type: none"> <li>• Access to benefits (ex. basic health care, extended medical coverage, health and safety insurance)</li> <li>• Day of rest and rest periods during the day (lunch breaks, water breaks, bathroom breaks)</li> <li>• Equal pay for equal or equivalent work</li> <li>• Seniority recognition for long-time employees</li> <li>• Right to return to seasonal position</li> <li>• Housing standards that meet the minimum local regulations and contractual requirements (at least)</li> <li>• No automatic repatriation of workers who become ill or injured without attempting to secure full access to medical</li> </ul>	<p><b>Products with <u>any</u> of the following certifications or claims:</b></p> <ul style="list-style-type: none"> <li>• Rainforest Alliance Certified</li> <li>• Land Food People</li> <li>• Sustainable Agriculture Network</li> <li>• British Columbia Certified Organic/Certified Organic Associations of British Columbia</li> </ul> <p style="text-align: center;"><b>Fish only</b></p> <ul style="list-style-type: none"> <li>• Marine Stewardship Council</li> <li>• Ocean Wise</li> <li>• Monterey Bay Aquarium Seafood Watch Guide "Best Choices" list - National Guide</li> </ul>	<p><b>Products with any of the following certifications or claims:</b></p> <ul style="list-style-type: none"> <li>• BC SPCA Certified</li> <li>• Animal Welfare Approved</li> <li>• Canadian Organic Standard</li> <li>• Demeter Canada Biodynamic</li> <li>• Humane Certified</li> </ul>
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	<p>care and recovery prior to repatriation</p> <ul style="list-style-type: none"> <li>• Access to washrooms and hand-washing stations at specified distance from the major work site commensurate with the number of employees</li> <li>• Ability to collectively bargain</li> </ul>		
<p><b>Yellow Light: Proceed with caution.</b> These criteria count as Real Food but are not as strict as Green Light</p>			
<b>COMMUNITY-BASED</b>	<b>FAIR</b>	<b>ECOLOGICALLY-SOUND</b>	<b>HUMANE</b>
<p>Processors must meet <b>ALL</b> of the following criteria:</p> <ol style="list-style-type: none"> <li>1. All production, processing and distribution facilities controlled by the processors, its parent or family companies</li> <li>2. Processor must be a privately-owned (not publicly traded on the stock market) or cooperatively-owned business</li> <li>3. If the processor is either: <ol style="list-style-type: none"> <li>a. Independently owned, it must have full autonomy and decision-making power about business, processing, and distribution practices</li> <li>b. Cooperatively owned, it must be a true co-op rather than contractors to a larger corporation</li> </ol> </li> <li>4. <b>And must confirm, in writing, either:</b> <ol style="list-style-type: none"> <li>a. Involvement in social enterprise activities as a key objective of the business</li> </ol> </li> </ol>	<p><b>Multi-source or multi-ingredient products:</b></p> <ul style="list-style-type: none"> <li>• Processor/Producer and 50% of ingredients must meet above criteria (<i>ingredients defined as raw ingredients, measured by weight, not including water; ingredients must be given criterion at the first step of the supply chain to qualify as Real Food</i>)</li> </ul>	<p>Products with <b>any</b> of the following certifications or claims:</p> <ul style="list-style-type: none"> <li>• Certified Naturally Grown</li> <li>• Canadian Organic Standard</li> <li>• Bird Friendly Coffee</li> <li>• California Certified Organic Farmers</li> <li>• Foodland Ontario Organic</li> <li>• BIO Quebec</li> <li>• Demeter Canada Biodynamic</li> <li>• USDA Organic Standards</li> </ul> <p style="text-align: center;"><b>Fish only</b></p> <ul style="list-style-type: none"> <li>• Monterey Bay Aquarium Seafood Watch Guide "Good Alternatives" list - National Guide</li> </ul>	<p>Products with any of the following certifications or claims:</p> <ul style="list-style-type: none"> <li>• British Columbia Certified Organic (BCCO)/Certified Organic Associations of British Columbia</li> <li>• Certified Naturally Grown</li> </ul>

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<p>(social enterprise defined as any commercial enterprise whose social or environmental mission is as core to their success as any potential profit) - activities can include employment opportunities for people with limited access to the workforce/people with special needs; a business or product that is operated by a non-profit entity; a campus farm that donates profits into educational programming</p> <p>b. Participation in indigenous cultural harvesting strategies (local to the area) AND use of traditional foods and medicines while paying respect to indigenous intellectual property rights</p>			
<p><b>Red Light: No-go.</b> These certifications, claims, etc., do NOT COUNT as Real Food in the given category (<i>lists not exhaustive</i>) Product can still meet Real Food criteria in other categories</p>			
<p><b>COMMUNITY-BASED</b></p>	<p><b>FAIR</b></p>	<p><b>ECOLOGICALLY-SOUND</b></p>	<p><b>HUMANE</b></p>
<p><b>Red Light 1: good start but not enough to count as Real Food</b></p>			
<ul style="list-style-type: none"> <li>Farmer/producer qualifies as a small-medium sized farm but does not meet <u>all</u> of the criteria</li> <li>Processor is independently or cooperatively owned but does not meet <u>all</u> of the criteria</li> </ul>	<p><b>Products with the following certifications:</b></p> <ul style="list-style-type: none"> <li>Fair Trade USA (formerly Trans Fair)</li> <li>Rainforest Alliance Certified by Rainforest Alliance</li> <li>Food Alliance Certified</li> <li>UTZ certified</li> </ul>	<p><b>Products with the following certifications:</b></p> <ul style="list-style-type: none"> <li>RSPO Certified Sustainable Palm Oil</li> <li>Non-GMO Project</li> <li>FairWild</li> <li>Ecocert</li> <li>Carbon Free Certified</li> </ul>	<p><b>Products with the following certifications:</b></p> <ul style="list-style-type: none"> <li>BIO Quebec</li> <li>Global Animal Partnership Steps 1 &amp; 2</li> <li>"Grass fed" by USDA-FSIS (Ruminants)</li> <li>"Gestation Crate Free" (hogs)</li> </ul>

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	<p><b>Or, products:</b></p> <ul style="list-style-type: none"> <li>• That have been processed or shipped by companies with fair labour standards comprised of ingredients with unconfirmed labour standards</li> </ul>	<ul style="list-style-type: none"> <li>• C.A.F.E Practices</li> <li>• "Raised without Antibiotics"</li> <li>• "No Antibiotics Administered"</li> <li>• "Never Ever 3"</li> <li>• "Naturally Raised" by USDA-FSIS</li> <li>• GAP Certified (Good Agricultural Practices) by USDA</li> <li>• "Non-GMO Project Verified"</li> </ul>	<ul style="list-style-type: none"> <li>• "Free range" by USDA-FSIS (poultry)</li> <li>• "Free roaming" by USDA-FSIS (poultry)</li> </ul>
<b>Red Light 2: claim does not necessarily have substance</b>			
<p><b>Products with the following claims:</b></p> <ul style="list-style-type: none"> <li>• "Local"/"Locally-Sourced"</li> </ul>	<p><b>Products:</b></p> <ul style="list-style-type: none"> <li>• With company-specific certifications (i.e. self-regulated)</li> </ul>	<p><b>Products with the following claims:</b></p> <ul style="list-style-type: none"> <li>• "Natural"</li> <li>• "GM Free"</li> <li>• "made with real ingredients"</li> <li>• "GMO Free"</li> </ul>	<p><b>Products with the following certifications:</b></p> <ul style="list-style-type: none"> <li>• ISNA Halal Certification Agency</li> <li>• Halal Monitoring Authority (HMA)</li> <li>• GAP Certified (Good Agricultural Practices) by USDA</li> </ul>
<b>Red Light 3: absolutely not Real Food</b>			
<p><b>Products:</b></p> <ul style="list-style-type: none"> <li>• that do not meet any of the above criteria</li> </ul>	<p><b>Products:</b></p> <ul style="list-style-type: none"> <li>• that are multi-sourced and highly processed with no certifications</li> </ul>	<p><b>Processors that use:</b></p> <ul style="list-style-type: none"> <li>• Confinement or Battery Cages</li> </ul> <p><b>Products:</b></p> <ul style="list-style-type: none"> <li>• on the Monterey Bay Aquarium Seafood Watch Guide "Avoid" list - National Guide</li> </ul>	<p><b>Processors that use:</b></p> <ul style="list-style-type: none"> <li>• Confinement or Battery Cages</li> <li>• Enriched Cages</li> <li>• Gestation Crates</li> <li>• Veal Crates</li> </ul>

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**Disqualifications: Products containing any of the following characteristics cannot count as Real Food in any category**

- Producer is known to be found guilty of criminal charges of slave labour or indentured servitude within the previous 10 years; producers is known to have been found guilty of, been cited, or settled a case relating to an OSHA, FSLA, or NLRB violation within the last 3 years (*see assessment tips for more information*)
- Producer is known to be an Intensive Livestock Operation (ILO) (known as Concentrated Animal Feeding Operation, CAFO, in the United States) or fits the definition of an ILO/CAFO: an operation that confines animals for over 45 days in a vegetation-free area; feed is brought to the animals rather than the animals grazing or otherwise seeking feed in pastures, fields or on rangeland; animals are confined and congregated on a small land area often with slatted floors (*see assessment tips for more information*)
- Product is likely to contain GMO's (ex. corn and corn products that are not labeled as organic, including high fructose corn syrup; soy and soy products that are not labeled as organic, including tofu; canola and canola products; beet sugar, or anything labeled sugar that is not specified as organic or a type of sugar that is not beet, such as cane sugar; papaya; zucchini, yellow summer squash) (*see assessment tips for more information*)
- Product contains any of the following: Acesulfame-Potassium, Butylated Hydroxyanisole (BHA), Caramel Colouring, Olestra (Olean), Partially Hydrogenated Oil (trans-fats), Propyl Gallate, rBGH/rBST, Saccharine, sodium nitrate added, sodium nitrite added; Dyes: Red #3, Yellow #5, Yellow #6, Blue #3 (*see assessment tips for more information*)

For additional guidance on how best to use this guide, see Assessment Tips and the Calculator F.A.Q., linked from the Calculator Instructions Toolkit.

Do you have a certification or other criteria to propose that are not included in this version of the Real Food Guide? Please contact [celia@mealexchange.com](mailto:celia@mealexchange.com) to submit your ideas.

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# Appendix II: Real Food Challenge Researcher and Coordinator Toolkits: Calculator Instructions Version 1.1



## Real Food Challenge Researcher and Coordinator Toolkits: Calculator Instructions

Version 1.1 | March 2016

### Getting involved in the pilot - getting ready (Steps 1-4)

#### Step 1: Get to know the Real Food Calculator (1-2 hours)

- Read the [Understanding our Criteria](#) toolkit
- Understand the [Real Food Guide](#)
- Read the [U.S. Researcher Instructions](#)

#### Step 2: Get to know your role as a pilot researcher/coordinator

- Understand your roles as the Pilot Researcher/Coordinator

*As a Pilot Researcher/Coordinator, your role is especially important because you will have the opportunity to shape the program! You are expected to fulfil the normal requirements of a Researcher/Coordinator which include all of the steps in auditing your campus' food purchases by using the Real Food Calculator. In addition, you are expected to critically analyze the Real Food Challenge - from the standards, definitions and tools to the language we use - Meal Exchange wants your critical feedback on how to strengthen the program. Even if you only have the capacity to audit a small portion of your campus' food purchases using the Real Food Calculator, it is important that you also make time for critical feedback.*

*It is your responsibility as a Pilot Researcher/Coordinator to negotiate how you will present this feedback with the Meal Exchange Coordinator and any other supervisor (such as professor, work-op supervisor). If you are participating in the Pilot Real Food Challenge as part of a class, work-op, or internship, your feedback materials (presentation, report, excel sheets, etc.), could make up a large portion of your output that you are graded on.*

- Sign the [Mutual Non-Disclosure Agreement](#)

#### Step 3: Determine the project plan (2-5 hours)

*Determining your project plan is essential for staying organized!*

*Here are some steps to help you get started and don't hesitate to reach out to the Meal Exchange Coordinator for help along the way:*

- Determine the size of your research team and the context in which you will be working (are you working in a class, are you doing an independent study, are you getting paid through a work-op?). Consider how the size of the research team and the context will affect your capacity and speed to do the project.
- Determine how you will receive recognition. Piloting the Real Food Challenge will be hard work, and your work should be recognized! Some examples of recognition include:



- Course credit - At its heart, the Real Food Challenge pilot process is a research project. This project could be entrenched in course curriculum, it could be designed as an internship or independent study, or it could be a major project in a course. By arranging to get credit for the project, you may be able to carve out more time for it, access resources and institutional support through your professor, and use the opportunity of course timetables and deadlines to frame your work.
- Funding - Many students have created a paid position in the sustainability office, Students' Union, dining office, or other campus department, in which they can complete the Calculator. Supportive faculty members may be able to create a paid work-op position, and champion administrators' councils might be interested in providing a small honourarium to sponsor your work.
- Media attention - Take pictures, document highlights, and build relationships with your campus media. The more social momentum you can build, the easier it will be to generate institutional support.
- Determine the scope of your research.
  - Campuses typically investigate a **representative sample of two months** (one in fall and one in winter) to get an accurate snapshot of a year's worth of purchasing.
  - Consider how many dining facilities you plan to study. At the minimum, you should assess **at least one primary dining hall** that is representative of food services on campus.
  - Determine how you will access the data. Today, many institutions are keeping digital purchasing records, which will enormously speed up the Calculator process, as you can directly upload data into the online calculator. Digital purchasing records can come in the form of Velocity Reports (directly from vendors), or may be exportable reports from an electronic purchasing management system. If digital records are not available, work with your food services contact to compile the necessary paper invoices. Ensure to ask whether you are allowed to take the paper copies out of the dining office, or if you will need to schedule times to come in and use them.
- Determine a strategy for critical feedback.
  - As a pilot researcher and coordinator, one of your key roles is to provide critical feedback on the Real Food Challenge criteria, standards, resources and tools. Determine how your team plans to track and report on your feedback.
  - We recommend creating excel sheets for each pillar of Real Food (Fair, Humane, Ecologically-Sound and Community-Based) to track your questions, insights and recommendations to strengthen our criteria and standards.
  - We recommend tracking your insights for the Calculator tool and other resources provided in order to write an end-of-term report on how to strengthen the tools.
- Set up a manageable work plan.
  - Set regular weekly 'office hours,' preferably at a time when you can [check in with the Meal Exchange Coordinator](#), and don't forget to divvy up roles amongst your team members.
  - Determine how much contact your food services staff wishes for, (weekly? monthly?), and book appropriate meetings.
  - Keep notes for your official Assessment Plan, as you will need to submit a formal Assessment Plan before you can begin using the Calculator.

#### **Step 4: Meet your Food Service Administrator (1 hour)**

*Once you feel comfortable with the Calculator, schedule a meeting with your food service administrator. The Meal Exchange Coordinator can help you prepare for this meeting.*

*Some tips from student experiences:*



- **Build a strong relationship right away** - Share why Real Food matters to you, and ask why it matters to them. Learn about the challenges they face in their position, and what drives their passion. Demonstrate your responsibility, professionalism, and passion for this project, and remember that you are working with them, not against them. An anti-adversarial approach will facilitate a stronger relationship in the long term.
- **Give background on the Real Food Challenge** - Be prepared with a list of talking points you hope to cover in the meeting, including:
  - General information on Meal Exchange
  - General information on the Real Food Challenge
  - [Roles of the Food Service Staff](#)
- **Schedule a meeting** for the near future to complete the **Campus Food Baseline Survey** with your food service administrator or another point person from dining.
- **Identify a food service staff member to serve as the institutional official** (e.g. dining manager). The Institutional Official approves your Assessment Plan before you can begin your assessment.
- If you're having trouble contacting your food service administrator or getting them to agree to the calculator process, contact the Meal Exchange Coordinator for support.

### **Starting the pilot process - digging in (Steps 5-9)**

#### **Step 5: Create your RFC online identity (20 minutes)**

- Create a User Account

You and your research team will need to [sign up online](#) on the Real Food Calculator Website. After you fill in your personal information, you will receive an authorization email with a link to click to confirm your account.

Please note that during the pilot process, we will be using the United States' Real Food Calculator platform. This means that you will have to navigate some extra hurdles as a Canadian student.

- Create an Institutional Profile

Click "Institutional Profile" after logging in, and you will be prompted to create an institutional profile. You will be asked basic information about your institution (all of which should be available on your school's website). Be sure to include all the dining facilities you intend to assess (or might assess) in your institutional profile, by clicking, "add a facility." Please note that the U.S. Real Food Calculator platform will not approve your institution unless you have a Zip Code. Contact the B.C. Coordinator for an affiliate Zip Code.

#### **Step 6: Make it official - register your research team**

Every member of your research team (everyone who wishes to input data) will have to create an account on the calculator website by following these steps:

- [Sign up](#) as an individual researcher
- Affiliate your profile with your institution's existing profile (unless you created the institutional profile)
  - Log in
  - Click [Institutional Profiles](#)
  - Find your institution, and select it to see its Institutional Profile
  - Click Affiliate (located next to the institution's name) to connect your User Account with the Institutional Profile



- Other members of the Institutional Profile can approve your affiliation request
- Get official Researcher status
  - Contact the Meal Exchange Coordinator to set up a training call
  - Participate in a Calculator Training Call
  - Get approval from the Meal Exchange Coordinator
- Get your Institutional Official registered
  - Determine who will be your Institutional Official. This is a staff member who acts as the liaison between your project and food services. This is often the same person who grants you access to invoices, and is typically a food service manager or staff person.
  - Contact the Meal Exchange Coordinator to approve the Institutional Official. Because Institutional Officials have special privileges to see Real Food Calculator data and results, this person must be approved by the Meal Exchange Coordinator. This is a special protection to keep your data, results, and project secure.
  - Once approved, the Institutional Official can sign up for an account on the Real Food Calculator website, and affiliate their User Account with your Institutional Profile.
- Contact the Meal Exchange Coordinator to confirm your research team. Please send an email to [celia@mealexchange.com](mailto:celia@mealexchange.com) with a list of everyone's names (students and Institutional Official), and institution name. At this point, the Meal Exchange Coordinator will grant your Institutional Official special privileges.

#### **Step 7: Complete the Campus Food Baseline Survey (2-5 hours)**

*Before starting the Calculator, you must complete the Campus Food Baseline Survey. The Survey is accessible on your Calculator homepage after logging in and affiliating with your institution.*

*The Baseline Survey can only be completed by student researchers, and you will likely need to ask food services staff for help. Former student researchers recommend completing the questions to the best of your ability as a student team, and then taking the unanswered questions to staff for assistance.*

*Please note that the Baseline Survey must be updated every year, as the information collected in it may change year to year.*

*Overview of the Campus Food Baseline Survey:*

- The purpose of the Baseline Survey is to help you get acquainted with your school's food service infrastructure and set up a framework for collecting data for the Calculator.
- The Baseline Survey is also a great way to build a stronger relationship with food services staff and to find a common ground to approach sustainable food projects on campus.
- The data in the Baseline Survey will be treated as confidential.
- Fill out the Baseline Survey with the help of your food services staff, which could include the food service administrator, the executive chef, the purchasing manager, the director of ancillary/auxiliary services, or the sustainability director.
- If there are certain questions which you cannot answer, please contact the Meal Exchange Coordinator for assistance.

#### **Step 8: Create the Calculator Assessment Plan (5-10 minutes)**

- Create an Assessment Plan



Using the plans you made when you determined the project plan, describe your planned Calculator Assessment by filling out a quick form. The form will ask what months you plan to assess, who will be involved in the assessment, and how you plan to delegate tasks, including research and data input. The Calculator Assessment Plan page will become accessible on your Calculator homepage after you submit your Baseline Survey.

- Approval of Assessment Plans
  - The Meal Exchange Coordinator must first approve your plan (you may be asked to make amendments)
  - After approval from the Meal Exchange Coordinator, your Institutional Official must approve the plan
    - Don't forget that food services staff are extremely busy - give your Institutional Official lots of warning, and send them reminders if necessary
    - To approve the plan, the Institutional Official must log on to the website, go to the Institution Profile, open the current year's Assessment Plan, and click "approve" at the top of the screen
  - After your Assessment Plan has been approved, your online Assessment will be open and ready for data

#### **Step 9: Gather the data**

*Make a plan with your food services staff for reviewing invoices. Make the request well in advance of when you plan to start your assessment because assembling the invoices may take some time. Be willing to negotiate how you want to work with the invoices. Some food service administrators may simply give you copies of the dining hall invoices, while others may want you to work with them under supervision within specific office hours.*

*Be sure to ask if you have access to digital purchasing records (in the form of velocity reports from vendors, outputs from purchasing management software, or other digital record keeping mechanisms). Digital purchasing records will save you a LOT of time.*

*Some dining services may ask you to sign a confidentiality agreement in order to look at data and perform the calculator. If you have questions about this, please contact the Meal Exchange Coordinator.*

#### **Calculating! (Steps 10-17)**

##### **Step 10: Get trained (1.5 hours)**

*Once you've completed all of the above steps, you are eligible to attend a research training session. Email [celia@mealexchange.com](mailto:celia@mealexchange.com) to set up a training meeting.*

*Once you have successfully completed the training, you will be granted official "Researcher" status on the Calculator website, and you will have full research and editing privileges on the Assessment Tool. Note that you cannot be given access to the Assessment Tool unless your Institutional Official has approved your assessment plan.*

##### **Step 11: Track Real Food (10-20 hours/week; 160-180 hours total)**

*Research the food and companies from which your school makes its purchases within the scope of your project.*





If you have digital purchasing records, organize the data and upload to the Calculator (see the [guide to uploading](#) for more info). If you have paper invoices, manually enter the data into a spreadsheet for upload.

#### *Interpret Records, Identify Real Food*

- Use the [Real Food Guide](#) and your own research (phone, internet, in person) to determine whether each product is 'Real' — Community Based, Fair, Ecologically Sound, or Humane.
- Consult the [Assessment Tips](#) and the [Calculator F.A.Q.](#) throughout the process.
- Keep good research notes: store producers' contact information, and a record of your communications; record what you learn; store everything in a digital folder that you can easily pass on to future researchers

#### **Step 12: Track critical feedback**

Contact [celia@mealexchange.com](mailto:celia@mealexchange.com) to set up regular check-ins and to strategize how you will track and report your critical feedback. Options include (but are not limited to) excel documents to track your feedback on each Real Food pillar, reports to track your feedback on Real Food Challenge resources, and weekly chats to give anecdotal evidence on the process.

#### **Step 13: Participate in a Quality Control Data Check**

One month into your project, check in with the Meal Exchange Coordinator about checking your work so far. It's best to catch any mistakes sooner rather than later! We will help you with:

- Checking sources of real food that researchers sometimes miss
- Checking for any red flags we see in your line item data
- Checking your critical insights to adapt our program

#### **Step 14: Participate in a Final Data and results check**

Once you have entered and researched all of your data, your progress percentage for each month will read 100%. When you reach 100% complete on all months in your assessment, your results are automatically Calculated. Get in touch with the Meal Exchange Coordinator to schedule a final data and results check. You won't be able to see your final results until after this meeting. Once you've double checked your work and corrected any abnormalities, your results can be finalized!

#### **Step 15: Interpret your results (1+ hours)**

Review the "Reports" tab in the online Assessment Tool and interpret the charts and graphs provided. Feel free to do additional analysis of your own! The spreadsheet is exportable in an excel file. Ask yourself these questions:

- Where is most Real Food coming from — which product categories and which of the Real Food categories?
- Are there opportunities to celebrate your Dining Services and educate the campus community about existing Real Food purchases?
- Is there "low-hanging fruit" for more Real Food purchasing?
- What types of changes would you recommend?

Consider how you might want to share your results. Here are some options:



- Write an op-ed for the school newspaper.
- Convene a meeting with students, foodservice staff, faculty, administrators, etc. to discuss findings and the implications for the school's food procurement.
- Write a report or give a presentation to student government, the office of sustainability, or food services. Contact the Meal Exchange Coordinator for examples from past researchers!

*Consider how to make the assessment an annual process:*

- If you did the calculator as a class project or for academic credit, talk to the professor about how to make sure it can happen again.
- If you did the calculator as an internship or job, are there plans to continue the opportunity/position next semester or next year?

*Consider how you can enact change on your campus to get more Real Food:*

- Talk with your Food Services Manager about opportunities for sourcing Real Food. Are there opportunities for applied research, work-ops or internships? These opportunities may exist independently within your school, or in partnership with farms and community suppliers.

#### **Step 16: Report on your critical insights**

*Your evaluation of the pilot program is an essential component of strengthening the Real Food Challenge. Please share your questions, concerns, criticisms and feedback.*

#### **Step 17: Complete an exit survey (15-30 minutes)**

*Reflection and evaluation are an essential part of campus organizing, and feedback is an essential part of improving the Calculator, especially during the pilot process. Complete a brief exit survey to help make the Real Food Challenge a stronger program. We'll cover topics including....*

- What is your total Real Food Percentage for this assessment?
- Your plans for sharing your finding with your campus (or broader!) community
- Any plans you have for getting more Real Food onto campus
- How was the process of performing the Calculator? What worked? What could be better?
- What do you think is important for future researchers to know?

### Appendix III: Real Food Challenge Excel Spreadsheet for selected items at the Totem Park Dining Hall (March 2016)

Month	Year	Description	Category	Location	Label/Brand	Vendor	Community Based	Fair
Oct/Feb	2015/2016	Oranges	Produce	USA		Fresh Point		
Oct/Feb	2015/2016	Washington Red Delicious Apple	Produce	USA		Fresh Point		
Oct/Feb	2015/2016	Green Anjou Pear (Probably Washington)	Produce	USA		Fresh Point		
Oct/Feb	2015/2016	Ambrosia Apple	Produce	BC		Fresh Point		
Oct/Feb	2015/2016	BC Golden Delicious Apples	Produce	BC		Fresh Point		
Oct/Feb	2015/2016	Bananas	Produce	Guatemala		Fresh Point		
Oct/Feb	2015/2016	Avocado	Produce	Mexico		Fresh Point		
Oct/Feb	2015/2016	Kiwi (California)	Produce	USA		Fresh Point		
Oct/Feb	2015/2016	Gala Apples B.C.	Produce	BC		Fresh Point		
2015/2016		Cheeses (Cheddar and Monterey Jack Cheese)	Dairy	USA		GFS		
2015/2016		Bacon	Meat	USA		GFS		
2015/2016		Chicken Salad	Meat	USA		GFS		
2015/2016		Deil meat (Ham, Turkey, Roast Beef)	Meat	CAN/US		Grimms Fine Food		
2015/2016		Smoked Tofu	Meat	Abbotstford	Days Spring	PUNFI		
2015/2016		Tuna and celery (probably mixed with mayonnaise)	Fish/Seafood	Thailand	Ceneas	PUNFI		
2015/2016		Whole Grain Bread	Baked Goods	BC	Monte Cristo	Monte Cristo		
2015/2016		Whole Wheat Bread	Baked Goods	BC	Monte Cristo	Monte Cristo		
2015/2016		Hamburger Buns	Baked Goods	BC	Monte Cristo	Monte Cristo		
2015/2016		Dark brown bread	Baked Goods	BC	Monte Cristo	Monte Cristo		
2015/2016		Waps	Baked Goods	USA	GFS	GFS		
2015/2016		Guten-Free Wraps	Baked Goods	USA	Food for life	PUNFI		
2015/2016		Guten-Free Bread	Baked Goods	USA	Rudi Bakery	PUNFI		
2015/2016		Kaiser Buns	Baked Goods	BC	Monte Cristo	Monte Cristo		
2015/2016		Marble Rye bread	Baked Goods	BC	Monte Cristo	Monte Cristo		
2015/2016		Mayonnaise	Condiments	USA	Hellmann's	GFS		
2015/2016		Mustard	Condiments	USA	Heinz	GFS		
2015/2016		Ranch	Condiments		Hellmann's	GFS		
2015/2016		Chipotle Mayo	Condiments			GFS		
2015/2016		Honey Dijon Mustard	Condiments			GFS		
2015/2016		Nutella	Snacks					
2015/2016		Kellig's Nutrigrain - strawberry	Snacks					
2015/2016		Solo GI - Lemon Lift	Snacks					
2015/2016		Hardite nuttie chips - Sweet onion	Snacks					
2015/2016		Rice Dream	Drinks					
2015/2016		Rice Dream - Enriched chocolate	Drinks					
2015/2016		So Good - Chocolate flavour	Drinks					
2015/2016		So Nice - Fortified Soy Beverage - Organic	Drinks					
2015/2016		Happy Planet - Raspberry & Cherry fruit smoothie	Drinks					
2015/2016		Happy Planet - Mango & Passionfruit fruit smoothie	Drinks					
2015/2016		Stear Iced Green Tea beverage - unsweetened lemon	Drinks					
2015/2016		Stear Iced Green Tea beverage - Peach Mango	Drinks					

Facility: Totem Dining Hall at UBC (Wra)  
 Note: We are using the Real Food Guide

Ecologically Sound/Humane	Not Applicable	Disqualifier	Notes
USDA-FSIS certified USDA-FSIS			<p>focused on fighting hunger, healthy lifestyle, gives \$100M in food, cash donations, volunteer support annually</p> <p>Contain Sodium nitrite</p> <p>Frozen chicken from USA, most likely grown in battery-cage in large production sites</p> <p>Contain Sodium nitrite</p> <p>Certified organic soybeans used</p> <p>Company claimed to deal with suppliers that comply with law, such as not engaging in human trafficking or slavery</p> <p>may contain GMO : canola oil, soya flour</p> <p>may contain GMO : canola oil, soya flour</p> <p>may contain GMO : canola oil, soya flour</p> <p>may contain GMO : modified corn starch, canola oil, and sugar/caramel color</p> <p>may contain GMO : canola oil and soybean oil, corn starch,thiamin mononitrate, <b>artificial flavour, artificial colour</b> &lt;-- These are not disqualifiers</p> <p>may contain GMO : canola oil and sugar</p> <p>may contain GMO : canola oil</p> <p>may contain GMO : canola oil, and soya oil</p> <p>may contain GMO : canola oil, soya oil, caramel colour</p> <p>may contain GMO : modified corn starch, canola oil, and sugar</p> <p>n/a</p> <p>may contain GMO : soybean oil, modified corn starch, and sugar</p> <p>may contain GMO : soybean oil</p> <p>may contain GMO : soybean oil, sugar. (also contains eggs which may not be humanely raised)</p> <p>may contain GMO : sugar, soy lecithin</p> <p>may contain GMO : soybean and/or canola oil, sugar, com syrup, modified corn starch, caramel colour</p> <p>may contain GMO : soy crisp, soy protein isolate, sugar, soy lecithin, soynut butter</p> <p>may contain GMO : non-hydrogenerated canola oil, sugar</p> <p>may contain GMO : may contain canola oil</p> <p>may contain GMO : contains soybean</p> <p>organic and non-GMO</p> <p>working to obtain non-GMO cert, BPA-free packaging</p> <p>working to obtain non-GMO cert, BPA-free packaging</p> <p>certified vegan...</p>
USDA Organic	n/a		
Canadian Organic Standard	n/a		
n/a	n/a		
n/a	n/a		
d	n/a		

per bar, fruit stand, and other miscellaneous items

1.1 for this audit.