According to results from this year’s Real Food Calculator, the University of Utah slightly increased its purchase of real food to 12.3 percent of total purchases—up from 11.53 percent in 2013, the last time the University ran the calculator. Most institutions that are part of the Real Food Challenge fall between 10-20 percent. This report details the results from this year’s calculator, as well as opportunities to help reach the University’s commitment of 20 percent real food by 2020.

2015 real food calculator results

For a food item to qualify as “real” it must meet criteria for at least one of four attributes: local, fair, ecologically sound, and/or humane (see criteria on page 2). Items in the Real Food A group meet more than one of these attributes; items listed under Real Food B meet just one attribute. (Both A and B items count toward the real food total.)

Real food breakdown 2015 results

- Real Food A
- Real Food B
- Conventional

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2013 PERCENTAGE</th>
<th>2015 PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Food A</td>
<td>5.2%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Real Food B</td>
<td>6.3%</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>11.5%</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

Real Food Purchases by Category and Type

The inner ring represents Dining Services’ purchases by food category. The outer ring represents how much of each category is Real Food A, Real Food B, and Conventional Food.

- Source bacon locally (could increase total real food by 1.36%).
- Buy poultry from local producer (could increase total real food by 9.13%).
- Purchase organic options for mayonnaise and almond milk varieties (could increase real food purchases 1-2%).
What is the Real Food Calculator?

Amidst a sea of confusing labels, certifications, and claims about ethical purchasing, many consumers find themselves lost when it comes to buying food. The Real Food Calculator is a quantitative analysis of Dining Services purchasing and also offers a comprehensive definition for real food that supports the establishment of quantitative goals and tracks those goals to see progress.

Once each product purchase is analyzed, we can breakdown food purchases by whether they are “real,” as well as identify the food item’s product category and which real food attribute(s) the item contains. For a food item to qualify as “real” it must meet established criteria for at least one of these four attributes: local, fair, ecologically sound, and/or humane. Items in the Real Food A group meet more than one of these attributes; items listed under Real Food B meet just one attribute. Both A and B items count toward the total real food percentage purchase.

**additional resources**
- [Real Food Calculator website](#)
- [Real Food Guide](#)

### Criteria for real food

**Local**
- Producer must be a privately-traded independently or cooperatively owned business that grosses less than 1 percent of the industry leader
- Production, processing and distribution must be within 150 miles of institution

**Fair**
- Fair Trade Certified by Fair Trade USA
- Ecocert Fair Trade Certified by Ecocert
- Fair For Life Certified by IMO
- Confirmed (in writing) proper working standards for all employees.

**Ecologically Sound**
- Biodynamic Certified by Demeter
- Food Alliance Certified USDA Organic
- Rainforest Alliance Certified
- Marine Stewardship Council Certified
- Bird Friendly by Smithsonian Migratory Bird Center

**Humane**
- Global Animal Partnership steps 4-5
- Animal Welfare Approved Certified by Animal Welfare Institute
- Biodynamic Certified by Demeter
- Certified Humane by Humane Farm Animal Care

**automatic disqualifications**
- Uses Artificial dyes, sodium nitrates/nitrites, rGBH/rBST, Acesulfame Potassium, and others
- Product likely contains GMOs (non-organic soy, canola, etc.)
- Producer practices indentured servitude
- Producer involved with CAFOs

**sample information**

The calculator intern reviewed more than 1,500 purchases from over 15 vendors. The sample size represented approximately 35 percent of the annual operating budget for University Dining Services.

**Sample 1**
4-week spring sample period:
February 1, 2015 – February 28, 2015

**Sample 2**
4-week fall sample period:
September 1, 2015 – September 30, 2015

**Product highlight**
Some items meet more than one attribute for real food. For example, Caffe Ibis, which can be found all over campus, meets criteria for both Fair and Ecologically Sound.