

Real Food Calculator Report—Main Campus

results

12.3 percent

2015 total percentage of real food purchased for University of Utah main campus dining; up from 11.5% in 2013



successes

↑ **8.8%**

Real meat products rose to 30% in 2015 from 21.3% in 2013.

↑ **3.6%**

Real egg products rose to 13.7% in 2015 from 10.1% in 2013.

↑ **0.23%**

Increase in real food purchases by switching to a local coffee.

↑ **1.5%**

Foods meeting Fair criteria rose to 8.2% in 2015 from 6.7% in 2013.

suggestions

- 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%).

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.

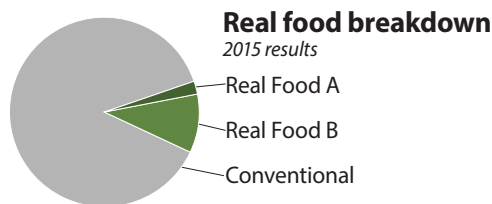
This report details the results from this year’s calculator, as well as opportunities to help reach the University’s commitment of 20 percent real food by 2020.

2015 real food calculator results

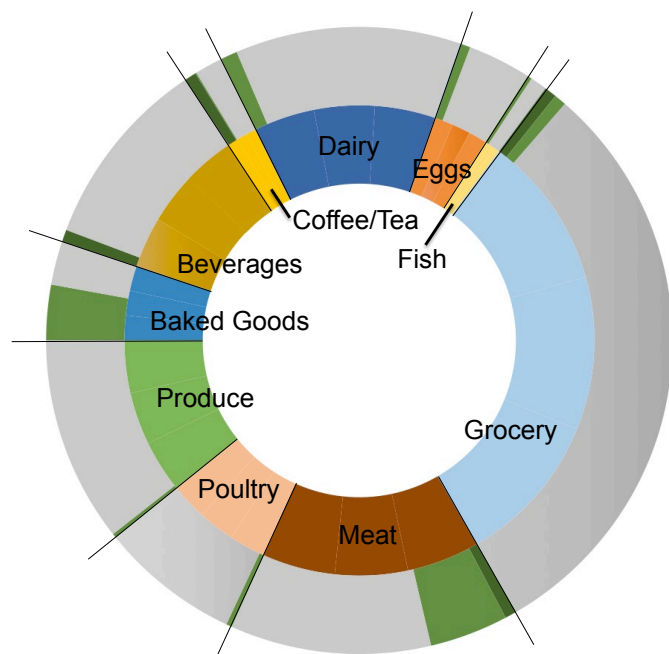
For a food item to qualify as “real” it must meet criteria for at least one of four attributes: local, fair, ecologically sound,

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.)



CATEGORY	2013 PERCENTAGE	2015 PERCENTAGE
Real Food A	5.2%	2.3%
Real Food B	6.3%	10%
Total	11.5%	12.3%



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.

- Conventional
- Real Food A
- Real Food B

2015 REAL FOOD CALCULATOR REPORT—MAIN CAMPUS

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 a framework for change. It tracks institutional purchasing over time and

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

additional resources

- ▶ [Real Food Calculator website](#)
- ▶ [Real Food Guide](#)

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.



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



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.

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