

# Real Food Calculator Report—Main Campus

**results**

# 14.6 percent

2018 total percentage of real food purchased for University of Utah main campus dining; up from 12.3% in 2015



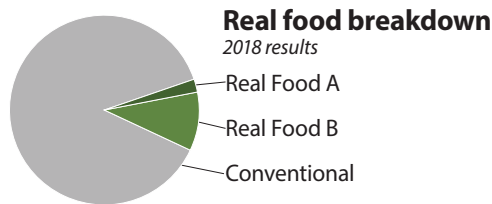
According to results from this year’s Real Food Calculator, the University of Utah slightly increased its purchase of real food to 14.6 percent of total purchases—up from 12.3 percent in 2015, the last time the University ran the calculator. Most institutions that are part of the Real Food Challenge 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.

## 2018 real food calculator results

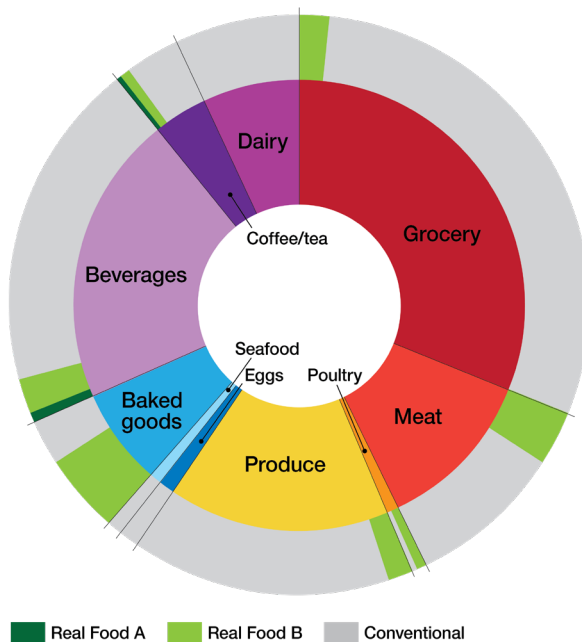
For a food item to qualify as “real” it must meet criteria for at least one of four attributes: local, fair, ecologically sound,

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	2015 PERCENTAGE	2018 PERCENTAGE
Real Food A	2.3%	1.2%
Real Food B	10%	13.4%
Total	12.3%	14.6%



## successes

↑ **62%**

Real poultry products rose to 66% in 2018 from 4% in 2015.

**Product:** Wasatch Meats.

↑ **6%**

Real beverages rose to 12% in 2018 from 6% in 2015.

**Product:** Pepsi Pure Leaf Tea and Kevita Kombucha.

↑ **6%**

Real baked goods rose to 62% in 2018 from 56% in 2015.

**Product:** Beni Bakery Distributors.

↑ **2%**

Real grocery purchases rose to 6% in 2018 from 4% in 2015.

**Product:** Probar accounted for 0.15% of the shift.

## suggestions

- Shifting 40% of non-real meat dollars to real meat would increase the total Real Food percentage to 20%. By switching all meat to real, we would report 24% Real Food.
- If all tea and coffee purchases were real, total Real Food percentage would increase by 3%.
- Shifting 64% of non-real dairy dollars to real dairy would increase the total Real Food percentage to 20%.

**2018 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

Many dishes in dining halls included produce from our on-campus gardens, like these green tomatoes.

## 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 forced/prison labor or has three or more labor violations via OSHA, NLRB, FLSA
- Producer involved with concentrated animal feeding operations (CAFOs)

## sample information

The calculator intern reviewed more than 9,000 purchases from over 45 vendors. The sample size represented approximately 13 percent of the annual operating budget for University Dining Services.

### Sample 1

4-week spring sample period:  
February 1, 2018 – February 28, 2018

### Sample 2

4-week fall sample period:  
September 1, 2017 – September 30, 2017