
# Real Food Calculator Final Report

## Spring 2019

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**I. Executive summary**

The purpose of the Real Food Calculator (RFC) Internship is to increase the percentage of "Real Food" served in the Carolina Dining Services (CDS) facilities. Real Food items are products that meet one or more of the following criteria, as determined by RFC in the Real Food Standards 2.1 (Appendix B): local or community based, ecologically sound, humane, or fair. Products are automatically disqualified if they contain GMOs, are sourced from CAFOs, display human rights violations, or can be defined as ultra-processed foods. In the Spring of 2019, we audited CDS's purchases from September 2018 to verify their purchases of Real Food per the 2.1 standards.

Over the past semester, we have researched vendors' websites and personally reached out to farmers and owners via phone and email. We have concluded that UNC purchased 18.98% Real Food in September of 2018. Sources of error can arise in this value from difficulties obtaining information about supply chains.

**II. Internship Purpose**

The Real Food Calculator internship exists to verify that CDS is meetings it commitment to purchasing 20% "real food." CDS completes their own real food audit for every month of the year, so interns serve to verify their audit to ensure that CDS is meeting the real food commitment. Interns also have more time to track down some information that may be more difficult to verify. Additionally, we coordinate between the national Real Food Challenge organization and CDS.

As a whole, the Real Food Challenge exists to shift university spending to food that is more equitable and sustainable. Universities, especially ones the size of UNC, are large institutions that can influence the nature of the broader food system with their purchasing power. Students are also increasingly demanding that their dining halls serve more "real food," so RFC is a student-driven initiative.

**III. Spring 2019 Research Focus**

Our research focused on auditing CDS's purchases for Lenoir and Chase dining halls from the month of September 2018 to determine what products qualify as "real food." Real food is determined by criteria laid out by the Real Food Challenge in their latest guide, Real Food Standards 2.1. The criteria for real food includes food that meets any of the following criteria: local and community based, humane, ecologically sound, and fair.

By analyzing CDS's purchasing invoices from September 2018, we determined the percentage of food items purchased for Top of Lenoir and Chase dining halls that qualify as "real" based on the 2.1 standards.

This semester, we also investigated potential new vendors per CDS's request to determine if these vendors would count as real. We included our findings in a spreadsheet database of "Real Food 2.1" for CDS and future interns to refer to (see Appendix C). This database also includes vendors and products that CDS already purchases food from and whom we have confirmed as real per the 2.1 standards. In this spreadsheet database, we justify our inclusion with an explanation about what category is met and why. In a separate section of the spreadsheet, we also included a few vendors that may have used to count as real under earlier

standards, or would seemingly count as real, but do not per the 2.1 standards. We include these vendors with explanations about why they do not count as real.

Based on our research, we have come up with recommendations for CDS to increase its purchases of “real food”, as well as recommendations for RFC and future interns to improve the program and internship as a whole.

**IV. Calculator Methodology**

Our research covered a five week period from the last week of August to the end of September 2018. CDS supplied us with redacted invoices of every purchase made during this time period via digital files and physical receipts.

Beginning in January, we uploaded all of these purchases to one spreadsheet. Each food item was entered as one row, with each row containing headers for the following categories: item name, category, product code, product code type, label/brand, vendor, and calculator rating version, cost, and facility, along with boxes to indicate whether or not an item was local, ecologically sound, humane, fair, or disqualified (for any foods whose attributes would automatically disqualify it from being real food). Once every item was uploaded, we began to methodically go through each product to see if it would or would not meet any real food categories.

We knew that we could immediately discount some food items as not being real, such as all of the purchases from Pepsi, which are ultra-processed and thus disqualified. To research whether or not a product was fair, humane, or ecologically sound, we researched the products and vendors online to check for third party certifications. It was more difficult to determine if a product would count as “local/community based” online because of the revenue cap standard defined under the criteria for local, so the bulk of our research for this category was conducted via personal phone calls and emails with vendors.

To determine whether or not a product was local, we would first determine whether or not the company or farm who produced this food item was located within 250 miles of UNC (or 500 miles for meat, poultry, and seafood) by using the address found on their website and Google Maps. If it was, we then contacted vendors to determine if their business or farm met the criteria for being privately or cooperatively owned and earning revenue under the income cap. If it was a multi-ingredient product, we asked vendors whether or not at least 50% of their ingredients came from farms or companies meeting the following criteria: farms must be independently or cooperatively owned and gross $5 million/year or less; baked goods, beverages, dairy, eggs, grocery, meat, poultry, or seafood companies must be independently or cooperatively owned make $50 million/year or less; and production facilities must be located within a 250 mile radius of UNC.

Verifying the origin of produce and product ingredients proved to be difficult, as this often required companies themselves to research their supply chain. The ingredient requirements is what discounted many vendors who from counting as local, even though they themselves would count. For example, Neomonde bakery is independently owned, located less than 250 miles from UNC, and makes $50 million/year or less, yet their flour is sourced from large companies in the Northeast.

One of the first steps in researching the food from Freshpoint and Cheney Brothers was determining which brand the food came from. We sent the redacted spreadsheet we were given to the representatives of the distributors, Lauren Horning from Freshpoint and Sarah Yocum from Cheney Brothers, and both responded with the brands of *some* food items listed next to the food. We were not given the brand for each line item because the distributors had an idea of what RFC was and what the criteria were and would only send us the brands they speculated would be real. This meant that some line items in the research spreadsheet had to be marked as NA and could not count as real.

Another key part of our methodology that helped calculate our percentage of real food to the most accurate degree is a computer program that Katelyn coded. She used Typescript to create a program that takes in a .csv file, reads each line, and then performs the necessary calculations to determine the percentage of real food. The program was especially useful when it came time to make recommendations to CDS as to which areas they should focus their purchasing on to increase their percentage of real food. We would just adjust the numbers in the spreadsheet, re-run the code, and see how the percentage changed. The coded program is currently an online website but Katelyn hopes to work on it a little more and improve its appearance.

**V. Results**

Table 1 : Food Percentages for CDS

| Real Food vs Conventional | Amount spent | Percentage of Total Food Purchased |
|---|---|---|
| Conventional Food | $ 668,006.64 | 81.02 % |
| Real Food A | $ 51,264.20 | 6.22 % |
| Real Food B | $ 105,259.48 | 12.77 % |
| Total | $ 824,530.32 | 100% |

Note: The total value here differs from the total value in Table 4 because the catering value is pulled out here but not in the later table. Catering can't be broken into food type so those values have to stay in.

Graph 1: Illustrated Data from Table 1

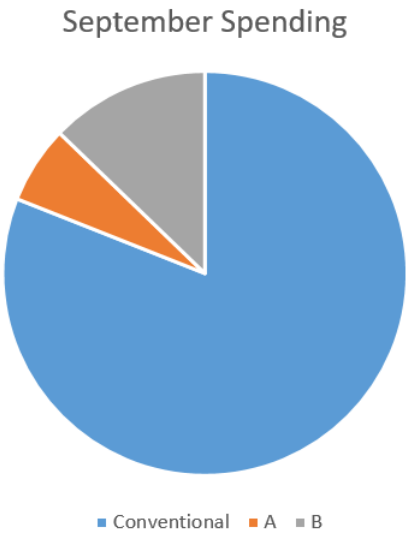



Table 2: Progress of CDS Real Food Percentages under 1.0 standards since RFC began

| Semester | Real Food Percentage |
|---|---|
| Fall 2010 | 13% |
| Fall 2011 | 10% |
| Fall 2012 | 20% |
| Fall 2013 | 23% |
| Spring 2014 | 26% |
| Fall 2014 | 21% |
| Spring 2015 | 29% |
| Fall 2015 | 28% |
| Spring 2016 | 24.2% |
| Fall 2016 | 22.87% |
| Spring 2017 | 23.5% |

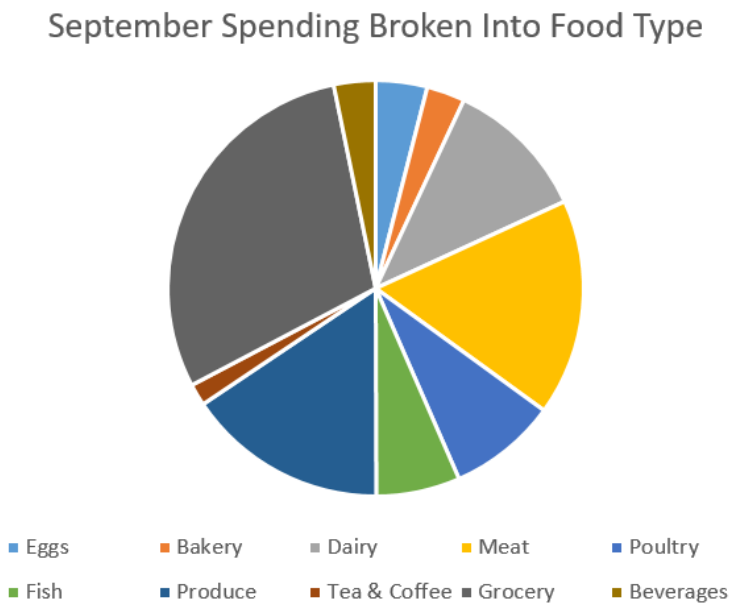
Table 3: Semesterly Real Food Percentages under the (more strict) 2.0/2.1 Standards

| | |
|---|---|
| Spring 2017 | 19% |
| Fall 2017 | 20.24% |
| Spring 2019 | 18.98% |

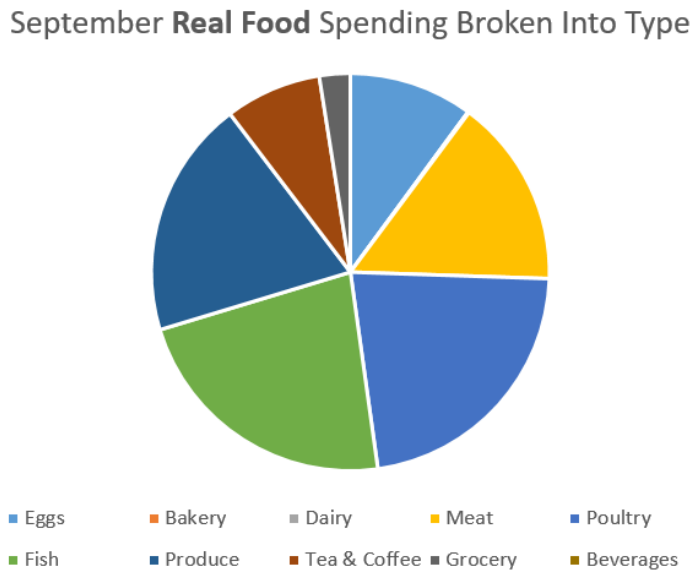
Table 4: Real Food Breakdown by Food Type

| Food Type | Total Spent | % of Total Spent | $ Spent on RF | % of RF total |
|---|---|---|---|---|
| Eggs | $ 34,274.72 | 4.16 % | $ 15,779.55 | 10.08 % |
| Bakery | $ 25,463.78 | 3.09 % | $ 0.00 | 0.00 % |
| Dairy | $ 95,518.38 | 11.58 % | $ 128.15 | 0.08 % |
| Meat | $ 144,173.40 | 17.49% | $ 24,048.50 | 15.36 % |
| Poultry | $ 72,287.02 | 8.77 % | $ 34,848.37 | 22.26 % |
| Fish | $ 55,844.62 | 6.77 % | $ 35,255.90 | 22.52 % |
| Produce | $ 133,758 | 16.22 % | $ 30,284.13 | 19.35 % |
| Tea/Coffee | $ 14,545.07 | 1.76 % | $ 12,248.75 | 7.83 % |
| Grocery | $ 252,107.84 | 30.58 % | $ 3,930.33 | 2.51 % |
| Beverages | $ 27,780.42 | 3.37 % | $ 0.00 | 0.00 % |
| Totals | $ 855,753.89 | 100.00% | $ 156,523.68 | 100.00 % |

Graph 2: Evaluates Entire Month Spending




Graph 3: Evaluates only categories within Real Food




**VII. Sources of Error**

We quickly realized that the food system is very complex. There are farms, distributors, aggregators, and so much more, which makes it difficult to track down the exact origin of every single item of food listed in our spreadsheet. Some farms are actually aggregators of produce

from other nearby farms and if this is not discovered at the time of research then their status of real or not may be different.

Sources of error can exist between different semester findings because of discontinuity between intern groups and misunderstanding about what and what does not count as real. For example, previous interns have counted Delight Soy products as real under the Local standard, but this semester we concluded they are not. We found that the majority of their products are imported and that the soybeans are not grown in eastern NC. However, their website makes it seem as though they are a local company. These sources of error between different semester's research points to a challenge in maintaining consistent findings to guide sound purchasing decisions.

Another source of error may have resulted from decision-making that occurred later in the research process. Katelyn started with all the Freshpoint data and took a long time investigating and reaching out to each farm on the list so by the time Cheney got back to her and provided the data, there was less time to do all the vendors justice. At that point, she evaluated the websites and picked a few vendors whose ability to meet the criteria seemed unclear and just reached out to those. This may have lessened or decreased the real food percentage slightly.

**VIII. Challenges**

- **Standards:** We encountered multiple vendors that clearly embodied the values and philosophies of local, sustainable food, but technically did not count as local under the RFC standards. For multi-ingredient products, it is difficult to determine that at least 50% of ingredients are local, come from a privately owned farm, with each ingredient coming from a farm that makes $5 million a year or less. For example, though Neomonde is a locally owned bakery, they use flour made by large companies in the Northeast, and it is unclear where the wheat for that flour is grown.
- **The income cap:** The income cap seems arbitrary. Excluding local farms because they gross $5 million a year in revenue or more discourages schools like UNC from purchasing from local farmers. Farming, which requires expensive machinery and significant acreage, necessitates high capital so it seems unfair to place such a cap on farms. If local, independently owned farms are excluded just because they gross over $5 million, this discourages local spending and could push CDS to purchase from non-local farms for cheap product because both do not count as "real."
- **Local bakeries:** We investigated Manhattan Bakery, a small, local bakery because UNC is interested in buying their baked goods and bread from them. In our investigation to determine if they are real or not we found that they obtain 80% of their flour from King Arthur Flour (KAF). KAF does not meet any of the real food standards despite being a certified B-corp, which means that Manhattan Bakery cannot be considered real because less than 50% of their ingredients by volume meet the criteria for local. We found this upsetting because two of the interns were able to go tour the facility and meet one of the owners. They told us their story of how their family immigrated from Jerusalem to New York City, started Manhattan Bakery, and then moved South. The bakery is less than 30

minutes away from UNC and is fairly small. Purchasing from them would mean supporting an extremely local business, however, they are not considered real.
A similar issue has arisen with Neomonde Bakery, which we concluded was not real per the “local” standard this semester because they source their flour from large, non-local companies. Essentially, less than 50% of their ingredients by volume come from companies or farms meeting the criteria under Local. However, previous interns had told CDS that Neomonde was real, and CDS shifted their purchasing strategy to increase their real food percentage by purchasing from Neomode. These situations with Manhattan and Neomonde bakery highlight the challenge of obtaining “real” food from local bakeries. It is extremely difficult, if not impossible, to operate as a local, independently owned bakery that sources and mills enough locally grown flour from NC to meet the purchasing demands of a large university like UNC, all while remaining under the income cap (with each supplier remaining under the income cap, too).

**IX. Recommendations**

Our recommendations to CDS include...

- **Purchase more Organic food:** One recommendation for CDS to increase its percentage of Real Food is to purchase more USDA Certified Organic food. This category is easy to verify and does not have as many caveats as the “Local” category. Purchasing more organic food would direct purchasing power towards products under sustainable cultivation.
- **Eggs**: We recommend that CDS begin to look into purchasing American Humane Certified pasture-raised, rather than American Humane Certified cage-free eggs. According to a representative from RFC, cage-free eggs normally do not count as real food, but RFC has made the exception for UNC CDS to allow cage-free eggs to count as real, but only until 2020. Once this deadline passes, CDS eggs will no longer count as real which will significantly diminish the percent of real food purchased.
- **Purchase from new qualifying vendors:** Our last recommendation is to purchase more products from 3 of the 8 vendors that Scott Weir requested the interns look into at the beginning of the semester. The eight vendors he requested we research are: Simply Natural Creamery, Sir Kensington Condiments, Annie’s Organic Condiments, Villari Foods, Manhattan Bakery, Your Local Greens, Murray Chicken, and Big Spoon Roasters. The four brands that qualify as real are Your Local Greens, Villari Foods, Simply Natural Creamery, and Annie’s Organic Condiments.
    - **Your Local Greens (YLG):** Your Local Greens is an indoor hydroponic farm located in Burlington that grows lettuces and microgreens year-round. YLG counts as Local because it is within the mileage radius and under the income cap. Although they use no chemicals or pesticides, they cannot be USDA Certified Organic because they do not grow in soil. They count as Real Food B instead of Real Food A since they technically only meet one category, even though they are “post-organic.” We recommend that CDS source all or most of its lettuces from YLG because this could represent a large portion of produce

counting as real. According to our calculations from just this semester's data, buying all real spinach, lettuce, and other leafy greens could increase CDS's real purchasing by 1.14%. UNC Charlotte sources product from Your Local Greens, so UNC Chapel Hill could follow suit.

- **Simply Natural Creamery:** Simply Natural Creamery is located within the 500 mile radius, is under RFC's income cap, and also has AWA Grassfed Certification, so it would count as Real Food B. Switching from Maola dairy products ($34,023.50 this semester) to Simply Natural Creamery would increase real food by 4.12%, so for our data, it would have taken the real food percentage from 18.98% to 23.1%.
- **Annie's Organic Condiments:** Annie's sells 4 different types of mustard, 3 types of barbeque sauce, ketchup, and worcestershire sauce that are all certified USDA Organic. This means that they would all count as Ecological under the Real Food 2.1 standards.

Our recommendations to RFC include:

- **Improved communication with schools:** The first recommendation we have for RFC is to facilitate better communication with schools, particularly large universities. This semester, we've realized that there is a general lack of communication between RFC and CDS staff. Although interns have an open line of communication with RFC and they have been generally responsive, we feel that RFC does not always communicate with CDS staff about the standards and why they are changing. This has resulted in some tension and frustration. We recommend that RFC regularly communicate with CDS staff, not just through interns because the interns change every semester. In facilitating better communication, we recommend that RFC provide justification to universities for why they change the Real Food Standards. In a call with RFC and CDS staff, CDS staff voiced their frustrations over changing standards, and RFC's justification for the changing standards was that "the food system is constantly changing so the standards must change as well." We feel RFC should communicate with committed schools before the standards change to justify the updates, and give them notice of the impending changes.
- **Re-evaluate standards for Local category:** We recommend that RFC re-evaluate and potentially relax the standards, particularly the revenue standard, under the local criteria because of how it excludes smaller businesses that rely on larger operations for ingredients. Manhattan Bakery, one of the vendors researched and discussed above, does not count as real because it purchases its flour from King Arthur Flour. King Arthur Flour is a certified B Corporation, is 100% employee-owned, and has been named one of the best places to work in Vermont every year since the award was established in 2006, however, none of these certifications or awards counts under the real standards. By either relaxing the standards for the ingredients of local multi-ingredient products or adding more certifications that qualify a brand as real, more smaller companies can count as real. Another reason to relax the local standard is the revenue cap. The revenue cap is strange way to limit brands because it excludes large, successful,

sustainable companies and it is not a pleasant question to ask to small, private companies.

Asking about the revenue cap can also create tension between research interns and farm representatives. In conducting the research and reaching out to small farmers and business-owners, many tend to shut down and become less-inclined to discus real food and the standards after asking the question “Does your company gross more than $5 million?” If excluding larger companies is the intention of the revenue standard, different criteria like the number of people employed or the number of acres farmed could serve a similar purpose.

- **Defining real food on a sliding scale:** The stringent standards for what counts as real under the local category discourage large universities like UNC from purchasing locally produced food. If Manhattan Bakery and Neomonde are both not real, then what is to stop CDS from sourcing cheaper baked goods from non-local, large, industrial bakeries up North? In this situation, both the local bakeries and the non-local bakeries are in the same category: not real. Perhaps RFC could define real food on more of a sliding scale, with some vendors/farms having more or less “weight” in the real food total, as opposed to just black and white real and not real.

Our recommendations about the RFC internship to future interns are…

- **Reach out and talk with farmers and owners**: Because of the historically low percent of real food calculated this semester, we think there may have been a discrepancy between semesters regarding the rigor of the conducted research. If past interns did not go beyond the website and really contact and talk to farmers and business-owners, we speculate this may have artificially inflated the percentage of real food. We recommend that future interns really dig beyond websites and reach out and talk to vendors and farmers. Additionally, we recognize that multi-ingredient foods are difficult to research and determine as real or not because of the requirement that the ingredients are real too, but it is important to do the work. Doing so can reveal the true nature of a brand and the products is makes.
- **Be sensitive when discussing the revenue cap**: This semester, Katelyn was responsible for completing the Freshpoint data which meant a lot of phone calls and email with farmers and small-businesses. It can be extremely awkward to ask about their gross revenue but the best way she found to go about it is to preface the question with a statement like “I don't like asking this next question but it is one the standards of RFC.” This helps to address the awkwardness before the question is asked.
- **Try to set up a marketing event**: This semester, we tried to set-up a marketing event to make the campus more aware of CDS’ commitment to the Real Food Challenge but it did not work out because of the timing with Earth Day. There was already a large celebration of sustainability on campus and there wasn’t room for us to join so instead dedicated our time to organizing resources and data for future interns. However, if a more suitable time arises, we recommend that the future interns execute a marketing event similar to The University of Pittsburgh (Pitt). Pitt has an Instagram account dedicated to its commitment to RFC and it shows some successful tabling events.

- **Create a syllabus:** This semester, we created a syllabus that details what we did every week and our overall goals for the semester. We encourage future intens to look at the syllabus for a general timeline of their semester and to create their own to help plan the semester. Once a few syllabi have been created over the course of several semesters, we recommend that one general syllabus be created and used by all interns moving forward.
- **Maintain the database**: This semester, we created a spreadsheet database of all the brands, farms, and vendors that we researched and we *highly* recommend that future interns build upon the database of brands. This is an invaluable resource for interns and CDS staff to keep an updated list of all the brands we research, their status as real or not, and the justification for their status. This can help alleviate difficulties with having different interns research each semester.

**Appendix A: The Definition of "Real Food"**

- The Real Food Challenge defines real food as meeting at least one of four criteria: local and community based, ecologically sound, fair, or humane. Under each category, RFC specifies criteria that a product must meet if it is to qualify. Products that meet just one category count as "Real Food B," and products that meet two or more categories count as "Real Food A."
- The calculator recognizes the extent to which foods meet their qualifications within each category with "green light" and "yellow light" foods, but these green and yellow light designations are not factored into the designation of a food as real or not. Green light foods "best represent" the standard of real food, while yellow light foods "do not represent the *fullest* expression of the standard" (cite real food guide here). For example, if 95% of the ingredients in a multi-ingredient food meet the standards for local and community based, it is a "green light food," and if only 50-94% of the ingredients meet the standards, it is a "yellow light food"; however, both foods would count as real. Real Food also has a "red light" category, which pertains to foods that are automatically disqualified and cannot be counted as real. Disqualifiers include food that is produced with egregious human rights or labor violations, concentrated animal feeding operations (CAFOs), genetically modified organisms (GMOs), or ultra-processed food.

## Appendix B: Real Food Guide 2.1
## Page 1:

Version 2.1 | Fall 2018

| The Real Food Guide | | | |
|---|---|---|---|
| **Local & Community Based** | **Fair** | **Ecologically Sound** | **Humane** |
| *These foods can be traced to nearby farms, ranches, boats, and businesses that are locally owned and operated. Supporting small and mid-size food businesses challenges trends towards consolidation in the food industry and supports local economies.* | *Individuals involved in food production work in safe and fair conditions, receive fair compensation, are ensured the right to organize and the right to a grievance process, and have equal opportunity for employment.* | *Farms, ranches, boats, and other operations involved with food production practice environmental stewardship that conserves biodiversity and ecosystem resilience and preserves natural resources, including energy, wildlife, water, air, and soil. Production practices minimize toxic substances, greenhouse gas emissions, natural resource depletion, and environmental degradation.* | *Animals have their mental, physical, and behavioral needs met in a low-stress environment and throughout their life are only administered drugs for treatment of diagnosed illness or disease.* |
| **GREEN LIGHT**: Products meeting these criteria or certifications qualify as Real Food and best represent the standard | | | |
| **Single-ingredient products:**<br>A product must meet ALL the following criteria:<br>A. **Ownership:** Producer must be a privately or cooperatively owned enterprise. \| *Wild-caught seafood must come from owner-operated boats.*<br>B. **Size:**<br>• Produce: Individual farms must gross $5 million/year or less<br>• Baked goods, beverages, dairy, eggs, grocery, meat, poultry, seafood: Company or cooperative must gross $50 million/year or less<br>C. **Distance:** All production, processing, and distribution facilities must be within a 250 mile radius of the institution. \|*This radius is extended to 500 miles for Meat, Poultry, and Seafood.*<br><br>**Single-ingredient products (aggregated):**<br>100% of the products must meet the criteria for Ownership, Size, and Distance<br><br>**Multi-ingredient product:**<br>The company and at least 95% of the ingredients by volume must meet the criteria for Ownership, Size, and Distance | **A single-ingredient product must be certified by ONE of the following approved certifications or criteria:**<br><br>**International products:**<br>• *Ecocert Fair Trade Certified*<br>• *Fair for Life Certified* by Institute for Marketecology (IMO)<br>• *Fairtrade America (Fairtrade International FLO)*<br>• *FairWild*<br>• *Hand in Hand*<br>• *Small Producer Symbol*<br><br>**Domestic products:**<br>• *Equitable Food Initiative* (EFI)<br>• *Food Justice Certified* by Agricultural Justice Project<br>• Farms unionized through FLOC (AFL-CIO), FUJ, PCUN, UFW<br><br>**Worker-driven Social Responsibility programs*:**<br>• *Fair Food Program* by the Coalition of Immokalee Workers<br>• *Milk with Dignity* by Migrant Justice | **A product must be certified by ONE of the following approved certifications:**<br><br>**Single-ingredient products:**<br>• *Biodynamic Certified* by Demeter<br>• *FairWild*<br>• *Food Alliance Certified* (produce and grocery only)<br>• *Rainforest Alliance Certified*<br>• *Regenerative Organic Certified*<br>• *Salmon Safe*<br>• *USDA Organic* and approved certifiers<br><br>**Coffee only:**<br>• *Bird Friendly* by Smithsonian<br><br>**Produce only:**<br>Produce grown in a farm or garden at the institution, in which the researcher can confirm the use of organic practices | **A product must be certified by ONE of the following approved certifications**:**<br><br>**All products:**<br>• *Animal Welfare Approved/Certified* (AWA) by A Greener World<br>• *AWA Grassfed* by A Greener World<br>• *Biodynamic Certified* by Demeter<br>• *Global Animal Partnership Steps 4-5+* |

## Page 2:



**YELLOW LIGHT**: Products meeting these criteria or certifications qualify as Real Food but do not represent the *fullest* expression of the standard

| | | | |
|---|---|---|---|
| **Multi-ingredient products:**<br>Company must meet ALL the following criteria:<br>A. **Ownership:** Company must be a privately or cooperatively owned enterprise<br>B. **Size:** Company or cooperative must gross $50 million/year or less<br>C. **Distance:** All processing and distribution facilities must be within a 250 mile radius of the institution.<br>-AND-<br>At least half (50%) of the ingredients by volume must come from farms meeting ALL the following criteria:<br>A. **Ownership:** Company must be a privately or cooperatively owned enterprise<br>B. **Size:**<br>• Produce: Individual farms must gross $5 million/year or less<br>• Baked goods, beverages, dairy, eggs, grocery, meat, poultry, seafood: Company or cooperative must gross $50 million/year or less<br>C. **Distance:** All production facilities must be within a 250 mile radius of the institution<br><br>**Single-ingredient products (aggregated):**<br>At least three-quarters (75%) of the product (by volume) must meet the criteria for Ownership, Size, and Distance | **A product must meet ONE of the following criteria:**<br><br>**All products:**<br>• *Fair Trade USA*<br><br>**Multi-ingredient products:**<br>• At least one of the primary ingredients (20% by volume) meets the Green Light criteria | **A product must meet ONE of the following criteria:**<br><br>**Single-ingredient products:**<br>Be certified by one of the following approved certifications:<br>• *ANSI/LEO-4000* (gold- or platinum-certified) by Leonardo Academy<br>• *Bee Better Certified*<br>• *Certified Sustainably Grown*<br>• *Fair Trade USA*<br>• *LEAF Marque* (Linking Environment and Farming)<br>• *USDA Transitional Organic*<br><br>**Multi-ingredient products:**<br>• At least half (50% by volume) of the ingredients meet the Green Light criteria<br><br>**Seafood (wild-caught only):**<br>• *Marine Stewardship Council* (MSC) Blue Eco Label paired with the *MSC Chain of Custody Certification*<br>• Monterey Bay Aquarium Seafood Watch Guide "Best Choices" and "Good Alternatives" | **A product must be certified by ONE of the following approved certifications:**<br><br>**Broiler chickens:**<br>• *Certified Humane Free Range/Pasture Raised*<br>• *Global Animal Partnership Step 3*<br><br>**Laying hens:**<br>• *American Humane Certified Free Range / Pasture Raised*<br>• *Certified Humane Free Range / Pasture Raised*<br>• *Global Animal Partnership Step 3*<br><br>**Swine:**<br>• *Global Animal Partnership Step 3* |

**DISQUALIFICATIONS:** Products containing disqualifying characteristics cannot count as Real Food in any category

- **Egregious human rights violations**
  - **Forced labor (including Prison labor)**: Producers have been found guilty of criminal charges of forced labor within the previous 10 years OR products that have been produced in prisons or using prison labor (through state or county correctional industries or through lease to, or partnership with, private agricultural or food processing companies).
- **Labor violations:** Producer has been found guilty of or has been cited for three or more cases relating to serious, repeat, or willful Occupational Safety and Health Administration (OSHA), National Labor Relations Board (NLRB), or Fair Labor Standards Act (FLSA) violations within the last three years.
- **Concentrated Animal Feeding Operations (CAFOs):** Producer is a Concentrated Animal Feeding Operation (CAFO)
  | *Except for dairy that has been aggregated from multiple farms if the average farm size is less than 200 cows*
- **Genetically Modified Organisms (GMOs)**: Products made with genetically engineered ingredients (including corn, soy, rapeseed, beet sugar, papayas and summer squash) and their derivatives
  | *Unless these ingredients are used in trace amounts or the product carries a certification that precludes the presence of GMOs (Non-GMO Project Verified or any of the certifications that qualify as Ecologically Sound)*
- **Ultra-processed foods:** Products made with the following ingredients: Aspartame; Butylated hydroxyanisole (BHA), Butylated hydroxytoluene (BHT); Caramel coloring; Partially hydrogenated oil (trans-fats); Potassium bromate; Propyl gallate; rBGH/rBST; Saccharine; Sodium nitrate added; Sodium nitrite added; Dyes: Red #3, Red #40, Yellow #5, Yellow #6.

***Worker-Driven Social Responsibility Programs are exempt from Disqualifiers and can count as Real Food even if they have a disqualifying characteristic.***
****Animal products that meet the certifications in the "Green Light" Humane category are exempt from the CAFO disqualifier.** *All other animal products should be researched for the CAFO disqualifier.*

**Appendix C: UNC Food Database & Contacts with Various Vendors**

- Database: https://docs.google.com/spreadsheets/d/1H98uruR2xXq_4lg9_AC9DxTph0JuTW5LtPIJMkDF8HI/edit?usp=sharing
- Freshpoint Contacts and Justifications: https://docs.google.com/document/d/1t2E3apTSrx5-vgx0P0GABQ4ZBup1T4vef1bgZNf7wm4/edit?usp=sharing
- Cheney Contacts and Justifications: https://docs.google.com/document/d/1zyakWvye0AVDTc9QfnG73MGojbLsV0adDv-f-qFx0ys/edit?usp=sharing
- Larry's Coffee Contact: https://docs.google.com/document/d/1AwAfr7hN9E8kA01K5S1Xh8P4qJe2NUmC5_wfnKxwqI8/edit?usp=sharing