



# Real Food Calculator Final Report

## Spring 2017

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## I. Executive Summary

The Real Food Calculator (RFC) Internship is defined by the interest in achieving accurate results for the real food content purchased and sold by UNC's two dining halls: Lenoir and Rams Head. Together, these dining halls are managed by Carolina Dining Services, or CDS. Focusing on the month of September 2016, our group audited the purchases made in order to determine the what percentage of it was Real Food, a metric of sustainable food purchasing.

- The internship's definition for real food must meet any one of the criteria defined by Real Food Challenge under the categories labeled local & community based, ecologically sound, humane, or fair. Foods that qualify must also have zero categories fall within the disqualifier criteria unless the foods qualify as fair under the Fair Food Program or Milk with Dignity.
- For September 2016, the real food percentage was determined to be 22.87%. Real food A (item meets two criteria) reached a total of 6.30% and Real Food B (item meets one criterion) counted for an additional 16.50% percent. Compared to the audit of February 2016 conducted during fall semester of 2016, we witnessed a 1.33% decrease.

### RFC Difficulties:

Our team experienced significant hindrances to the process due to inefficiencies in RFC and in the internship structure as a whole. These issues are as follows:

- **Lack of Structure:** We struggled to get our data in and understand exactly where we should be in the process due to a lack of structure and hard deadlines. We recommend developing a syllabus for future interns with deadlines for completing researcher certification and data input so that there is more time to find potential replacement vendors. There should be more check-ins with Dr. Cooke to make sure interns follow a more even and structured timeline.
- **Need for Mentor:** Meeting with a previous RFC intern was extremely helpful in the beginning of the semester, but there were still information gaps that made it difficult to get started with the internship, such as confusion over the RFC website. We were also completely unaware of cross-campus comparisons and that RFC has a marketing component, and so we did not leave time to accomplish these tasks. It would be very helpful for future interns to have a mentor who was an intern last semester or at least have these aspects of the internship more clearly defined.
- **Discrepancy Issues:** CDS only counts food used every month, not food that is purchased and sits on the shelf, which results in discrepancies between the intern audit and the CDS audit. This is not a big issue, but something that should be conveyed to interns.
- **Real Food Calculator Website Challenges:** The real food calculator does not allow one to analyze the data without two months of data inputted during a year. This is especially

problematic for the spring semester interns as we were unable to finish analyzing the data and had to create graphs by hand.

#### Marketing Actions:

- It was never communicated to us that there is a marketing component of the RFC internship so we unfortunately did not accomplish anything on this front. We recommend that a mentor or advisor convey this information to future interns and that this become a greater part of the internship. Each intern should have marketing responsibilities for a period of time during the semester or one intern should take charge of marketing for the duration of the semester to increase awareness of UNC's Real Food commitment.

#### Recommendations:

We discuss recommendations in-depth at the end of the report, but there are some themes to highlight:

- **Strengthen current purchasing strategy:** The Real Food count for September 2016 is 22.87%, which is the lowest proportion of Real Food purchased since Fall of 2014. CDS should look into replacement vendors we have under recommendations to help strengthen the proportion of Real Food. We also recommend increasing the purchase of food considered Real Food A and seasonal produce.
- **Vendor plurality:** We recommend that CDS continue to introduce new sustainable brands, but also maintain our positive relationships with vendors. Interns can play a greater part in this by learning why past vendors were dropped and communicating with current brands that are considered Real Food or have the potential to count if they make minor changes to practices.
- **Greater structure to the internship:** To increase efficiency for interns so that they can spend less time on the audit and more time on searching for replacement vendors and marketing Real Food on campus, we recommend having a past intern come on as a mentor for the team, having meetings with Dr. Cooke throughout the semester, and developing a syllabus with hard deadlines for interns. We have created a Sakai page with documents from past semesters to help make the process more efficient for next future interns.

## **II. Fall 2016 Research Focus**

The research our group performed this semester covered the gathering and analysis of information on the “real food” purchased by Carolina Dining Services (CDS) during the fiscal month of September 2016.

“Real food” is defined as food that meets any of the following criteria: local and community based, humanely raised, ecologically sound, and/or fairly traded.

Through the product invoices and expertise provided by CDS along with the Real Food Calculator online tool provided by an organization called Real Food Challenge, we collected the percentages of food items purchased by the Top of Lenoir and Ram’s Head dining halls that met criteria for real food, as defined by the calculator program.

Our goal in assessing the amount of real food that CDS bought in September is to continue tracking and encouraging improvements in both dining hall sustainability and the quality of food available to students with meal plans.

With the help of the data collected from the five-week period of study this semester, we have come up with recommendations to increase the seasonal and year-round supply of real food offered by CDS in the future.

### **III. Internship Purpose**

The Real Food Calculator Internship currently exists in order to verify the existing auditing conducted by Carolina Dining Services. With the signing of the Real Food Commitment in the spring, CDS now has committed to completing their own real food audit for every month of the year. As interns, we exist to double check the work conducted by CDS and to catch any products that may have been missed if their qualifications are harder to track down. We also serve to coordinate and communicate between the national Real Food Challenge organization and our specific campus. By undergoing trainings as interns and working to understand the standards, we are the voice for what counts as real food and why.

Real Food Challenge as a whole works to bring greater sustainable and equitable food practices into university systems and through that work to change the nature of the broader food system. UNC has been able to conduct the calculator since 2010 and we have now grown to be a standout university in our ability to source such a large percentage of real food, particularly when compared to other universities of similar size.

### **IV. Calculator Methodology**

Our assessment covered a five-week period from the last week of August to the end of September of 2016. CDS staff provided us with the invoices of every purchase made throughout the month and in many cases had already uploaded them online for us. Standard invoices from our smaller food providers showed the product code and cost of food items ordered from the vendor for either the entire span of purchasing or split up by order date. Some vendors had separate invoices for Lenoir and Rams Dining Hall. Most of the larger food distributors, like Sysco and Freshpoint, provided us with velocity reports. Chip Mullins with Aramark provided us

with these invoices and velocity reports. For the few non-digitized invoices, we had to input each line item individually into the Calculator.

We began inputting item information in March to our excel spreadsheets. Once we finished inputting the data from the invoices and velocity reports, we began the research process to determine which items qualified as real food. The data we collected for Sysco as well as many small vendors was largely found through online research, with phone calls comprising a large portion of the contact strategy for Freshpoint, Inland Seafood, and other vendors. Freshpoint did not respond to emails and Masada did not respond well to email or phone call. Once we determined the qualification for each item we constructed our final data spreadsheet. Separated into columns, for each item we specified whether the item fit that category, “yes”, or did not, “no”. Under humane if the product was not related to livestock then we also could put “n/a”. The next column over we wrote in what certification of category of qualification the item fit into. If the item was not that real food category then the column was left blank. The spreadsheet also contained the product name, the product code, the total monetary amount spent on the item, the distributor/vendor name, the brand name if we knew it, and the type of food. Once this spreadsheet was complete with all vendor information we uploaded it to the calculator website, at which point we fixed some of the data that was formatted incorrectly.

After uploading the data, we analyzed it by looking at it through various divisions of categories. Real Food A was calculated by determining the amount of food answering “yes” to two or more categories with a “no” for disqualifiers while Real Food B was calculated by those meeting only one category. Once finding out the monetary value of both classifications we could figure out that percentage of the total. We continued with this type of analysis for many different divisions of information.

## V. Results

*Table 1: Food Percentages for CDS, September 2016*

Real Food versus Conventional	Percentage of Total Food Purchased
Conventional Food	77.13%
Real Food	22.87%

*Table 2: Progress of CDS Real Food Percentages by Semester From Fall 2010 to Fall 2016*

Semester	Real Food Percentage
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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%

*Figure A: Real Food Percentage Progress by Semester*



**VI. Analysis**

*Part 1: Graphs and Charts*

Figure 1: Percentage of Real Food for CDS, September 2016. This chart shows the real food and conventional percentages during this audit period. The percentage of total real food is 22.87%, which is a 1.33% decrease compared to the Spring 2016 percentages.

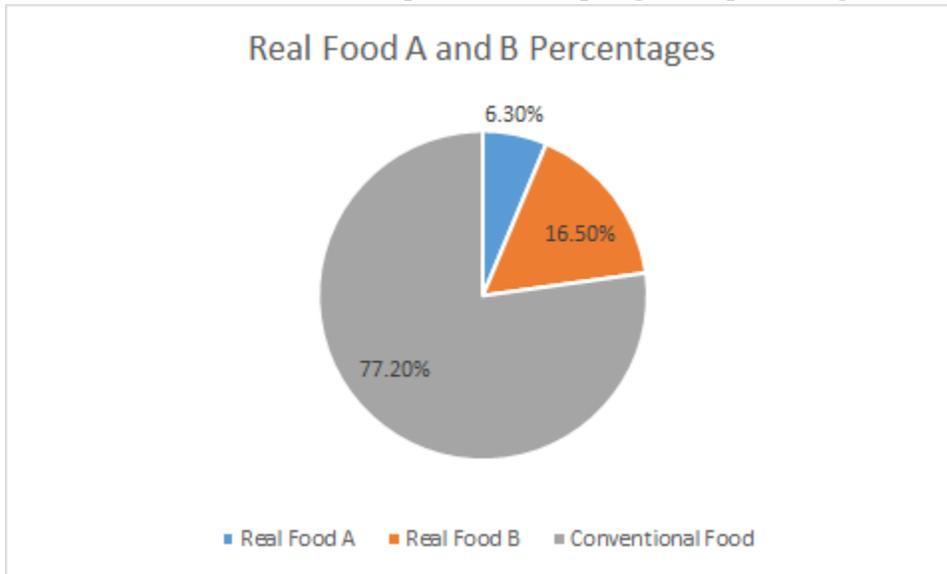


Figure 2: Amount Spent on Real Food for CDS September 2016. This chart shows the monetary amount spent on real food and conventional during this audit period.

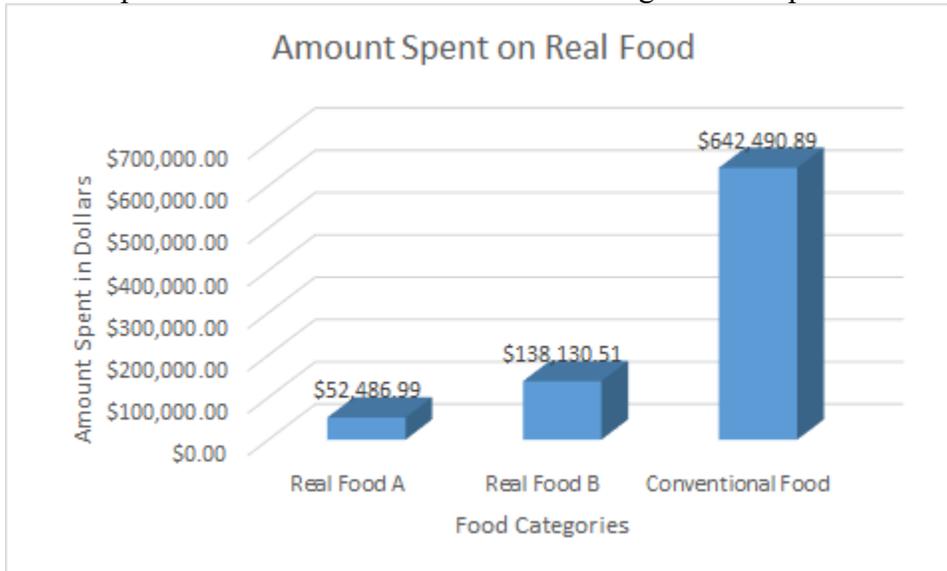
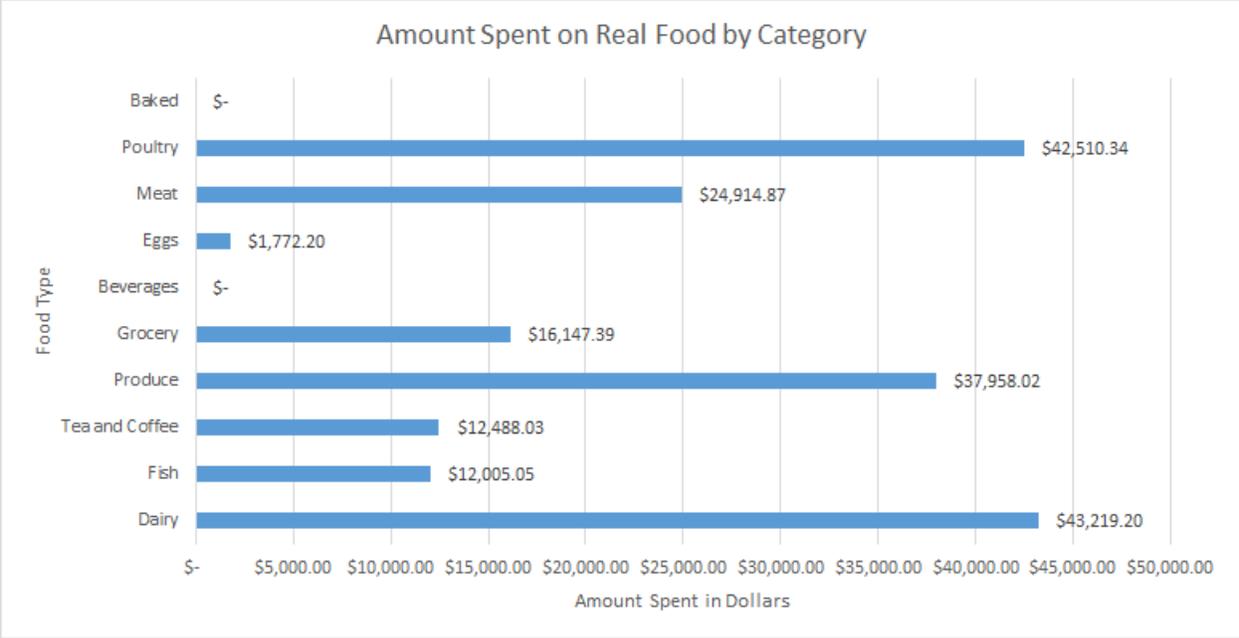


Figure 3: Total Real Food Purchased for CDS Fall 2016. This chart shows the breakdown of real food purchases by food category.



Figures 4-7: Breakdown of Real Food Percentages By Criteria for CDS Fall 2016. The following charts display the real food percentages compared to conventional percentages for each real food criteria for Fall 2016 CDS purchases.

	Local	Fair	Ecological	Humane
Purchases	\$127,190.27	\$12,795.60	\$32,589.14	\$80,501.86
Total Contribution	15%	1.5%	3.9%	9.6%
Relative Contribution				



Figure 4: Composition of Local and Non-Local Food

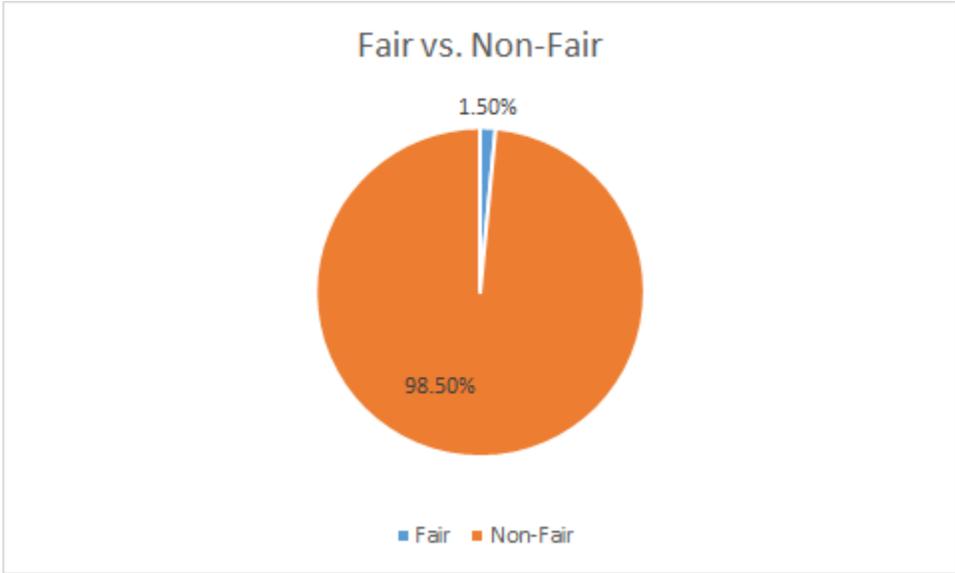


Figure 5: Composition of Fair and Non-Fair Food

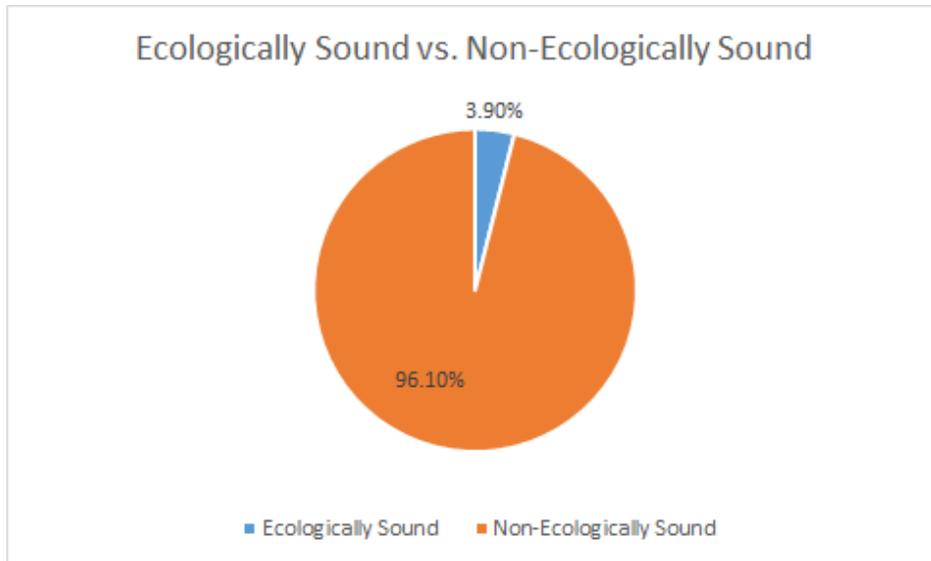
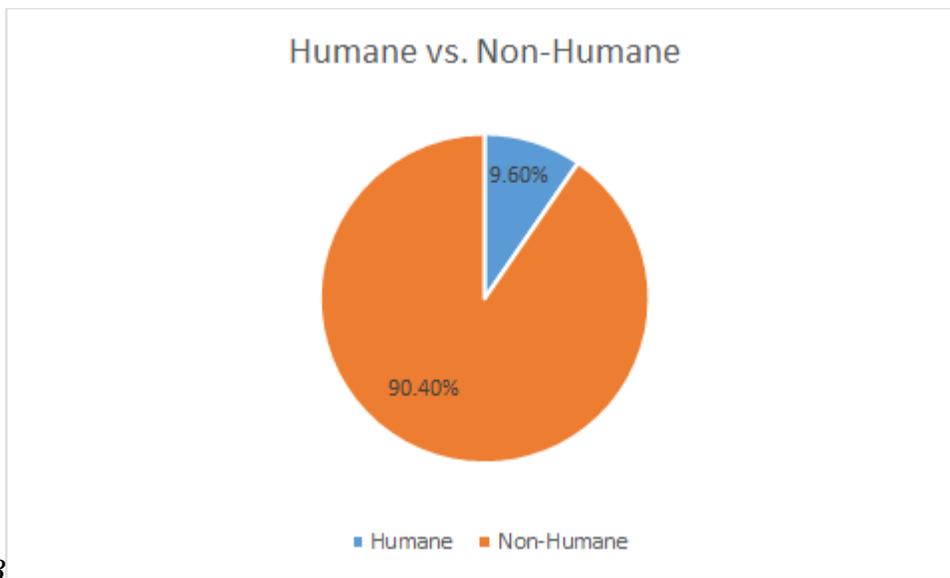


Figure 6: Composition of Ecologically Sound and Non-Ecologically Sound Food



B

Figure 7: Composition of Humane and Non-Humane Food

Part 2: Detailed Analysis by Category

	Total Cost	RF Cost	RF Contribution to Category	Category Ratio of Total Cost	Ratio RF to Total Cost
Eggs		\$1,772.20			0.21%

Bakery		\$-			0%
Dairy		\$43,219.20			5.1%
Meat		\$24,914.87			2.9%
Poultry		\$42,510.34			5.1%
Fish		\$12,005.05			1.4%
Produce		\$37,958.02			4.5%
Tea/Coffee		\$12,488.03			1.4%
Grocery		\$16,147.39			1.9%
Beverages		\$-			0%
<b>Totals</b>	<b>\$833,108.39</b>	<b>\$190,617.50</b>			<b>22.87%</b>

*\*\*Unable to complete this portion of the report due to not receiving results from RFC*

## **VII. Sources of Error:**

While we tried to minimize as much error as possible during our use of the Real Food Calculator, we believe there were still sources of error present in our calculations and in the Real Food Calculator process itself.

- **Springer Mountain Farms Chicken:**

With the research of Springer Mountain Farms from last semester's interns, the farm lost its qualifier. The American Humane Certification for Springer Mountain Farms in the 1.1 and 2.0 guidelines were for egg-laying chickens and not broiler chickens. Auditing September of 2016, this information was not yet known and purchasing was switched to Joyce Farms later in the semester. Because of this, we counted Springer Mountain Farms as Real Food which made the percentage of Real Food higher. Had we disqualified the Springer Mountain Farms, our Real Food percentage would have been approximately 19%, which would have been under the 20% goal. Moving forward, this will not be an issue because purchasing has been shifted to Joyce Farms, which counts towards the real food total.

- **Getting Data from Specific Vendors**

Freshpoint was very helpful with the questions we had however, there were some gaps in the data. Because of these gaps, the Freshpoint data may not be 100% accurate. There were some items that we could not trace back further than a distribution warehouse. Food that we could not find additional information on was automatically deemed not real. The non-local food comes from different farms all across the country

and depends heavily on weather, prices, transit, etc. A certain item can come from a different farm each week which is why they were only able to provide a warehouse for some items. They buy the label, and the company contracts with many product-specific farms in California so when one farm is low on product, another farm will have product to fill the orders. This lack of knowledge for certain items is not the end of the world but definitely does slow down the process and makes the results a bit more skewed.

- **Inputting Data Effectively & Timing:**

Another issue that was particularly difficult in tracking Freshpoint purchases, were the multiple vendors that they subcontracted to. While we were auditing purchases from a single month, Freshpoint could only provide the sales from the year in which our month was located. Since the contract to different farms for single products, it was impossible to know which farms in particular were used during our month. This is challenging because some of these farms are considered real and others are not. We addressed this by dividing up costs spent on a product based on the amount of that product bought from that farm in total for the year. Other vendors also had this difficulty, since they subcontracted to many vendors it was hard to determine the exact farm sourcing for many products.

## VIII. Recommendations

### Recommendations to *Carolina Dining Service*

- **Purchase more real food A:** Carolina Dining Services has had a lot of progress with purchasing Real Food B, but needs to find more food that meets the Real Food A category, which meets 2 or more Real Food qualifiers. There are a lot of local purchases but something to improve would be increasing local and humane purchasing or local and organic purchasing. This would greatly increase Real Food A numbers and make our system more integrated across the categories.
- **Strengthen current purchasing strategy:** Even including Springer Mountain Farm, the Real Food count for September 2016 is 22.87%, which is the lowest proportion of Real Food purchased since Fall of 2014. While different purchases in different months can account for some of these changes and the university is still above its 20% goal, it is imperative that CDS continue its commitment toward increasing Real Food. The money shifted into the sustainable food systems market will serve to build more options for real food purchasing, and as such we recommend continuing to patronize sustainable vendors including Larry's Beans, Harris Robinette, Sea to Table, and Albert's Organics to create demand. While there are a few farms that supply Freshpoint with Real Food, there seems to be a lot of space for improvement as well as miscommunication with what is considered local produce.
- **Cage free eggs:** Currently, CDS is trying to incorporate more cage free eggs throughout the operation. We recommend switching completely to cage free eggs in order to boost

the Real Food percentage. By buying cage free eggs, CDS will support a local farm as well as ensure the product is of higher quality. With past bird diseases, CDS had to step back from buying as many cage free eggs. With current markets, there are no major bird epidemics and cage free eggs are a viable option.

- **Vendor Plurality:** We recommend that CDS continue introducing new sustainable vendors of products that already qualify as real, such as more vendors of sustainable grains, eggs, and pork. However, maintaining our commitments with our vendors, particularly those who scale up to provide to our large institution, is also of utmost importance. While CDS should look into other vendors that can provide more real food, the vendors that we have now that depend on our sourcing should not be dropped lightly. Upon speaking with Inland Seafood about Springer Mountain Farm, the contact, David Zeller, expressed frustration with being dropped by CDS without getting to discuss Real Food thoroughly and trying to make changes on their side. We have recommendations under the internship sections for how interns can build relationships with vendors and understand why certain brands are dropped.
- **Social media:** To increase awareness of Real Food at UNC, CDS should promote the RFC social media accounts along with its own. Many students on campus are unaware of what Real Food is and what it means. This could be solved by increasing publicity of the Real Food commitment.
- **Seasonal produce:** We recommend expanding purchasing of seasonal produce. Freshpoint as well as Albert's Organics offer a good variety of fresh seasonal produce. Freshpoint publishes a weekly seasonal guide to see what the freshest and most local choices are available. Currently, the dining hall purchases large quantities of cantaloupe and honeydew melon. When we contacted Freshpoint, it was difficult to track exactly where this produce was coming from besides tracking it to the Atlanta warehouse. We would recommend buying these melons only in season. Buying in-season fruits will increase variety in dining halls and ensure better quality. Also by increasing in season produce purchasing, it will in turn increase local food purchasing. There are several options to buy local melons that are higher quality while still meeting the need of quantity.
- **Lady Edison Pork:** CDS is currently looking into sourcing Real Food pork, particularly from Lady Edison, which also provides pork for The Pig restaurant in Chapel Hill. Lady Edison is a local operation from Chapel Hill, and could potentially count as ecologically sound. The brand carries no third party qualification for ecologically sound, but its hogs are from the North Carolina Natural Hog Growers Association, which upon further research could be considered as ecological. If CDS decides to source from Lady Edison, we recommend future interns look into the operation to see if it can qualify as ecologically sound and qualify as Real Food A.
- **Ayrshire Farm:** This farm is located in Upperville, Virginia, and qualifies for three out of the four Real Food categories. Ayrshire is certified humane, USDA Organic, a member

of the Food Alliance, Predator Friendly, and local to UNC-CH. As such, it qualifies as humane, ecologically sound, and local. We have given CDS the contact information of Sully Callahan, a representative for Ayrshire. The farm services the University of Virginia, so it has the capacity and understanding to sell to UNC. We recommend that CDS look into Ayrshire as an alternative to Lady Edison to source Real Food sausage. The farm sells a wide variety ranging from breakfast sausage to bratwurst and is an upstanding operation that would be excellent for UNC to support.

Recommendations about the *RFC Internship and to Future Interns*:

- **Month of Audit:** Currently, each semester, the audit is carried out in the months of September and February. While these months have always hit the 20% mark, there are some months that are significantly lower. We recommend that the interns select a random month from the semester they are auditing in order to ensure that real food purchasing is kept at the 20% mark for the whole semester and not just for the predetermined audit month. Summer months and December and January would not be considered since purchasing is limited during these break times. This consideration would make sure that the month's purchasing is not artificially inflated with real food purchases because an audit is expected.
- **Expand training on Real Food qualifiers and RFC history at UNC:** We highly recommend that RFC interns read the previous semester's report in the first meeting. We found some information in the past semester's report that would have been useful for structuring our responsibilities, yet unfortunately we did not read the report until the end of the semester. We also recommend having more intensive training/orientation from the start of the internship so that interns better understand what qualifies a brand in each of the humane, ecologically sound, local, and fair categories and how to use the Real Food Challenge website. The training provided by the website is useful but not as helpful as learning the information from a past intern. The time we spent in the beginning of the semester to learn about the website with Sam Blank was important for getting an introduction to the process.
- **Structure:** We believe that having greater structure through a syllabus, hard deadlines for finishing the audit and other aspects of the internship, and by dividing work that is unrelated to the audit among interns will help improve the efficiency and impact of the internship. With an earlier audit process and more divided duties, interns can have more time to search for potential replacement vendors.
  - We have developed a Sakai page for future interns so they can access past reports and spreadsheets. We believe this will help expedite the auditing process and provide interns with greater information on their responsibilities.
  - Having a timeslot during course registration on ConnectCarolina can help to make sure there is a time that every intern can block off to work together.

- We recommend having a past intern come on with the team as a mentor, as this would help interns to understand their duties better, eliminate information gaps, and can help the interns build on work from previous semesters.
- Some duties that should be divided among interns include marketing and vendor relations to determine why past vendors were dropped and record this information for future interns. For us, it was difficult to understand why Springer Mountain Farm was dropped and having this information could help us feel confident that past interns thoroughly did their research into the matter.
- **Marketing Duties:** CDS has done a great job of marketing the source of its food in the dining halls, and RFC can help to spread the word about Real Food at UNC and inspire support through social media. Greater marketing can help RFC collaborate with CDS, Food Systems Working Group, and other campus organizations such as FLO to promote Real Food at UNC. Marketing duties can be divided between interns. Past interns have decided with Ali Huber and Alexandra Wilcox, the students who run the Real Food Challenge Facebook page, that we would include Real Food Calculator marketing on that page, as well.
- **Working with RFC:** We suggest future interns make sure to keep an open dialogue on their end with the Real Food Challenge national organization. Particularly we suggest seeking out experiences like regional and national summits to meet with fellow students and RFC staff. Despite the barriers to communication with a national organization such as RFC, the benefits from a broader support base can be very helpful and interns can provide input on how to improve the calculator.

Ultimately, we suggest that CDS continues to make shifts to real food, while keeping track of the vendors used and building up relationships with them. CDS should acknowledge the decrease in the real food percentages over the past few audits and make more progress towards Real Food A, which meets Real Food qualifiers. We recommend that there is greater flow between current and past interns to avoid redundancies in the audit process, streamline efforts, and increase efficiency so that interns can accomplish more. We believe having a mentor who was an intern in a previous semester is the best way to accomplish this.

## **X. Appendices**

### **Appendix A: The Definition of “Real Food”**

The Real Food Challenge’s online calculator program defines real food as meeting at least one of four criteria - ecologically sound, fair, humane, and local and community-based. Under each category, RFC specifies certain qualifications that allow food to fall under any one of the criteria. For example, a product that qualifies as Rainforest Alliance Certified would be considered ecologically sound by RFC’s standards. The calculator also recognizes the extent to which foods meet their qualifications, and labels them as either “green light”, “yellow light”, or

disqualified. Foods that count as green light are considered legitimate real food and meet their qualifications without question. Yellow light foods have some questionability as to how well they meet their qualifications, but are nonetheless considered “real”. While “green light” food, or Real Food A must meet at least 2 real food requirements, “yellow light” or real food B must meet one. Additionally, the products considered by RFC undergo review for any characteristics that may disqualify them from being considered “real”. Disqualifiers will remove the A or B status of a product if it breaches certain regulation. This includes egregious human rights violations, labor violations, Genetically Modified Organisms, if they are ultra processed or are a Concentrated Animal Feeding Operation (CAFO). For example, if a product met a qualification such as being local, but still contained caramel coloring, this would disqualify the product from real food status. However, a farm may be exempt from these disqualifiers if they have a worker driven social responsibility program. By sub-categorizing CDS food purchases this way, we gain a clearer understanding of what aspects make their food real and the level to which their products meet this standard and where there is room for improvement (Real Food Challenge). (Refer to Appendix B for more information on the Real Food Criteria.)

## Appendix B: Real Food Guide 2.0

The Real Food Guide 			
Local & Community Based	Fair	Ecologically Sound	Humane
<i>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.</i>	<i>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.</i>	<i>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 should minimize toxic substances, direct and indirect greenhouse gas emissions, natural resource depletion, and environmental degradation.</i>	<i>Animals can express natural behavior in a low-stress environment and are raised with no added hormones or non-therapeutic antibiotics.</i>
<b>Green Light: Products meeting these criteria or certifications qualify as Real Food and best represent the standard</b>			
<p><b>Single-ingredient Products:</b> A product must meet ALL the following criteria:</p> <p><b>A. Ownership:</b> Producer must be a privately or cooperatively owned enterprise.   <i>Wild-caught Seafood must come from owner-operated boats</i></p> <p><b>B. Size:</b></p> <ul style="list-style-type: none"> <li>• <b>Produce:</b> Individual farms must gross \$5 million/year or less</li> <li>• <b>Meat, Poultry, Eggs, Dairy, Seafood, Grocery:</b> Company must gross \$50 million/year or less</li> </ul> <p><b>C. Distance:</b> All production, processing, and distribution facilities must be within a <b>250 mile radius</b> of the institution.   <i>This radius is extended to 500 miles for Meat</i></p> <p><b>Single-ingredient Products (Aggregated):</b> 100% of the products must meet the criteria for Ownership, Size and Distance</p>	<p>A product must be certified by ONE of the following approved certifications:</p> <p><b>International Products:</b></p> <ul style="list-style-type: none"> <li>• <i>Ecocert Fair Trade Certified</i></li> <li>• <i>Fairtrade America</i></li> <li>• <i>Fair Trade Certified</i> by Fair Trade USA</li> <li>• <i>Fairtrade International Certified</i> by Fair Labeling Organization (FLO)</li> <li>• <i>Fair For Life Certified</i> by Institute for Marketecology (IMO)</li> <li>• <i>FairWild</i></li> <li>• <i>Hand in Hand</i></li> </ul> <p><b>Domestic Products:</b></p> <ul style="list-style-type: none"> <li>• <i>Equitable Food Initiative (EFI)</i></li> <li>• <i>Food Justice Certified</i> by Agricultural Justice Project</li> </ul> <p><b>Worker Driven Social Responsibility Programs*:</b></p> <ul style="list-style-type: none"> <li>• <i>Milk with Dignity</i> by Migrant Justice</li> <li>• <i>Fair Food Program</i> by the Coalition of Immokalee Workers</li> </ul>	<p>A product must be certified by ONE of the following approved certifications:</p> <p><b>All Products:</b></p> <ul style="list-style-type: none"> <li>• <i>ANSI/LEO-4000</i> the American National Standard for Sustainable Agriculture by Leonardo Academy</li> <li>• <i>Biodynamic Certified</i> by Demeter</li> <li>• <i>FairWild</i></li> <li>• <i>Food Alliance Certified</i></li> <li>• <i>Rainforest Alliance Certified</i></li> <li>• <i>Salmon Safe</i></li> <li>• <i>USDA Organic Standard and approved certifiers</i></li> </ul> <p><b>Coffee Only:</b></p> <ul style="list-style-type: none"> <li>• <i>Bird Friendly</i> by Smithsonian</li> </ul> <p><b>Produce Only:</b> Produce grown in a farm or garden at the institution, in which the researcher can confirm the use of organic practices</p>	<p>A product must be certified by ONE of the following approved certifications:</p> <p><b>All Products:</b></p> <ul style="list-style-type: none"> <li>• <i>Animal Welfare Approved/Certified AWA</i> by A Greener World</li> <li>• <i>Biodynamic Certified</i> by Demeter</li> <li>• <i>Certified Humane</i> by Humane Farm Animal Care (<i>all species except swine</i>)</li> <li>• <i>AWA Grassfed</i> by A Greener World</li> <li>• <i>Global Animal Partnership steps 4-5+</i></li> <li>• <i>Pennsylvania Certified Organic 100% Grassfed</i> by USDA</li> <li>• <i>American Humane Certified [Free Range]</i> (Egg-layers only)</li> </ul>

**Yellow Light: Products meeting these criteria or certifications qualify as Real Food but do not represent the *fullest* expression of the standards**

<p><b>Multi-ingredient Products:</b> (e.g. Baked Goods)</p> <p>Company must meet ALL the following criteria:</p> <p>A. <b>Ownership:</b> Company must be a privately or cooperatively owned enterprise.</p> <p>B. <b>Size:</b> Company must gross <b>\$50 million/year or less</b></p> <p>C. <b>Distance:</b> All processing and distribution facilities must be within a <b>250 mile radius</b> of the institution.</p> <p>-AND-</p> <p>At least half (50%) of the ingredients must come from farms meeting ALL the following criteria:</p> <p>A. <b>Ownership:</b> Company must be a privately or cooperatively owned enterprise.</p> <p>B. <b>Size:</b></p> <ul style="list-style-type: none"> <li>• <b>Produce:</b> Individual farms must gross <b>\$5 million/year or less</b></li> <li>• <b>All other ingredients:</b> Company must gross <b>\$50 million/year or less</b></li> </ul> <p>C. <b>Distance:</b> All production facilities must be within a 250 mile radius of the institution</p> <p><b>Single-ingredient Products (Aggregated):</b> At least three-quarters (75%) of the product (by volume) must meet <i>Green Light</i> criteria for Ownership, Size, and Distance</p>	<p>A product must meet ONE of the following criteria:</p> <p><b>For multi-ingredient products:</b></p> <ul style="list-style-type: none"> <li>• Producer and at least half (50%) of the ingredients meet the <i>Green Light</i> criteria</li> <li>• <i>Fair Trade Certified Ingredient</i> by Fair Trade USA</li> </ul>	<p>A product must meet ONE of the following criteria:</p> <p><b>Single-ingredient Products</b> Be certified by one of the following approved certifications:</p> <ul style="list-style-type: none"> <li>• <i>Certified Sustainably Grown</i></li> <li>• <i>Fair Trade USA Certified</i></li> <li>• <i>LEAF (Linking Environment and Farming)</i></li> <li>• <i>Protected Harvest Certified</i></li> <li>• <i>USDA Transitional Organic Standard</i></li> </ul> <p><b>Multi-ingredient products:</b></p> <ul style="list-style-type: none"> <li>• At least half (50%) of the ingredients meet the <i>Green Light</i> criteria</li> </ul> <p><b>Seafood</b> (wild-caught only):</p> <ul style="list-style-type: none"> <li>• <i>Marine Stewardship Council (MSC) Blue Eco Label</i> paired with the <i>MSC Chain of Custody Certification</i></li> <li>• <i>Monterey Bay Aquarium Seafood Watch Guide "Best Choices"</i> (Regional Guide or Buyer's Guide)</li> </ul>	<p>A product must be certified by ONE of the following approved certifications:</p> <ul style="list-style-type: none"> <li>• <i>AGA Grassfed</i> by American Grassfed Association (ruminants only)</li> <li>• <i>Certified Humane</i> by Humane Farm Animal Care (swine only)</li> <li>• <i>Food Alliance Certified</i></li> <li>• <i>Global Animal Partnership Step 3</i></li> <li>• <i>American Humane Certified (Cage Free and Enriched Colony)</i> (Egg-layers only)</li> </ul>
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**DISQUALIFICATIONS: Products containing disqualifying characteristics cannot count as Real Food in any category.**

- **Egregious Human Rights Violations:** Producers have been found guilty of criminal charges of forced labor within the previous 10 years.
  - **Labor Violations:** Producer is known to have been found guilty of or has been cited for a case relating to a serious, repeat or willful Occupational Safety and Health Administration (OSHA), National Labor Relations Board (NLRB), or Fair Labor Standards Act (FLSA) violation within the last 3 years. They will be disqualified unless the producer has addressed these violations by: 1) Making the workers whole, 2) Paying any fines, and 3) Developing written policy preventing future violations. In the case of wage theft and/or worker fatality, a producer is disqualified for 3 years regardless of any steps they have taken to address the violation.
  - **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; Saccharin; 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**

**Legend**

- Italics* = There is strong, third-party verification of the claim through a certification  
 \*Text with Quotes\* = Industry claim  
 \* = Certification/claim occurs in more than one column  
 \*\* = Needs verification that it is not from a Concentrated Animal Feeding Operation (CAFO)  
<sup>1</sup> Producer is defined as the entity that produces the product. Thus, it could be a farmer, rancher, bakery, corporation, etc.  
<sup>2</sup> For poultry, verify "Free Range" standards are followed  
<sup>3</sup> Does not include hogs (*Certified Humane* hogs fall under Yellow Light)  
<sup>4</sup> Ingredients are defined as raw ingredients. Ingredients must meet a given criterion at the first step of the supply chain to qualify as Real Food.

\*provided by the Real Food Calculator website

**XI. Citations & Additional links:**

Real Food Challenge. "The Real Food Guide." 2016. Web. 1 May. 2017.  
<http://realfoodchallenge.org/sites/default/files/RealFoodGuide2.0.pdf>