

Executive Summary

Real Food Challenge

Working Towards A More Sustainable Food System at Santa Clara University



2018 Real Food Challenge at Santa Clara University The Most Comprehensive Analysis of SCU's Food System to Date

Overview

Universities play a crucial role in creating a more sustainable food system. Santa Clara University (SCU) is collaborating with the [Real Food Challenge](#), a food justice campaign to shift universities' food procurement towards more sustainable food sources.¹ SCU's [Sustainability Strategic Plan](#) includes an objective to source at least 25% Real Food by 2020.²

In 2018-2019, student researchers conducted an analysis to identify the percentage of Real Food served on campus.

Research questions

1. What is the percentage of Real Food?
2. What category of food has the highest Real Food expenditure?
3. What is Bon Appetit's expenditure on plant-based food?
4. To what extent are foods processed?
5. How can Bon Appetit increase its Real Food percentage?

Methods

Students analyzed over 7,000 lines of purchasing data from October 2017 and February 2018. For a food product to be considered "Real," it must meet at least 1 of 4 criteria: fair, local, humane or ecologically sound.

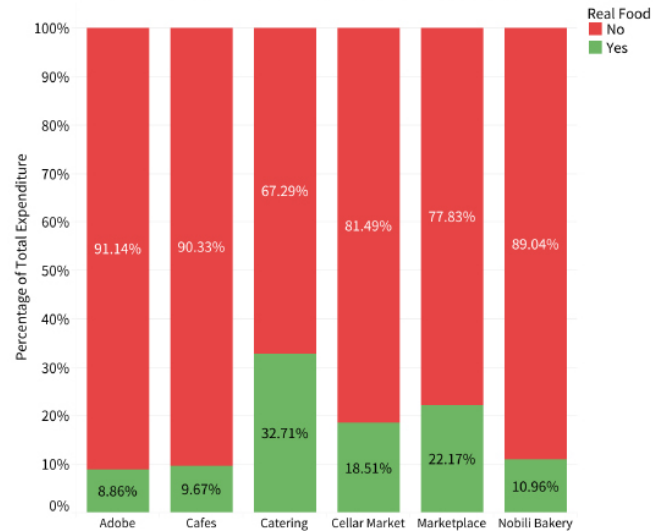
In addition to the four criteria, the SCU research team included two additional categories in its assessment: [plant-based](#) and [degree of processing](#).^{3,4}

Additionally, items initially classified as Real Food were further assessed using [Real Food Guide 2.1 Standards](#), in which green represents the fullest expression of the standard, yellow meets minimum requirements, and red disqualifies the Real Food status.⁵

Real Food Percentage

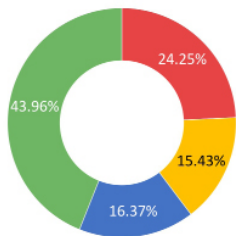
Two month total: **19.68%**
October 2017: **20.89%**
February 2018: **18.55%**

Percentage of Expenditure on Real Food by Facility



The Cellar Market had *more* Real Food than we expected.

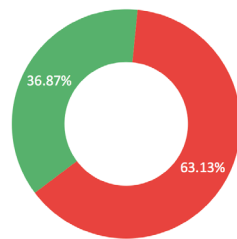
Percentage of Expenditure on Processed Food excluding Cellar Market



■ Highly processed ■ Moderately processed ■ Basically processed ■ Unprocessed

Total expenditure on highly processed food when Cellar Market is included: 35.78%

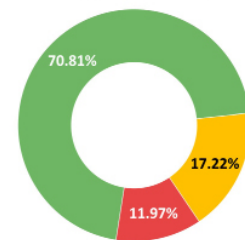
Percentage of Expenditure on Plant-Based Food



■ Plant-Based Food ■ Non Plant-Based Food

Total expenditure on plant-based food: 36.87%

Percentage of Expenditure on Real Food by Green, Yellow and Red Light Standards



■ Green Light ■ Yellow Light ■ Red Light

Percentage of Expenditures on Real Food by Category



Assumptions

We considered all food to be conventional unless proven otherwise. Several suppliers failed to disclose their food sources even after we contacted them multiple times. We were compelled to conclude that some previously green-lighted meat and dairy originated from concentrated animal feeding operations (CAFOs), disqualifying them from humane classification and inclusion in the Real Food percentage.

Policy Recommendations

1. Remove Real Food items that were disqualified. Real Food percentage will increase to 22.8%.
2. Increase Fair Trade products: only 3% of products are certified Fair Trade.
3. Create a plant-based menu and adopt the "protein flip," using meat as sides and vegetables as main.⁶

Future Plans

1. Create a Real Food section in the expansion of the Cellar Market.
2. Conduct annual Real Food assessments.
3. Assess greenhouse gas emissions of campus food.

1. "About." Real Food Challenge.
2. Santa Clara University. "Strategic Plan." Strategic Plan - Sustainability at SCU - Santa Clara University.
3. Menus of Change 2018 Annual Report. Menus of Change, 2018.
4. Nutrition and Food Systems. The High Level Panel of Experts on Food Security and Nutrition, Sept. 2017.
5. Real Food Standards 2.1, Real Food Challenge.
6. Annual Report, MOC (see footnote 3).

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