

# A “Real”



## Dining Experience

*Toward a Just and Sustainable  
Food System*

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UC/CSU/CCC Sustainability Conference 2009, UC Santa Barbara, June 2009

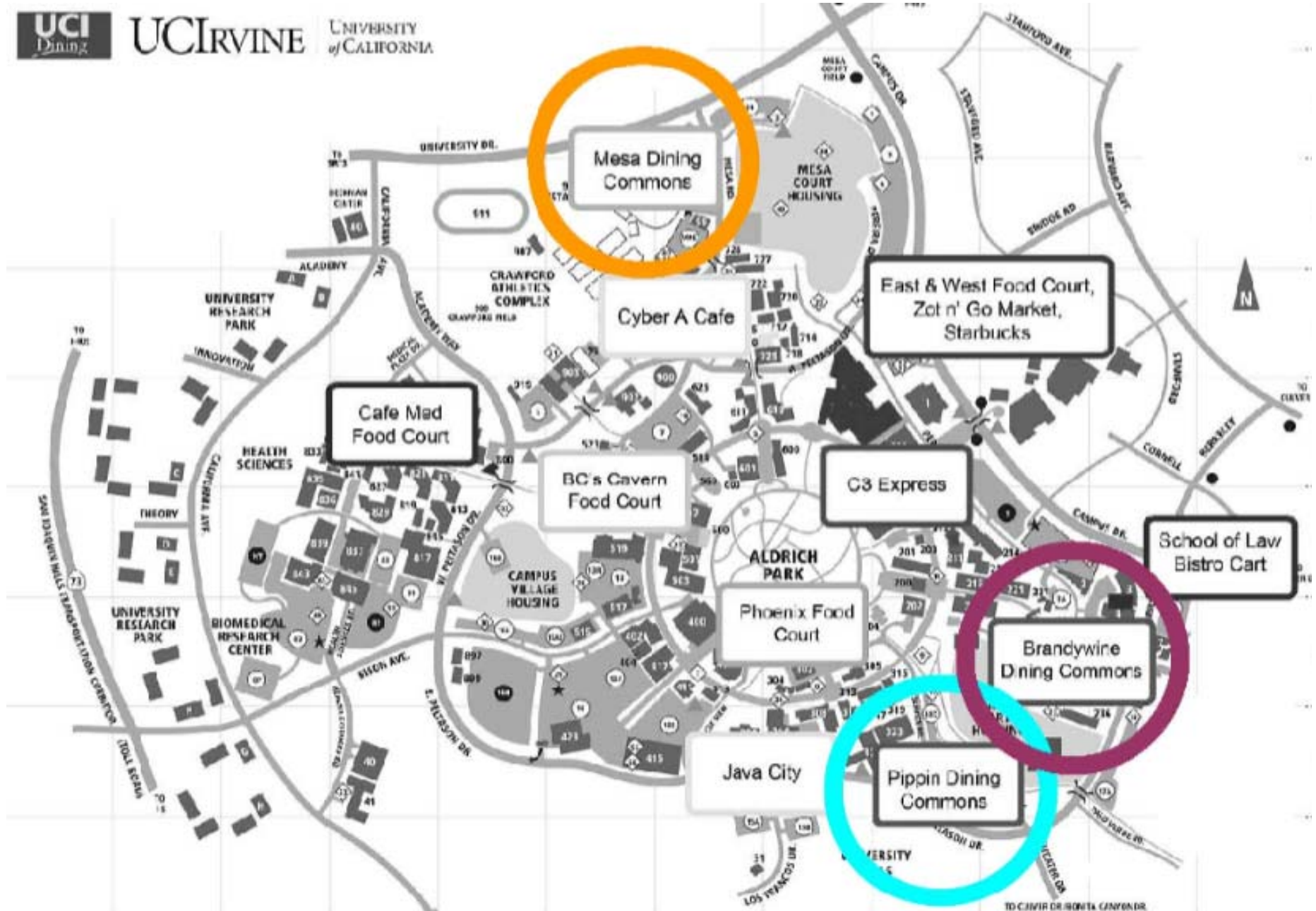
# Research Question

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How  
“real”  
is UCI Dining’s  
food?



# Research Methodology



# Real Food Calculator

|                                                                    | Local & Community-Based                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Fair                                                                                                                                   | Ecologically Sound                                                                                                                                                                                            | Humane                                                                                             |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <p><b>Green Light</b><br/><i>A clear fit</i></p> <p><b>YES</b></p> | <p><u>Unprocessed Foods</u><br/>-Grown/Raised within 250 miles or the adjacent counties<br/><b>and</b> at least one of the following:<br/>a) You have a direct purchasing relationship with the farmer or your distributor provides you with transparent and verifiable information about farm practices and location<br/>b) <b>or</b>, Farm is independently or cooperatively owned and operated within the region<br/>c) <b>or</b>, Small-medium scale farm (size varies by crop-define by revenue or size?)</p> <p><u>Processed Foods</u><br/>-Over 50% local ingredients processed by a locally-owned business</p> | <p><b>-Fair trade direct purchasing</b></p> <p>-Domestic Fair Trade Cert (Agricultural Justice Project)</p> <p>-Fair Trade Cert. *</p> | <p><u>-USDA Organic</u></p> <p><u>-Protected Harvest Cert</u></p> <p><u>-Marine Stewardship Council</u></p> <p><u>-Biodynamic Cert</u></p> <p><u>-Seafood Watch Guide "Best Choices"</u> (not air-flown)*</p> | <p><u>-Certified Humane</u></p> <p><u>-Food Alliance Cert. *</u></p> <p><b>-Pasture-Raised</b></p> |

Real Food Challenge. (2009).

*Italics* = strong, third-party verification of claim

Plain text = no independent verification of claim

Underlined = issues with specific food products/categories

**Bold** = information that can only be verified through a direct relationship with the producer or through transparent information from the distributor

\* = claim occurs in more than one column

# Real Food Calculator

|                                                                     | Local & Community-Based                                                                                                                                                | Fair                                                                                                                                                                                               | Ecologically Sound                                                                                                                                                                                                                                                  | Humane                                                                                                                               |
|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Yellow Light</b><br/><i>Use caution</i></p> <p><b>YES</b></p> | <p><u>Unprocessed Foods</u><br/>-Grown within 250 miles<br/><b>and</b> at least one of the following:<br/>-(a), (b) or (c) in the Green Light category (see above)</p> | <p>-<u>Food Alliance Cert.</u> *<br/>-<u>Rainforest Alliance Cert.</u> *<br/><b>-Business/farm operates as a cooperative and/or has a profit sharing policy for all employees</b></p>              | <p>-<u>Rainforest Alliance Cert.</u> *<br/>-<u>Food Alliance Cert.</u> *<br/>-<u>Seafood Watch Guide "Good Alternatives"</u> (not air flown)<br/><b>-Beyond Organic</b><br/><b>-Transitional Organic</b><br/>-<u>Salmon Safe</u><br/>-<u>Fair Trade Cert.</u> *</p> | <p>-<u>AGA Grassfed</u><br/>-USDA Organic/Free-Range/<br/>Cage-Free (eggs)<br/><b>-Humanely Raised</b><br/><b>-100% Grassfed</b></p> |
|                                                                     | <p><u>Processed Foods</u><br/><br/>-Distant ingredients processed by a locally-owned business<br/>e.g. locally baked goods, locally roasted coffee, etc</p>            | <p><b>-Business/farm has a social responsibility policy that includes for all workers:</b><br/>-Union or prevailing wages<br/>-Transportation and/or Housing Support<br/>-Health care benefits</p> | <p>-<u>Coffee: Shade-Grown, <i>Bird Friendly</i></u></p>                                                                                                                                                                                                            |                                                                                                                                      |

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# Real Food Calculator

|                                                                                                                         | Local & Community-Based                                                                                                                                                                                                                                                                                                                                                                                            | Fair                                                                                                                | Ecologically Sound                                                                                                                 | Humane                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Red Light</b><br/><i>Good Start, but not enough</i></p> <p>NO</p>                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                     | <ul style="list-style-type: none"> <li>-Raised without Antibiotics</li> <li>-No Antibiotics Administered</li> </ul>                | <ul style="list-style-type: none"> <li>-USDA Grassfed</li> <li>-USDA Organic (meat)</li> <li>-Raised Without Antibiotics</li> <li>-No Antibiotics Administered</li> <li>-Vegetarian Diet</li> <li>-Hormone Free</li> <li>-rBGH-free/ -rBST-free</li> </ul> |
| <p><b>Red Light</b><br/><i>Claim does not necessarily have substance</i></p> <p>NO</p>                                  |                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                     | <ul style="list-style-type: none"> <li>-Natural</li> <li>-GM Free/GMO Free (needs 3rd party certification)</li> </ul>              | <ul style="list-style-type: none"> <li>-Natural/ Fresh</li> <li>-No Antibiotics (eggs)</li> <li>-Hormone Free (eggs)</li> </ul>                                                                                                                            |
| <p><b>Red Light</b><br/><i>No way</i></p> <p>NO</p>                                                                     | <ul style="list-style-type: none"> <li>-Grown more than 250 miles away</li> <li>-Traveled more than 250 miles away during distribution</li> </ul>                                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"> <li>-Child labor</li> <li>-Indentured servitude</li> <li>-Slave labor</li> </ul> | <ul style="list-style-type: none"> <li>-<a href="#">Seafood Watch Guide "Avoid"</a></li> <li>-Confinement/Battery Cages</li> </ul> | <ul style="list-style-type: none"> <li>-Confinement/ Battery cages</li> <li>-Grassfed/Grain-finished</li> </ul>                                                                                                                                            |
| <p><b>Health Concerns</b><br/>If any of these ingredients are present, the food item does not count in any category</p> | <p>high fructose corn syrup, hydrogenated vegetable oil, MSG, rBGH/rBST, sodium nitrate, sodium nitrite, trans-fats<br/>*modified corn starch, food coloring, artificial sweeteners (sucralose, corn-based sweeteners), sodium benzoate, acesulfame potassium, calcium disodium EDTA, monosodium glutamate (autolyzed yeast extract, sodium caseinate, maltodextrin, hydrolyzed lecithin, "natural flavoring")</p> |                                                                                                                     |                                                                                                                                    |                                                                                                                                                                                                                                                            |
| <p><b>*Transparency Concerns</b></p>                                                                                    | <p>Food items have no labels and/or food producers/distributors/processors are unable and/or unwilling to provide desired information.</p>                                                                                                                                                                                                                                                                         |                                                                                                                     |                                                                                                                                    |                                                                                                                                                                                                                                                            |

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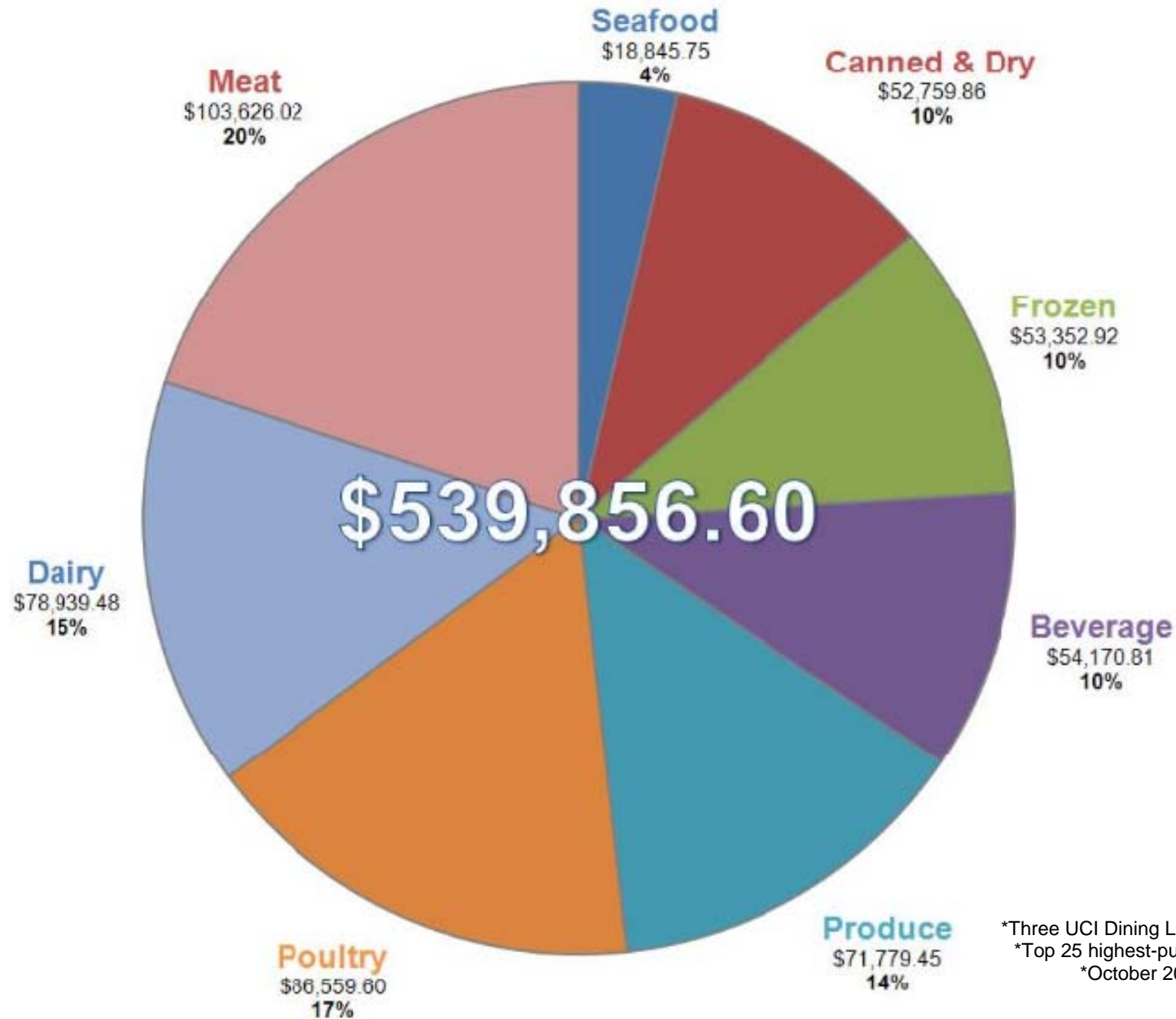
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\*added by Meagher, K. & Vo, H. (2009).

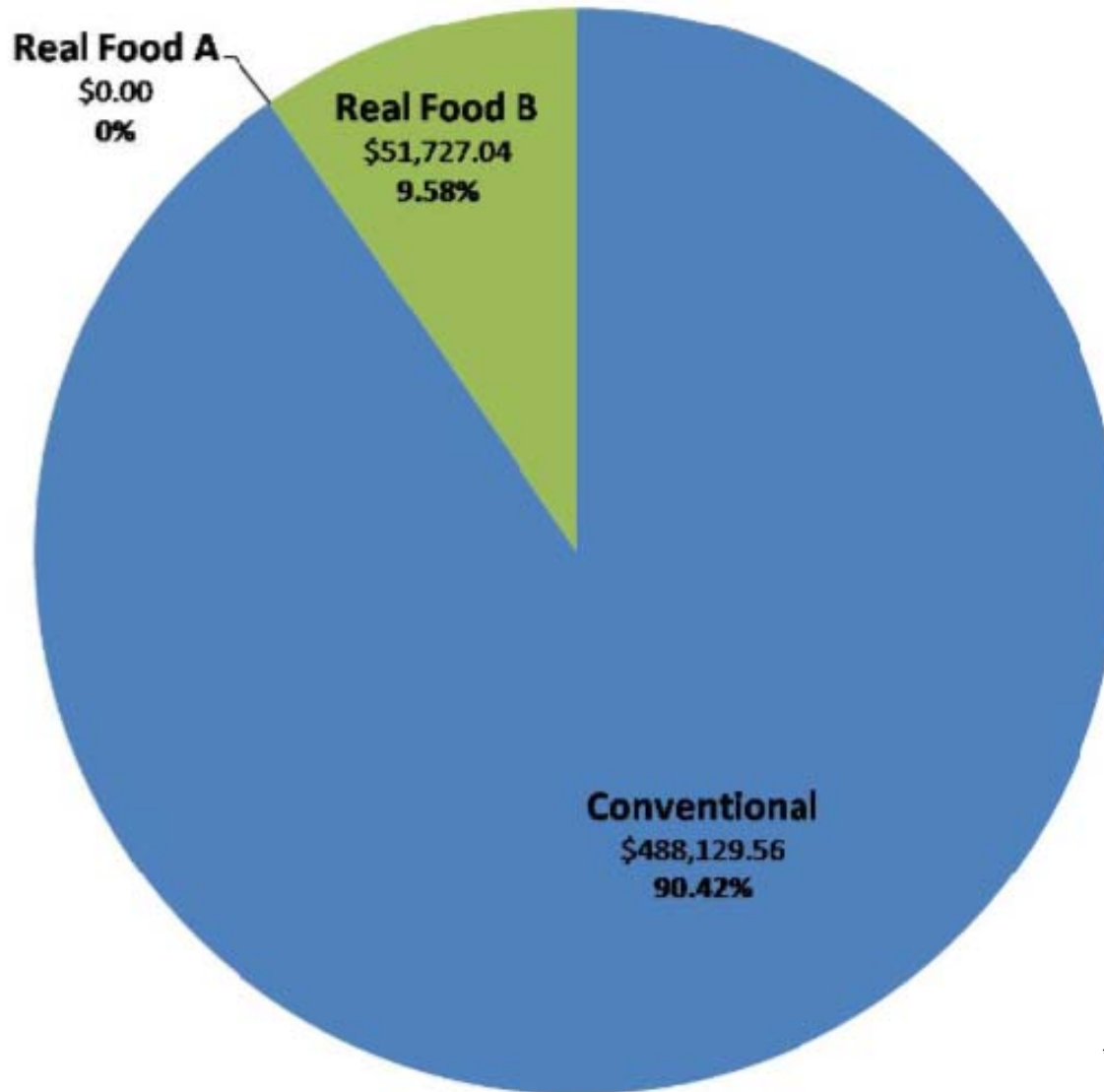
# UCI Dining Total Budget by Food Category



\*Three UCI Dining Locations (Pippin, Brandywine, Mesa)  
\*Top 25 highest-purchased food items in each category  
\*October 2007 & October 2008 purchasing data

# UCI Dining: Conventional v. “Real” Purchasing

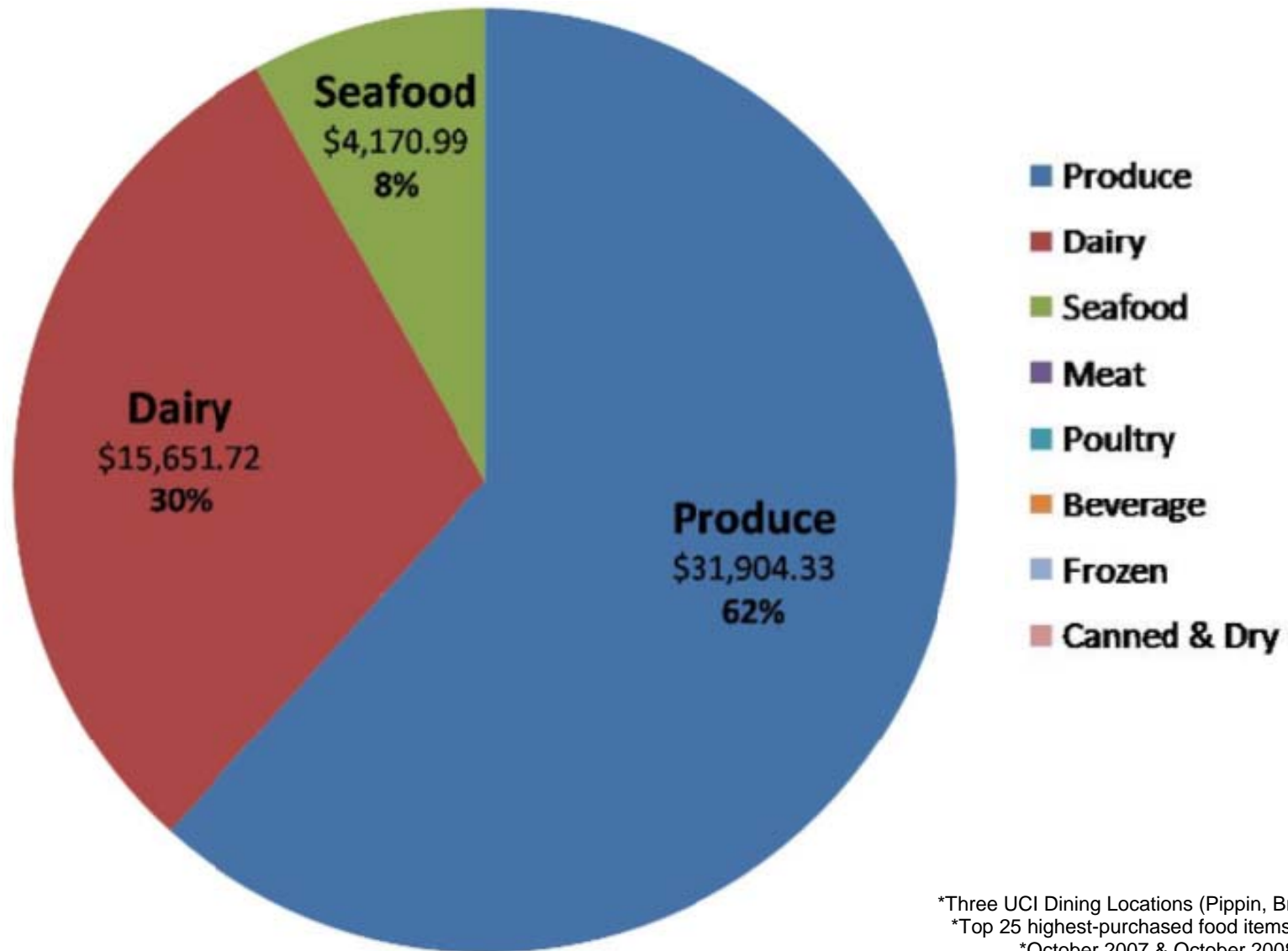
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\*Top 25 highest-purchased food items in each category  
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# UCI Dining “Real” Purchasing

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\*Three UCI Dining Locations (Pippin, Brandywine, Mesa)  
\*Top 25 highest-purchased food items in each category  
\*October 2007 & October 2008 purchasing data

# Research Implications

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9.58%

baseline study

financial power of our food system

challenge of quantifying our food system

# Research Limitations

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**study design**

3<sup>rd</sup>-party certification research

**data transparency**

# Research Suggestions for the Future

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track future procurement

# Food Procurement Operational Recommendations

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reconsider business contracts without affecting profit margins  
reconsider food with unhealthy preservatives  
**maximize off-contract ratios**  
farming cooperative models  
large distributor regionalization

# References

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# A “Real”



## Dining Experience

*Toward a Just and Sustainable  
Food System*

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## *Acknowledgments*

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UC Irvine Center for Unconventional Security  
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Tim Galarneau, UC Santa Cruz

UCSC Center for Agroecology and  
Sustainable Food Systems

UC Irvine Dining & Hospitality

Robert Perez, Aramark Resident Manager

Ben Kelly, Middle Earth Food Service Director

Real Food Challenge

UC Irvine Undergraduate Research  
Opportunities Program

Participating Food Distributors & Processors