Appendix D – Food

Appendix D.1 – Real Food Challenge

An important component of WSC’s commitment to carbon reduction will be attained through increasing access to real food on campus. The term real food is used to describe food products that meet the standards of being locally, ethically, humanely, and fairly produced. In addition to providing students with more real food, we hope to educate and excite students, faculty and staff, and Gunnison Valley community members about the possibilities of local, sustainable food options. In the Fall of 2011, WSC will begin the Real Food Challenge pilot program. This program will assist WSC by gathering the initial baseline information needed to understand the best approach for making the transition to “real food”.

- There are 354 colleges involved nationwide in The Real Food Challenge, 54 of these institutions are using Sodexo as their food service provider.
- The following Colorado schools are in the pilot program: Colorado College, Colorado State University, Naropa University, University of Colorado at Boulder, and University of Denver. Of these schools the latter is the only one who uses Sodexo as their food service provider.

What is "Real Food"?

food [food] n 1. something that nourishes, sustains, or supplies.
real [ree-uhl, reel] adj 1. true and actual; not artificial

So what is a real food? It is food which truly nourishes producers, consumers, communities and the earth. It is a food system--from seed to plate--that fundamentally respects human dignity and health, animal welfare, social justice and environmental sustainability.

Some people call it "local," "green," "slow," or "fair." We use "Real Food" as a holistic term to bring together many of these diverse ideas people have about a values-based food economy (see our Real Food Wheel).

This is about more than super market labels. The Real Food Challenge has developed an innovative Real Food Calculator, which provides in-depth definitions of "real food" and a tracking system for institutional purchasing. With this tool, "real food" is broken down into four core categories: local/community-based, fair, ecologically sound, and humane.
Core Principles

These 6 principles guide our work.

1. **The Real Food Principle**: Real food encompasses a concern for producers, consumers, communities, and the earth. We use this term to recognize that both the food system and the food movement must encompass and embrace a diversity of foci; "real food" represents a common ground where all relevant issues from human rights to environmental sustainability can converge.

2. **The Movement Principle**: The Real Food Challenge is part of a larger food movement, which itself is one facet of a global movement towards a just and sustainable world. We understand that true, lasting social change (a change in both people and structures) happens through social movements.

3. **The Youth Principle**: Young people in general (and students in particular) are, and will be, a driving force in this movement because of our collective ability to demand and achieve widespread structural and social change. A focus on students has further
benefits and ripple effects due to our: economic power (directly and through their institutions), energy and creativity, high standards, influence on dominant culture, and eventual roles as decision-makers in the family and society.

4. The Partnership Principle: While students are vital to the movement, they should not go it alone. Collaboration with administration, dining services, producers, community groups, and other allies will be critical to this movement and important for reaching our goals.

5. The Multi-Cultural Principle: Many of the problems of our food system are problems of oppression, historical and current. The path of progress, therefore, involves dismantling oppression at all levels (personal, interpersonal, structural, and cultural) and building a multi-cultural movement which actually thrives on and utilizes difference.

6. The Participatory Principle: We seek to balance a drive for results with attention to how we get them. Believing the ends reflect the means, we seek a means that maximizes participatory planning, decision-making, and leadership structures. As a unique place for the different grassroots networks to meet and strategize together, central to the Real Food Challenge is creating an intentional space where all voices are heard and respected.

Frequently Asked Questions

1. Why students?

*Because students know what’s up.* We have shown that we have the passion, drive and wherewithal to make real change. Thousands of students are already working to create a more just and sustainable food system, and have demonstrated a commitment to the highest ideals of environmental sustainability and social justice.

*Because students have power.* We’re the ones eating that cafeteria food every day, and our voice matters. Whether they know it or not, university administrations and food service operations are accountable to student demands.

*Because students (and young people in general) have the biggest stake in the future.* We are future teachers, engineers, doctors, parents, filmmakers, plumbers, farmers, and urban planners, we will be decision-makers at every level of society. Our priorities are the priorities of the future.

*Because the movement needs students.* From Women’s Suffrage to Civil Rights, few if any social change movements have succeeded without the energy, bravery, and commitment of young people.

*Clearly, students are key to change.* But students are currently lacking coordination and system-wide organization. Unlike food service directors, college presidents and other campus stakeholders, we don’t, for instance, tend to think about campus food as one
big market. If our efforts can be better coordinated and focused, we have the potential to become a force far more powerful than our numbers suggest.

2. Why now?
*The time is ripe!* People are increasingly waking up to the need for change. The situation is dire, as environmental degradation, corporate consolidation, homogenization, and alienation become the hallmarks of our food system. The momentum for change is growing: consumers are demanding more real food, activists from across the country are linking up, and the buzz is growing all around. On hundreds of college campuses all around the country, the momentum has become a budding movement.

This movement, however, lacks common goals, a common framework, and a collective voice. Nor is this movement as diverse and widespread as it should be. If we move strategically and effectively, we can capitalize on the growing energy and bring the many elements of the campus food movement into collaboration, working towards a unified goal of more socially and environmentally conscious food.

3. How is the Real Food campaign and network structured?
Overall, the campaign is organized regionally, reflecting the distinct needs, history, and opportunities present in different parts of the country. Students run the campaign itself on their campuses. These students are supported by one another as well as by Real Food Challenge organizers and staff.

4. How did the Real Food Challenge start?
Discussion about a national campaign began in earnest when representatives of the California Student Sustainability Coalition (CSSC) joined The Food Project's (TFP) youth delegation at the 2006 Food and Society Conference sponsored by the W.K. Kellogg Foundation. The youth delegates saw a connection between their work on college campuses and the Foundation's new goal of shifting the presence of good food in the food system from 2 to 10%. They realized that a similarly-framed goal could help to focus the work of students in shifting the college food system.

A year later at the 2007 Food and Society Conference, TFP, CSSC and student leaders formally created a Steering Committee and a Design Team to make the idea a reality.

Of course, the deeper roots of the Real Food Challenge lie in the ground nurtured by many pioneering individuals and groups, especially United Students for Fair Trade, Oxfam's CHANGE Leaders Program, the Student Farm worker Alliance, the Community Food Security Coalition, Equal Exchange, and Slow Food on Campus, to name a few. The Real Food Challenge exists to support and amplify all of these important efforts.

5. Who is The Food Project and California Student Sustainability Coalition and how are they related to the Real Food Challenge now?
Located in Boston, *The Food Project* (http://www.thefoodproject.org) has built a national model of engaging young people in personal and social change through sustainable agriculture.

The California Student Sustainability Coalition (http://www.sustainabilitycoalition.org) is a network of students, alumni, faculty, administration, supporters, and the general public working to unite and empower the California community of higher education to collaboratively and nonviolently transform ourselves and our institutions based on our inherent social, economic, and ecological responsibilities.

TFP and CSSC co-sponsor the Real Food Challenge, and members from both groups have been the driving force in envisioning the Real Food Challenge and getting it onto campuses across the nation.

6. How is the Real Food Challenge funded?
90% of all program activities are funded by student fundraising efforts--event registration fees, school sponsorships, in-kind donations and more.

Core staff and overhead is largely funded through foundation grants and individual donors. As of Summer 2010, the Real Food Challenge counts among its funding partners:

- The Cedar Tree Foundation
- Equal Exchange
- Farm Aid
- The W. K. Kellogg Foundation
- High Meadows Fund
- The Jewish Organizing Initiative
- The Small Planet Fund
- The Zimmerman Foundation

We appreciate all of the support we have received, financial and otherwise.

The growing network of Real Food Challenge Alumni also play an important role in sustaining the organization.

The Food Project acts as the fiscal agent for the Real Food Challenge. If you are interested in contributing, please contact Anim Steel at asteel@thefoodproject.org.

7. What is a "food system"?

A food system refers to a web of individuals, organizations, companies, and other institutions (including government) that work to produce, process, and distribute food; representing the whole journey from seed to plate and back again. This includes (but is not limited to) seed production, agriculture, labor, distribution, processing, purchasing, consumption and waste.
We might consider our dominant food system today a "global-industrial" food system, in which product chains often stretch around the globe, largely fueled by fossil fuels and exploited labor. A healthy food system, by contrast, has the power to nourish people, communities and the earth through a commitment to just and sustainable practices, not just on the farm, but throughout the many parts of the greater food system.

Just as we talk about the "health care system" beyond simple medicine, the term "food system" simply helps us talk about food beyond just the farm, the supermarket, or the refrigerator.

8. How does food and changing the world fit together?

Everybody eats and therefore everybody is affected by food. Some people starve while others have too much to eat. Some agricultural practices have created dangerous environmental problems while others have helped restore animal habitats, reduced dangerous soil erosion, and increased plant biodiversity. Some workers in agricultural production face oppressive and dangerous workplaces everyday while others are well compensated for their work and are able to work year round in safe places. Some food that is produced these days is so unhealthy for people consuming it that the United States is seeing a rise in food related diseases like obesity and diabetes. And some food is healthy and a joy to eat and brings people together over the table.

Considering these many effects of our food, we can see that by changing our food system, we can help change the world. Changing the world takes a lot more than simply consuming differently, it requires using food as a means to change both structures and people.

Please see our resources page for more information - it's a fascinating topic worth talking about over a meal.

9. Will you bombard me with e-mails if I join?

No. We recognize that you don't want to be flooded with our email. If you sign up on the Real Food Challenge email list, will send out only relevant updates and information, which will range from once a month to once every 2 weeks.

10. Is it free to join?

Absolutely. In fact, if you're already involved with food issues on your campus, then you're already involved in the Challenge. Just create (or update) a profile for your school on our interactive Network Map here: http://db.realfoodchallenge.org.

11. Why should I take action?

The Real Food Challenge way to educate your community and create real social change. Most importantly, by taking action you'll join a growing network of people eager to share ideas and resources with you. With Real Food Challenge trainings,
conferences, local events and online resources available to you, you’ll be well on your way to effective campus organizing and advocacy.

Working towards the Real Food Challenge’s national campaign goal--shifting $1 billion to real food in 10 years--also shows others how important it is that students and their allies stand together to demand a food system that reflects a world we can be proud of.

12. How do I get started?

Easy as pie! For all the info you need, go here:  http://realfoodchallenge.org/about/faq.

**Real Food Calculator**

The Real Food Calculator is a tool to track institutional food purchasing. Though designed for colleges and universities, this tool can be used by any institution, such as a hospital, corporation, or municipality.

We’re encouraging students to use this tool as a platform for discussion and action with dining services and administrators. It’s a great way to get an inside look at dining service operations, to keep tabs on campus purchasing, and to make a quantitative goal for getting more real food on campus.

Below is a description of the calculator. Currently, about 13 schools are piloting the Calculator. You'll find the Real Food Calculator Guide and the Real Food Calculator on this page shortly. In the meantime, contact Devon Ahearn (devon@realfoodchallenge.org) for a copy of the Real Food Calculator Guide and Real Food Calculator.

**GETTING STARTED**

Before piloting the Calculator, get in touch with your Regional Field Organizer (http://www.realfoodchallenge.org/RFOs)! S/he will be a major support for your project, so please let us know if you're interested! We can also provide you with the Real Food Guide and the Real Food Calculator.

Next, review the two guides below: the first focuses on how the Calculator works, and the second gives you tips on how to go about the process of piloting.

- Instructions for Pilot Campuses
- A Brief How-To for the Calculator Pilot Process

The first step in your piloting process is to fill out our pre-Calculator Baseline Assessment, which will give you a complete overview of your campus dining operation, before you dive in. Fill out the document online here:
• **Campus Food Baseline Assessment** (now available online!). *Please fill out the form online!* For reference, you can access the entire survey in word form [here](#).

The Campus Food Baseline Assessment will help you organize the information you need to determine how you'll run your Real Food Calculator assessment. It's also a great way to start a conversation with your campus dining services about the Calculator.

Once you've completed the Campus Food Baseline Assessment and you feel comfortable with your Calculator plan of action, go for it! We're here to support you. For more information on how to run your Calculator assessment, please see the Brief How-To document above.

**THE GUIDE**

The Real Food Calculator Guide provides a list of criteria that determine what qualifies as "real food." We define real food as food that has 4 attributes: **local, fair, ecologically sound, and humane.** Local and fair refer to *who* produced the food, and ecologically sound and humane refer to *how* the food was produced.

The criteria listed in the Real Food Calculator Guide are third-party certifications and characteristics of the producers from which your school buys food. For instance, the distance between a farmer and your school is a criterion that can be used to determine if food is real under the local attribute. Another example is if your school buys Fair Trade Certified coffee, which would count as real food under the fair attribute.

To evaluate a food item, we divided the guide into three sections that model a stoplight:

- "Green Light" for criteria (third-party certifications, for example) that meet our highest standards for real food.
- "Yellow light" for criteria that do a good job determining if food is real, but don't meet our highest standards.
- "Red Light" criteria that don't meet our standards for real food. Many of today's conventional farming practices fall into this category. This category also contains many unsubstantiated and unverifiable claims, like "natural" or "GMO free." Products with ingredients that raise health concerns fall into this category.

The criteria in each of the green, yellow, and red categories have been thoroughly researched and reviewed by experts. Criteria in the yellow category generally require more research to determine whether they meet our highest standards.
THE CALCULATOR

Once you have determined which food on your campus qualifies as "real food," the calculator will calculate the percent of real food you are purchasing.

The calculator is set up in an excel spreadsheet, with food items (beef, eggs, milk, etc.) separated in columns. The formulas are already there—all you have to do is input the total amount of dollars spent on a food item AND the amount that was spent on "real food" for that item. For example, if you spent $100,000 on coffee total, but only a portion of that was Fair Trade Certified ($70,000), you would input $100,000 in the total column and $70,000 in the "Fair" column.

After all the data is entered, you can see the percent of real food that you are purchasing. There are graphs already set up on worksheets in the same document, so you can visualize your progress.

THE RESULTS-- Real Food A vs. Real Food B

We divide real food into Real Food A and Real Food B. Real Food A is food that qualifies for 2 or more Real Food Attributes, while Real Food B is food that qualifies for just one Real Food Attribute. For example, eggs that qualify as local and humane are Real Food A, while eggs that are only local qualify as Real Food B.

This distinction is made in an effort to recognize various levels of success. While the items included in Real Food B have room for improvement, it is important to recognize that progress is being made.

A Brief How-To for Using the Real Food Challenge Calculator

Starting and executing a Real Food Calculator Assessment is a complex and rewarding process, and this guide lays out step-by-step guidance to help make the process as efficient as possible. Although every Assessment is unique—there’s no one procedure that works for every school—we’ve outlined some important steps for getting the data you’ll need to do your research. We narrowed down these steps through pilot assessments at over 10 schools across the country, each developing its own method to complete the assessment. As more schools complete Calculator assessments, we hope to further develop and solidify these steps.

GETTING STARTED

Before starting your assessment, you’ll need to get in touch—and get to know—key people who will be essential for your assessment.

Step 1: Contact Real Food Challenge

Interested in figuring out how much real food is on your campus? Great! Let
us (RFC) know so we can share all the necessary materials with you and train you on how to use them. You can either contact Devon Ahearn, who coordinates the Real Food Calculator (devon@realfoodchallenge.org) or your local Regional Field Organizer (visit http://realfoodchallenge.org/RFOs) for her/his contact information.

Step 2: Contact your campus foodservice operator

Having a good working relationship with campus foodservice operators is SUPER important for your assessment. Your foodservice operators are the people who will give you access to the financial information you need to do the calculator, and who will give you guidance on deciphering the information contained in the invoices and receipts you’ll receive. Make sure to start engaging with foodservice early. Set up an initial meeting to introduce yourself, your student group, and to start building a relationship.

Important contacts include your foodservice director, manager, or head chef. When you feel you’ve had an appropriate number of meetings, move to the next step.

Step 3: Fill out the Campus Food Baseline Assessment

The Baseline Assessment is designed to help you start thinking about how you’re going to pilot the Real Food Calculator. It’s also a great way to start making connections with campus dining services by getting a conversation going about tracking your campus’ food purchases. You can fill out the form online by visiting http://realfoodchallenge.org/calculator.

Step 4: Determine the scope of your project

Come up with a research plan for your assessment.

Consider:
- How many dining halls and/or other food facilities do you want to study?
- How long do you want to track food purchases for? 2 months or a year? You need to determine which project length works best for you.
- Some questions to consider with the length of your project:
  - Does your school experience big changes in its purchasing depending on the seasons?
  - Do the menus in your dining hall cycle on a regular basis?
  - When do you need to complete your assessment by?
  - What does your schedule look like?
  - How much time do you have to devote to this project (hours/week)?
  - Are you getting paid to do this work (e.g. paid internship)?
  - Are you receiving some sort of academic credit for your work (e.g. thesis, independent research, etc.)?
  - Will other students assist you?

Step 5: Agree to your project

Once you’ve determined what your project will look like, make sure everyone
is on the same page. Talk to foodservice to determine a schedule for researching (e.g. a time to meet weekly); check in with your contact at RFC to let her/him know your plans. Once you, foodservice, and RFC are on the same page about your project, you can start researching.

RESEARCH RESEARCH RESEARCH
This phase of the assessment process differs from school to school and depends on the research process you laid out with your research team, foodservice, and RFC. Below are some general recommendations for researching.

Step 6: Track real food
You can determine how you want to track real food. Here are 3 suggestions to give you an idea of how others have done so:

Tracking in real time
With this method, you track food purchases as they come in week-by-week. You could set up a weekly meeting with your foodservice contact to retrieve invoices from purchases made that week, then work

Important: To maintain consistency across pilots, we now require that all Calculator Assessments track either an entire year’s worth of purchasing OR at least 2 months’ worth: one month (approximately 4 weeks) in the fall and one month (approximately 4 weeks) in the spring to enter the data into a spreadsheet that organizes your information.

Then, you’ll need to do follow up research to determine what items count as real. You can:
Ask your foodservice contact to identify items s/he knows fit within the real food guide
Follow up by phone with producers and suppliers to determine if their products meet real food standards
Go into the dining hall’s kitchen to look at labels on food items to see if they meet real food standards
Make site visits to producers
Come up with other research methods that fit your needs
Tracking from purchasing print-outs
This method involves reading a print-out of invoices and receipts for your study period (usually a year in this case).
Using the same methods outlined above, you’ll need to determine which items from the print-out count as real food.
This method requires familiarity with reading invoices and receipts and/or guidance from your foodservice contact.
Surveying suppliers
Some students have tracked real food by asking the companies supplying their school whether they handle real food.
Using this method, you would identify all suppliers working with your school, create a survey asking them about their purchasing methods, and ask your suppliers to fill out the survey. You should be prepared to do follow up field research to ensure the answers you’re getting from your suppliers are accurate.

PUBLICIZE
You’re done with your research. Now what? The next two steps outline how you can get the word out about your work.

Step 7: **Share your data** with Devon
Throughout the process, you should share your progress with Devon and your foodservice contact, who will review your calculations for accuracy. When you’ve completed your research, be sure to send your raw data and your completed Real Food Calculator Template to Devon and your foodservice contact.

Step 8: **Let your campus know!**
Your work will be pivotal in increasing real food purchasing on your campus, so make sure people know about it. You could:

**Note:** These research methods aren’t mutually exclusive—you can mix and match to come up with a process that works for you. If you have a new approach that’s not outlined here, let us know!
- Write an op-ed in your school’s newspaper
- Convene a meeting with students, foodservice reps, faculty, other staff administrators, etc. to discuss your findings and the implications on your school’s food procurement. Make a plan to make the assessment an annual process.

Contact Us We’d love to hear from you.

For **General Inquiries**, contact Devon Ahearn, devon@realfoodchallenge.org, 617-442-1322 x 54.

For help **getting started** or to **launch a Real Food campaign** on your campus, contact David Schwartz, david@realfoodchallenge.org, 401-527-8777.

To join the **RFC Organizing team** or to **Pilot the Real Food Calculator**, Contact Devon Ahearn, devon@realfoodchallenge.org, 617-442-1322 x 54.

For **Media and Communications**, contact Tim Galarneau, solseeker3@gmail.com, 831-459-3248.

To become a **partner organization**, contact Anim Steel, anim@realfoodchallenge.org, 617-442-1322 ext—17.

For info on your **region**, contact your Regional Field Organizers:
- **Northeast**: Alli Nord, northeast@realfoodchallenge.org
- **West Coast**: Genna Lipari, westcoast@realfoodchallenge.org
- **Southeast**: Alicia Sparks and Melissa Tinling, southeast@realfoodchallenge.org
- **Midwest**: Pete Kerns and Ashley Swank, midwest@realfoodchallenge.org
- **Northwest**: Lauren McCullough and Alex Sligar, northwest@realfoodchallenge.org
Instructions for Real Food Calculator Pilot Campuses

Dear Campus Stakeholders,
Thank you for agreeing to participate in the Real Food Challenge Calculator pilot campus process. We are working with colleges and universities across the country to ensure the Real Food Calculator’s metrics, sourcing criteria, and the reporting process takes into account the varied higher education structures and institutions in the United States. Your input will shape the utility and access of the calculator as we finalize the tool. Please review the following set-up instructions and reporting process as we work together to create steps toward tracking the flow of real food on college campuses.

Through this process we hope to:
• Make the Calculator in its current form available to other pilot institutions.
• Gather feedback from pilot users.
• Assemble a task force (students, researchers, and professionals) to investigate and refine the toughest “criteria” issues.
• By next year, issue a new and improved version and make it available to campus users across the country.

Again, we are pleased and grateful that you have decided to pilot the Real Food Calculator. Your experimentation will help to create a better tool, and will ultimately help all of us understand-- and celebrate--the progress we are making.
If you have any questions not answered by this document, please contact Devon Ahearn (dahearn@thefoodproject.org).

I. Document Purpose:
The Real Food Calculator is a critical tool in the measure and tracking of real food on college campuses. This document will detail the process for pilot campuses to assess, evaluate, and report their challenges and successes in using the Real Food Calculator to measure food within their campus food services.

Real Food Challenge Calculator Overview
The Real Food Calculator is designed to determine how “real” an institution’s food is. Though designed for colleges and universities, this tool can be used by any institution, such as a hospital, corporation, or municipality. For the purpose of this calculator, we have divided “real food” into 4 attributes: local, fair, ecologically sound, and humane. Local and fair refer to who produced the food, and ecologically sound and humane refer to how the food was produced. The metrics are arranged in a matrix with a vertical axis modeling a stoplight value system of green (highest standards), yellow (good standards, but not the best), and red (not valued as real food) zones. **Food that meets the standards listed in the green and yellow zones is real food.** Below the stoplight system is an extended “red zone” where ingredients known to be a human health concern are identified and exclude that product from being labeled as “real food” in either the green or yellow zone. Food that does not meet the criteria listed in the green and yellow sections and/or falls into the red zone does NOT count as real food.

**Set-up Instructions (please review carefully)**

- **Step 1:** Please review the *Instructions for Real Food Calculator Pilot Campuses* (this document), the *Real Food Calculator Guide*, and any other materials sent to your pilot campus contact to prepare for participation. A conference call will be scheduled between you and your calculator point person (i.e. Regional Field Organizer and/or Devon Ahearn) to introduce the process and address any questions before you begin.
- **Step 2:** You will be asked to complete some basic information regarding your campus food system, lead contact person, and pilot site. Please complete the accompanying *Real Food Calculator Baseline Assessment* and send back to your calculator point person (i.e. Regional Field Organizer and/or Devon Ahearn)
- **Step 3:** Confirm overall reporting timeline on your campus pilot phase with your calculator point person (i.e. Regional Field Organizer and/or Devon Ahearn). Check-in calls will be established in order to address barriers and concerns that arise during the course of the process. Be prepared to step into a learning and reflective experience as you engage in trying to track and measure your food purchases.

**Using the Calculator Spreadsheets (also included in Real Food Calculator Guide)**

In order to use the calculator, you will need to know certain information about the food your institution purchases. First, you will need to know how much money is spent in each of 10 different food categories—such as baked goods, meat, and produce—in the past fiscal year. Second, you will need to know who produced the food and how it was produced. This information can be found either by a certification that the food carries, or by asking the distributor or farmer.

The Real Food Calculator is an excel spreadsheet with 5 tabs. The first one, titled “Worksheet” is where all the data is entered. Once the dollar amounts are filled in, the spreadsheet automatically fills in the percentages and generates the tables and graphs which are located on the tabs labeled “Tables,” “Graph (1),” and “Graph (2).”

**Entering Data Into the Worksheet:**

In the “Total” column, enter the total dollar amount that was spent in each food category...
in the past fiscal year. For each Real Food Attribute column (local, fair, ecologically sound, humane), enter the total dollar amount that was spent on food that qualifies for each attribute. Food items may qualify for more than one attribute. For example, an institution might purchase $1,000 total of produce. If $700 of it was both local and organic, then you would enter $700 in the local and ecologically sound columns for produce. In the conventional column, enter the dollar amount spent on food that doesn’t qualify for any Real Food Attributes, or $300 in this example.

**Is it “real food” or not?**
For a food item to qualify for a Real Food Attribute, it must meet one or more of the criteria listed in the “Green Light” OR “Yellow Light” sections in the Real Food Criteria. The criteria listed in the “Green Light” section are generally verified by a 3rd party whose standards are the best for each attribute. These criteria easily get a yes for real food. The “Green Light” section also accounts for food purchased from producers or handlers whose practices are aligned with our highest standards but are not certified. If the person (or people) piloting the calculator can verify that these standards are indeed met, then those food purchases count as real food. The criteria listed in the “Yellow Light” section are sometimes verified by a 3’ party, but the standards used are broader or less stringent than the standards used by “Green Light” criteria. Like the “Green Light” section, the “Yellow Light” section also includes criteria that are not verified by a 3’ party, but reflect good standards for real food. These criteria are open to more uncertainty and need to be verified by the person (or people) piloting the calculator. Food that meets criteria listed in the “Yellow Light” section also counts as real food. More investigation, however, may be needed to determine if the food item should qualify for that Real Food Attribute.

**Calculations**
The “Calculations” tab contains the math used to generate the tables and charts. See Appendix B in the *Real Food Calculator Guide* for a visual explanation of the calculations used.

**Understanding the Results**
The calculator generates several tables and graphs. In these results, Real Food is divided into Real Food A and Real Food B. Real Food A includes food items that qualify for two or more Real Food Attributes, while Real Food B includes food that qualifies for just one Real Food Attribute. This distinction is made in an effort to recognize various levels of success. While the items included in Real Food B have room for improvement, it is important to recognize that progress is being made.

V. Maintaining Communication and Support for your Pilot Process
• Communication—each pilot campus will have direct support for clarifications and inquiries with the calculator point person. All campuses will be invited onto a bi-weekly or monthly conference call that will be established and ongoing during the pilot period.

In addition, a monthly or quarterly *RFC Pilot Campus Update Report* will be requested from each campus and submitted electronically in order to ensure RFC staff are addressing concerns and flagging them as they arise.
Onsite **Pilot Support**—this process is a unique opportunity to invite a student intern or student staff member to assist with data collection and coordination in tandem with a campus food service staff representative. Within the RFC we try to envision all activities as learning opportunities for campus stakeholders where we all become students in the process. Most importantly, this can serve as a good bridge of collaboration by offering students a chance to better understand the complex nature of food procurement and tracking. The RFC team would be happy to work with the student liaisons on a work plan and timeline to document their process and use it toward credit or paid internships. Below are suggested methods for integrating a student role in the assessment process:

**Academic Credit**—students should have the ability to receive credit through a sponsored internship, integration into a project, or through an existing class. Many faculty can offer independent study credit to students for a project such as this.

**Dining Services Paid Internship**—many campuses have student interns working on various dining hall related projects, from marketing and education to greening of operations. Providing a paid summer, multiple quarter, or semester internship will provide dining services with a consistent and committed student to assist with documenting and tracking all the information that must be compiled during the process.

**College & University Project Funds**—campuses provide many channels of funds for student projects, whether they are research-based, involve student government, or use green funds. Schools often offer specific scholarships and awards for this type of work. If you would like job descriptions for internships or other positions to assist with this task, please inquire with the calculator team and we would be happy to assist!

**Time Projection for Pilot Real Food Calculator Campus Activities:**

*Note: Time suggestions are approximate.*

**Step 1 (week 1):** Review *Instructions for Real Food Calculator Pilot Campuses* (this document), the *Real Food Calculator Guide*, and any other materials sent to your campus contact to prepare for participation. A call will be scheduled between your pilot campus contact and your calculator point person (i.e. Regional Field Organizer and or Devon Ahearn) to introduce the pilot process and address any questions before you begin. (Total: 4-8 hours)

**Step 2 (week 1-3):** Develop internship, research proposal, academic credit request, or other campus support. Identify student & staff liaisons. (Total: 8-14 hours)

**Step 3 (week 2):** Establish timeline for national pilot conference calls & biweekly or monthly campus check-in call with Real Food Calculator point person. (Total: 4 hours/month)

**Step 4 (week 3-5):** Complete the accompanying *Real Food Calculator Baseline Assessment*. (Total: 6-10 hours)
Step 5 (week 3-6): Develop Real Food Calculator data collection plan based on the Baseline Assessment. (Total: 4-6 hours)

Step 6 (week 5-9): Conduct Real Food Calculator data collection and documentation process—including check-in calls (Total: 6-10 hours per week)

Step 7 (week 8-10): Wrap up pilot process including evaluation and next steps (Total: 10-16 hours)
Appendix D.2 – Local Food Guide

On average, from farm to plate, food travels nearly 1500 miles. The two main factors of agriculture, which increase our carbon emissions nearly 500 times: distance of food and non-sustainable farming practices. Our agricultural system has been built around convenience and the expectations of consumers having access to foods of every type year round. On the current agricultural system we practice non-sustainable forms of farming coupled with the use of toxic herbicides and fertilizers controlling pests, the integrity of the topsoil is deplete and compromised at an alarming rate.

What can you do as a student, faculty or staff member of WSC, or community member of Gunnison? Support Local Food in the Gunnison Valley! Not only are you supporting small local farmers, but you are also keeping your money in the Valley and maintaining the local economy. By supporting local farms, you decrease carbon miles of food, reduce packaging, and you have access to fresh, whole, non-processed foods for consumption. Below is a Local Food Guide to serve as a resource to utilize the options available to you within a one-hundred-mile radius. We hope you find it helpful. Thank you for supporting local food!

CSA/Delivery Options: ⭐△

Farmer’s Market Attendee: △

Local Farms

Abundant Life Organic Farms ⭐△
Jeff & Kaylee Armstrong & Family
31733 Highway 92
Hotchkiss, CO 81419
970.985.8842
USDA Certified Organic
Melons, berries, heirloom tomatoes, sweet onions, veggies, chickens and eggs. On-site farm stand Wed-Sat. 1-6pm. Telluride, Crested Butte and Basalt farmers’ markets. CSA shares available.

Arrow Point Cattle Company
Nancy Roberts/Paul Houser
21900 CR 196
Nathrop, CO 81236
719.396.8546
www.Arrowpointcattle.com
Hormone, antibiotic and pesticide free.

Austin Family Farm
Glenn & Toni Austin
14741 Canyon Road
Paonia, CO 81428
970.260.4298
www.austinfamilyfarm.com
Certified Naturally Grown
11 kinds of peaches, 12 kinds of apples, plums, apricots, cherries, raspberries, blackberries, grapes, honey & vegetables.

Beelicious
Lynn and Dunk DeCew
Bella Farm
Alison & Adam Klaus
PO Box 1156
Paonia, CO 81428
970.527.5703
Raw milk shares available from our Brown Swiss dairy cows. We are a biodynamic family farm providing butter, yogurt, cheese, vegetables and eggs to farm direct customers.

Better Compost
Jack Graff & Suzanne Walker-Graff
6496 Townsend Road
Delta, CO 81416
970.275.0549
We sell wholesale agricultural compost and fertilizers: basic, better and finished composts.

Bissell Family Farm
Roger & Laurene Bissell
41619 Lamborn Mesa Road
Paonia, CO 81428
970.527.7410
Naturally Grown, Tree ripe, Award Winning, Delta County Peaches. Ripe around August 1st. Call for special orders & pick-ups. These are the REAL THING!! Don’t miss ‘em!!

Blossomwood Cidery
Shawn & Janese Carney
794 NE Indian Camp Avenue
Cedaredge, CO 81413
970.856.3220
www.blossomwoodcidery.com
Hard cider and Perry using sustainably farmed apples and pears. Pasture-raised heritage pork by whole, half or piece. Naturally raised chickens & pheasants.

Borden Farms, LLC
Guy & Lynn Borden
51245 Carnation Road
Delta, CO 81416
970.874.5383
www.bordenfarms.com
USDA Certified Organic
Colorado grower of premium flowers, organic vegetables, fruit, and herbs since 1996.

Buckhorn Gardens
Breigh Peterson
71446 Buckhorn Road
Montrose, CO 81401
970.240.8715
Wide assortment of vegetables, flowers, herbs and fruit for CSA, Farmers’ Markets and local restaurants.

BV Roastery
409 East Main Street
PO Box 4924
Buena Vista, CO 81211
719.395.4991; 800.738.0622
www.bvraostery.com
Organic and fair trade coffees roasted at 8,000 feet above sea level.

Circle A Garden CSA
Betsy, Della & Jeanne Austin
20341 Pahgre Road
Montrose, CO 81401
970.249.9725
www.circleagarden.com
37 week CSA (April - mid Dec.) featuring a wide selection of veggies, herbs, and fruit grown over & above USDA organic standards.

Closer to Heaven Farm
Paul & Sue Chenault
12130 Payne Siding Road
Hotchkiss, CO 81419
970.835.4050
Organically supplemented, non-GMO, custom mixed poultry, swine & goat feed. Chickens, eggs, dairy goats, & chicks for sale.

Cobblestone Farm
Gary Matlock & Jan Thompson
35294 Hanson Mesa Road
Hotchkiss, CO 81419
970.872.3026
Certified Naturally Grown
We grow several varieties of garlic, vegetables & fruit. Visitors welcome.

Cottonwood Creek Dairy
Amy McMillin/David Lynch
15264 CR 350
Buena Vista, CO 81211
719.395.5814
FarmerLynch@msn.com
Year-round raw milk shares, yogurt, cream, cottage cheese. Grass-fed and finished beef, pork.

Covered Bridge Ranch
17249 6250 Rd.
Montrose
970.240.0106
E-mail: gariessen@gmail.com
Offers pumpkins, Christmas trees, farm tours, hayrides, and u-pick activities.

Crag Crest Farms
Dave & Christie Aschwanden
24621 Tannin Road
Cedaredge, CO 81413
970.856.6783
Free range poultry, heritage turkeys, guinea fowl, geese, chickens and eggs. Assortment of vegetables in season.

Dayspring Farm ★
5184 6000 Road
Olathe
970.323.0402
E-mail: roxi@dayspringfarm.net
www.dayspringfarm.net
Year-round
On-farm sales, u-pick, beef lamb, pork, poultry, sausage, USDA-inspected. Antibiotic and hormone free, free-range, 100% grass-fed, cultivated without chemicals. Order online or by telephone. Shipping Available.

Delicious Orchards
Jeff & Tracey Schwartz
39126 Highway 133 - 1 mile west of Paonia
PO Box 2012
Paonia, CO 81419
970.527.1110
www.freshapplecider.com
USDA Certified Organic
Local, organic produce, meat, Big B’s Fresh Apple Cider, wine, crafts and yarn. You Pick Fruit/Veggies. New ~ Cafe, Picnics, Camping!

Desert Weyr, LLC
Ken & Oogie McGuire
16870 Garvin Mesa Road
Paonia, CO 81428
970.527.3573
www.desertweyr.com
Grassfed Black Welsh Mountain sheep meat and wool products.

DeVries Buffalo Ranch
8688 60.25 Rd.
Olathe
970.323.6559
Year-round. 7 miles north of Montrose on U.S. Hwy. 50.
On-farm sales, roadside market, sell direct to buyer groups, fruits, melons, vegetables, chilies, u-pick tomatoes and pumpkins, honey, buffalo, corn maze.

Eagle Butte Ranch
Rick & Landon Deane
10653 Eagle Butte Road
Paonia, CO 81428
Mailing:
3129 Marcon Creek Road
Aspen, CO 81611
970.925.4614
www.eaglebutteranch.com

Certified Naturally Grown
Grassfed beef raised without added hormones or antibiotics. Certified weed-free hay grown without chemicals.

Ela Family Farms
Steve, Becky, Shirley & William Ela
30753 L Road
Hotchkiss, CO 81419
970.872.3488
www.elafamilyfarms.com

USDA Certified Organic
Cherries, peaches, pears, plums, apples, berries, jams, fruit butters, applesauces, dried fruit & ciders in Western Colorado for 100+ years.

El Regalo Ranch
Ellen Kely/Bob Stocker
12211 CR 258A
Salida, CO 81201
719.539.6711
Premium raised meat goats: Chavon, Cabrito, Capretto

Erin’s Geothermal Greenhouse
15990 CR 162
Nathrop, CO
719.530.1173
Salad mix available year-round.
Tomatoes, plant starts, peppers, egg plant, cucumbers: call for availability.
Available at Simple Foods, Colorado Grown, and Salida Farmer’s Market.

Escalante Ranch
7105 Escalante Canyon Road.

Delta, 81416
303.426.0360
E-mail: dmiller@escalanteranch.com
www.escalanteranch.com

U-pick organic apricots or pears in season. Variety of activities on the ranch.

Excelsior Orchard
Paul & Elane Maudlin
PO Box 1553
14140 Dry Gulch Road
Paonia, CO 81428
970.527.6860

USDA Certified Organic
Sweet & sour cherries, apricots, peaches, pears, apples, nectarines, plums, fruit ciders and dried fruit.

Fire Mountain Farm & Apiary
Catherine Gockley
PO Box 444
Paonia, CO 81418
970.527.4499
www.firemountainfarm.net

Certified Naturally Grown
Specializing in pesticide and herbicide-free vegetables, fruits, flowers, naturally-raised eggs, and treatment-free honey.

First Fruits Organic Farms
Kris & Kevin Kropp
PO Box 864 • 40565 O Road
Paonia, CO 81428
970.527.6122

USDA Certified Organic
Mountain grown fruits & vegetables from our family farms since 1988.

Fresh & Wyld Farmhouse Inn and CSA
Dava Parr
1978 Harding Road
Paonia, CO 81428
970.527.4374
www.freshandwyld.com
B&B, Friday Night Dinners year round and seasonal Sunday brunch. Paonia/Roaring Fork CSA. See website for newsletter sign-up.

Fulfillments…A Bakery
Cara Barone
Salida, CO
Catchcara@yahoo.com
719.539.0158
Organic and wheat-free baked goods: scones, quick breads, cakes and cookies. Special orders available.

Green Earth Farm
Tom and Lillian McCracken
PO Box 672, Saugache, CO 81149
719.655.2655 or 877.674.3276

Green Place Ranch, LLC
Olathe, CO
888.786.3374
Email: solar4u@starband.net
www.greenplaceranch.com
Greenhouse, on-farm sales, vegetables, natural grass-fed beef, poultry, Christmas trees, eggs.

Haefeli’s Honey
Laura
425 Grande
Del Norte, CO 81132
719.657.2044
www.HaefeliHoney.com
Honey beeswax gift items, honey candies available year-round. Ships UPS.

Haugen’s Monutain Grown Lamb
Sherry Haugen
45995 County Road J
Center, CO 81125
719.754.2176
HaugLamb@GoJade.org
www.HaugensLamb.netfirms.com
Grass-fed lamb, available year-round.

High Wire Ranch
Dave and Sue Whittlesey
27497 Buffalo Road
Hotchkiss, CO 81419
970.835.7600
www.highwireranch.com
100% grass-fed buffalo & elk since 1981. Meat available at the ranch, health food stores, Fresh & Wyld, Aspen, Carbondale, Crested Butte and Telluride Farmers’ Markets. Farm dinners and tours. Sign up for e-news.

I-Guana Farm
Bob Halley
13765 2600 Road
Cedaredge, CO 81413
970.835.5027
Peaches (Newhaven, Elegant Lady, White Lady, Flaming Fury, Topaz, classic JH Hales); apricots (Perfection Rivals) and nectarines (Redgold) in season.

Jumpin’ Good Goat Dairy
31700 Highway 24 North
Buena Vista, CO 81211
719.395.4646; 877.994.2439
SayCheese@pcez.com
Hand-stirred, hand-pressed, hand-packaged and cave-aged cheese. Can order by phone, in person or in various Western Slope stores.

Laz Ewe 2 Bar Goat Dairy, LLC
Jennifer A. Knoblauch
10530 CR 15
Del Norte, CO 81132
719.850.9914
Third generation family ranch produces natural goat cheese and feed grown on-site. Available at Simple Foods Market.

The Living Farm
Tom, Lynn & Ben Gillespie
12506 Crawford Road
Paonia, CO 81428
970.527.3305
www.thelivingfarm.org
Sustainably-grown salad greens, tomatoes, herbs, vegetables, eggs, pasture raised beef, pork, lamb, chicken, turkey, chicken & hog feed, hay, dairy sheep, wool & yarn.

Living Springs Organic Farm
Carol Sikora
PO Box 1285
39645 Panorama Road
Paonia, CO 81428
970.527.3694
USDA Certified Organic
Heirloom varieties of carrots, beets, tomatoes, eggplant, squash, green beans, onions, melons, greens, garlic, flowers & more.

Madam Pickle
Jeanette Libal
PO Box 1664, Buena Vista, CO 81211
719.395.2637
madampickle@hotmail.com
Sweet and hot dill pickles, spicy dill beans, apple butter, tortilla soup mix, several varieties of dip mixes, available year-round.

Mattice’s Fruits & Vegetables△
Doug Mattice
9947 3200 Road
Hotchkiss, CO 81419
970.872.7359
Fruit & Veggie stand in Crested Butte – Sat, Sun & Wed - and on Rogers Mesa at Hwy 92 and 3200 Road Hotchkiss.

Maytag Mountain Ranch
Deanne Montgomery
PO Box 6
Hillside, CO 81232
719.942.4860
Montgomery@maytagmountainranch.com
www.Maytagmountainranch.com
Cattle ranch selling grass-finished beef from USDA organically certified ranch.

McNeil Ranch/Blue Range Ranch
George Whitten/Julie Sullivan
52501 County Road U
Saguache, CO 81149
719.655.2003
Info@bluerangeranch.com
Certified organic grass-fed beef, available year round. Call for information.

McNeil Ranch | Diamond F Brand Beef LLC
Theresa
3351 State Highway 155
Monte Vista, CO 81144
719.852.2458
www.Grassfedandhealthy.com
100% grass-fed beef, beef tamales and burritos available year-round from 112-year-old family ranch. No hormones or antibiotics.

Mesa Winds Farm
Wink Davis
31262 “L” Road
Hotchkiss, CO 81419
970.250.4788
Wink@mesawindsfarm.com
Mesawindsfarm.com
Sustainably grown organic peaches, (Aug-Oct); apples (Sept); grapes (wine & table, Oct); Also asparagus and garden vegetables.
Osage Gardens
Thomas & Sarah Rumery
PO Box 993 36730 River Frontage Road
New Castle, CO 81647
970.876.0668
www.osagegardens.com
USDA Certified Organic
We are a family farm that has been dedicated to growing certified organic culinary herbs and produce since 1992. We are located on the Colorado River just west of New Castle, CO.

Oswald Cattle Company
Steve & Nancy Oswald
2241 CR 1A
PO Box 304
Cotopaxi, CO 81223
Stephen_o@wildblue.net
www.Backcountrybeef.com
719.942.4361
Grass finished beef. Antibiotic and hormone free. Call for availability.

Palisade Honey Bee Company
Tina & Paul Darrah
29955 CR 354
Buena Vista, CO 81211
719.966.5183
Darrahbeeco@gmail.com
High altitude honey year-round.

Parker Pastures
379 County Road 14
Gunnison, CO 81230
parkerlandmanagement@hotmail.com
Grass-fed raw milk, dairy herd shares, 100% grass-fed beef, pasture raised eggs, grass-fed pork & chicken.

Peace & Plenty Farm
Pat & Paul Frazier
29581 Redlands Mesa Road
Hotchkiss, CO 81419
970.261.1724
Biodynamically grown culinary & medicinal herbs, veggies, flowers, fruit & many other useful & drought-tolerant plants.

Princess Beef
Cynthia & Ira Houseweart
32282 J Road
Hotchkiss, CO 81419
970.872.2144
www.princessbeef.com
Since 1999, 100% grass-fed beef. No added hormones, antibiotics, herbicides, pesticides, or chemical fertilizers. Never confined in a feedlot. Arrange to see the herd. Quarters, halves and whole beef for fall delivery. Reserve early.

Pristine Valley Farm
Sky & Julie Jelsma
14609 Peony Lane
Paonia, CO 81428
970.527.3497
Certified Naturally Grown
Organically grown white peaches, cherries & peachcots.

Purple Haze Garlic
Elsie & Sven Edstrom
14414 2900 Road
Hotchkiss, CO 81419
970.872.1098
www.purplehazegarlic.com
Purple Haze Garlic is a delicious, easy to peel heirloom Rocambole grown on Redlands Mesa since the 1930’s.

Rain Crow Farm
Kerry Noonan & Jason Beason
39405 Lund Road
Paonia, CO 81428
970.527.4625
Certified Naturally Grown
Vegetables, herbs, flowers, free-range chicken eggs. Vendor at Crested Butte and Carbondale Farmers’ Markets.

Redlands Mesa Grange
Jim Cazer, Grange Master
Redlands Mesa Road
at 2800 Road
Hotchkiss, CO 81419
970.872.2410
Certified Commercial Kitchen for catering, value added processing, education, food events & celebrations. Call to reserve.

Rivendell Farm
John Cooley
21279 Highway 92
Delta, CO 81416
970.874.3840
Certified Naturally Grown
12 varieties of specialty potatoes, cucumbers, sweet corn, heirloom tomatoes. Established 1881 on the Gunnison River. Farm tours by appointment. See us at the Telluride Farmers Market Fridays all summer.

Rocking W Cheese & Milk
5644 Hwy. 348
Olathe
970.778.1370
E-mail: sales@rockingwcheese.com
www.rockingwcheese.com
Year-round. On-farm sales: cheese, handcrafted gifts.

Rockey Farm LLC
Sheldon Rockey
48444 County Road C
Center, CO 81125
719.754.3744
RockeyFarm@hotmail.com
Naturally-grown specialty potatoes.

Round Earth Farm & Turkey Hill CSA
Adam Silverstein & Valerie Stone
34830 Powell Mesa Road
Hotchkiss, CO 81419
970.872.4413
www.roundearth.com
Certified Naturally Grown
Vegetables, herbs and flowers.
Wholesale and retail, serving the Western Slope since 1993. Internships available.

Sacred Ground/Mountain Phoenix Coffee
Brian Joslin/Al Tafoya
216 W Rainbow Blvd
Salida, CO
719.539.9530
www.Mountainpheonixcoffee.com
Fair trade, shade and sustainably-grown coffee.

Salida Backyard CSA
Mariah Sutherland
719.239.0396
www.SalidabackyardCSA.com
Promoting local agriculture by growing food in many unused urban spaces.

Sassy Grass Farm
Stacy & Ryan Taylor
8342 Hatchery Road
Hotchkiss, CO 81428
970.872.4027
Fresh hand gathered eggs from pastured poultry. We are a chemical free, family farm.

Small Potatoes Farm
Monica Wiitanen
40575 O Road
Paonia, CO 81428
970.527.4051
Spring greens, gourmet garlic, garlic braids, potatoes, chilies, & more. Call to pick up produce at the farm.
Smith Fork Ranch
43562 Needle Rock Road
PO Box 401
Crawford, CO 81415
970.921.3454
www.smithforkranch.com
Private guest ranch. We take pride in serving our guests the finest local ingredients whenever possible.

Stone Bison
Jim Stone
PO Box 418 | 0755 CR 66
Del Norte, CO 81132
Goosecreek0345@msn.com
www.Stonebison.com

Sweet Pea Farm Fruit and Produce
290 W. Rainbow Blvd.
Salida, CO
719.539.7452 or 719.221.4901
E-mail: onepony@gmail.com
www.essenceofwildflowers.com
June-October
Tuesday-Friday, 9am-5pm, Saturday 2pm-6pm.
Corner of W. Highway 50 and H Street.
Roadside market: apples, apricots, beets, bell peppers, broccoli, brussel sprouts, cabbage, cantaloupe, carrots, cauliflower, chili peppers, roasted chilies, cucumbers, garlic, green beans, herbs, honeydew, lettuce, onions, peaches, pears, plums, potatoes, radishes, spinach, squash, sweet corn, tomatoes, turnips, watermelon, zucchini, cider honey. Grown organically, no chemicals used. Also available at Salida Farmers’ Market (June-October, Saturdays).

Thomas Dairy
Bill and Chris Thomas
7440 County Road 146
Salida, CO
719.221.2035; 719.539.7515
ThomasDairy@msn.com
Goat milk from naturally fed herd. Homemade cheese, milk-fed pork. Call for availability.

Troyer Poultry, LLC.
Steven Hostetler
3336 5725 Road
Olathe, CO 81425
970.901.3680
Pasture fed meat producer.

Thistle Whistle Farm
Mark Waltermire & Katie Dean
10872 3500 Road
Hotchkiss, CO 81419
970.872.4959
Certified Naturally Grown
Specialty fruits and vegetables. CSA, on-farm sales, and at Gunnison Farmers’ Market.

Twin Mountain Milkhouse
Andy Warner
20642 US Highway 160
Del Norte, CO 81132
719.873.5030
MtnMilkhouse@yahoo.com
Raw milk, cheese, yogurt and eggs.

Weathervane Farm
15284 CR 350
Buena Vista, CO
719.207.2287
E-mail: info@weathervanefarmbv.com
www.weathervanefarmbv.com
Year-round
Daily, by appointment
Turn west on Cr 350/Crossman from Hwy. 24. Go ¾ mile. The farm is on the south side of the street.
CSA farm, on-farm sales, wholesale vegetables, fruits, poultry, and eggs.
White Buffalo Farm, Inc
Wayne Talmage
16877 Grange Road
Paonia, CO 81428
970.527.3041
www.whitebuffalofarm.org
USDA Certified Organic
Regional CSA. Apples, apricots, sweet & sour cherries, pears, peaches, nectarines, plums, tomatoes, squash, greens, herbs, eggs, peppers and more. Gunnison Farmer’s Market.

Wildwood Ranch
Karla Tschoepe
37200 Stucker Mesa Road
PO Box 25
Paonia, CO 81428
970.527.3288
Raise hay, chickens, turkeys, & beef all processed at the ranch. No chemicals or commercial fertilizers ever used. Call for info.

Zephyros Farm and Garden
Daphne Yannakakis & Don Lareau
11466 3725 Road
Paonia, CO 81428
970.527.3636
www.zephyrosfarmandgarden.com
USDA Certified Organic
Growing a wide variety of open pollinated vegetables and cut flowers for farmers’ and local markets. CSA shares available.

CSAs and Co-Ops available to citizens of Gunnison:

Black Canyon Foods – Co-op/CSA
5476 5700 Road
Olathe CO 81425
970-323-5733
customerservice@blackcanyonfoods.com
We provide home-delivery of a wide selection of organic and natural grocery items, focusing on many items from our farm and other local Colorado products whenever possible.

Local Farms First – Co-op/CSA
Alison Gannett and Jason Trimm
PO Box 2828
101 Butte Avenue
Crested Butte, CO 81224
970.349.2021
localfarmsfirst@me.com
www.LocalFarmsFirst.com
Web-based farmer’s market with over 30 organic/chemical-free local producers and retail/wholesale delivery; small scale high altitude outdoor/indoor growing; design and construction of unheated cold-frames.

Parker Pastures – CSA and Shares
970.641.3710
379 County Rd 14
Gunnison, CO 81230
Meat CSA
http://parkerlandmanagement.com/mixed-meat-csa/
Egg Share
http://parkerlandmanagement.com/products/parker-pastures-egg-share/
Raw Milk Share

White Buffalo Farm - CSA
Gunnison Coordinator: Beth Coop:
mountainhuckleberry@yahoo.com
http://www.whitebuffalofarm.org/
Through our CSA, you can have the market visit you on a weekly basis! Our
CSA caters to innovation and tradition. Our shares are built on what we grow on our farm: a wide variety of fruits, greens, herbs and vegetables. We also add cheese, bread, and other items to create a wonderful "gift box" of fresh food for our members each week!

Farmers Markets

Buena Vista Farmer's Market
Turner Farm
828 W. Main
719.207.2287
Market@ccfa.coop
www.CCFA.coop
June 20-October 10 on Sunday 10am-2pm
Apples, apricots, beets, bell peppers, broccoli, brussel sprouts, cabbage, cantaloupe, carrots, cauliflower, cheese, cherries, chili peppers, roasted chilies, cucumbers, eggplant, garlic, green beans, herbs, honey dew lettuce, nectarines, onions, peaches, pears, pickles, plums, potatoes, pumpkins, radishes, spinach, squash, sweet corn, tomatoes, turnips, watermelon, zucchini, eggs, honey, baked goods, handcrafted gifts. Beef, buffalo, poultry (frozen).

Crested Butte Farmer's Market
Managers: Kevin and Jennifer McGruther
PO Box 2313
Crested Butte, CO 81224
970.901.0711
www.CBfarmersmarket.org
CBFM supports sustainable, regional growers. Sundays on Elk Avenue in Crested Butte, mid-June through Mid-October; 10am-2pm.

Gunnison Farmer's Market
North Main and Virginia (center of town)
Gunnison, CO 81230
970.642.0456
Director@gfm-online.org
www.gfm-online.com
June 26-October 9; Saturdays
Fruits, vegetables, juices, wines, milk, beef, lamb, poultry, eggs, honey, baked goods, herbs, teas, handcrafted gifts, cut flowers, body care products, live music.

Montrose Farmer’s Market
May-October: Saturday, 8:30am-1pm
Oxbow Crossing Shopping Center on South Townsend
June-October: Wednesday, 8:30am-1pm
Downtown-Main Street and N. Uncompahgre
970.209.8463
Info@MontroseFarmersMarket.com
www.MontroseFarmersMarket.com
Conventional and organic. Fresh fruits and vegetables from the Western Slope. Fresh baked goods, jams and jellies, eggs, cheese, honey, pickles, handmade gifts, trees, shrubs, entertainment, prepared food, wine, yarn.

Ouray Farmer’s Market
421 Main Street
Located in Ouray Elks Centennial Park
970.497.0798
OurayFarmersMarket@gmail.com
www.OurayFarmersMarket.org
June 3-September 23; Thursday, 2pm-6pm
Fruits, vegetables, cherries, chilies, grapes, melons, herbs, cheese, eggs, baked goods.

Ridgway Farmer’s Market
Ouray County Fairgrounds
Located on the west side of U.S. Highway 550, just south of Ridgway’s only stoplight at the fairgrounds.
June 20-September 26; Sunday, 8am-12pm
Fruits, vegetables, cherries, chilies, melons, bread, jams and jellies, handcrafted gifts, buffalo, elk, beef, pork, lamb, chicken.

Salida Farmer's Market
Manager: Seth Roberts
Alpine Park located at 5th Street & E Street
719.207.2287
Market@ccfa.coop
www.CCFA.coop
June 20-October 10; Saturdays, 8am-12:30pm
A seasonal, open air market offering fresh produce, mushrooms, live plants, pastries and breads, meats, eggs and cheeses, prepared foods served on site, Master Gardeners and local crafts.

Related Organizations and Programs:

CSU Extension
Edward Page
1001 North 2nd Street
Montrose, CO 81401
970.249.3935
www.TriRiverArea.org
Tri-River area small acreage, sustainable local agriculture, community development agent.

Devon Pena and Food/Environmental Justice: http://ejfood.blogspot.com/
A lifelong activist in the environmental justice and resilient agriculture movements, Devon G. Pena is a Professor of American Ethnic Studies, Anthropology, and Environmental Studies at the University of Washington in Seattle. He also works on the family’s historic acequia farm in San Acacio, Colorado. A pioneering interdisciplinary research scholar and widely-cited author, his most recent books include Mexican Americans and the Environment: Tierra y Vida (U. of Arizona Press, 2005) and the Oxford Encyclopedia of Latinos and Latinas in the United States (senior editor, Oxford University Press, 2005). Dr. Pena is the Founder and President of The Acequia Institute, the nation’s first Latina/o charitable foundation dedicated to supporting research and education for the environmental and food justice movements.

Mountain Roots Community Gardens Project: http://dft.ba/-mountainrootsproject/
The mission of the Mountain Community Gardens Project is to increase knowledge of, and access to, local food production and gardening opportunities by providing education, resources, and outreach to all Gunnison community members.

Paradise Food Project: http://paradisefoodproject.org/
The Paradise Food Project is a group of men, women, children, students, parents, faculty, administrators, business people, gardeners, athletes, and community members from Gunnison and Crested Butte who are committed to improving food in our schools, creating food security, teaching life skills, and building awareness and availability of locally produced, nutritious foods through stronger school, family, and farm connections.

The Real Food Challenge:
http://realfoodchallenge.org/
This is about more than super market labels. The Real Food Challenge has
developed an innovative Real Food Calculator, which provides in-depth definitions of "real food" and a tracking system for institutional purchasing. With this tool, "real food" is broken down into four core categories: local/community-based, fair, ecologically sound, and humane.

Slow Food Western Slope:  
http://slowfoodwesternslope.org/  
Slow Food Western Slope functions as a chapter of Slow Food USA, a non-profit educational organization. Our chapter covers a good stretch of land in Mesa, Delta and Montrose counties in western Colorado. This area is rich in farms, orchards, ranches, vineyards and the arts and epitomizes the concepts of Slow Food - people live Slow Food. We actively support and sponsor school programs. We also hold events that celebrate the good, clean food of the area.

Transition Colorado:  
http://transitioncolorado.ning.com/  
The Transition Movement is a vibrant, grassroots movement that seeks to build community resilience in the face of such challenges as peak oil, climate change and the economic crisis. It represents one of the most promising ways of engaging people in strengthening their communities against the effects of these challenges, resulting in a life that is more abundant, fulfilling, equitable and socially connected.

West Elk Foodshed Alliance:  
http://westelkfoodshed.org/  
The West Elk Foodshed Alliance was formed in 2011 as a collaborative effort among producers, local foods advocacy groups, individuals and consumers with the intention of supporting the individual and collective efforts of these groups within the West Elk Region as it strives to catalyze the local food movement by forging connections between those organizations, producers and businesses who are working to develop sustainable food systems, food security and community awareness of the challenges facing the local food movement.
Appendix D.3 – Memorandum of Understanding

Memorandum of Understanding
Between Western State College of Colorado and Sodexo Food Services

Effective Period: May 1, 2011 to April 30, 2012

1. Agreement - This Memorandum of Understanding (MOU) sets forth an agreement between Western State College of Colorado and Sodexo Food Services. This MOU concerns a joint effort to 1) identify and acquire alternative food sources that are local, sustainable, ethical and fair; and 2) implement the national recognized, youth driven “Real Food Challenge” program on Western’s campus; and 3) contribute to the “20% by 2020” program by decreasing carbon emissions with the use of local providers.

The use of local, sustainable, ethical and fair foods benefits the daily lives of current WSC students as well as recruitment and retention of students, has social and environmental benefits as addressed in the President’s Climate Commitment, supports local economies, and puts WSC in partnership with private business as well as other Colorado and national Colleges and Universities. The project is important from a student leadership and grassroots perspective, and is a facet of a global movement towards a just and sustainable world. Ongoing education opportunities for Western State College of Colorado may include the following areas:

a. Experiential Education
b. Food Source Work Study
c. Sustainability Education
d. Collaboration with administration, dining services, producers, community and other allies
e. Decrease in Carbon Emissions

2. Duties and Responsibilities of Partners
   a. Sodexo will:
      i. Engage with the “Real Food Challenge” regional field organizer to implement the program
      ii. Participate as a Real Food Calculator Pilot Campus
      iii. Develop policy around purchasing local, sustainable, ethical and fair food on campus
      iv. Work with industry and government/NGO partners to promote the “Real Food Challenge” as a national pilot project of significance for other Sodexo contracts in higher education.
   b. Western State College will:
      i. Provide opportunities for ongoing student education
      ii. Provide leadership at the administrative level to support policy around purchasing local, sustainable, ethical and fair food on campus
      iii. Provide technical guidance for the project via the SAC, ENVS 400 class and the campus LEAD office.
iv. Include data and anecdotal information in the measurement of the 20/20 program and the PCC.

v. Provide assistance as needed to carry out the program through student research and service learning, particularly the ENVS 400 "Applied Environmental Studies" classes of the 2011-2012 academic year facilitated by Dr. Brooke Moran and Dr. Jonathan Coop.

3. **Execution** – The undersigned designees representing the aforementioned entities have read and agree to the effort as described above, and the MOU shall remain in effect for a period of 2-years or until one party notifies the other, in writing, of the termination of this agreement. The MOU in no way legally binds the participating parties to the project, or one another, and can be altered with the mutual consent of all participating parties at any time.
Appendix D.4 – Contacts and Resources:

Real Food Challenge: [http://realfoodchallenge.org/](http://realfoodchallenge.org/)
Devon Ahearn coordinates the Real Food Calculator: [devon@realfoodchallenge.org](mailto:devon@realfoodchallenge.org)
Local Regional Field Organizer: [http://realfoodchallenge.org/RFOs](http://realfoodchallenge.org/RFOs)

**Sodexo**

Mathew Dokoupil, Regional Director
Denver, [Mathew.dokoupil@sodexo.com](mailto:Mathew.dokoupil@sodexo.com)

Nori Yamaschita, Food Service Director
University of Denver, [nori.yamaschita@sodexo.com](mailto:nori.yamaschita@sodexo.com)

Jon Coady, Food Service Director:
[jonathan.coady@sodexo.com](mailto:jonathan.coady@sodexo.com)

Bill Watkins, Executive Chef:
[Billy.Watkins@Sodexo.com](mailto:Billy.Watkins@Sodexo.com)

Chuck Bateman, Director of dining services and catering.
[Catering@western.edu](mailto:Catering@western.edu)

**Faculty and Staff**

Gary Pierson
Vice President for Student Affairs/Dean of Students
Email: gpierson@western.edu
Phone: (970) 943-2049
Office Location: Crystal Hall 104

Janice Welborn
Office Location: Kelley Hall 209
Email: jwelborn@western.edu
Phone: (970) 943-3400

Sara Phillips
Assistant Director of LEAD & Orientation
Email: sphillips@western.edu
Phone: (970) 943-2176
Office Location: College Center; Rm. 118B

Shelley Jansen
Director of LEAD and Orientation
Email: sjansen@western.edu
Phone: (970) 943-2616
Office Location: College Center; Rm. 118C

**Students**

Ian Oster, student Sustainability Coalition, [ian.oster@western.edu](mailto:ian.oster@western.edu)

Emily Virzi, student food sustainability coordinator, [emily.virzi@western.edu](mailto:emily.virzi@western.edu)

**Local Eateries Involved with Sustainable Western World Café**

Gunnison Health and Vitamin’s Organic Deli
804 N. Main Street Gunnison, CO 81230  
(970) 641-5928 | Fax: (970) 641-5842

Farrell’s Restaurant  
310 N Main St, Gunnison, CO 81230  
(970) 641-2655

Chavalo’s Mexican Restaurant

800 N Main St, Gunnison, CO 81230
970) 641-5777

Local Farms/Producers Involved with Sustainable Western World Café

Troyer Poultry- Steve Hosetler and Cindy  
3336 5725 Road, Olathe, CO 81425  
Ph (970) 424-1010  
Fx (270) 717-7557  
Email: info@troyerpoultry.com  
Web: www.troyerpoultry.com

Thistle Whistle Farm- Mark Waltermier  
10872 3500 Road, Hotchkiss, CO 81419  
Ph (970) 872-4959

Jumpin Good Goat Dairy  
31700 Hwy 24 North, Buena Vista, CO 81211  
Ph (877) 994-2439  
Email: www.saycheese@pcez.com  
Web: www.jumpingoodgoats.com

Parker Pastures- Bill and Kelli Parker  
349 County Road 14, Gunnison, CO 81230  
Web: www.parkerlandmanagement.com

Big B’s Fabulous Juices  
386 High Street, Hotchkiss, CO 81419  
Ph (970) 872-3065  
Web: www.bigbjuices.com  
Email: Through website

Black Canyon Foods  
5476 5700 Road, Olathe, CO 81425  
Ph (970) 323-5733  
Email: customerservice@blackcanyonfoods.com  
Web: www.blackcanyonfoods.com

Sabrina and Ray- Local Egg Providers  
2024 Hwy 135 (2 mile marker), Gunnison, CO 81230  
Ph (970) 901-0601  
(970) 901-8465
Appendix D.5 – Survey Results

Food Survey Results

151 Participants

1. Please circle whether you are a: Student, Faculty, Staff, Community Member, or Other

<table>
<thead>
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<th>Cumulative Percent</th>
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<td>.7</td>
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The majority (95%) of people surveyed are students.

(a.) If you are a student, what is your major?

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<th>Valid Percent</th>
<th>Cumulative Percent</th>
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(a.) If you are a student, what is your major?

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<td>Total</td>
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</table>

The top majors who took the survey are: ENVS, Undeclared (or staff/faculty), Sociology, and Business.

2. What is your gender?

<table>
<thead>
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</table>

More men took the survey than women (54%).

3. I define a local product as: Gunnison Valley, 100 Miles, Within the state, or Four Corners Region

<table>
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<th></th>
<th>Frequency</th>
<th>Percent</th>
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<th>Cumulative Percent</th>
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<tr>
<td></td>
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</tbody>
</table>
Most people define “local food” as within 100 miles (40%).

4. Question: Based on the following rating scale, which locally produced products would be the most important to you and your diet?

(a.) Fruits

<table>
<thead>
<tr>
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Almost 29% of people think that fruit is the most important to be produced locally and to be in their diets.

(b.) Vegetables

<table>
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43% of people think that vegetables are the most important.

(c.) Meat

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Almost 46% think that meat is the most important.

(d.) Dairy

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</tr>
</tbody>
</table>

Only 9% think that dairy is the most important.

(e.) Bread Products

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
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<td>18.5</td>
<td>44.4</td>
</tr>
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<td>13.2</td>
<td>57.6</td>
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</tr>
</tbody>
</table>

About 11% think that bread and grains are the most important.

5. Have you or your parents grown or raised food?

<table>
<thead>
<tr>
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<td>66.2</td>
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</tr>
</tbody>
</table>

About 2/3 of participants or their parents produced their own food.

6. How much more would you be willing to spend on local food items?
The majority (47%) would be willing to spend 10-20% more on local food items.

7. Question: From the following list, rank the advantages of buying local foods:

(a.) Product Quality

<table>
<thead>
<tr>
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<td>7.3</td>
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</tbody>
</table>

46% think that “product quality” is number 1.

(b.) Supports local economy

<table>
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</thead>
<tbody>
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<td>28.5</td>
</tr>
<tr>
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<td>25.8</td>
<td>25.8</td>
<td>54.3</td>
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<td>17.9</td>
<td>72.2</td>
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<tr>
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<td>8.6</td>
<td>8.6</td>
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<tr>
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</table>

About 29% think that supporting local economy is number 1.

(c.) Product variety

<table>
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</table>
Only 5% of people think that product variety is important.

(d.) Socially and ethically responsible

<table>
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<th>Cumulative Percent</th>
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<td></td>
<td></td>
</tr>
<tr>
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<td>20.5</td>
<td>20.5</td>
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<tr>
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<tr>
<td>Total</td>
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</tbody>
</table>

About 21% think that it is the most important to have socially and ethically produced food.

(e.) Reduces environmental impact

<table>
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<th>Percent</th>
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<tr>
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<tr>
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</tbody>
</table>

Almost 29% think that reducing food’s environmental impact is the most important.

(f.) Produced organically

<table>
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<tr>
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<th>Frequency</th>
<th>Percent</th>
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<th>Cumulative Percent</th>
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<td><strong>151</strong></td>
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<td></td>
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</tbody>
</table>

About 20% think that the most important aspect is for food to be produced organically.

8. **When purchasing food, it is important to know where it comes from, yes or no?**

<table>
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<th>Cumulative Percent</th>
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<td><strong>100.0</strong></td>
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</tbody>
</table>

Half of the participants think that it is important to know where their food comes from.

9. **If there were an increase in local, sustainable foods available on campus, would you be more inclined to eat on campus?**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
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</tr>
<tr>
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<td><strong>151</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
<td></td>
</tr>
</tbody>
</table>

About 80% would be willing to eat on campus more often if this type of food were available.
How much more would you be willing to spend on local food items?

- zero
- less than 10% more
- 10-20% more
- more than 20% more

If you are a student, what is your major?