How “Real” is Western’s Food?
Real food nourishes all parts of the wheel.
Fair for the Producers

Real food promotes justice for farmers and workers, domestic and abroad.
Humane and Ecologically Sound for the Earth

Real Food promotes a sustainable and humane environment for animals, plants and ecosystems.
Local for the Communities

Real food supports the local economy, food sovereignty, and education

Growing Washington

Think Local Buy Local Be Local
Real Food for the Consumers

Real food promotes individual health and communal connections.
Nationwide Activism For Sustainable Food on Campus

Three hundred and thirty three Colleges and Universities involved.

20% Real Food “A” and “B” by 2020.
How the Real Food Calculator Works

<table>
<thead>
<tr>
<th>Local</th>
<th>Fair</th>
<th>Humane</th>
<th>Ecologically Sound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grown Locally and Established Relationship With Farm</td>
<td><img src="image" alt="Fair Trade Certified" /></td>
<td><img src="image" alt="Food Alliance Certified" /></td>
<td><img src="image" alt="USDA Organic" /></td>
</tr>
</tbody>
</table>

- **Real Food A**: meets two or more of the criteria above
- **Real Food B**: meets one of the criteria above
- **Conventional**: does not meet any of the criteria
UCI Real Food Calculation from 2008

- Real Food A: $0.00, 0%
- Real Food B: $51,727.04, 9.58%
- Conventional: $488,129.56, 90.42%
UC Strengthened Sustainability

- 10 campuses
- 5 UC Medical Centers
- Lawrence Berkeley National Laboratory
WWU Real Food Calculations

- Real Food A: 3%
- Real Food B: 11%
- Conventional: 86%
What Was in Real Food B?

Real Food B (meets 1 criteria) 11%

- Real Food A: 3%
- Conventional: 86%

Real Food A
Real Food B
Conventional
What Was in Real Food A?

Real Food A (meets 2 criteria) 3%

Real Food B 11%

Conventional 86%

Twin Sisters Mushrooms

Growing Washington

Real Food A

Real Food B

Conventional

What Was in Real Food A?

Twin Sisters Mushrooms

Growing Washington

Real Food A

Real Food B

Conventional

What Was in Real Food A?
Alternatives

• Food Alliance Certified Meat
• Establish relationship with Community Co-op
• Twin Brooks
Real Food Proposal

20% Real Food by 2012 with the majority falling into Real Food A