



How “Real” is Western’s Food?

What is Real 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



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.



REAL FOOD



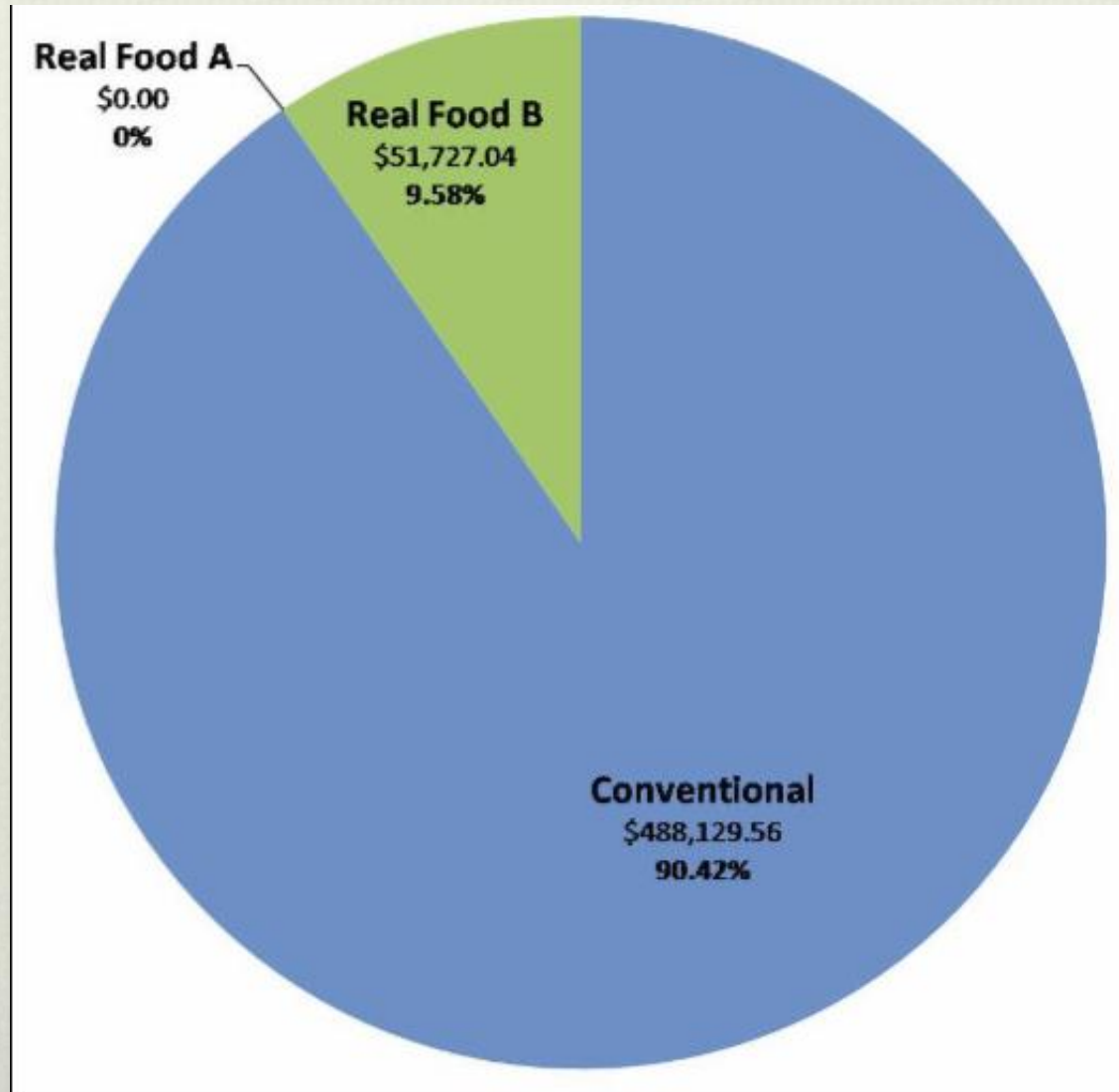
CHALLENGE

How the Real Food Calculator Works

Local	Fair	Humane	Ecologically Sound
Grown Locally and Established Relationship With Farm	 		

- **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

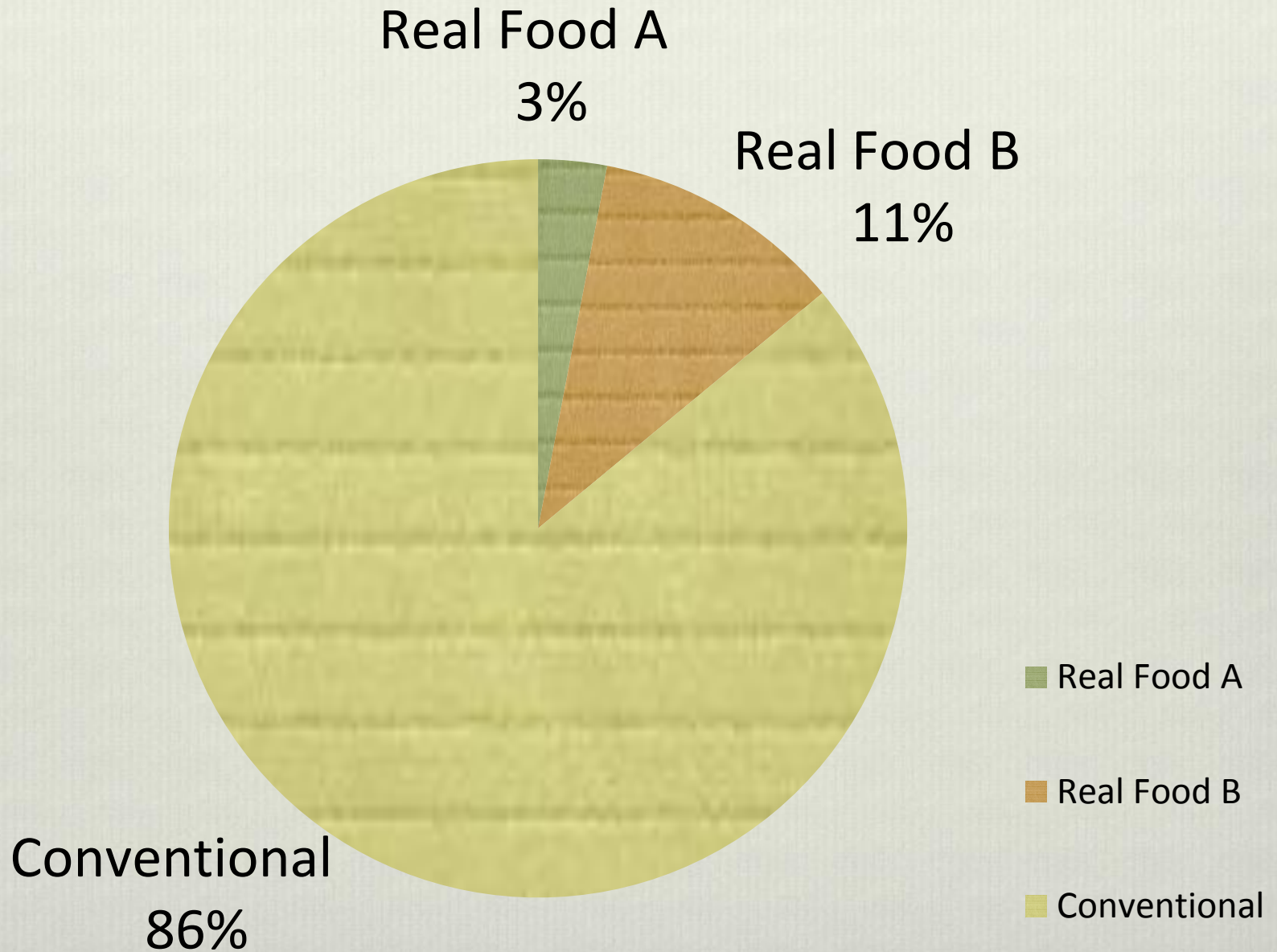


UC Strengthened Sustainability

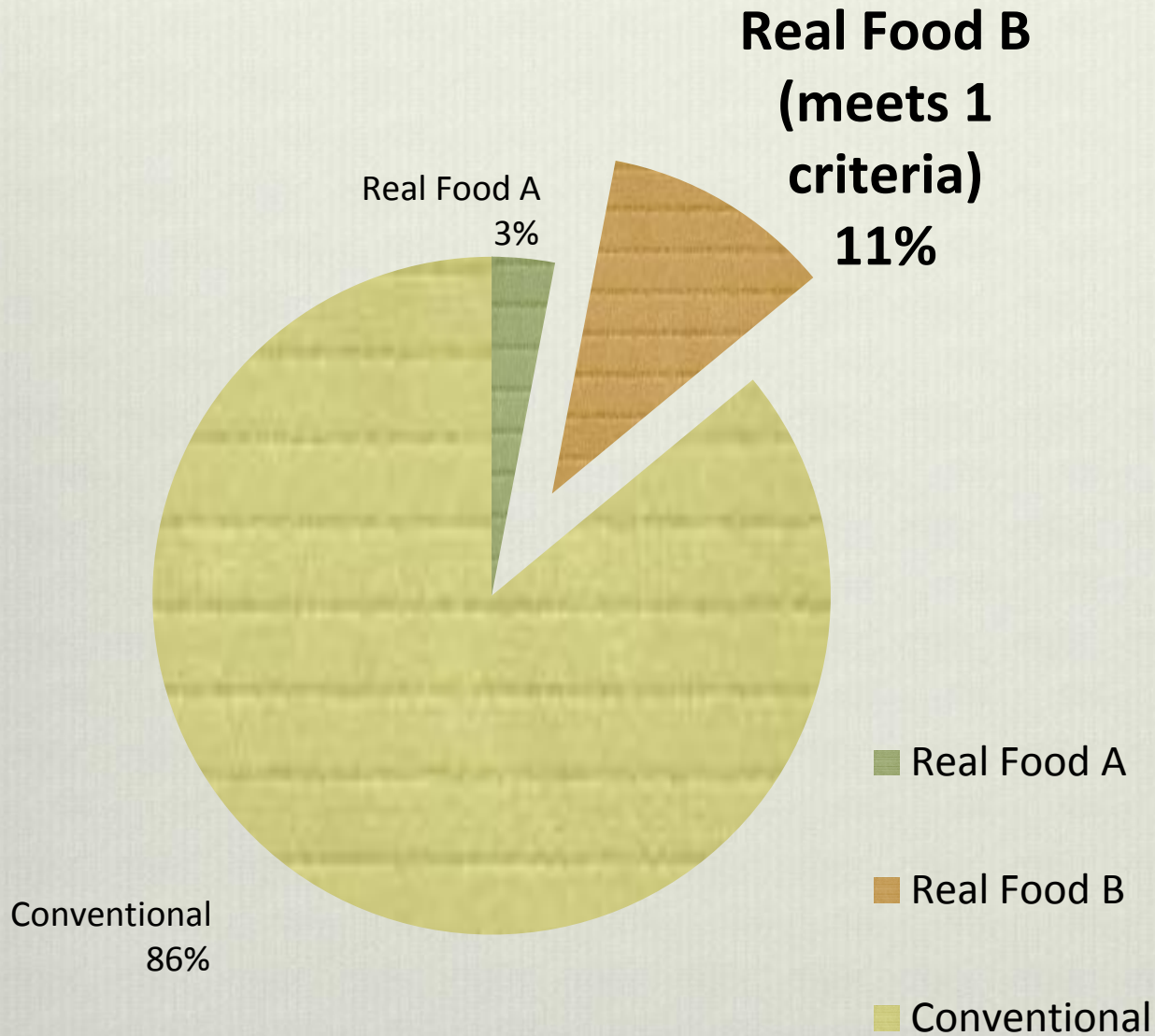
- 10 campuses
- 5 UC Medical Centers
- Lawrence Berkeley National Laboratory



WWU Real Food Calculations



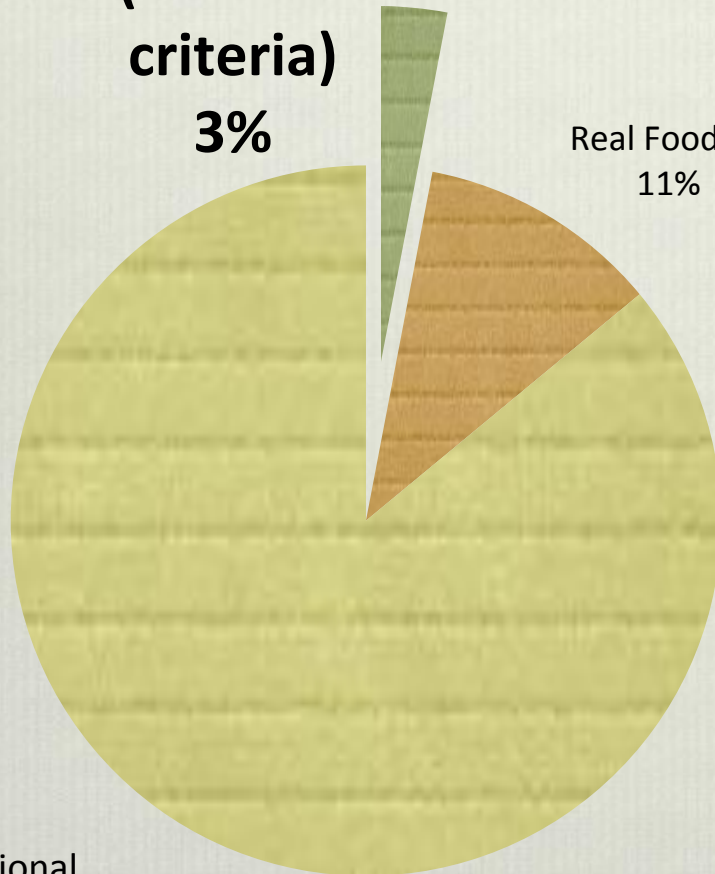
What Was in Real Food B?



What Was in Real Food A?

**Real Food A
(meets 2
criteria)
3%**

Real Food B
11%



- Real Food A
- Real Food B
- Conventional

Twin Sisters Mushrooms



Conventional
86%

Alternatives

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



Pure Country Pork



Real Food Proposal

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

