

## **RFWG Meeting 7.6.17**

Bailey Howe Library Room 201 | 6-7:30pm  
Summer Meeting

Facilitator: Gina

Notetaker: Bridget

Present: Alison, Taran, Gina, Emily & Bridget, Guests Farm Forward Team

### Introductions

- Mid-Summer Highlights

### Membership Update

- Faculty Membership [Rachel and Alison]
  - Google Form Survey will go out soon (Taran will distribute)
- Student Membership [Gina]
  - Closing July 9th
  - 2 applications so far
  - Tell your friends to apply in these last few days
- Student Chair
  - Student Quorum has be met
  - Staff and faculty need to still vote to meet quorum

### Product Research

#### PROCUREMENT: [Emily]

- Reorganizing purchasing priorities is biggest project
- Farm to Plate meeting: Sabina is working on a list of top items purchased conventionally and their producers. Will be sent this week.
- Farm Forward Partnership [Emily]
  - Sent over list of chicken and egg purchases as an animal group with room to develop humane sourcing. There was not a lot of new information but is a starting point.
  - Leadership Circle: a slightly different program than RFC with different rating system
  - GAP (Global Animal Partnership) certification: 3 or 4 levels of higher animal welfare practices. RFC and Leadership Circle have diverging qualifiers on humane sourcing.
- Priority Product list [Alison & Emily]
  - has been enveloped into the market gaps team
  - as a result of Emily's data on purchases laid against priorities.
  - These baselines will guide our efforts to fill market gaps.
  - We felt good about where we had initially prioritized.
- Market Gaps Group [Taran, Emily & Alison] working with Farm Forward
  - Alison: Predictions for growth necessary to reach 25% integrated into unit level analysis at both retail and unlimited.

- Specific product recommendations to chefs
- Emily: I am missing data about total unit level budgets: because each unit adds into a profit center this complicates the capacity of across the board growth
  - If there is a disparity between retail and residential how much would retail need to increase in dollar value to meet that and how might that be distributed across the units?
  - Brennan's serves a lot of real food... if retail is 26% right now, and has exceeded the 2020 goal, should we only be working on Unlimited dining units?
  - Emily: retail is able to pass off the price to the consumer a little more. It's easier to visualize the strategy around a single product shift instead of telling a chef: you need to increase by this many dollars
  - Gina: To meet in the middle with these metrics what if we encouraged shifting several products per year, and a couple hundred dollars a week and showed them year to year increases in dollars

#### Calling In Farm Forward Folks:

- Policy & Program Manager & Director of Outreach
- Leadership Circle is a grant-funded program of Farm Forward, recently partnered with RFC to work with their schools to make recommendations. This team provides technical expertise in animal welfare standards and practices.
- Leadership Circle works with businesses, restaurants, industrial serving organizations to commit to switching one protein per year to higher-welfare sources
- 10 Year old nonprofit sparked from a public conversation about how we can raise animals better and ending factory farms.
- Two main strategies: eliminate worst practices & promote sustainable farms and farming practices. Work directly with model farms to rebuild the industry of animal agriculture. Also, promoting reducing the total amount of meat consumed.
  - Meatless Monday brainstorm tactics with Farm Forward, resources on meat reduction protein flip ideas
- Q: When working with producers, how have you helped farms scale up and assisted farms interested in employing the practices of the model farms you work with?
  - Technical assistance & consulting. Tactics are a combination of outreach and referrals.
  - We work with all scales: for example, smaller farmers looking to raise slower growing healthier chickens. In larger scales, standard industry practice of euthanizing all birds at the end of their laying career. We are investigating better tactics to kill chickens
  - The motivations for working with us vary: brand appeal, ethical principles or economic reasons
  - What are some big industrial problems and the vision for a fix? Mobile, stunning slaughterhouses. Using different breeds of chickens that live longer to correct the biological ills of chickens used today. Slowing down genetics, choosing chickens meant to live outside.

- Many big companies have committed to buying only chickens with healthier genetics by 2020. Now we are seeing big companies such as Purdue change how they raise chickens. The chicken industry was unwilling to make changes and it demonstrated a clear success in shifting the market from consumer pressure of large businesses.
- Gina: Murray's chicken's question: how to build resiliency into our purchasing, and how to help small farms that don't currently qualify for humane standards.
  - Suggests that many small farms are an independent version of the same kind of practices.
- Speaking about UVM joining the campaign
  - What ask should we send to our Dining Director?
  - FF asks that people sign a specific commitment.
  - FF is launching program publically this Fall and UVM could play a public part if we are able to put a flag in the ground and commit to shifting all of our chicken purchasing
  - FF is happy to email introduction to contacts of local suppliers.