

Real Food Working Group Meeting

June 17, 2013

Gund Institute Conference Room

In attendance

Alison Nihart

Caylin Mckee

Melissa Zelazny

Jane Kolodinsky

Gioia Thompson

Maria Carabello

Update on student members

We have met our goal of 9 students (we actually have 10 confirmed). Joshua Gachette confirmed as SGA representative.

Outreach subgroup

Potential to partner on outreach with public communications classes – Social Marketing class, Applied Computer Graphics class. Jane can connect the group with the instructors.

Gioia will be the contact, in coordination with a student, for David Conner's class that is doing research on student awareness of Real Food.

Opportunities for outreach to students

- Real food has already been presented at orientation for incoming students. Basic talking points.
- Living Well (the Center for Health and Wellbeing) is distributing buttons with "Eat Real Food" branding. Outreach group will reach out to them to explore potential collaboration.
- Week of Welcome could be opportunity to do outreach.
- EcoReps were stickering "sustainable options" – they have a different message than we do. But, we can coordinate with them.
- Coordinate with Greenhouse
- Need graduate student position to support coordination of communications and outreach

Outreach group will be a student-heavy group – even if students aren't on the outreach group, they should help out at events and mobilize students outside of the RFWG.

Group generated some outreach goals for orientation and David's class. Gioia has a full list of the ideas generated.

To dos:

Outreach group will meet in advance of a meeting with David in August to determine what the main questions are. Jane's administrative assistant will do a doodle.

Policy subgroup

Gioia is joining the policy group.

Concern about accountability – who is ultimately responsible for ensuring that UVM meets its campus commitment? Identify roles for each representative on the RFWG, and who the key people are outside the RFWG.

Policy group will undertake some mapping of responsibility and stakeholders and capacity. Other VPs are responsible for seeing commitments through. Potential for Annie Stephens and Dennis Depaul.

To dos:

Alison is drafting the Real Food Policy and will circulate to the policy group.

The policy group will meet this month and bring a revised draft to the Real Food Working Group at the next meeting.

Calculator update

Fall 2012 numbers are almost complete. Waiting on beverages. Beverages are such a huge spend, should we focus on food rather than beverages?

Caylin has started plugging in "ifs" to help with decision making.

Information on what is likely to be possible for policy and outreach should be informed by calculator.

Subgroup coordination

Attendees agreed that each group needs a chair to call the meetings and ensure the work is moving forward.

- Alison is chair of policy group
- Caylin is chair of calculator group
- Jane is chair of outreach group

Tasks for the next month

Every subgroup should meet to advance its work

Alison will email group to encourage people to fill out contact spreadsheet

Alison will follow up with Melissa Sullivan or another student in outreach group to help develop content for a page on the Food Systems Initiative website

Budget – Gioia will write to Gary Derr; Alison will follow up with Sam

Alison will check in with Cynthia and confirm whether she plans to continue to be involved, given her new responsibilities

Alison will reach out to Kira to see if she may be interested in student chair position

Next meeting: July 19, 9am, Gund Institute

Policy group will present draft Real Food Policy