

THE PROBLEM

How much of the food in our country is healthy, green, fair and affordable?

Less than 2% according to a recent study.

And that's a big problem for us, our environment, and our economy.

SOME FACTS

- + One in three Americans born today will develop diabetes — one in two among children of color.
- + Up to a third of the greenhouse gases that cause global warming come from factory farming and agribusiness.
- + In America, we're losing more than one acre of farmland per minute due to development and the financial squeeze on family farms.



THE OPPORTUNITY

Fortunately, one big solution can be found right in our own cafeterias. American colleges and universities spend over \$5 billion each year to feed their students. Why not direct those dollars towards responsible family farmers rather than line the pockets of industrial agribusiness?

RFC inspires and supports students to secure real food purchasing policies on their campuses. Launched in 2008, RFC has built a national movement of thousands of students at over 350 schools.



real food generation

30 Bow Street
Cambridge, MA 02138
www.realfoodchallenge.org

POWER COMMUNITY HEALTH ACTION CHANGE YOUTH JUSTICE



THE IMPACT

Students trained by RFC have won over \$50 million in real food purchasing commitments from their universities.

For example, the entire University of California system signed on to a Real Food Campus Commitment that pledges 20% real food by 2020.

CHANGE IS HAPPENING ...

Each year, RFC educates over 30,000 people through outreach events and provides intensive training for almost 1,000 student leaders.

Hai Vo, an RFC alum, was a 2009 winner of the prestigious Brower Youth Awards for his pioneering work assessing the real food footprint of his school.

...THROUGH A NEW GENERATION OF LEADERS...

In Minnesota, the combined purchasing power of Carleton and St. Olaf's Colleges was big enough to encourage newly trained farmers from the Rural Enterprise Center to start an organic poultry business.

...AND IT IS MAKING A DIFFERENCE.



Our mission is to harness the power of youth and universities to build a healthy, fair, and green food system.



GET INVOLVED

STUDENTS

- + Join us in challenging your college to sign the Real Food Commitment, pledging your campus to achieve at least 20% real food.
- + Contact a Regional Field Organizer to bring a Real Food Road Trip to your campus for organizing trainings and food system workshops.
- + Assess how much real food your school is (or isn't) purchasing with the Real Food Calculator.
- + Contribute your talent and gain valuable experience through our working groups, internships, and organizing positions.

FACULTY

- + Studying food sourcing provides an incredible opportunity for applied learning. Contact us to set up projects that are rigorous, personal, and publishable.

FOOD SERVICE PROFESSIONALS

- + We have clear and comprehensive sustainability standards — no need to re-invent the wheel — AND a clear way to build trust, excitement, and a sense of shared purpose with students
- + Stay ahead of the curve! Start by contacting a Regional Field Organizer.

ALLIES AND PARTNERS

- + Students are committed to partnering with allies and advocates throughout the food system. We train and support students in coalition-building, allyship and anti-racist organizing.
- + Many organizations have endorsed the Real Food Campus Commitment to show their support for mutual goals — join them!



LEARN MORE AT WWW.REALFOODCHALLENGE.ORG