

The Real Food Calculator is a tool for tracking institutional purchasing over time. Though designed for colleges and universities, this tool can be used by any institution, such as a hospital, corporation, or municipality.

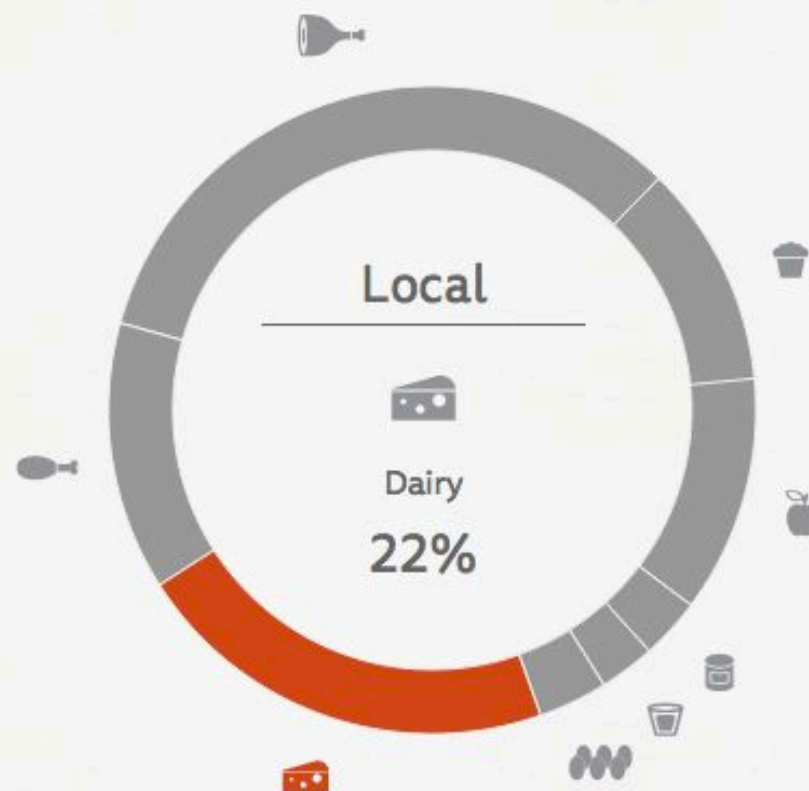


The criteria for Real Food offer a comprehensive and decisive definition for sustainable food and sets a high standard upheld consistently among institutions. The Calculator tool supports users in setting measureable goals and tracking their progress toward more real food on campus.



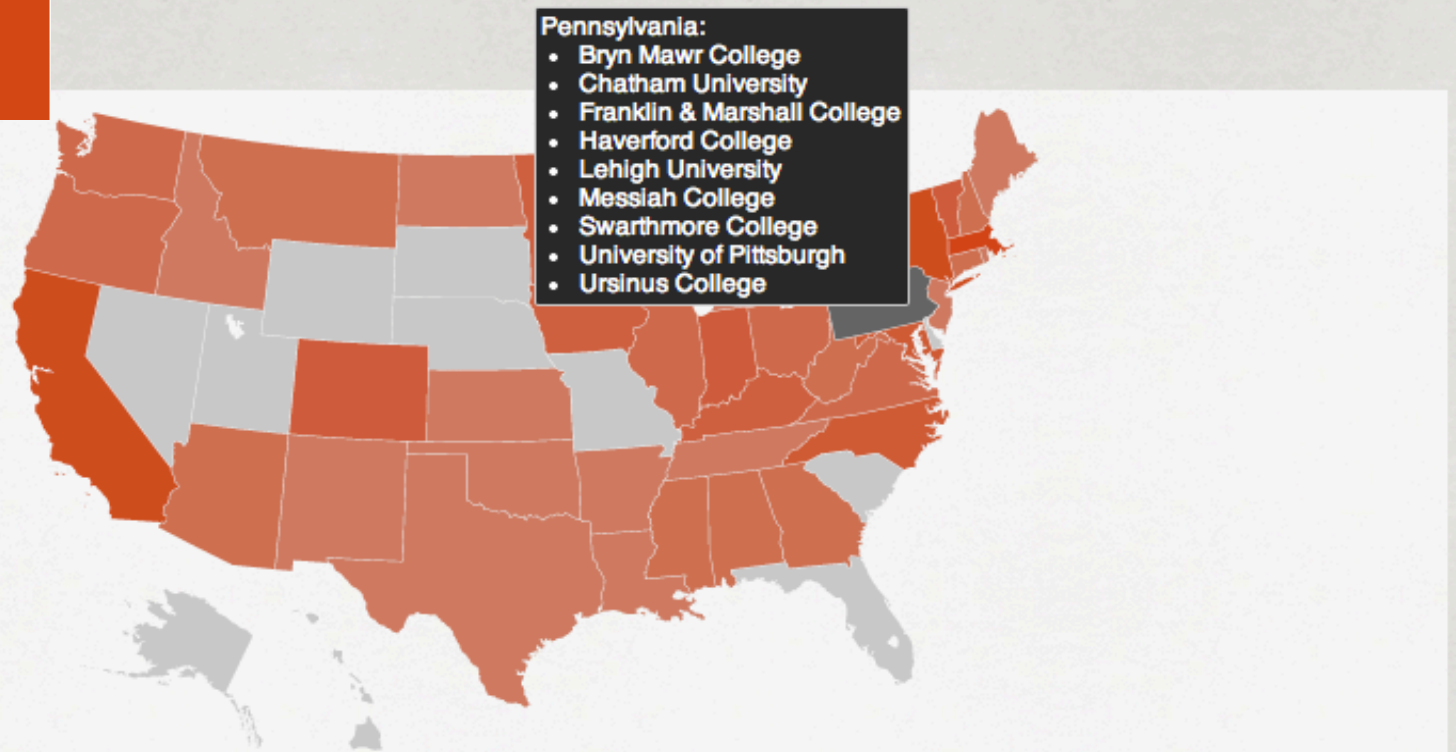
16% Local Food

84% Non-Local Food



Institution Profiles

REAL FOOD CALCULATOR



Institution Profiles

[a-h](#) / [i-l](#) / [m-r](#) / [s](#) / [t](#) / [u](#) / [v-z](#)

[American University](#)
[Arizona State University](#)
[Auburn University](#)
[Bard College](#)
[Beloit College](#)
[Berea College](#)
[Boston University](#)
[Brandeis University](#)
[Brown University](#)
[Bryn Mawr College](#)
[California State University Chico](#)

Browse regional or peer institutions

Scores of schools have used the Calculator.
Dozens more are getting started.

Sign Up For Students

Please fill out the following information to become a member of the Real Food Calculator online community. After you submit your request, you will receive an email with instructions on how to activate your account and view your online profile.

Email

First Name*

Last Name*

Institution type

User category

What type of institution do you belong to? If you are joining to become part of an assessment team, please choose the type of institution you will be assessing.

Students, faculty, staff, and others can create accounts to become a member of an institution

Log In

REAL FOOD
CALCULATOR

[signup](#) | [login](#)

[About](#)

[Our Criteria](#)

[The Process](#)

[Institution Profiles](#)

[Resources](#)



For Students, Faculty, Staff

Email*

Password*

☐ Remember me

Login

[Signup](#) [Forgot password?](#)

For Institution Officials

Email*

Password*

☐ Remember me

Login

[Forgot password?](#)

Student researchers, faculty advisors, and university staff log in to see the status of an assessment

Institution Officials are designated staff members with special approval privileges

Once logged in, navigate among the institution profile and the current assessment

UNIVERSITY

[See Profile](#)

[Active Assessment](#)

[Uploads](#)

[Past Assessments](#)

Active Assessment

REAL FOOD CALCULATOR

UNIVERSITY

[See Profile](#)

[Active Assessment](#)

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[Past Assessments](#)

September **October**

October '12 Assessment, Total Budget: \$116905

Export
Data

Progress: 76.95%

Description	Category	Vendor	Prod. Code	Label/Brand	Notes	Cost	Facility					
↓↑	↓↑	↓↑	↓↑	↓↑	↓↑	↓↑	↓↑	↓↑	↓↑	↓↑	↓↑	↓↑
 Pink lemonade mix		Pepsi Beverage Company		Tropicana		\$62.45		•	•	•	•	•
 Low Fat Chocolate Milk		Byrne Dairy				\$124.98		+	•	•	•	
 Tempeh		UNFI		Soy Boy		\$68.14		•	•	+	•	
 Seitan		UNFI		West Soy		\$32.97		•	•	•		
 popcorn ORG		Sysco				\$19.35		•	•	+		

Each item and dollar entered is added to a total expenditure and product list

Manual Data Entry Interface

REAL FOOD CALCULATOR

UNIVERSITY

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+ Add Line Item

Vendor

Description*

Remember? ☐

Label/Brand
name

☐ No Code

Product code*

Notes

Cost*

Facility

☐ Baked Goods ☐ Meat

☐ Poultry ☐ Dairy

☐ Eggs ☐ Fish/Seafood

☐ Tea/Coffee ☐ Beverages

☐ Grocery ☐ Produce



Local

☐ Yes ☐ No



Fair

☐ Yes ☐ No



Humane

☐ Yes ☐ No ☐ N/A



Ecological

☐ Yes ☐ No



Disqualifier

☐ Yes ☐ None

Rating decisions are based on
the current Real Food Guide

Automatic Upload Interface

REAL FOOD CALCULATOR

UNIVERSITY

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[Active Assessment](#)

[Uploads](#)

[Past Assessments](#)



















[Create New Upload](#)

All Past Uploads

[September 2013 1](#) (uploaded 20 days ago)

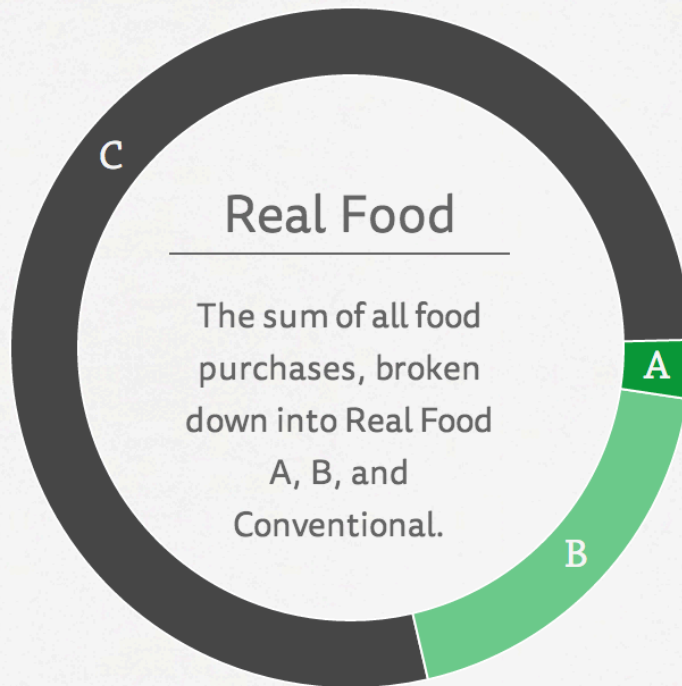
[February 2013 1](#) (uploaded 20 days ago)

Digital purchasing records and research spreadsheets can be directly uploaded to the assessment

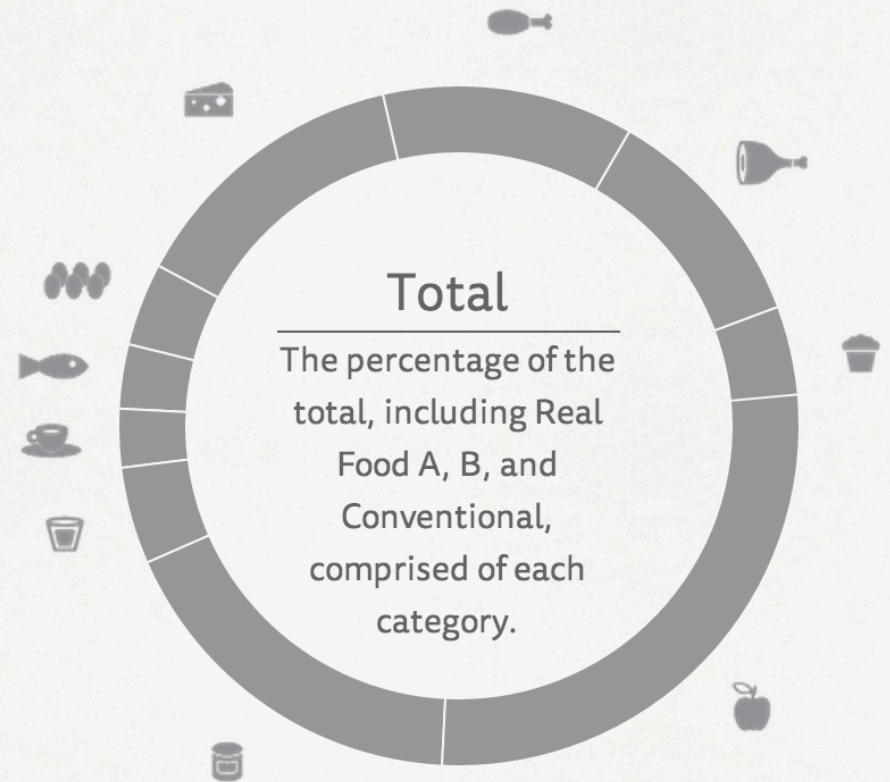
	Description ↓↑	Category ↓↑	Vendor ↓↑	Prod. Code ↓↑	Label/Brand ↓↑	Notes ↓↑	Cost ↓↑	Facility ↓↑	 ↓↑	 ↓↑	 ↓↑	 ↓↑	 ↓↑
 	Pink lemonade mix		Pepsi Beverage Company		Tropicana		\$62.45		•	•	•	•	
 	Low Fat Chocolate Milk		Byrne Dairy				\$124.98		+	•	•	•	
 	Tempeh		UNFI		Soy Boy		\$68.14		•	•	+	•	
 	Seitan		UNFI		West Soy		\$32.97		•	•	•		

Results!

Real Food (20%)



1% Real Food A
19% Real Food B
80% Conventional



Discover your Real Food Percentage and breakdown of total expenditure

Results!

Local

Reports April '13 | October '12

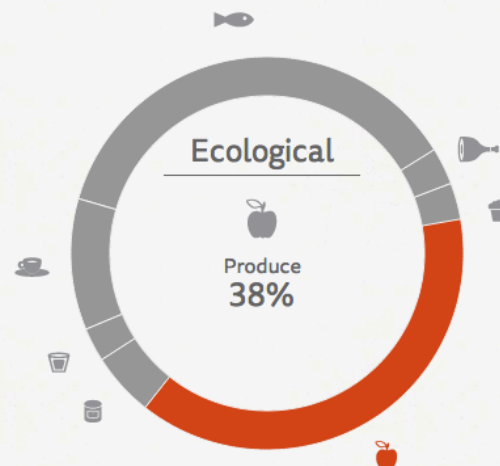
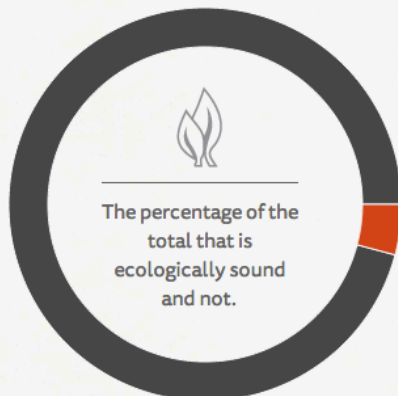


16% Local Food
84% Non-Local Food



Gain insight into where your institution is excelling, and where there's room to improve

Ecological



Insights include how much 'real food' is attributable to local or humane; how much local food is attributable to dairy products or produce; how much of your overall budget is spent on meat.

Results!

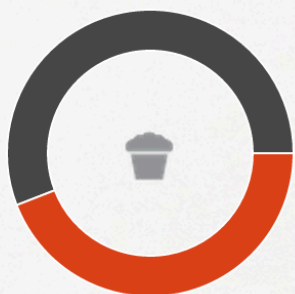
REAL FOOD CALCULATOR

Reports April '13 | October '12

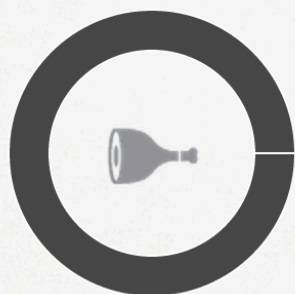
By Category

The charts below illustrate the percent of each respective product category that is Local and Non-Local.

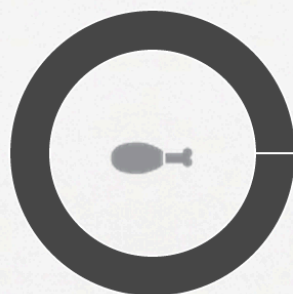
View results by product category. Celebrate successes and identify key improvement targets.



44%
56%



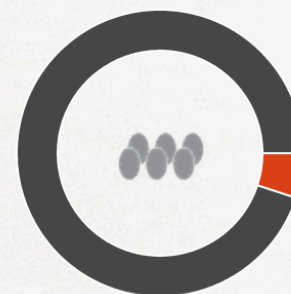
0%
100%



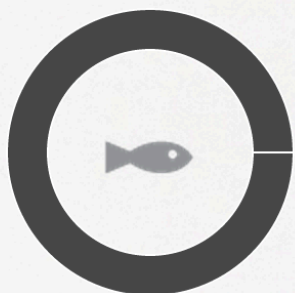
0%
100%



42%
58%



5%
95%



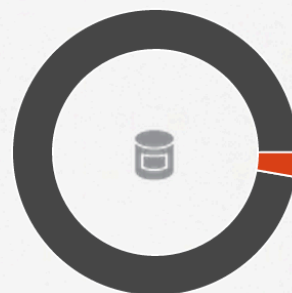
0%
100%



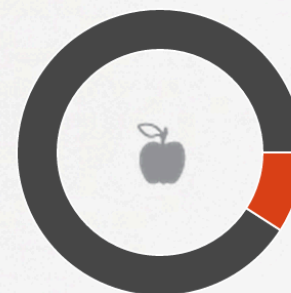
0%
100%



2%
98%



1%
99%



9%
91%

Get Started Today!



calculator.realfoodchallenge.org