



EAT REAL CERTIFIED®

INTRODUCTION

| Objectives

- **Introduce Eat REAL**
- **Certification Standards Overview**
- **REAL Audit as a Functional Behavior Change Tool**
 - **Sample Reports**
 - **Consumer Insights and Trends**
 - **The Science**
- **Case Studies**
- **Eat REAL in Tennessee**
- **Eat REAL Roundtable - Stakeholder Advisors**
- **Eat REAL Process, Tier System and Standard Pricing**

Who We Are

Launched in 2012, Eat REAL® is a 501(c)(3) nonprofit, nongovernmental organization dedicated to fighting diet-related disease by realigning the food industry's incentives with consumers' health interests.

REAL Certified® is the flagship program.

Select REAL Certified Restaurants & Institutions

~500 Nationwide



“These guidelines take into account the best interest of our environment, the social and economic systems on which our food depends, and the health of those to whom we serve food.”

- Shannon Munz, Stanford Dining

CONFIDENTIAL

What is Eat REAL Certified?

Eat REAL developed Responsible Epicurean and Agricultural Leadership (REAL) to be the trusted, nationally-recognized mark of excellence for food and foodservice operators committed to holistic nutrition and environmental stewardship.



Prerequisites

A REAL Certified establishment must...

- ... maintain the highest possible health ranking with the local health department.
- ... have a vegetarian entrée on the menu, or clearly state on the menu that a vegetarian substitution can be made at no additional cost.
- ... not sell any foods or beverages with 50 grams added sugar or more.*
- ... not promote sweet beverages to children or adults by including them in combination meals.
- ... not cook or bake with any hydrogenated or partially hydrogenated oil or fat.
- ... not sell any foods or beverages with monosodium glutamate (MSG).
- ... practice a minimum of one form of sustainable waste management (i.e. recycling, composting, water reduction practices, etc.).

* The recommended upper daily limit for added sugar by the [USDA](#) and [WHO](#).

Ingredients of Concern

Harmful Ingredients

- acesulfame-K (acesulfame potassium)
- acetylated esters of mono- and diglycerides
- aluminum calcium silicate
- ammonium chloride
- artificial colors
- artificial flavors
- aspartame
- azodicarbonamide
- benzoates
- benzoyl peroxide
- BHA (butylated hydroxyanisole)
- BHT (butylated hydroxytoluene)
- bleached flour
- bromated flour
- brominated vegetable oil (BVO)
- calcium bromate
- calcium disodium EDTA
- calcium peroxide
- calcium phosphate
- calcium propionate
- calcium saccharin
- calcium sorbate
- calcium stearoyl-2-lactylate
- caprocaprylobehenin
- carmine
- certified colors
- cyclamates
- cysteine (l-cysteine)
- DATEM (Diacetyl tartaric and fatty acid esters of mono and diglycerides)
- dimethylpolysiloxane
- dioctyl sodium sulfosuccinate (DSS)
- disodium calcium EDTA
- disodium dihydrogen EDTA
- disodium guanylate
- disodium inosinate
- EDTA
- ethyl vanillin
- ethylene oxide
- ethoxyquin
- FD & C colors
- foie gras
- GMP (disodium guanylate)
- hexa-, hepta- and octa-esters of sucrose
- high fructose corn syrup
- hydrogenated fats
- hydrolyzed proteins (vegetable, wheat, soy, whey, etc)
- IMP (disodium inosinate)
- lactylated esters of mono- and diglycerides
- methyl silicon
- methylparaben
- microparticulized whey protein derived fat substitute
- monosodium glutamate (MSG)
- natamycin
- neotame
- nitrates/nitrites
- partially hydrogenated oil
- polydextrose
- potassium benzoate
- potassium bromate
- potassium phosphate
- potassium sorbate
- propionates
- propyl gallate
- propylparaben
- saccharin
- sodium aluminum phosphate
- sodium aluminum sulfate
- sodium benzoate
- sodium diacetate
- sodium glutamate
- sodium nitrate/nitrite
- sodium phosphate
- sodium propionate
- sodium stearoyl-2-lactylate
- sorbic acid
- sorbitol
- sucralose
- sucroglycerides
- sucrose polyester
- sulfites (except in wines, meads and ciders)
- TBHQ (tertiary butylhydroquinone)
- tetrasodium EDTA
- theobromine
- vanillin

Alternative Names for Sugar

The FDA considers sugar to be any one of the following six compounds: glucose, galactose, fructose, maltose (glucose-glucose), lactose (glucose-galactose), and sucrose (glucose-fructose).

Alternative Names for Sugar:

Agave nectar*
Barbados sugar*
Barley malt
Beet sugar*
Blackstrap molasses*
Brown rice syrup*
Brown sugar*
Buttered syrup*
Cane juice crystals*
Cane sugar*
Caramel*
Carob syrup*
Castor sugar*
Confectioner's sugar*
Corn syrup
Corn syrup solids
Crystalline fructose*
Date sugar*
Demerara sugar*
Dextran
Dextrose
Diastatic malt
Diatase
Ethyl maltol
Evaporated cane juice*
Florida crystals*
Fructose*
Fruit juice*

Fruit juice concentrate*
Galactose
Glucose
Glucose solids
Golden sugar*
Golden syrup*
Grape sugar*
High-fructose corn syrup*
Honey*
Icing sugar*
Invert sugar*
Lactose
Malt syrup
Maltose
Maple syrup*
Molasses*
Muscovado sugar*
Organic raw sugar*
Panocha*
Raw sugar*
Refiner's syrup*
Rice syrup
Sorghum syrup*
Sucrose*
Sugar*
Treacle*
Turbinado sugar*
Yellow sugar

*Contains fructose

** Source: Lustig, Robert. *Sugar Has 56 Names: A Shopper's Guide*

Samples from the REAL Certified 3.0 Audit Criteria

AUDIT

(R) Responsible

Food and beverage options provide health benefits.

69 Points

FRESH PRODUCE - REAL Certified encourages the consumption of unadulterated, fresh fruits and vegetables.

1) What percentage of menu items contain a serving of vegetables that is NOT juiced, deep-fried, or sweetened at no extra charge?

A serving is defined as:

Non-starchy vegetables: 1-cup raw or 1/2-cup cooked

Starchy vegetables: 1/2-cup

0-49%	0 pt
50-59%	2 pt
60-74%	4 pt
75-89%	6 pt
90%+	8 pt

2) For foods marketed to children, what percentage of menu items contain a serving of fresh vegetables that is NOT juiced, deep-fried, or sweetened?

0-49%	0 pt
50-59%	1 pt
60-74%	3 pt
75-89%	6 pt
90%+	8 pt

STARCHES - REAL Certified encourages consumption of grains and starchy vegetables in their healthiest forms and in moderation.

3) What percentage of grains served are whole grains?

0-24%	0 pt
25-49%	1 pt
50-74%	2 pt
75-89%	3 pt
90%+	4 pt

6) List the four most commonly served starchy vegetable-based menu items in the table below. Of those, check which meet the criteria provided.

STARCHY VEGETABLES		
Most commonly served starchy vegetable-based menu items	NOT deep fried	NOT sweetened
1)		
2)		
3)		
4)		

All 4 items listed above are served deep-fried and/or sweetened
 3 items are served deep-fried and/or sweetened
 2 items are served deep-fried and/or sweetened
 1 item is served deep-fried and/or sweetened
 0 items are served deep-fried and/or sweetened

0 pt
 1 pt
 2 pt
 3 pt
 4 pt

SUGAR - REAL Certified discourages consumption of free sugar.

7) Do patrons have access to free water?

No 0 pt
 Yes, but patrons must ask for it 2 pt
 Yes, but patrons must ask for it because of drought restrictions 4 pt
 Yes, and water is freely available for self-service or automatically served to the table 4 pt

8 a) Are sweet beverages served? This question pertains to beverages made in-house; bottled drinks; and syrups, mixers, and add-ins used for cocktails.

Yes 0 pt → Proceed to 8 b
 No 15 pt → Skip to 9

8 b) What is the maximum size offered for sweet beverages?

> 16 oz 0 pt
 16 oz 2 pt
 12 oz 4 pt

Continue samples from the REAL Certified 3.0 Audit Criteria

Sustainable Produce Sourcing				
List the 4 most frequently purchased produce items. Check which criteria each ingredient meets.				
Note: If an ingredient is locally sourced, do not give points for regionally sourced as well.				
POSSIBLE POINTS	2 pt	1 pt	3 pt	1 pt
	Locally Sourced (<150 miles) OR Fair Trade Certified	Regionally Sourced (<300 miles)	Certified Organic	Sourced from Small or mid size farm
1)				
2)				
3)				
4)				
SCORING: Assign points per check mark as indicated for each column. Add up points achieved. Total points possible = 24				

SPECIAL INSTRUCTIONS

If any question is irrelevant to an establishment, award no points for that question and adjust the total possible score down by the number of possible points for that question. The score for that question would then become 0 points awarded out of 0 points possible.

SCORING

Points Breakdown

Responsible	32%
Epicurean	23%
Agricultural	33%
Leadership	12%
Total	100%
Passing Score	60%

ANIMAL WELFARE AND SUSTAINABILITY - REAL Certified encourages menu planning and sourcing of ingredients to maximize animal welfare and minimize environmental impact.

22 a) Is the menu plant-exclusive?

No	0 pt	→ proceed to 22 b
Yes	25 pt	→ skip to 23

Copyright Eat REAL® 2017

22 b) Complete the Animal Welfare Table on the next page. Use "percentage of possible points achieved" to determine points scored.

0-5%	0 pt
6-10%	2 pt
11-24%	4 pt
25-32%	7 pt
33-49%	10 pt
50-65%	14 pt
66-74%	18 pt
75-89%	21 pt
90%+	23 pt

Percentage of possible points achieved: _____

Copyright Eat REAL® 2017

CONFIDENTIAL



Sample Scoresheet

Instructions:

- 1) Only edit those cells that are highlighted in gray
- 2) Please keep detailed notes in the "notes" column
- 3) Insert estimated score received for each question in column D
- 4) If any question does not apply, please type NA in that score sheet and it will properly account for that in
- 5) Please fill out the chart beginning in cell A54 to complete the Epicurean section.
- 6) Please fill out the chart beginning in cell A65 to complete the Agricultural section.

		Restaurant Name		61%		Notes	
	Score	Points Received	Points Remaining				
Responsible	35	17	18	49%			
1)	4	4	0	100%	They do NOT have a post mix soda fountain and offer free refills		
2)	17	10	7	59%	Nine of the entrees are served with a full serving of healthy produce as the default choice. 45%		
3)	8	3	5	38%	Four out of the twenty entrees were vegetarian or approximately 20%		
4)	6	0	6	0%	Pasta and bread are most served grain and neither are whole grains		
Epicurean	25	19	6	76%			
1)	5	5	0	100%	No fried appetizers		
2) Chart in row 4	8	8	0	100%	All sauces, stocks, dressings, and condiments are prepared in-house		
3)	4	2	2	50%	Butter is occasionally used in making specialty items		
4)	8	4	4	50%	Small plates are offered for 10 items daily. There most served animal protein is 6 oz portion of fish		
Agricultural	25	19	6	76%			
1) Chart in row 6	20	14	6	70%			
2)	5	5	0	100%	Vegetables are changed daily. Kale, Calabrian peppers, Brussel sprouts and cauliflower on current menu.		
Leadership	15	6	10	40%			
1)	2	0	2	0%	Menu does NOT state healthy substitutions are available		
2)	3	3	0	100%	Water is served without asking for no additional costs		
3)	2	NA	0		No burger served		
4)	5	0	5	0%	No childrens menu and not lower price items for children		
5)	3	0	3	0%	No milk or 100% fruit juice available		
6) Bonus	3	3	0	100%	Green Fork, Recycle, and compost		

R1) Sugar sweetened beverages

R2) What % of entrees contain a full serving of non deep-fried vegetables or fruits?

R3) What % of entrees are either vegetarian or can be made vegetarian (speicifically marked on menu)?

R4) Use of whole grains

E1) How many appetizers are deep fried and breaded?

E2) Are stocks, sauces, condiments, and dressings made in house?

E3) Does the establishment use primarily healthy oils?

E4) Multiple portion sizes

A1) Sourcing

A2) How many menu items consist of primarily seasonal ingredients?

L1) Does the menu clearly state that healthy substitutes are available?

L2) Are customers served, or can they access water on their own without having to ask for it?

L3) If the establishment offers a burger, does it offer a house-made vegetarian comparison burger?

L4) Childrens Menu - Food

L5) Childrens Menu - Beverage

L6) Bonus : Other certifications, etc.

ADDITIONAL NOTES: (Customer reviews, concern

They offer vegetarian tastings at all three restaurants on special occasions.



Sample Scorecard



RESPONSIBLE — Food and beverage options provide health benefits | 44 out of 59 (75%)

Points Earned

- All menu items contain a serving of vegetables
- Over 50% of grains are served intact
- All animal protein and starches are served in responsible portions..

Earn Additional Points

- Make whole grains and whole grain products the default option for more menu items
- Reduce sweet beverage portions to no more than 12 oz
- Make sweet beverages in-house



EPICUREAN — Preparation maintains or enhances healthfulness of food | 39 out of 43 (91%)

Points Earned

- All sauces, stocks, and salad dressings are made in-house using fresh ingredients
- Proteins and other ingredients are sourced in their least processed form without any unsafe additives

Earn Additional Points

- Make all condiments in-house
- Eliminate deep-fried french fries and offer oven- baked fries as a healthier alternative



AGRICULTURAL — Food is sourced with a focus on quality, sustainability, and animal welfare standards | 52 out of 66 (79%)

Points Earned

- Frequently purchased produce items are sourced local and organic
- Poultry, beef, and pork items are GAP Certified
- Over 50% of the menu consists of vegetarian or vegan offerings

Earn Additional Points

- Increase number of seasonal menu offerings
- Serve only organic animal products
- Source only GAP Step 4 or higher or Animal Welfare Approved animals and animal products



LEADERSHIP — Establishment demonstrates best practices and enables better choices | 28 out of 26 (108%).

Points Earned

- All customer disposable small wares and to-go items are compostable
- Allergen, ingredient sourcing, and organic menu offerings are clearly labeled on the menu to offer transparency to consumers

Earn Additional Points

- Provide nutrition and sugar information to customers upon request
- Recycle fats, oil, and grease

Eat REAL Certified Drives Functional Behavior Change

This scorecard provides an informative snapshot, which summarizes our observations from the REAL Certified audit, and helps an establishment to understand where they are leading and where there are areas for improvement.

Certification Results

SAMPLE ESTABLISHMENT

Congratulations, your overall score qualifies **SAMPLE ESTABLISHMENT** for REAL Certification, Tier SILVER

A minimum score of 60% and pre-requisite qualification is required to obtain SILVER Certification.

TIER LEVELS:
60%+ Green, 80% Silver, 85% Gold, 90%+ Platinum

Score Conclusion: PASS - Silver
Total: 163 out of 194 (84%)

Summary of Findings: Based on the REAL Criteria, and to help you understand where you are leading and where there are areas for improvement, notes and observations of the operation as a whole, are as follows:

Points Earned:

- Your food preparation is exceptional, largely because of your focus on cooking in-house from scratch, your use of plant-based oils, and your incorporation of healthy cooking practices.
- Your commitment to ingredient quality is significant, particularly in these categories: organic produce sourcing, GAP certified animal products, and sustainable seafood.
- You minimize environmental impact through the following sustainability measures: LEED certification, utilizing the whole animal, recycling practices, and use of biodegradable small-wares and to-go items.

Opportunities:

- **TO BE ELIGIBLE FOR GOLD STATUS** - Replace a current oil with a non-GMO oil.
- **Up to 4 points** – Provide a full serving of vegetables on all adult and children menu items.
- **Up to 3 points** – Increase number of whole grain offerings.
- **Up to 13 points** – Source more animal products from farms with Eat REAL animal welfare approved certifications.
- **Up to 3 points** – Provide list of ingredients, nutrition facts, and/or added sugar levels to customers upon request.
- **2 points** – Eliminate use of plastic bags for to-go items.

eatREAL.org | info@eatREAL.org

CONFIDENTIAL



Tiered Scoring



Green
60% +

Have a vegetarian entrée on the menu, or clearly state that vegetarian substitutions can be made

No foods or beverages with 50 grams added sugar or more

No MSG (monosodium glutamate) in any food or beverages

No hydrogenated or partially hydrogenated oils or fats are used



Silver
80% +

33% of all meat and poultry are sourced from non-CAFO farms

33% of seafood served is labeled "green" by the Monterey Bay Seafood Watch

33% of all entrees contain at least one serving of vegetables



Gold
85% +

50% of all meat and poultry are sourced from non-CAFO farms

50% of seafood served is labeled "green" by the Monterey Bay Seafood Watch

At least one of the oils used in food prep is non-GMO

50% of the entrees contain at least one serving of vegetables that is not fried or sweetened



Platinum
90% +

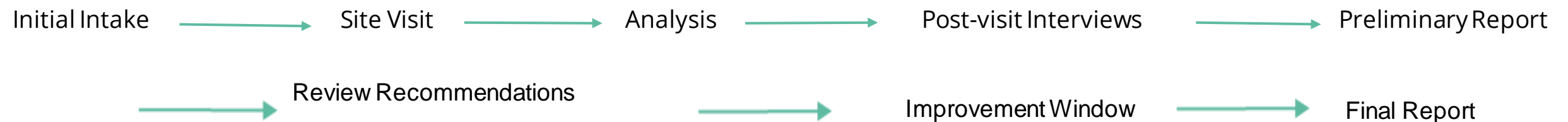
100% of all meat and poultry are sourced from non-CAFO farms

100% of seafood served is labeled "green" by the Monterey Bay Seafood Watch

At least 50% of oils used in food prep are non-GMO

100% of the entrees contain at least one serving of vegetables that is not fried or sweetened

Process and Scoring



Total time estimate for single-location: Eat REAL team: 10 hours, Client: 2-4 hours. Multi location varies based on number of menus

***All Large accounts receive a single account manager and sites are built into a shareable project timeline.*

The comprehensive review process, conducted by **Registered Dietitians, includes menu analysis, invoice and supply chain verification, interviews, and visual assessments of front and back of house operations.**

The Science

Based on the input of a diverse Panel of Experts from industry, academia, and government, as well as veteran chefs and restaurateurs, Eat REAL Certified recognizes food and foodservice operators that maximize:

- *Vegetable & fruit consumption*
- *Fresh, seasonal, local & organic ingredients*
- *Use of whole, intact grains*
- *Scratch cooking with whole, minimally processed foods*

- *Beneficial fats, healthier oils*
- *Sustainable sea foods*
- *Water consumption*
- *Transparency*
- *Healthy options for children*



RESPONSIBLE



EPICUREAN



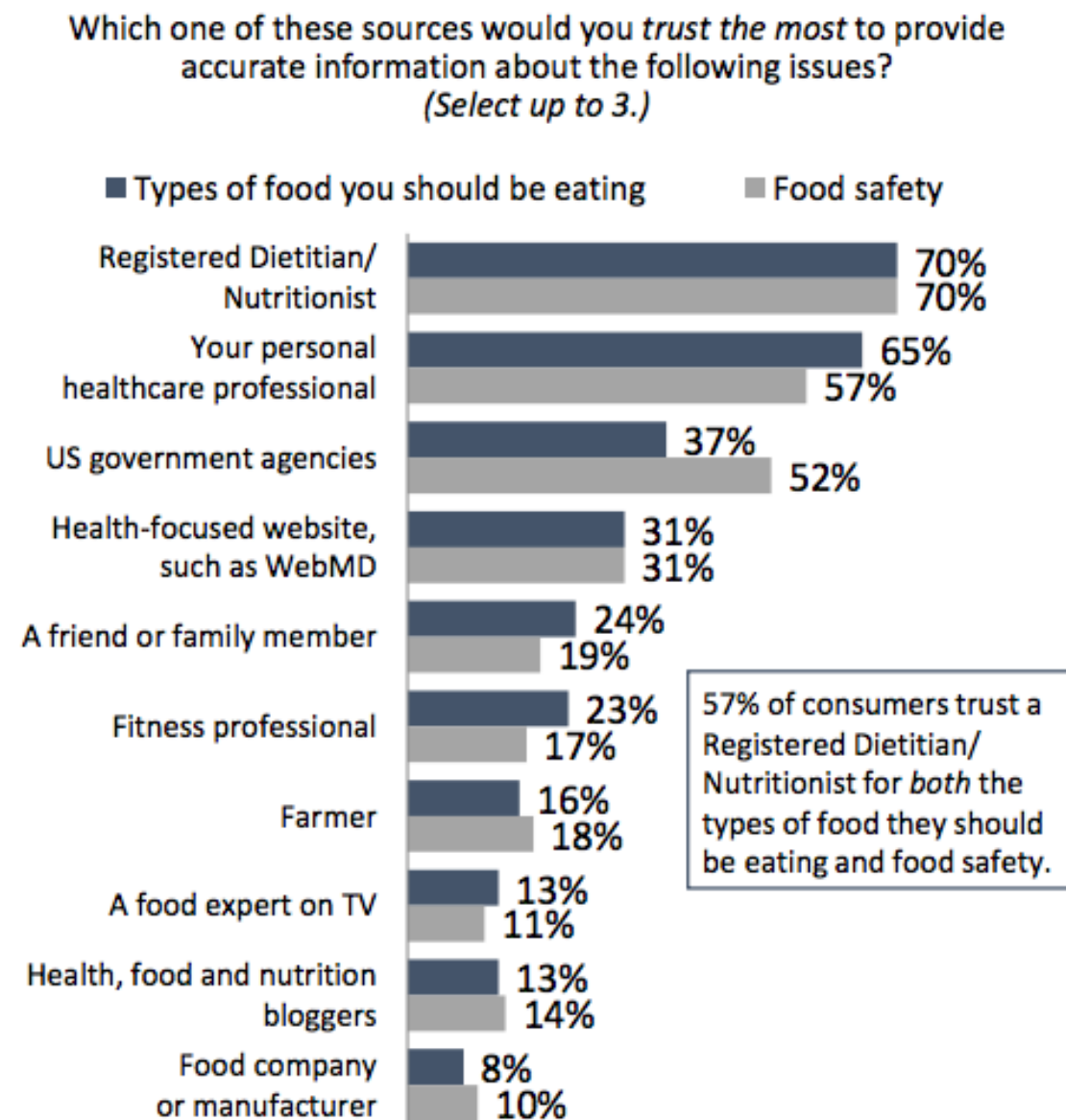
AGRICULTURAL



LEADERSHIP

Science Meets Consumer Insights

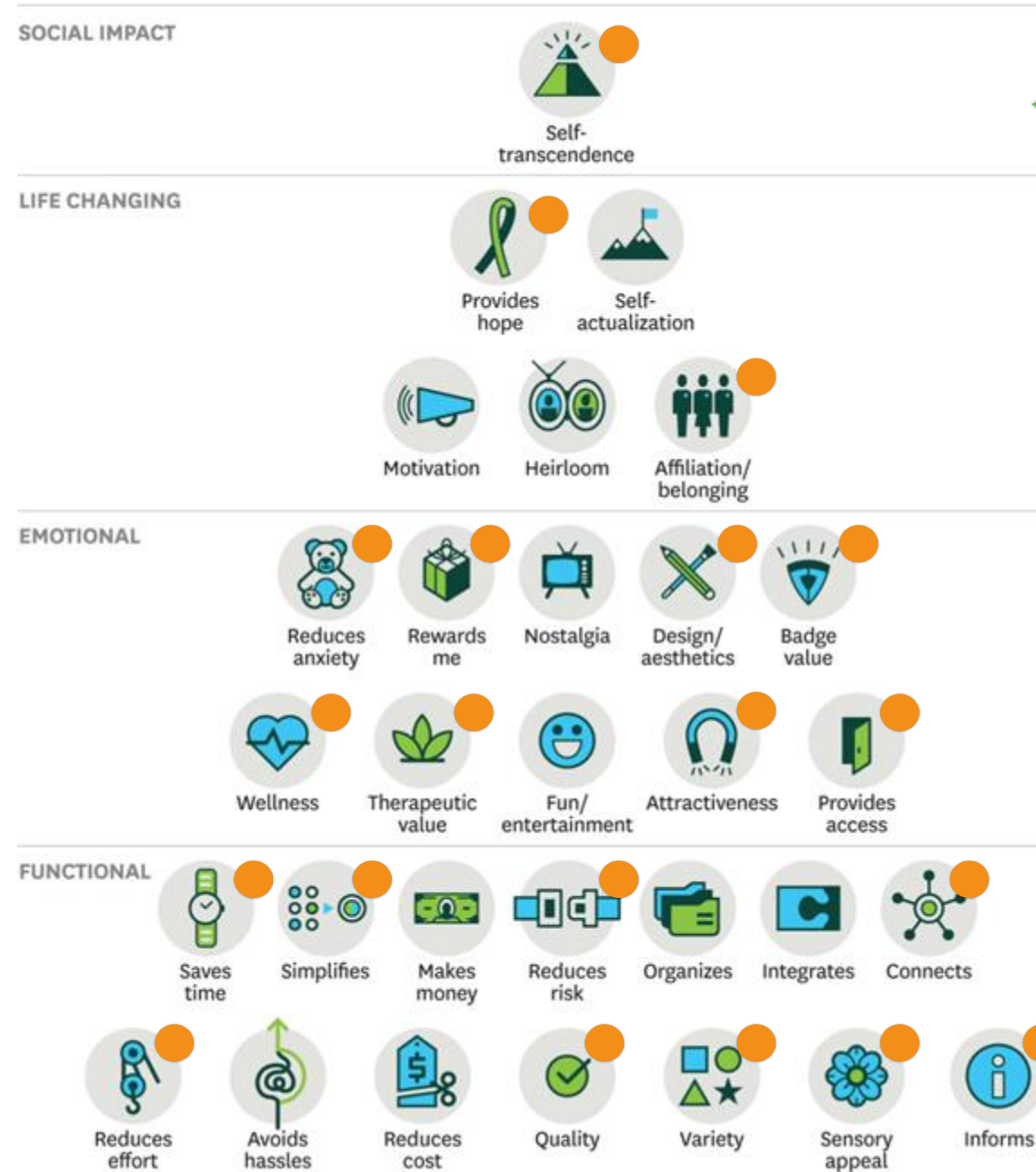
Registered Dietitians are the most trusted source for food recommendations.



REAL Certified and Consumer Values

Which Needs Does REAL Certified seek to address?
noted by -

REAL Certified is already making an impact and gaining consumer confidence



REAL Certified provides a functional tool.

REAL Certified Seeks to Impact the Consumer Value Equation

Establish Trust:

Backed by a respected, independent scientific advisory board.

Provide Transparency:

Third-party RD's help consumers navigate healthy and safe options.

Drive Value Behaviors:

Provides a functional design tool to drive repetition and retention.

Select Impact Partners:

- ASPCA
- Tennessee Department of Health
- Ann Cooper Foundation
- Seafood Nutrition Partnership
- Robert Wood Johnson Foundation
- Breastfeeding Tennessee
- Soil Health Guide
- Tennessee Governors Foundation

Case Studies

healthier>tennessee

- 23 Communities designated state-wide
- 9 communities have adopted Eat REAL thus far
- Multi-stakeholder collaboration Local Health Departments, School Districts and community leaders
- Primary goal is to get as many communities seeking Healthier TN status to adopted REAL Certified as a program to address their nutrition requirement



- 8 state-wide locations
- Multi-stakeholder collaboration between State Department of Health and CDC
- Primary goal is to get all parks qualified for REAL audit, then conduct audit and create a work plan to improve nutritional and environmental factors.

UCSF School of Medicine

- First REAL Certified Medical Center in the US
- Self-Operating foodservice
- Removed all Sugar-Sweetened Beverages from all cafes

Eat REAL® Tennessee

Select REAL Certified Locations in Tennessee
~100 Statewide



Eat REAL in partnership with the Tennessee Department of Health conduct REAL Certified audits across the state.

Supporting Partners



THANK YOU!

Nikkole Turner

Eat REAL Program Manager for Tennessee

nikkole@eatreal.org

EATREAL.ORG