

Table 1

Study Sample's October 2007, October 2008, and Total UCI Dining Purchasing by Food Category

	October '07	October '08	Top 25 Total	Conventional	Real Food A	Real Food B	"Unreal" %	"Real" %
Seafood	\$8,930.27	\$14,913.84	\$23,016.74	\$18,845.75	\$0.00	\$4,170.99	81.88%	18.12%
Canned & Dry	\$75,613.41	\$102,540.93	\$52,759.86	\$52,759.86	\$0.00	\$0.00	100.00%	0.00%
Frozen	\$32,273.28	\$72,375.24	\$53,352.92	\$53,352.92	\$0.00	\$0.00	100.00%	0.00%
Beverage	\$16,316.75	\$39,270.03	\$54,170.81	\$54,170.81	\$0.00	\$0.00	100.00%	0.00%
Produce	\$60,069.58	\$77,999.40	\$71,779.45	\$39,875.12	\$0.00	\$31,904.33	55.55%	44.45%
Poultry	\$42,382.73	\$46,985.69	\$86,559.60	\$86,559.60	\$0.00	\$0.00	100.00%	0.00%
Dairy	\$51,320.29	\$91,698.82	\$94,591.20	\$78,939.48	\$0.00	\$15,651.72	83.45%	16.55%
Meat	\$63,300.50	\$67,458.77	\$103,626.02	\$103,626.02	\$0.00	\$0.00	100.00%	0.00%
Totals	\$350,206.81	\$513,242.72	\$539,856.60	\$488,129.56	\$0.00	\$51,727.04	90.42%	9.58%