# **UCSF SUSTAINABLE FOODSERVICE**

# **ANNUAL REPORT**



## University of California, San Francisco

August 2011

Prepared by Sustainable Food Work Group Chancellor's Advisory Committee on Sustainability



Campus Life Services

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# INTRODUCTION AND OVERVIEW

Within the University of California system, UCSF is a unique entity and differs substantially from the other campuses and medical centers. Firstly, the campus is entirely dedicated to health and biomedical sciences with vast majority of students being at least at a post-graduate level. As a result of the nature of the campus, the normal food-related activities seen at other campuses, such as student dining programs are absent. Instead, there is a variety of food outlets. These outlets are operated by either the UCSF Campus Life Services – Retail Services (CLS) or UCSF Medical Center Department of Nutrition and Food Services (NFS). All of the CLS outlets are leased to independent or franchise food operators.

The medical centers at the other campuses tend to function separately but at UCSF, the medical center is very closely aligned both physically and operationally with the campus and both occupy the main site on Parnassus Avenue. At the rapidly developing Mission Bay campus in San Francisco, the university and the medical center will again be in close proximity to each other. This closeness enables the campus and medical center food service functions to work cooperatively in their efforts to reach the prescribed sustainability goals. Some of the fruits of this cooperation can be seen in the successful Smart Choice Program and the high level of composting and recycling in the food service areas.

The Sustainable Foods Work Group is co-chaired jointly by representatives from the campus and the medical center. Campus representatives come from Campus Life Services and select vendors. The medical center is represented by members of the Nutrition and Food Services Department.

# MEDICAL CENTER NUTRITION AND FOOD SERVICE

## Commitment to Sustainability

Food Services at all UCSF campus and medical center locations are committed to meeting the mission and goals of the Presidents Policy on Sustainable Practices. We will strive to provide faculty, staff, patients and visitors with local and sustainably-produced foods wherever possible. We vow to reduce our impact on the environment by

- reducing long distance transportation of foods,
- increasing support for local and organic farms,
- reducing waste,
- increasing composting and recycling,
- increasing support for local businesses
- reducing pollution from pesticides and other harmful chemicals
- Nutrition and Food Services defines "local" as within 200 miles San Francisco

## NFS at a Glance

The Department of Nutrition and Food Services at UCSF Medical Center is responsible for patient meal services, several retail food outlets, and catering at two of the five UCSF campuses.



## **Retail Food Services**

- NFS retail food outlets are located at the Parnassus campus in the Moffitt hospital. These outlets serve faculty, staff and visitors and operate 365 days a year from 6am to 11pm every day. We do an average of 4,500 transactions a day utilizing 9 cashiers at peak times and have annual sales of almost \$5MM. Retail is made up of three outlets: the main Moffitt Café, the Moffitt Café Express (a convenience store/coffee shop), and the 920 Express, a mini convenience store located on the 9<sup>th</sup> floor of the main hospital.
- NFS also has administrative oversight of 2 retail food outlets at the Mount Zion campus: the Mount Zion Café and The Daily Grind, a coffee kiosk, both of which are operated by a franchisee.

## Patient Food Services

- NFS provides an average of 1500 patients daily. A majority of these meals are delivered to patients in the Moffitt and Long hospitals which include the UCSF Benioff Children's Hospital.
- Meals are also provided to the UCSF Medical Center at Mount Zion and the Langley Porter Psychiatric Institute.

## **Catering Services**

NFS operates Moffitt Catering, a very busy and successful catering department with gross income over \$2MM per year.

## Sustainability Activities

## Summary of Current Green Procurement Practices

- 1. In 2010-11, procurement was obliged to increase the number of delivery days from the prime vendor from 4/week to 5/week. This had been reduced the previous year from 6/week to 4/week but due the increase in supplies needed for the new café and the space limitations of the storeroom and refrigerators, it was not possible to maintain enough on-hand supplies to stay at four deliveries per week.
- 2. In 2010-11, the yogurt being purchased was from a local manufacturer that uses milk from cows from central California that have not been treated with rBST. This was changed in the Retail area to begin using a local, organic yogurt producer, which incurred some additional expenses. PFS may follow suit in the near future.
- 3. All fluid milk, sour cream and cottage cheese purchased for the department is from northern and central California cows that have not been treated with rBST.
- 4. In 2010-11, the Moffitt Café Express and the catering unit continued to use Peet's coffee. This is roasted locally in a LEED-certified building and they provide some organic and fair-trade coffees.
- 5. In 2010-11, most produce purchases came from a local company that focuses on locally grown fruits and vegetables. In the summer of 2010, analysis showed that >60% of our produce purchases came from the 17-county area around San Francisco. The average for the year was 37% local. This is reflected in Figure 3.



#### Sustainable Food Procurement

As of June 2011, the identification and tracking of sustainable food purchases remains a work in progress. The main supplier to the department is US Foodservice, based in Livermore CA and they are working on supplying us with data of food items that fall into the various UCOP definitions of sustainability. They did develop an indicator on their website catalog to indicate "local" but many of the items listed as local do not meet the criteria for sustainability and therefore, that information is not being used in calculating the percentage of sustainable foods purchased.

The identification and tracking of sustainable food purchases is currently difficult and timeconsuming as the information is not readily available from suppliers. In addition, there is no uniform way to measure sustainable procurement across the board. As a result, collecting and tabulating the data is an arduous and time-consuming process. The department continues to work with vendors to try to set up systems so that data can be collected and filtered to facilitate the determination of the sustainable percentage purchased. However, with greater scrutiny paid to each category of foods purchased, the data collected this year is much more accurate than that collected in FY10.

Category	Purchases
Meat, Poultry & Fish	\$778,887
Fresh Produce	\$691,203
Portion Packs	\$120,033
Staples/Dry Goods	\$553,461
Frozen Foods	\$793,381
Dairy(including cheese)	\$282,084
Other Food	
*Total Food (incl. other categories and suppliers)	\$4,800,326

#### Table 1. NFS Total Food Purchases, FY2011

#### Table 2. NFS Total Nonfood Purchases, FY2011

Category	Purchases
Paper Supplies (service-ware etc)	\$229,011
Cleaning and dish-washing chemicals	\$60,637
Equipment & Supplies	\$16,352
Total Non-Food (incl. other categories, USFoods only)	\$840,050

\*Due in part to a major construction project that affected retail sales, total food purchases were down from FY10 levels.

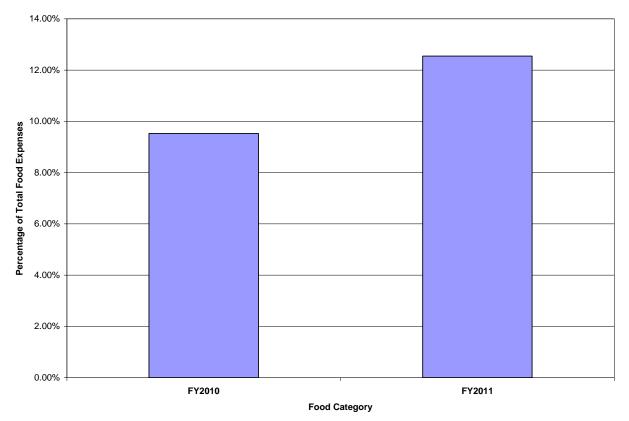


Vendor	Food Categories	<b>Total Purchases</b>
U.S. Foodservice	FISH, BEEF, NUTS, DAIRY (organic)	\$94,863
Berkeley Farms	MILK, YOGURT (local, rBST-free)	\$138,102
Slippery Fish	SUSHI, (local, sustainable)	\$44,284
Odwalla	FRESH JUICE, (local)	\$70,612
Bay Cities Produce	PRODUCE, (local, some organics)	\$221,125
Peets Coffee & Tea	COFFEE, TEAS (fair-trade/organic)	\$6,683
Palo Alto Egg	YOGURT, JUICES, PUDDINGS (local/organic)	\$26,595
	TOTAL:	\$602,264

#### Table 3. NFS Total Sustainable\* Food Purchases, FY2011

Sustainable is defined as per the University of California Sustainability Policy available at: <u>http://www.universityofcalifornia.edu/sustainability/documents/policy\_sustain\_prac.pdf</u>. Based on a total purchases as above in Table 1, the percentage of sustainable food purchases in FY2011 is **12.5%!** With immense gratitude to the Nutrition and Food Services team in striving to reach our sustainability goals; for FY11, the department managed to increase its sustainable purchases from 9.5% in FY10 to 12.55% in FY11.

#### Figure 1. NFS Total Sustainable Purchases, FY2010-2011





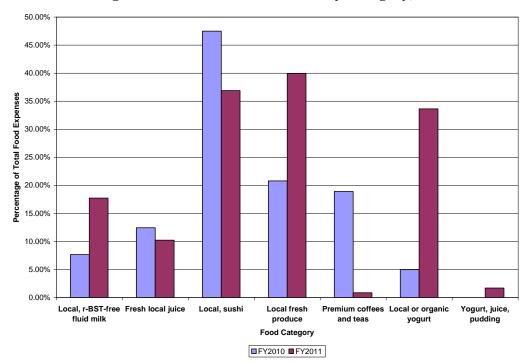
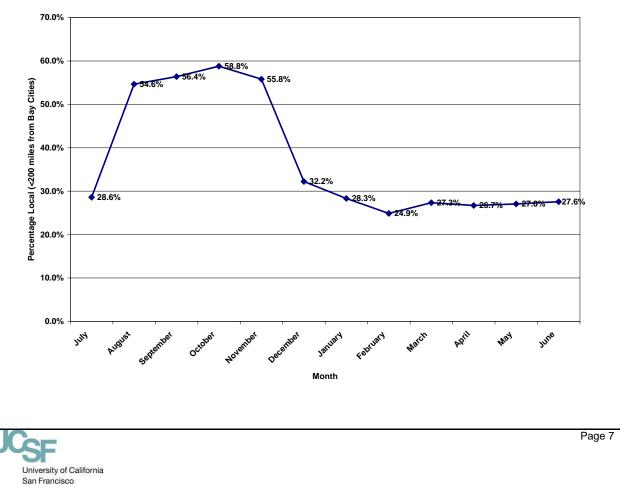


Figure 2. NFS Percentage Sustainable Food Purchases by Category, FY2010-2011

Figure 3. NFS Local Produce Percentage, FY2011



In addition, NFS is continuing to look at local produce purchases throughout the year. Based on data from Bay Cities Produce, NFS will able to trend local purchases seasonally from year to year as in Figure 3. NFS Local Produce Percentage, FY2011.

## Summary of Green Operations Practices

- 1. The department continues to be an active member of Health Care Without Harm (HCWH), a subsidiary of Physicians for Social Responsibility. As a member of HCHW, the department has taken an active role in implementing the nationwide "Balanced Menus Project" which seeks to reduce greenhouse gas by including more plant-based items on the menus and by modifying purchasing choices. New menus use more local and/or sustainable foods
- 2. In April 2011, twenty four reach-in refrigerators and freezers were replaced with new Energy-Star rated units.

### Education and Outreach

### Summary of Education and External Outreach Initiatives

- 1. Nutrition information postings Nutrition facts are now posted in the Moffitt Café so that patrons can make informed choices about their food purchases. Food labels for items produced by NFS including nutrition facts. Other point-of-purchase signage includes nutrition facts for items that are not prepackaged.
- 2. New digital signage in the Moffitt Café indicates whether a menu item is vegetarian, vegan, sustainable or Smart Choice. This signage is in all six stations as well as on a greeter board in the Moffitt Café entrance and in the Moffitt Café Express coffee shop.
- 3. There is a monthly newsletter, Moffitt Café Bites, given out for free in the café
- 4. Department representatives performed the following educational and outreach activities during the year:
  - June 2010: Dan Henroid from NFS presented "Healthy Sustainable Food" AND "Evidence of Inefficiency – aka Garbage! Saving Through Prevention, Reuse, Donation, and Recycling". California Higher Education Sustainability Conference. Los Angeles CA.
  - June 2010: Dan Henroid from NFS presented "From Trash to Cash: Innovating Out Of The Box" and "Creating Sustainable Healthcare Foodservice Operations", at the Association for Healthcare Foodservice Annual Conference. Austin, TX.
  - February 2011: Jack Henderson from NFS, and Dr. Sarah Janssen and Lena Brook from Physicians for Social Responsibility presented sustainable food goals and achievements to UCSF medical residents.
  - April 2011: Dan Henroid from NFS presented "Challenges to Providing Sustainable Food in Healthcare, at the CleanMed Annual Conference. Phoenix, AZ.
  - June 2011: Dan Henroid from NFS presented "Healthy and Sustainable Foods at the California Higher Education Sustainability Conference. Long Beach, CA.



- September 2010 : Peer reviewed article published: Madsen, S.H., Lalush, S., Anaya, M., Henderson, J., Minor, C., Henroid, D., & Bhow, A. Implementing composting and recycling in patient food service systems. *Journal of the American Dietetic Association, 110 (Sup. A)*, A67
- 5. Nutrition information is printed on all customer receipts so that every customer has personalized and detailed information for what they have just purchased. See joint CLS/NFS programs later in this report for additional details.

# **CAMPUS LIFE SERVICES, RETAIL SERVICES**

## Commitment to Sustainability

Retail Services is committed to working with our vendors to establish best practices related to sustainability that are in direct alignment with the newly adopted UC Sustainable Food Service Practice Guidelines. We understand that the buying practices of our vendors are an integral part of accomplishing the goal of procuring 20% sustainable food by 2020. We will accomplish this through demonstrating leadership in the areas of Procurement, Operations, Education and External Outreach.

#### **Core Sustainability Goals**

Work with our vendors to

- Source local and sustainable products
- Save water and energy
- Reduce Waste
- Educate our community about green living practices

## Retail Services at a Glance

Retail Services provides on-campus dining, shopping, and banking services to the faculty, staff, students, and visitors at UCSF. The goal of Retail Services is to bring value, convenience, and variety to the UCSF community—at the same time enhancing the quality of life on campus. Retail Services is part of the Campus Life Services (CLS) family at UCSF. CLS also includes Fitness & Recreation Centers, Child Care, Conference Center, Transportation, Housing, Distribution & Storage, Documents, Media, and Mail, and Arts & Events, and UCSF Retail. Retail Services currently manages the leases of approximately 28 commercial tenants that provide an array of retail, including various food service operations, vending, a credit union branch, various ATMs, a hair salon, a florist, and an optical dispensary. Fifty percent of our tenants are locally owned and operated. In 2010/11 Retail represents approximately \$8.6M in gross sales of goods and services.

Retail Services is also responsible for quality control, strategic and long-term planning, site and opportunity development, and vendor customer service standards. CLS has long been recognized as a leader in providing the highest standards for cleanliness, aesthetic appearance, and professional and friendly service.



Table 4. CLS Restaurants by Campus Location (a	s of June 20	(11)
		Type of
VENDOR	Location	Business
The View	LH	Local
Café 24 / Mission Bay Food Company	MB	Local
Peasant Pies	MB	Local
Subway	MB	Franchise
Caffe Terzetto	MB	Local
Publico *	MB	Local
The Pub/Mission Bay Conference Center	MB	Aramark
Carmelina's Café	MCB	Local
Carmelina's Taqueria	Р	Local
Courtyard Caffe	Р	Local
Palio Paninoteca	Р	Local
Panda Express	Р	Chain
Café Bellini	Р	Local
		Franchise
Subway	P	Locally
Terzetto Express	Р	Local
Farmers Market (Pacific Coast Farmers' Market Association)	P/MB	Local
Jamba Juice *	Р	Franchise

 Table 4. CLS Restaurants by Campus Location (as of June 2011)

\* Opened in 2011

LH = Laurel Heights MB = Mission Bay MCB = Mission Center Building P = Parnassus

## Sustainability Activities

Summary of Current Green Procurement & Operations Practices

Café Bellini:

• All produce is purchased from local vendor – Kael Foods (CA) Caffe Terzetto:

• Features "Going Greener" compost including a set-up in bathroom Carmelina's Taqueria:

All produce is purchased from local vendor – Sysco Foods (certified 2011)



• All food wrappers are either recyclable or compostable

- The kitchen produces 80% less garbage then in previous years; cooks compost and recycle in the kitchen
- Only 1 delivery per week

Carmelina's Café:

• Installation of "Going Greener" in front of house, and back of house Courtyard Caffe:

• All produce is purchased from local vendors – various Farmers' Market:

• Styrofoam banned from market – vendors, etc.

• Featuring cage-free vendor from Rolling Oaks Ranch, CA

Jamba Juice:

- Installation of "Going Greener" in front of house, and back of house
- Employees bring their own cups for smoothies, coffee, tea, etc. Palio Paninoteca:

• All produce is purchased from local vendor – Pacific Produce (CA) Publico:

Installation of "Going Greener" in front of house, and back of house

• Features "Going Greener" compost set-up in bathroom

Peasant Pies:

- Features "Going Greener" compost including a set-up in bathroom
- Most of the furniture is made from salvaged lumber
- Soup and salad utensils and containers are made of 100% compostable material
- Member of CACS Food Service work group

The Pub/Mission Bay Conference Center

- Frying oil is recycled and turned into alternative fuel
- Meat, produce, seafood & milk suppliers are local vendors
- Use local bakeries for bread and pastries
- Organic and fair-trade coffee; milk is from Berkeley (CA) farms
- Eliminated bottled water service in all conference rooms

Subway:

- Installation of "Going Greener" in front of house, and back of house
- Features "Going Greener" compost set-up in bathroom
- Is aggressively working with suppliers to reduce the carbon footprint of all deliveries and is looking for ways to provide more locally grown food products to franchises
- Working with UCSF Sustainable Committee

The View:

- Purchasing 60% produce from local Farmers' Markets
- Banned Styrofoam containers used for to-go items

\*NOTE: Content provided by vendor owner's managers and not audited by Retail Services.

### Summary of Waste Reduction Initiatives

Campus Life Services, Retail introduced the "Going Greener" campaign in the Millberry Union food court in January 2008, in direct alignment with UCSF's broad environmental sustainability



goals. "Going Greener" bins allow customers and staff at UCSF Retail vendors to:

- Compost food, paper, paper plates, napkins, milk and juice cartons, paper cups, tea bags, and coffee grounds
- Recycle plastic bottles and containers, soda cans, aluminum cans, foil, glass bottles, jars, all-rigid plastic, and CDs
- Reduce garbage of styrofoam, chip and snack bags, plastic bags, condiment packages, and plastic wrap

As of August 2011, "Going Greener" is installed in all Retail Services front-of-house (customer) and back-of-house (staff) vendor locations including:

- Café Bellini MU Plaza, Parnassus
- Caffe Terzetto Gene Friend, Mission Bay
- Carmelina's Café Mission Center Building
- Carmelina's Taqueria MU Plaza, Parnassus
- Courtyard Caffe Nursing Building, Parnassus
- Farmers' Market Parnassus & Mission Bay
- Jamba Juice Millberry Union, Parnassus
- Palio Paninoteca Millberry Union, Parnassus
- Panda Express MU Plaza, Parnassus
- Peasant Pies Gene Friend Way, MBay
- The Pub Community Center, Mission Bay
- Subway Millberry Union, Parnassus
- Subway Gene Friend Way, Mission Bay
- Terzetto Express 400 Parnassus
- Terzetto Express 707 Parnassus
- The View Laurel Heights





**2.** In May 2008, Retail Services and Pacific Coast Farmers' Market Association brought the UCSF community our first weekly Farmers' Market at Parnassus. And, in April 2009, we added the Mission Bay Farmers' Market. Both market locations feature local vendors who sell seasonal organic and nonorganic fruits, vegetables, nuts, flowers, and more.

In 2010, Retail Services worked with our market manager to increase customer awareness of sustainability and wellness through market promotion, weekly customer specials, and educational tools. As of August 2011, attendance at both markets has increased, with Mission Bay Farmers' Market attendance increasing by 166% (average 625 weekly in 2011 YTD.)

### Sustainable Food Procurement

As of July 2011 there is not an easy-to-use tool to track sustainable purchases for our leased retail foodservices on campus. While we have inserted the UCOP sustainability language in any new lease or lease amendment we are not actively tracking the information. A goal in 2011/12 is to work with UCOP, other UC campus' with similar needs or our internal UCSF Business Systems Development group to create a web-based tracking tool for our vendors to input this information.



# CURRENT JOINT EFFORTS BETWEEN CLS AND NFS

To make best use of resources and establish standards across UCSF, Campus Life Services and Nutrition and Food Services have partnered on a number of campaigns including our Smart Choice and Bring Your Own Cup promotions.

## Smart Choice – Healthy Food Program

In March 2009, Smart Choice, a healthier eating campaign, was introduced to restaurant and vending customers at Parnassus. The campaign is a collaborative effort between Campus Life Services, Retail and UCSF Nutrition & Food Services, and is designed to promote healthy eating among all UCSF retail food customers.



UCSF dietitians identified Smart Choice items after reviewing menu and vending items. Currently, at eateries, only entrees have been singled out, but the program may expand to include items such as side dishes and snacks in the future.

The program has two main objectives:

- 1. Increase consumers' awareness of nutrient content of foods by providing nutrition facts, labeling, and icons.
- 2. Increase consumers' likelihood of buying healthy items via promotion of healthy items (i.e. incentives).

How to identify Smart Choice items:

• Entrees/meals meeting the following criteria will be identified with a Smart Choice icon on a menu sign or "cling" at the serving areas. If the item is

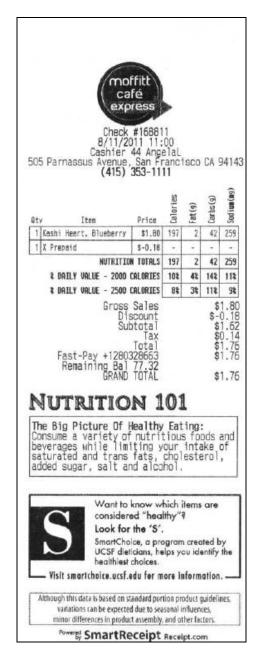
packaged, the icon may also be placed directly on the package.

• Smart Choice criteria are summarized in an easy-to-read format and posted in café area.

Specific nutrition facts for Smart Choice items are available to customers, posted in café and are available in writing. Smart choice items are available on digital signage (see Figure 6).



# Figure 5. Sample Smart Receipt Featuring Smart Choice



# Figure 6. Example Moffitt Cafe Digital Menu Board





## BYOC – Bring Your Own Cup Campaign

In May 2011, Campus Life Services, Retail Services and Nutrition and Food Services introduced a sustainable inspired campaign called "B.Y.O.C! (bring your own cup)." The campaign was designed to (A) encourage customers to bring their own mug when purchasing coffee or tea on campus, (B) thank customers who bring their own coffee or tea mug with a discount, and (C) reduce the amount of paper cup, heat sleeve, and plastic coffee top waste our campus community creates annually.

Figure 7. BYOC Graphic



**BYOC** Participants

**CLS** Retail vendors Caffe Terzetto - 400 Parnassus cart Caffe Terzetto - 707 Parnassus cart Caffe Terzetto - Gene Friend, Mission Bay Carmelina's Café – Mission Center Building Courtyard Caffe - Nursing Building, Parnassus Jamba Juice - Millberry Union, Parnassus Palio Paninoteca – Millberry Union, Parnassus Peasant Pies – Gene Friend Way, Mission Bay The Pub, Community Center, Mission Bay The View – Laurel Heights The University Store -Parnassus

## Nutrition and Food Services

Moffitt Café Moffitt Café Express 920 Express Mount Zion Café The Daily Grind



This program will be expanded further in FY2012 including selling customized sustainable, reusable mugs with the UCSF logo.



# WORK GROUP ORGANIZATIONAL STRUCTURE

The Sustainable Foods Work Group was formed in September 2009, and as with the other work groups, is co-chaired jointly by representatives from the campus and the medical center. Campus representatives come from Campus Life Services and select vendors. The medical center is represented by members of the Nutrition and Food Services Department.

## Work Group Commitment

Food Services at all UCSF Campus and Medical Center locations are committed to meeting the mission and goals of the Presidents Policy on Sustainable Practices. We will strive to provide faculty, staff, patients and visitors with local and sustainably-produced foods wherever possible. We vow to reduce our impact on the environment by

- reducing long distance transportation of foods,
- increasing support for local and organic farms,
- reducing waste,
- increasing composting and recycling,
- increasing support for local businesses
- reducing pollution from pesticides and other harmful chemicals

## Work Group Membership

The work group membership is comprised as follows:

Jack Henderson, Co-Chair, Associate Director, Operations Jen Dowd, Co-Chair, Manager, CLS Retail Services

#### **UCSF Staff**

<u>Retail Services</u> Peggy Baker Rennie Nastor Tamara Villarina

#### **Medical Center**

Irene Regala, Member, Recipe Development Chef Luis Vargas, Manager, Procurement and Distribution Services

#### Vendors

Robert Jones – Subway Ali Keshavarz – Peasant Pies Shahriar Pasdar – Aramark Karim Salgado – Carmelina's Taqueria



# FOR ADDITIONAL INFORMATION

Jack Henderson Associate Director, Operations Co-chair, Sustainable Foods Work Group Department of Nutrition and Food Services UCSF Medical Center Jack.henderson@ucsfmedctr.org

Jen Dowd Manager, Campus Life Services - Retail Services Co-chair, Sustainable Foods Work Group University of California, San Francisco Jennifer.dowd@ucsf.edu

Gail Lee Sustainability Manager University of California, San Francisco <u>Gail.lee@ucsf.edu</u>

Dan Henroid Director Department of Nutrition and Food Services Sustainability Officer Co-chair, CACS Sustainability Steering Committee UCSF Medical Center dan.henroid@ucsfmedctr.org

