Welcome to the FOOD ADVISORY BOARD
Agenda:

4:30 to 4:45  Introductions – staff and committee members
  • Name, year/residence, why you joined the committee

4:45 – 5:00  – Dinner

5:00 to 5:20  – Lee’s presentation – Introduction to Food Services

5:20 to 5:30  – Food Advisory Board introduction – Micaela

5:30 to 6:00  – Sub-Committee Intro and Discussions

6:00 to 6:30  – Roundtable

Next Meeting – Wed, October 23, V1 Multipurpose Room
DINNER

Please choose:

• A Main
• A Side
• A Fountain Beverage
• Dessert

• Please no packaged foods or bottled drinks – thank you
Welcome to the FOOD ADVISORY BOARD
UWFS MISSION + CORE VALUES

MISSION:
To believe in and deliver our core values of Customers, Convenience, Choice in every action and decision we make.

CUSTOMERS:
Our most important asset is the personal relationships with our customers. We truly believe in building relationships with each of our customers based on mutual trust and offering products and services you want.

CONVENIENCE:
To us, it's critical to meet customers' needs as conveniently as possible. We strive to have services available when you need, where you need them.

CHOICE:
We're all about options. We're committed to meeting the needs of our customers today and changing for tomorrow.
UW Food Services

Self-operated - an ancillary service

1. Own 17 Franchises
2. Catering & Event Services
3. Our own restaurant – The University Club
4. Conferences
5. Summer Accommodations
6. Vending Machines
7. 16 Original Cafes & Eatery Concepts
8. 3 Residence Eateries
9. UW Food Services
FOOD SERVICES STAFF

Overall Staff: Approximate 800 Staff - Full-time, Part-time & Causal

[Diagram of the organizational structure of the food services staff, including names and positions, with a focus on the Director, Financial Officer, and various Managers and Supervisors, up to the Executive Chef and Head Baker.]
UWFS Expense Chart

- Food Cost: 34%
- Supplies & Paper: 11%
- Repairs & Maintenance: 3%
- Utilities: 1%
- Professional Development: 1%
- Labour Cost: 43%
- Growth/Debt Relief: 3%
- UW Admin & Watcard Fees: 4%
- UW Admin & Watcard: 4%
- Repairs & Maintenance: 3%
- Utilities: 1%
- Professional Development: 1%
- Supplies & Paper: 11%
- Food Cost: 34%
- Labour Cost: 43%
- Growth/Debt Relief: 3%
Farm to Campus Fresh

• Surveyed over 3000 students in 2018
• Wanted to know about students’:
  – Eating habits
  – Knowledge of food and what they are eating
  – Priorities for food and nutrition

What we learned....
A third of students have at least one dietary restriction, which is driven by vegetarian and lactose-free diets.

Incidence of Dietary Restrictions (%)

33% Have a dietary restriction.

Source: UW Food Services Online Survey, May 2018.

10. Do any of the following dietary restrictions apply to you?
Base: Those with a dietary restriction n=628
Students are already very knowledgeable about the benefits of healthy eating

97% know that healthy eating leads to better cognitive thinking.

89% claim to be very knowledgeable about the benefits of maintaining a healthy lifestyle.

I've read about what makes a healthy diet. My idea of a healthy diet is ensuring that I avoid sugary/salty or processed foods. I try to always get fresh ingredients. I try to ensure that all my meals have a source of protein and I try to have grains sometimes. I avoid juice because of the sugar and mostly drink water.

- Kayla (Female, Mathematics, 23)

Myself and my family have always placed health, both mental and physical, as a top priority in life, as it is essential in living a happy, active and long life. In order to fuel the body to maximize athletic performance, one must consume healthy, nutrient-dense foods, so these are the foods that my parents assured that I used since I was very young, as one's early years are powerful to form lifelong health practices.

- Evan (Male, Science, 18)
Many students have difficulty maintaining a healthy lifestyle and diet and are looking for support to meet their goals.

- 70% work hard to maintain a healthy diet.
- 61% find it hard to make healthy eating decisions on a daily basis.
- 64% need support to meet their healthy eating goals.

Source: UW Food Services Online Survey, May 2018.
7. How much do you agree or disagree with each of the following statements?
Base: Total n=1831
Our vision is to provide our campus community with innovative, fresh, and great tasting food that we will deliver with personalized, friendly, and knowledgeable service. We will be Canada's premier campus food service provider by creating a home-away-from-home experience for our guests.
**Key Messages**

- We support as many as **75 local farmers**

- We own and operate **the Village Bakery**, which supplies our cafes and eateries with fresh daily bagels, pastries and treats.

- We provide **plant-based options** in all our cafes and eateries including an all vegan menu at FRSH.

- Our Chefs use fresh local ingredients to create dishes that are **prepared from scratch** in our kitchens.

- We **support our customer’s health** by promoting fresh nutritious foods to the campus community.
PROMOTION OF FARM TO CAMPUS FRESH

VEGETARIAN  VEGAN  HALAL  MADE WITHOUT DAIRY  MADE WITHOUT GLUTEN

FARM TO CAMPUS

Our diet is our promise. Our Chefs use fresh local produce. Berries brewed from Regional Farmers & served in our Smoothies & Pressed Juices or Fish Vegan in ARTB.

FARM TO CAMPUS

Our diet is our promise. Our Chefs use fresh ingredients in our Village One Kitchen. Our smoothies made from organic Berries, Breads & Treats served at Brews Cafe in Davis Center Library.
What’s new on campus?

Now open!

DC BYTES

Sushi Burritos • Poke Bowls
Dumplings • Bao • Banh Mi
Stir Fry • Asian Fusion
Pad Thai • Curry • Ramen
& Much More!

Located next to DC Library

Tim Hortons

Featuring:
Coffee
Lattes
Ice Capps
Breakfast Pastries
& more!

Now open!
WHAT IS FAB?

Structured and open forum where a diverse and unbiased group will evaluate and review operational aspects of Food Services

• Assess and Evaluate Food Services
• Make Recommendations
• Outreach and program activities
• Address Food Issues pertaining to:
  – Social responsibility
  – Customer service
  – Wellness and nutrition
  – Operational efficiency
  – Culinary diversity and quality
Mystery Shoppers

• Go to specific Food Services locations at certain time to assess predetermined criteria
• Take photos during visit
• Create final presentation and present findings and recommendations to full committee at final meeting
• Reimbursed for meals purchased during assessment
• Staff Advisors: Deb Harrison & Rob Sexton
Traveling Tummies

• Compare specific Food Services locations with another local college or University eateries
• Use predetermined criteria and rating system
• Develop a final presentation to present to full committee at final meeting
• Reimbursed for meals purchased during assessment
• Staff Advisors: Ron Koelwijn, Caitlin, Brandon
Social Media Ambassador Program Development

• Assist Food Services in recommendations for criteria and job description of a Social Media Ambassador
• Research other ambassador programs, talk to peers and use own experience for what a strong ambassador program would look like
• Present recommendations and findings to the full committee at final meeting
• Staff Advisors: Eleanor Doe and Reham Ebrahim
Trending in food today? What do you see? What do you want?

- Vegan & Vegetarian
- Local & Sustainable
- Fresh & Healthy
Follow us on...

UW Food Services
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