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 – Introduction to Food Services – Lee, Nicole

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 – Wednesday, February 26 – Village 1 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

UW Food Services
3 Residence Eateries
16 Original Cafes & Eatery Concepts
Own 17 Franchises
Catering & Event Services
Our own restaurant – The University Club
Conferences
Summer Accommodations
Vending Machines
FOOD SERVICES STAFF

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

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

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 (%)

- Vegetarian: 9
- Lactose-free: 9
- Halal: 5
- Vegan: 4
- Peanut-free: 3
- Gluten-free: 3
- Pescatarian: 3
- Kosher: 1
- Paleo: 1
- Other: 5

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

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

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

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.
Nutrition Goals in Food Services
Nicole Pin, Registered Dietitian

Support Students
Enable all students to thrive and add value to the University experience through:
✓ Choices that meet student needs and preferences
✓ Promote credible, evidence based content
✓ Messaging & education around nutrition & balanced eating on campus

WHAT'S IN SEASON?
Beans
Celery
Cauliflower
Radish
Zucchini

BUILD A BALANCED SALAD
GREENS (1/4)
PEPPERS (1/4)
LEMONADE (1/4)
LEAN MEAT (1/4)
BEANS (1/4)
RADISH (1/4)
AVOCADO (1/4)
BASIL (1/4)
LEMON CHICKPEA SALAD
Informed Choices

- Clear and accurate nutrition & ingredient labelling
- Staff training & education on allergies and dietary accommodation
- Dietary accommodation: Fall 2019 launched new allergy and dietary restriction campaign to support students

Grilled Pesto Chicken

**Ingredients:**
Chicken breast, cream sauce, pesto, Italian seasoning, parsley, salt, black pepper

**Contains milk**

If you have an allergy, please identify yourself to one of our staff!
✓ A total of **35 students** (primarily residence) contacted or were provided with dietitian contact regarding a dietary restriction.
Some Fall 2019 Facts....

- **20** of the 35 students had **one allergy/restriction**
- **7** had **two or more allergies/restrictions**
- **8** students **did not respond** to email contact and restriction was unknown

Of the 27 who did respond to email contact, all received support. Most students chose 1:1 meetings with dining hall tours, while 7 students found email alone to be helpful.

Feedback via follow up emails mid-October with students was overwhelmingly positive.
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 UW 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 with a given persona and assess based on evaluation form provided

• Take photos during visit

• Create final presentation and present findings and recommendations to full committee at final meeting
  • Each person should be presenting their own findings and sharing their experience during this presentation

• Reimbursed for meals purchased during assessment

• Staff Advisors: Deb Harrison, Rob Sexton, Nicole Pin
Traveling Tummies

• Compare specific Food Services locations with another local college or University eateries
• Use given evaluation
• Develop a final presentation to present to full committee at final meeting
  • Each person should be presenting their own findings and sharing their experience during this presentation
• Reimbursed for meals purchased during assessment
• Staff Advisors: Ron Koelwijn, Caitlin, Brandon
Social Media Ambassador Program Development

• Use job description created and perform ONE aspect of the Social Media Ambassador Program
• Take detailed notes and report back to group about effectiveness of the job
• Staff Advisors: Eleanor Doe and Hasti Atapour
What’s new on campus?

JUGO JUICE

Columbia Ice Fields

Tim Hortons

East Campus 5
1. What is a food trend that you would like to see on campus? Why does it interest you?

2. What is something you are NOT seeing in UW Food Services that you would like to see?
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