

UCSF Health

Nutrition & Food Services

Healthcare's Great Markets for Local and Organic Farmers



UCSF Health

Nutrition & Food Services

NFS Department Overview

Food Service Operations- \$9 million food budget

Patient Food Service

1,200 patient trays served each day

On-demand Restaurant Dining – patient centric

Retail Food Service

7 retail food outlets (3 cafes, 2 convenience stores, 2 coffee carts)

\$10 million gross sales/year

8500 transactions/day

Moffitt Catering (3 sites)

\$3 million from 12,000 events annually





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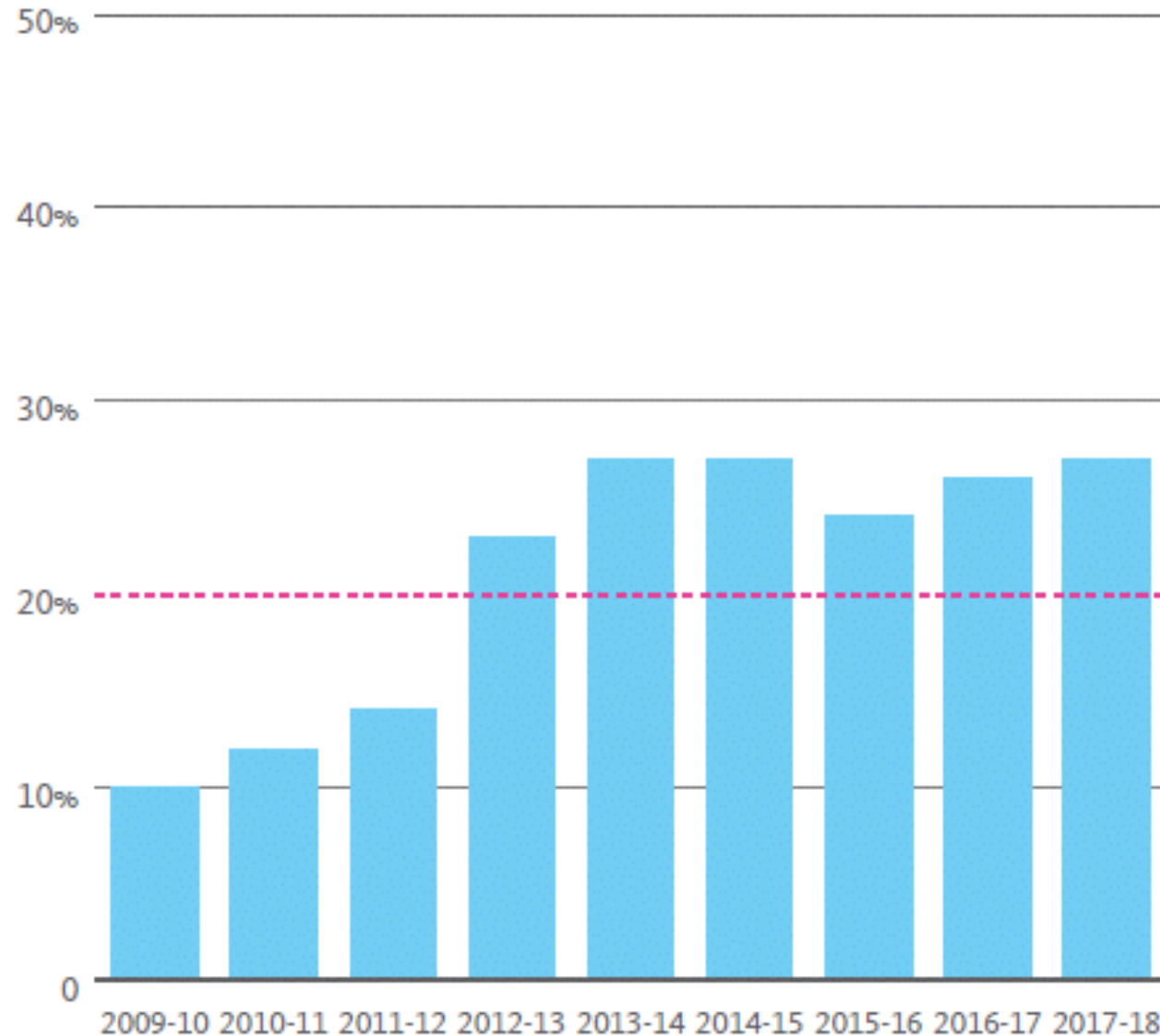
Our sustainability goal is to achieve 20% food service spend by 2020.

Progress:
2020 goal was met in FY 2012-2013.

UCSF Health continues to meet and exceed the food service spend goal.

SUSTAINABLE FOOD PURCHASES

(% of food spend)



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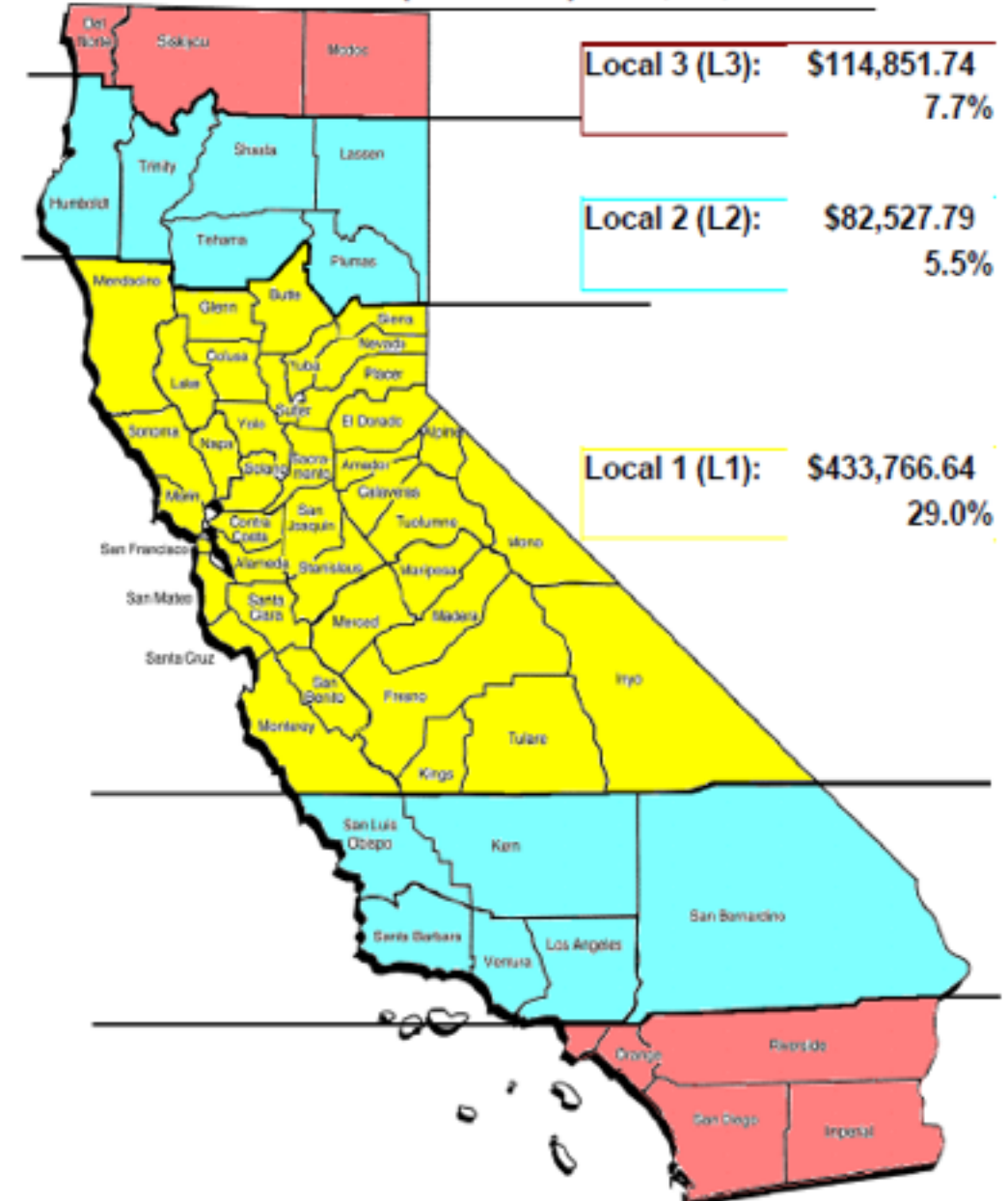
In 2018, UCSF Medical Center purchased \$433,000 from local farms within 250 miles through our produce supplier Bay Cities Produce Company- a 6% increase over 2017.

UCSF COMBINED

Jul. 30, 2017 - Jun. 30, 2018

Produce Sourcing Map

Total Purchases (all sources): \$1,497,976.31



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To increase its work on sustainable food, UCSF Health Nutrition and Food Service participates in the Menu of change University Collaborative with the Culinary Institute of America. This collaboration emphasizes serving more plant-based proteins, reducing food waste and improving data collection to measure change around sustainable food.



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Roots and Shoots

Roots & Shoots is a Menu of Change Concept introduced to showcase fresh principles of healthy and sustainable menus in a tasty way.



Roots and Shoots:

- 1 Think produce first
- 2 Make whole, intact grains the new norm
- 3 Limit potatoes
- 4 Move nuts and legumes to the center of the plate
- 5 Choose healthier oils
- 6 Go “good fat” not “low fat”
- 7 Serve more kinds of seafood, more often
8. Reimagine dairy in a supporting role
- 9 Use poultry and eggs in moderation
- 10 Serve less red meat, less often
- 11 Reduce added sugar
- 12 Cut the salt and develop flavor from the ground up



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In September 2018, UCSF Health committed to the Cool Pledge along with 3 other UC Medical Centers:

- UC Davis Medical Center
- UCLA Health
- UC San Diego Health

The Cool Food Pledge is an initiative of World Resources Institute, UN Environment, Carbon Neutral Cities Alliance, Health Care Without Harm, Practice Greenhealth, and Climate Focus. World Resources Institute serves as secretariat.



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The **Cool Food Pledge** is a new platform to help facilities offer diners more of what they want while slashing food-related greenhouse gas emissions by 25 percent by 2030.

<https://www.wri.org/our-work/project/cool-food-pledge>



The poster features a green and purple header with a circular logo that says "100% FRESH CELEBRATES". Below the header, the text reads "WORLD FOOD DAY" and "we're making **climate-smart choices** by pledging to observe these principles of **COOL FOOD**". The principles are listed in a numbered list with colored circles: 1. EAT FRESH, UNPROCESSED FOODS. 2. BUY LOCAL AND IN-SEASON. 3. CHOOSE ORGANIC FOODS. 4. ELIMINATE INDUSTRIAL MEAT & DAIRY CONSUMPTION. OPT FOR PASTURE-RAISED PRODUCTS. 5. REDUCE FOOD WASTE. COMPOST AT HOME, AT SCHOOL, AND AT WORK. The bottom of the poster shows a photograph of a garden with green leafy plants and a dirt path. At the very bottom, it says "for more information, visit <http://nutrition.ucsf.edu/coolfood/>".

100% FRESH CELEBRATES

WORLD FOOD DAY

we're making **climate-smart choices** by pledging to observe these principles of

COOL FOOD

- 1 EAT FRESH, UNPROCESSED FOODS.
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The **Cool Food Pledge** is a new platform to help facilities offer diners more of what they want while slashing food-related greenhouse gas emissions by 25 percent by 2030.

The Cool Food Pledge offers opportunities for the farming community to serve more markets and see sustained growth.

- The founding cohort of Pledge signatories collectively serves more than **60 million meals annually**.



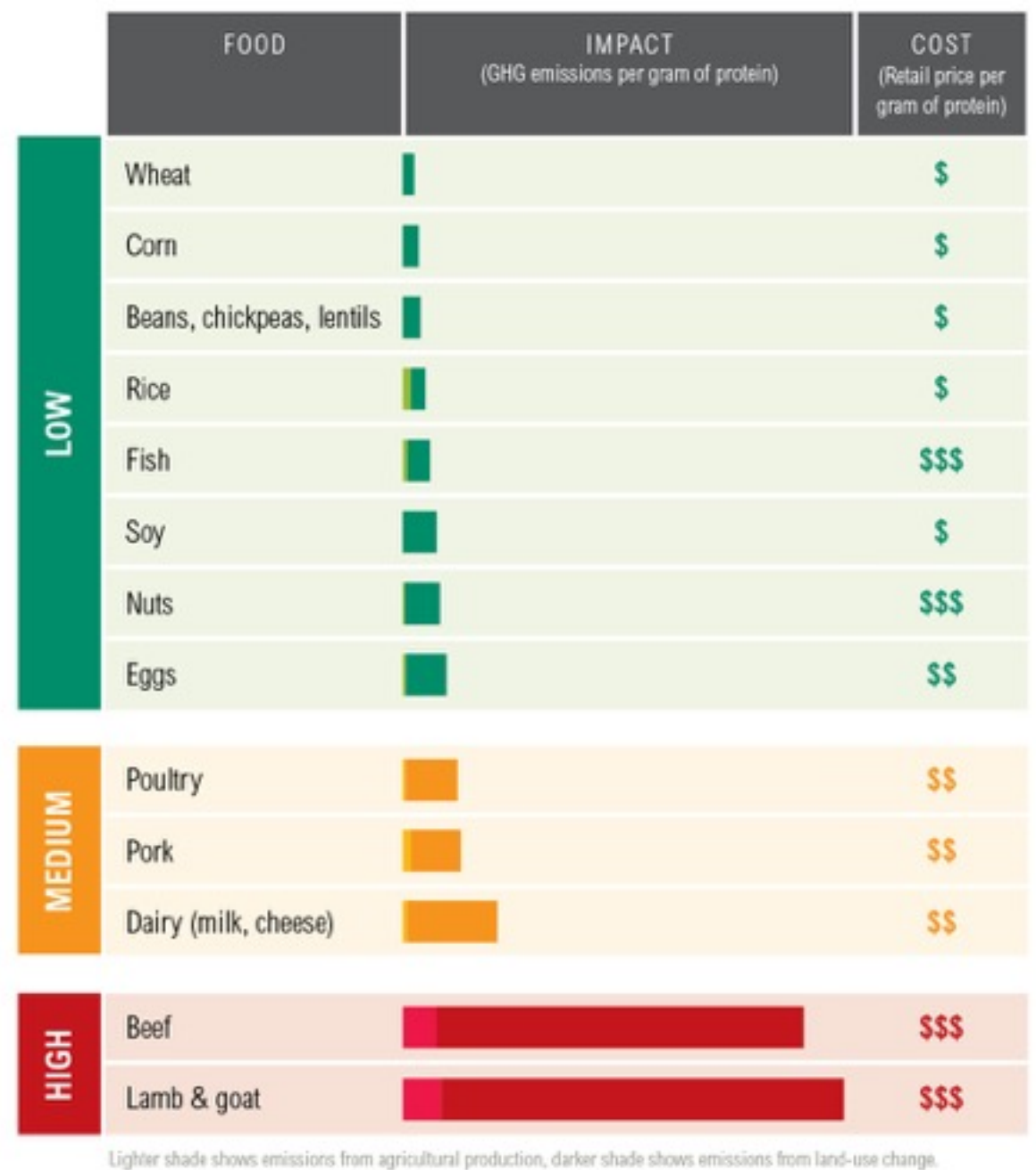
The poster features a green and purple header with a circular logo that says "100% FRESH CELEBRATES". Below the header, the text reads "WORLD FOOD DAY" in large white letters on a dark purple background. Underneath, it says "we're making **climate-smart choices** by pledging to observe these principles of **COOL FOOD**". The principles are listed in a numbered list with colored circles: 1. EAT FRESH, UNPROCESSED FOODS. (green circle); 2. BUY LOCAL AND IN-SEASON (orange circle); 3. CHOOSE ORGANIC FOODS (red circle); 4. ELIMINATE INDUSTRIAL MEAT & DAIRY CONSUMPTION. OPT FOR PASTURE-RAISED PRODUCTS. (blue circle); 5. REDUCE FOOD WASTE. COMPOST AT HOME, AT SCHOOL, AND AT WORK. (dark blue circle). The background of the list is a light-colored, textured pattern. At the bottom, there is a photograph of a garden path with green leafy plants. At the very bottom, it says "for more information, visit <http://nutrition.ucsf.edu/coolfood/>".

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Food production is a significant contributor to climate change, accounting for nearly a quarter of global greenhouse gas (GHG) emissions.

Animal-based foods account for two-thirds of agricultural GHG emissions and more than three-quarters of agricultural land use, while plant-based foods have much lower environmental impacts.



Source: World Resources Institute (2016).

Plant-Based Proteins Are Gaining Dollar Share Among North Americans

by The Nielsen Company

Posted: Thursday, November 9, 2017 at 3:30PM EST



Historically, consumers would gravitate toward meat to meet their needs for protein. And while a majority of North American consumers still choose meat as their primary source of protein, plant-based options are gaining traction. Notably, a recent Nielsen global survey found that 23% of consumers want more plant-based proteins on the shelves.

In North America, consumers are actively trying to incorporate more plant-based foods into their diets (39% of Americans and 43% of Canadians). This suggests that plant-based options appeal to significantly more people than just those who follow vegetarian diets (6% of North Americans) and those who follow vegan diets (3% in the U.S. and 2% in Canada, respectively).

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How it works:

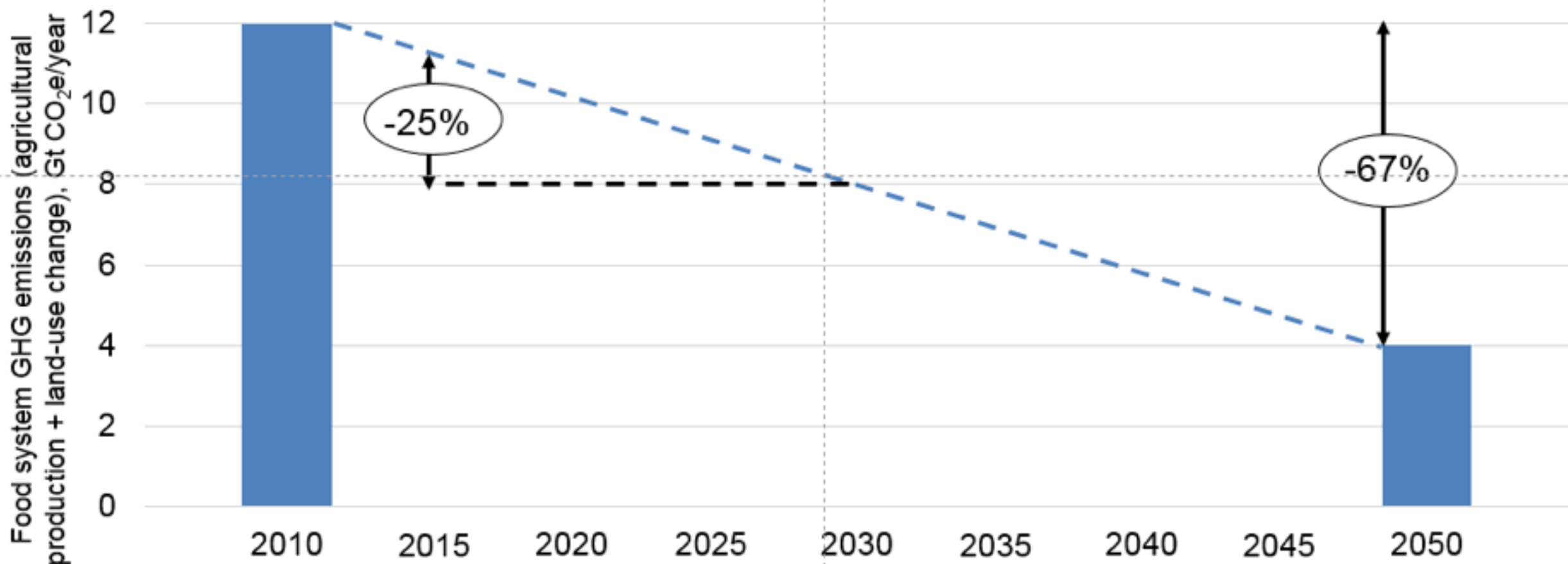
The Cool Food Pledge will help your institution:

1. Commit to a science-based **pledge** for diet-related GHG emissions reduction,
2. Develop the best **plan** to bring about change, and
3. **Promote** successes.



Step 1: Pledge

Universities pledge to **provide delicious food that is better for people and the planet** and commit to a *collective* target of reducing GHG emissions associated with the food they provide by **25 percent by 2030 relative to 2015**.



Sources: Searchinger et al. (2013), Science Based Targets Initiative (2017).

Step 2: Plan

The Cool Food Pledge team will help universities develop a plan for serving more sustainable food while meeting other dining-related targets (e.g., nutrition, financial performance).

- Links to innovative product providers
- Chef training
- Plant-based/plant-forward dish development
- Menu and cafeteria design
- Improved marketing/language
- Procurement policy design
- Social norms/attitudes work
- Etc.



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Step 3: Promote

The Cool Food Pledge team will provide inspiring student/employee messaging that can be used to support your university's existing sustainability campaigns.

A high-profile media and social media campaign will promote universities' achievements.

We will publish entities' collective performance against the target annually, and celebrate individual achievements at an annual event.

07.25.17

Google's Quest To Develop A Plant-Based "Power Dish" More Popular Than Meat

In an attempt to reduce the company's carbon footprint, Google is making changes to the food it serves its employees: everything from blending burgers with mushrooms to a data-driven quest to create the most delicious vegan taco.



"We were trying to solve for a delicious alternative that would displace a good proportion of animal protein." (Photo: Nyleen Holters)



BY ADELE PETERS 7 MINUTE READ

If you work at Google's Sunnyvale campus—like its other offices—lunch presents a multitude of choices. Fourteen separate employee cafes serve everything from pho to braised lamb or grilled trout, all free. But each restaurant also subtly nudges diners to make one choice in particular: eat less meat.

On a Friday afternoon, a cafe called BRGR lists a vegan burger first on its menu for the day; another burger, highlighted in a box in a center of the menu, is a "blended" version that uses mushrooms along with beef in the patty, reducing the total amount of meat. At a Vietnamese cafe, vegetable broth is listed before meat in the options for pho. And in a

- ▶ The global food system's environmental impact is large and growing. [Nearly a quarter](#) of all planet-warming greenhouse gas emissions come from food production and associated land-use change. And as incomes rise and more people move to cities, consumption of meat and dairy – foods with outsized climate impacts – is on the rise.
- ▶ <https://www.wri.org/blog/2018/10/we-cant-limit-global-warming-15c-without-changing-diets>
- ▶ [Richard Waite](#) and [Daniel Vennard](#) - October 17, 2018



Beef production has an outsized climate impact compared to other foods. Photo by SDA Natural Resources Conservation Service/Wikimedia Commons

Questions?

Thank you!

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