From San Francisco Sea Salt to Mt Lassen Trout:

Serving Up Extreme-Local Theme Meals at UC Berkeley

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Bun: produced in a commercial kitchen somewhere in the US, wheat grown somewhere in the world

Lettuce: likely grown in Salinas valley, maybe Mexico

Onion: likely grown in Mexico

Cheese: produced somewhere in the US

Tomato: likely grown in Mexico or Florida

Beef Patty: conventionally produced somewhere in the US

Cheese: produced somewhere in the US

Onion: likely grown in Mexico
Cal Dining at a Glance

Serve 30,000 customers daily

- 4 dining commons
- 7 campus restaurants
- Catering
- Concessions
You're Invited

FOOD DAY

Earth Day

FOOD DAY
EXTREME LOCAL DINNER
Tonight's meal comes from within 250 miles!
The Menu

Food Day: October 24

Mary’s Herb Roasted Chicken
BN Ranch Roast Turkey Breast
Mt. Lassen Steelhead Trout
Butter Beans & Kale
Roasted Garlic Cauliflower
Roasted Brussel Sprouts
Harvest Medley Rice Pilaf
Garlic Cream Pasta
Imperfect Harvest Squash Soup
Polenta Cakes with Mushroom Ragout
Foraged Wild Mushroom Pudding
Local Cheese Platter
Multi-colored popcorn
BYO Yogurt Bar
The Menu

Earth Day: April 21

Flat Iron Steak with Sunchoke Puree and Blood Orange Glaze
Free Range Buttermilk Chicken with Caramelized Garlic and Gremolata Sauce
Grenadier Fish with Asparagus Coulis and Grilled Strawberries
Baked Miyagi Oysters with Creamed Leeks and Carmody
  Butter Beans & Kale
  Roasted Garlic Cauliflower
  Roasted Broccolini
Harvest Medley Rice Pilaf
Stuffed Portobello Cap
  Garlic Cream Pasta
  Cream of Broccoli Soup
Local Cheese Platter
BYO Yogurt Bar
# Food Day Ingredient Sourcing

## Mary's Herb Roasted Chicken

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Farm</th>
<th>Location</th>
<th>Miles from Campus</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken</td>
<td>Mary's Chicken</td>
<td>San Joaquin Valley</td>
<td>195</td>
<td>Units to Order</td>
</tr>
<tr>
<td>Parsley</td>
<td>Route One</td>
<td>Santa Cruz</td>
<td>80</td>
<td>VV-Ordered</td>
</tr>
<tr>
<td>Rosemary</td>
<td>Clark Kerr Garden</td>
<td>UC Berkeley</td>
<td>0</td>
<td>Sustainability students will pick and deliver</td>
</tr>
<tr>
<td>Thyme</td>
<td>Jacobs Farm</td>
<td>San Francisco</td>
<td>25</td>
<td>VV-Ordered</td>
</tr>
<tr>
<td>Olive Oil</td>
<td>CA Olive Ranch</td>
<td>Oroville</td>
<td>145 miles</td>
<td>Units to order</td>
</tr>
<tr>
<td>Salt</td>
<td>Gustos</td>
<td>San Francisco Bay</td>
<td>14 miles</td>
<td>Units to Order</td>
</tr>
<tr>
<td>Peppercorn</td>
<td>Bee Green Farms</td>
<td>Three Rivers</td>
<td>250 miles</td>
<td>Ordered</td>
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</table>

## BN Ranch Roast Turkey Breast

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>BN Ranch</td>
<td>Marin</td>
<td>110</td>
<td>Sunoi to Order</td>
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<tr>
<td>Parsley</td>
<td>Route One</td>
<td>Santa Cruz</td>
<td>80</td>
<td>VV-Ordered</td>
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<td>San Francisco</td>
<td>25</td>
<td>VV-Ordered</td>
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<tr>
<td>Onion</td>
<td>Pinnacle</td>
<td>San Juan Bautista</td>
<td>50</td>
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<tr>
<td>Garlic</td>
<td>Christopher Ranch</td>
<td>Gilroy</td>
<td>80</td>
<td>Trinity-to-order</td>
</tr>
<tr>
<td>Shallots</td>
<td>Christopher Ranch</td>
<td>Gilroy</td>
<td>80</td>
<td>VV-Ordered</td>
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<tr>
<td>Carrot</td>
<td>Grimmway Farms</td>
<td>Kern</td>
<td>250 miles</td>
<td>Trinity-to-order</td>
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<tr>
<td>Olive Oil</td>
<td>CA Olive Ranch</td>
<td>Oroville</td>
<td>145 miles</td>
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<td>Peppercorn</td>
<td>Bee Green Farms</td>
<td>Three Rivers</td>
<td>250 miles</td>
<td>Ordered</td>
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</table>

## Roasted Garlic Cauliflower (vegan)

<table>
<thead>
<tr>
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<th>Status</th>
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<tbody>
<tr>
<td>Cauliflower</td>
<td>Perry Farm</td>
<td>Fremont</td>
<td>30</td>
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<tr>
<td>Parsley</td>
<td>Route One</td>
<td>Santa Cruz</td>
<td>60</td>
<td>VV-Ordered</td>
</tr>
<tr>
<td>Garlic</td>
<td>Christopher Ranch</td>
<td>Gilroy</td>
<td>80</td>
<td>Trinity-to-order</td>
</tr>
</tbody>
</table>

## Roasted Brussel Sprouts (vegan)

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Farm</th>
<th>Location</th>
<th>Miles from Campus</th>
<th>Status</th>
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</thead>
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<td>Brussel Sprouts</td>
<td>Rodoni Farms</td>
<td>Santa Cruz</td>
<td>80</td>
<td>VV-Ordered</td>
</tr>
<tr>
<td>Garlic</td>
<td>Christopher Ranch</td>
<td>Gilroy</td>
<td>80</td>
<td>Trinity-to-order</td>
</tr>
<tr>
<td>Shallots</td>
<td>Christopher Ranch</td>
<td>Gilroy</td>
<td>80</td>
<td>VV-Ordered</td>
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<tr>
<td>Olive Oil</td>
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<td>Gustos</td>
<td>San Francisco Bay</td>
<td>14 miles</td>
<td>Units to Order</td>
</tr>
</tbody>
</table>

## Harvest Medley Rice Pilaf (vegan)

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Farm</th>
<th>Location</th>
<th>Miles from Campus</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Harvest Medley Rice</td>
<td>Sunwest Foods</td>
<td>City of Bigg</td>
<td>135</td>
<td>Ordered</td>
</tr>
</tbody>
</table>
I Eat Real
For Sustainability
On a scale of 1-5, how satisfied are you with your meal?

1  22  6.7%
2  17  5.2%
3  44  13.5%
4 101  31%
5 142 43.6%
On a scale of 1-5, how much do you value sustainable food?

<table>
<thead>
<tr>
<th>Scale</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9</td>
<td>2.8%</td>
</tr>
<tr>
<td>2</td>
<td>17</td>
<td>5.2%</td>
</tr>
<tr>
<td>3</td>
<td>69</td>
<td>21.2%</td>
</tr>
<tr>
<td>4</td>
<td>78</td>
<td>23.9%</td>
</tr>
<tr>
<td>5</td>
<td>153</td>
<td>46.9%</td>
</tr>
</tbody>
</table>
What was your favorite entree?

- Mary's Herb Roasted Chicken: 92 (28.6%)
- BN Ranch Roast Turkey Breast: 7 (2.2%)
- Mt Lassen Steelhead Trout: 88 (27.3%)
- Garlic Cream Pasta: 40 (12.4%)
- Harvest Squash Soup: 14 (4.3%)
- Polenta Cakes with Wild Mushroom Ragout: 17 (5.3%)
- Forage Wild Mushroom Pudding: 22 (6.8%)
- Other: 42 (13%)
Cereal
Include more popular food
more options, more stations open so lines aren't so long
Every day!!
Strawberries. Juice/Soda/ something other than water
more dessert
Please do this more often! So great! Thank you
Should have it more often
dessert, and do it more!
Dont do this again ever
Happen more often.
Please continue to have fresh, local and sustainable produce for students in Cal Dining Hall. Please if possible to have it at least once a semester and summer session in Cal Dining Halls. Thank you for all the work and coordination into this Food Day Extreme Local Dinner. warm regards
brown’s
a california café
seasonality

Focus on in-season ingredients, with the menu varying according to the time of year
Without compromising flavor, brown's menu showcases fruits and vegetables as the center of the plate. By design, the menu is nutrient-dense, sustainable, and most importantly, delicious.
brown’s prioritizes higher welfare, sustainable animal products including grassfed, pasture raised BN Ranch beef and Turkey, Mary's Organic Chicken, organic Wilcox Farms eggs, and pole- and- line caught Wild Planet albacore tuna
root to leaf

brown's aims to use the entire plant, from roots to leaves, to reduce food waste and improve nutrition and culinary experience
Brown’s menu consultant: Kristen Rasmussen
panini & sandwiches

**panini | 7**

- all panini served on ACME Double Italian
- portabella, dandelion pesto, & toma cheese \( V \)
- chicken, dandelion pesto, & toma cheese
- beet, goat cheese, & beet greens \( V \)
- turkey, apple, cheddar, & arugula*

**sandwiches | 6**

- three-cheese grilled cheese with brie, toma, cheddar, & rosemary \( V \)
- herbed chicken salad with organic yogurt, radish, dill, & almonds on whole wheat seeded
- curried cauliflower sandwich with caramelized onion, hummus, & arugula on whole wheat seeded \( VG \)

*Item contains foods that are raw or less than thoroughly cooked.
Proudly serving Mary’s Chicken, BN Ranch Turkey & BN Ranch Beef
### the traditional | 12 plate
one entrée choice & two plant choices+

### the flipped | 8 plate
two plant choices & one entrée choice++

### the plant forward | 6 sampler plate
three plant choices

#### entrée choices:
- organic herb roasted chicken
- roasted spiced turkey
- grilled portabella mushroom cap \text{VG}
- grassfed sirloin with paprika
- harvest frittata: mushroom, leek, oregano, & toma cheese \text{V}
- root vegetable gratin \text{VG}

#### plant choices:
- brown rice, caramelized onion, & parsley pilaf \text{VG}
- green salad with lemon-herb dressing \text{VG}
- seasonal greens with garlic \text{VG}
- housemade classic hummus \text{VG}
  with paprika pita chips \text{VG}
- rosemary roasted potatoes \text{VG}
- sweet potato fries* \text{V}
- cilantro slaw with broccoli stems & carrot \text{VG}
- roasted broccoli with cumin \text{VG}

+ traditional plate ::: entrée is full portion, two plant choices are half portions.
++ flipped plate ::: two plant choices are full portions, one entrée choice is half portion.
\text{V} = \text{Vegetarian} : \text{VG} = \text{Vegan}

*Item contains foods that are raw or less than thoroughly cooked.*

Proudly serving Mary's Chicken, BN Ranch Turkey & BN Ranch Beef.
## Soup & Salad

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harvest Salad 6</td>
<td>$6.00</td>
</tr>
<tr>
<td>Soup + Salad Combo</td>
<td>$7.00</td>
</tr>
<tr>
<td>Half Sandwich + Soup or Salad Combo</td>
<td>$7.00</td>
</tr>
<tr>
<td>Tatsoi, Watermelon Radish, &amp; Sesame Soy Vinaigrette (VG)</td>
<td></td>
</tr>
<tr>
<td>Shaved Kohlrabi, Kale, Walnuts, &amp; Citrus (VG)</td>
<td></td>
</tr>
<tr>
<td>Add Chicken, Turkey, Sirloin, Portobello Mushroom, or Tofu</td>
<td>$3.00</td>
</tr>
</tbody>
</table>

### The Congee Bowl

- Rice porridge with fresh ginger, organic chicken, scallions, cilantro, peanuts & sesame tamari sauce | $5.00

## Burgers

### Grass Fed Beef Burger on Artisanal Bun
- With caramelized onion, housemade mushroom & garlic tapenade, butter lettuce, & choice of cheddar, toma, or blue cheese | $9.00

### Seared Sriracha Tofu Burger on Artisanal Bun
- With seasonal cilantro slaw (VG) | $6.00

### Ginger Wild Albacore Steak on Artisanal Bun*
- With seasonal cilantro slaw | $9.00

*Item contains foods that are raw or less than thoroughly cooked.

*Proudly serving Mary’s Chicken, BN Ranch Beef & Wild Planet Albacore Tuna

### Add Ons

<table>
<thead>
<tr>
<th>Add On</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lamb Bacon</td>
<td>$2.00</td>
</tr>
<tr>
<td>Fried Organic Egg (V)</td>
<td></td>
</tr>
<tr>
<td>Side Green Salad with Lemon-Herb Dressing (VG)</td>
<td></td>
</tr>
<tr>
<td>Cilantro Slaw with Broccoli Stems &amp; Carrot (VG)</td>
<td></td>
</tr>
<tr>
<td>Sweet Potato Fries (V)</td>
<td></td>
</tr>
</tbody>
</table>
farms

80% of the menu at browns is grown locally within 250 miles of campus. Browns prioritizes purchases from small, local, organic growers. 100% of the produce served in browns is organic!
90% of the ingredients used in brown's qualifies as sustainable, according to the criteria outlined in the University of California sustainability policy.
Top 15 Items Sold 2014

- Fully Vegetarian
- Meat Based, choice of side of plants
- Half Meat Half Plant, Possibility of Vegatarian
- Processed

Top 10 Selling Foods Avg per Day 2015

- Fully Vegetarian
- Plant Based, choice of side of meat
- Meat Based, choice of side of plants
- Half Meat Half Plant, Possibility of Fully Vegatarian
- Processed
Get wild with us on Earth Day when we’ll include wild ingredients in some of our classic brown’s items. Come grab some samples of tasty foods made with foraged ingredients!

brown’s gone wild

April 22nd, 3-4 pm
the numbers

• Topped all previous sales records, generating about 1.3 million in revenue, a 13% increase in sales, compared to last year.

• 1,000 customers per day and on average each customer spent about $6.62 per meal.

• The design of the operation was labor intensive and overall, we did experience a 10% loss.
“My name is Katie, I'm a junior at UC Berkeley, and I just wanted to let you know how much I enjoy dining at Brown's. I know that it's no easy task being green with all the challenges in costs, labor, price points, and possible backlash by some people used to tomatoes in their burgers year-round, but I believe that Berkeley students are eager to be part of this wonderful food movement and have an immense appreciation for Brown's!

It's such a joy to eat the delicious food here and see the smiling faces of the kindhearted, amazing staff. Brown's definitely inspires me (and many others) to become a more conscious eater. Thank you for all that you and the rest of the team do!”
Bun: Acme bread, locally produced in Oakland with organic ingredients.

Organic Lettuce: Locally grown in Salinas, CA.

Organic Tomato: locally grown in CA, replaced with tomato relish during cold season.

Organic Onion: locally grown at Christopher Ranch in Gilroy, caramelized for texture.

Cheese: Point Reyes Toma Cheese, locally raised, handled, produced and distributed.

Beef Patty: grassfed from BN Ranch, raised locally in Marin or abroad in NZ, depending on the season.
brown’s
a california café

where does our menu come from?

- willows: paneer, cheese
- sonoma: goat cheese
- petaluma: yogurt & milk, organic
- pt. reyes: tomato, blue, cheddar, cheese
- marin: turkey
- san francisco: pickles, fish, chips
- oakland: seasonal fruits & vegetables
- half moon bay: white beans
- watsonville: seasonal fruits & vegetables
- monterey: cheese, wine, seafood
- salinas: seasonal fruits & vegetables
- chico: olive oil
- richvale: brown rice
- guinda: seasonal fruits & vegetables
- capay valley: seasonal fruits & vegetables
- winters: seasonal fruits & vegetables
- dixon: lamb, bacon
- american canyon: honey
- san joaquin valley: canned tomatoes
- south dos pales: garlic, chives
- sanger: cheese
- berkeley: home base
Thank you!

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