

Beyond 20% Real Food: Institutional Food Purchasing in a New Era

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Sustainable Food Takes Hold

2004-2009 – UC students push for sustainable food criteria in the UC system

September 2009 - the UC system adds sustainable foodservice guidelines to the Policy on Sustainable Practices, encompassing:

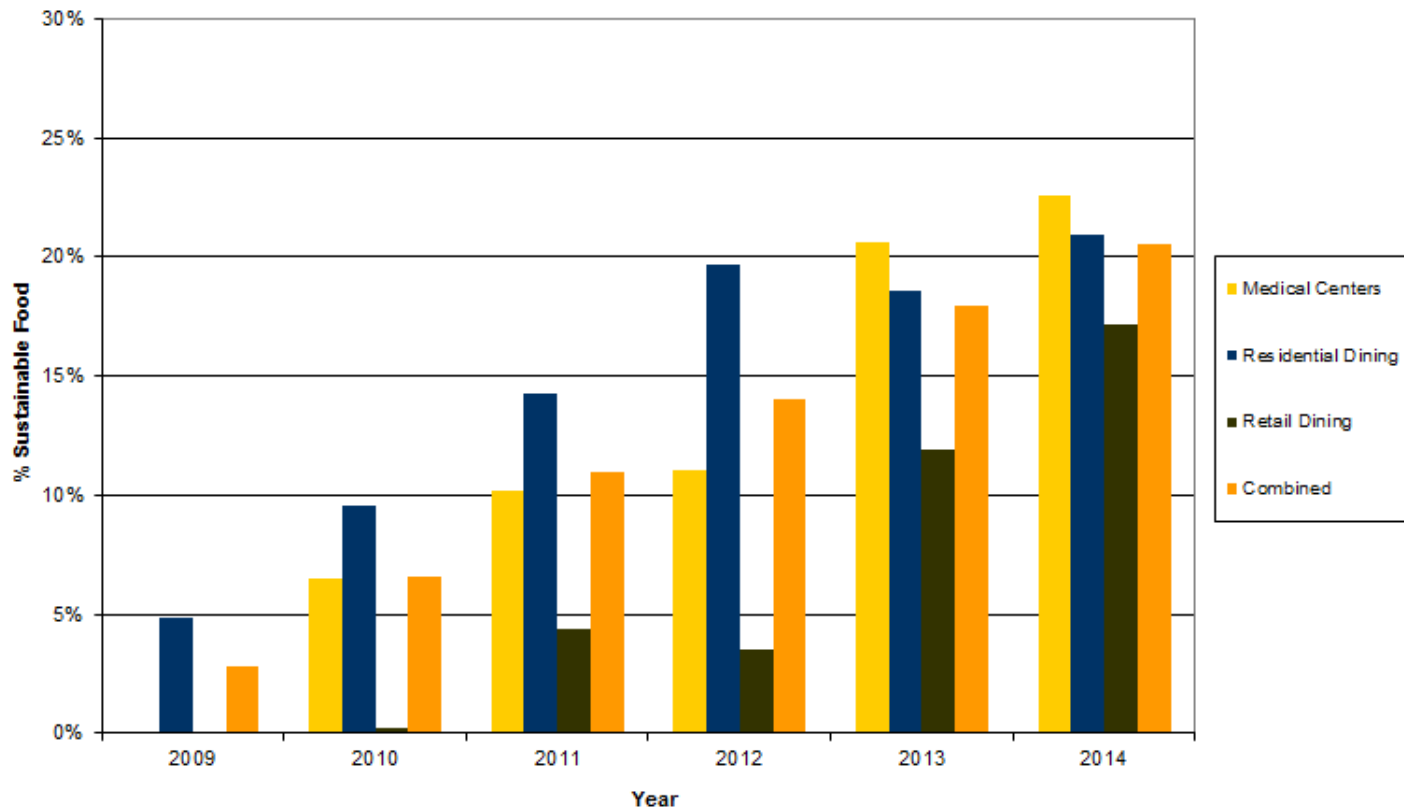
- Criteria for Sustainable Food
- Requiring Annual Tracking and Reporting
- Pursuing 20% purchasing by 2020
- Engaging students and guests
- Achieving green business certifications

Initial Procurement Steps

- “Low hanging fruit,” accessible sustainable substitutes, added
- Existing local distribution utilized
- Staple lines replaced (coffee, tea, eggs, milk)
- Major brands carry more sustainable options for retail (Honest Tea, Naked Juice, B & J)
- Collaboration with campus growers
- Sustainable food strategic planning initiated

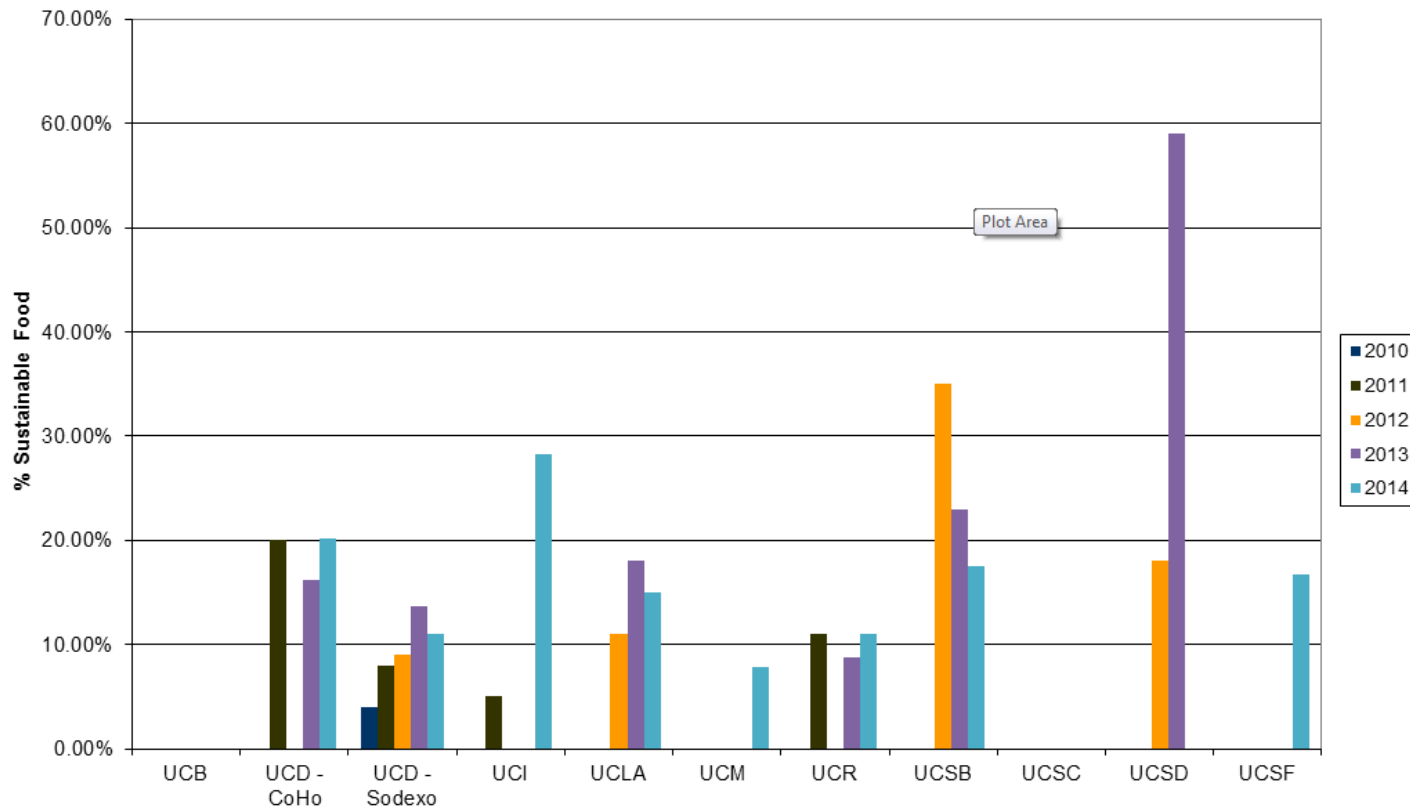
Overall Sustainable Food Purchasing

University of California
System Wide Sustainable Food Purchases



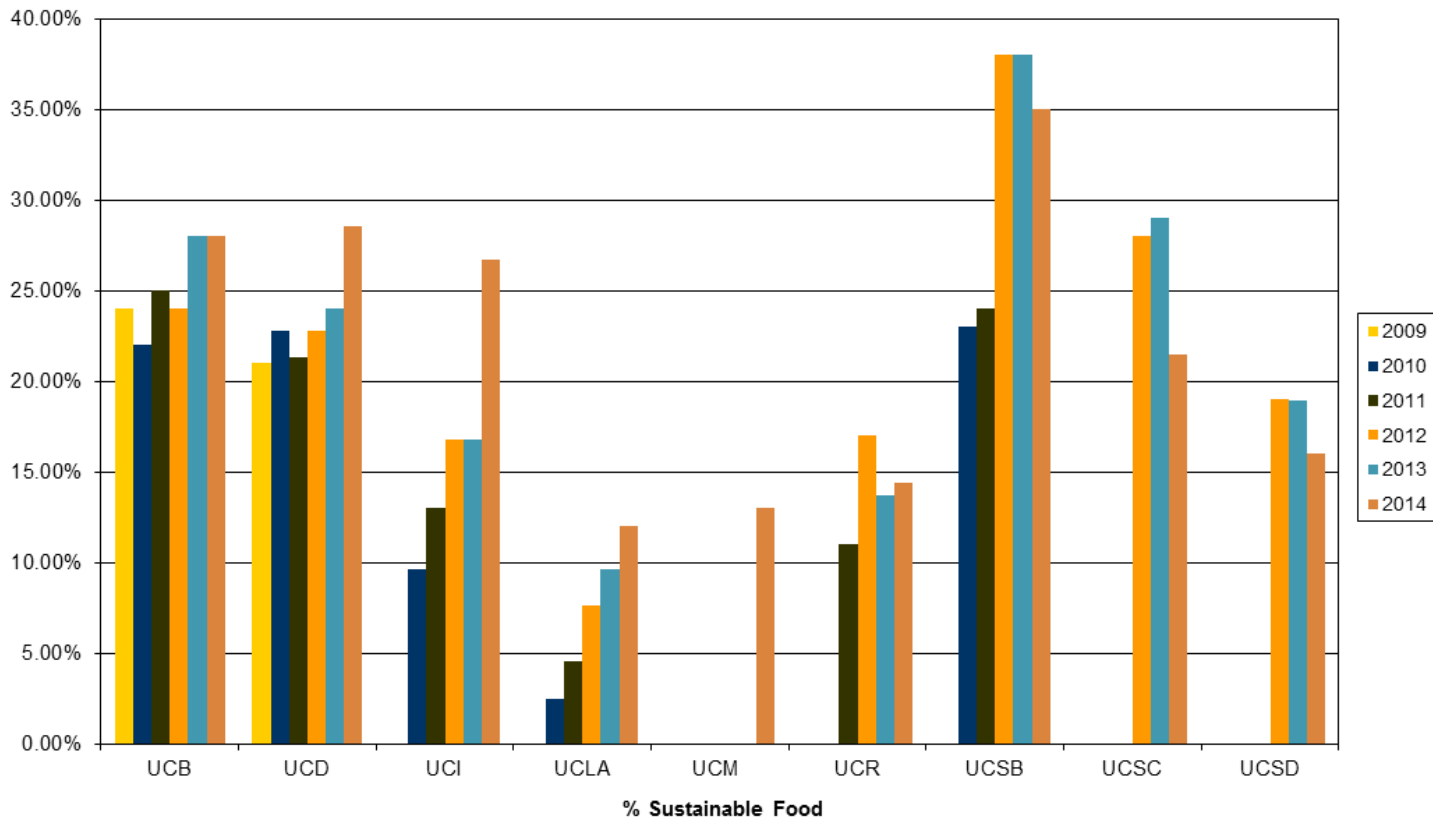
Sustainable Food - Retail

University of California
Sustainable Food Purchases - RETAIL

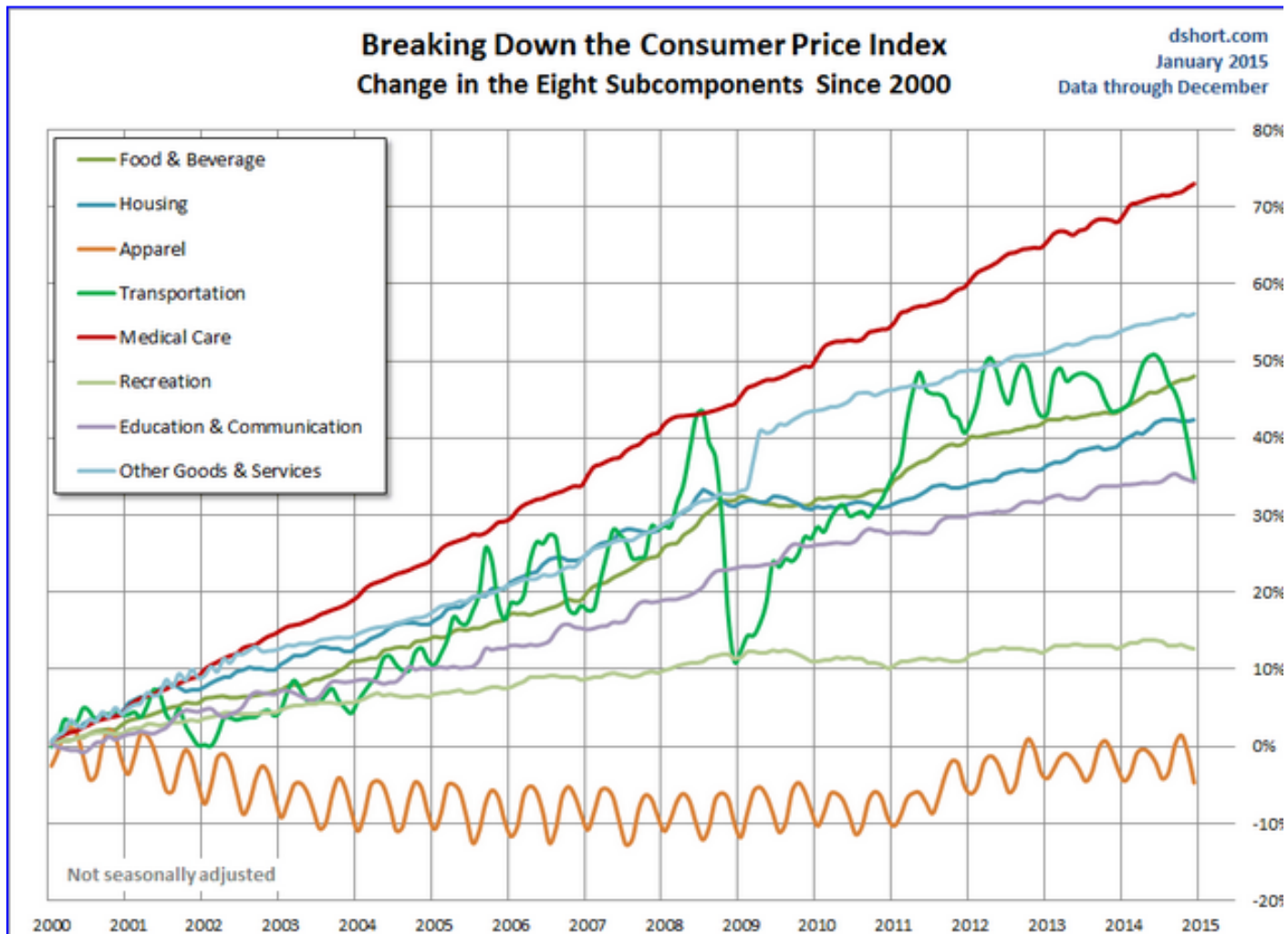


Sustainable Food - Resident

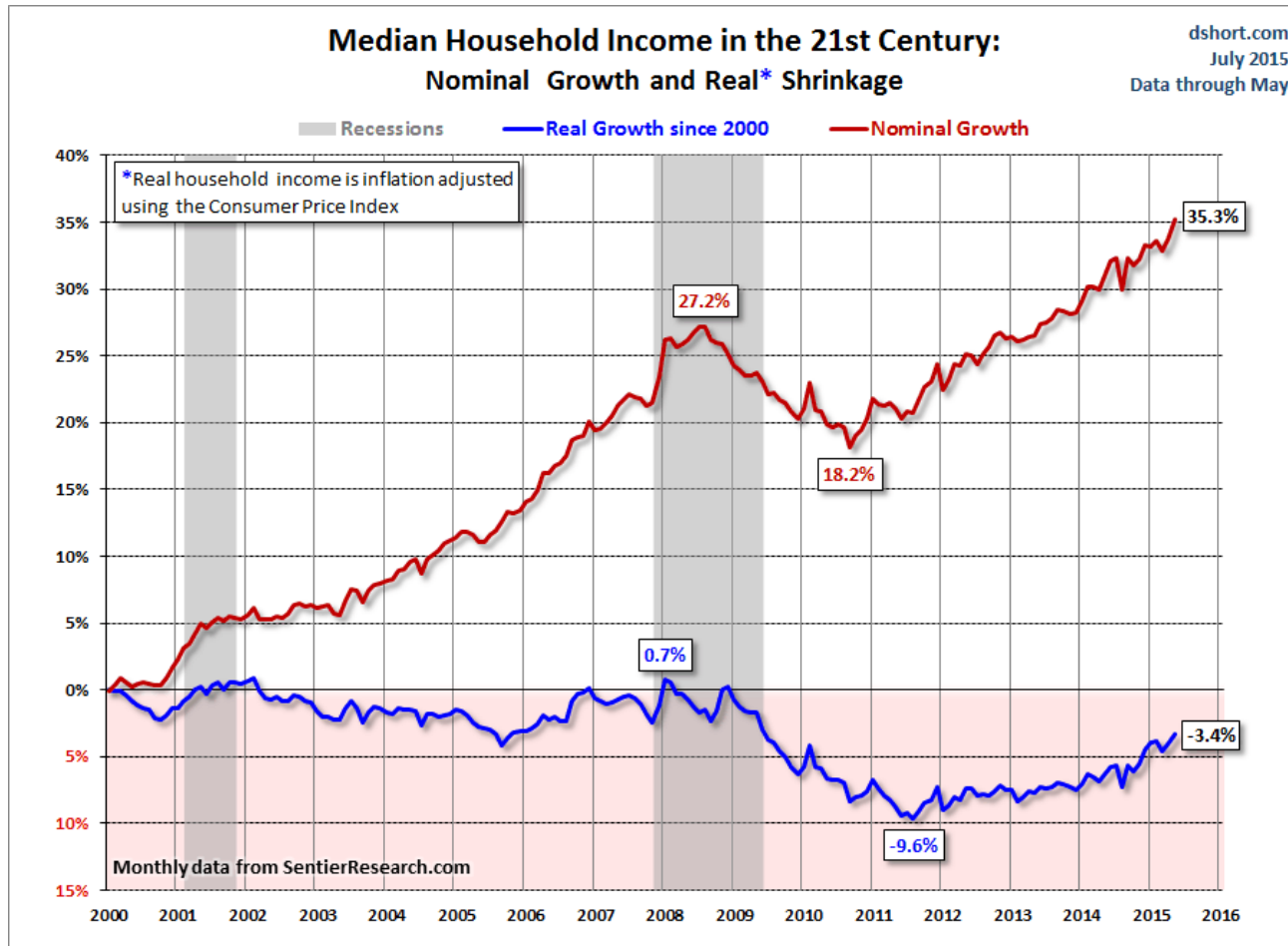
University of California
Sustainable Food Purchases - RESIDENT DINING



Consumer Price Index 2000-2015



Median Household Income 2000-2015



Challenges to Growth

- ◆ 2013-2015:
 - ◆ UC President Napolitano declares UC tuition cap
 - ◆ GAP Certification requirements tighten
 - ◆ Lack of access to food hubs
 - ◆ Minimum insurance requirements
 - ◆ Opportunity cost for farmers: Direct sales
 - ◆ Up to 8,268 Farmers Markets nationally in 2014, an increase of 76%
 - ◆ Higher return, less requirements
 - ◆ Demand blurred from institutionalization of sustainability
 - ◆ Limitations to institutional definitions of Sustainability
 - ◆ Historic Drought

Surveying Farmers

- Partnered with County Department of Agriculture (2012-2014)
 - Goal to connect farmers and food services through Farm to School programs
 - Pressured vendor to explore farm options
- Provided produce usage reports and calendars (Fall 2014)
- Attended Farmer Marketplace “Speed Dating” with vendor partner

Planning for new growth

County Level (Winter 2015):

- County Department of Agriculture fully mapped out produce usage
- County and vendor contact coordinated farm tour to talk directly with recommended farmers
- Positioning UC Davis for Food Hub access

Campus Level (Fall-Winter 2015):

- Student-led pilot for advanced purchasing planning in Dining Services through Student Farm

Piloting Produce Planning

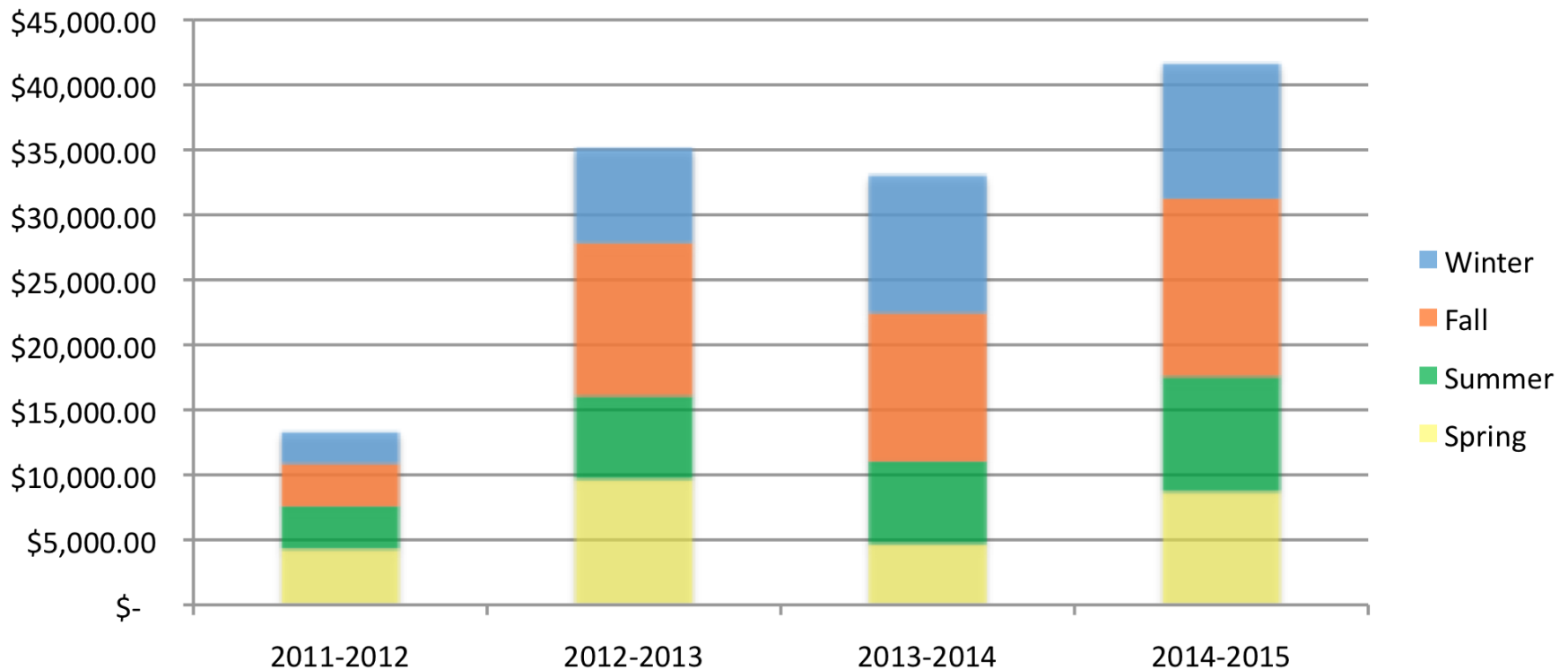
- **Bulk Order Project**



- Grew out of a mistake!
- Plan **one growing season** in advance by meeting with farm managers and chefs
- Plant crops that are 1.) economical, 2.) high in demand, and 3.) appreciated
- Create educational materials and signage

Piloting Produce Planning

Dining Services' Student Farm Purchasing



Determining Historical Usage

	Harvest Time	Quantity UCD Buys during Harvest	Total Quantity UCD Buys for full year	Potential Farms besides Capay Organics or Rusell Ranch	Need a Contract/ MOU?	Perfect Yield per acre	Types of Preserves
Apples	August-December	22,899	29,499	Greene & Hemley	Maybe	25,000	Sauce, Butter, frozen,
Apricots	Late May-July	370	375	Cloverleaf	No	7,000	jam/jelly, frozen
Asian Pears	September-November	12	12	Rifat	No	7,000	jam/jelly, frozen
Asparagus	March-June	33	275	Durst, Yocha-De-He, Collins	Yes	3,000	frozen, soups
Beets	June-November	3,350	5,155	CLBL, Vierra, Full Belly, Riverdog, Terra Firma, Eatwell	Maybe	14,000	frozen, soups
Blackberries	May-July	0	280	CLBL, Free Spirit Farm, Pacific Star Gardens, Yocha De He	No	7,000	frozen, jam/jelly
Blueberries	May-July	275	805	Yocha De He	Yes	9,000	frozen, jam/jelly
Bok Choy	Oct-Dec & May-June	1,831	3,740	Nature's Bounty	No	15,000	frozen
Broccoli	March-November	58,564	81,716	Vierra, Terra Firma	Maybe	10,000	frozen, soups
Brussels Sprouts	January-May & Sept-December	2,665	2,770	Vierra, Nature's Bounty	Maybe	16,000	frozen, soups
Cabbage	March-July	11,213	23,477	Nature's Bounty, Terra Firma, Eatwell, Full Belly, Riverdog,	Maybe	30,000	
Cardoons	November-June	0	0			-	

Potential Purchasing - Seasonality

Yolo County crops purchased (LBS)

Apples	<i>Year</i>	29,499		Bok Ch	<i>Year</i>	3,740		Carrots	<i>Year</i>	63,192
	August	2,224			October	670			March	6,776
	Sept	2,200			November	550			April	7,431
	October	12,795			December	211			May	7,722
	November	3,720			May	150			June	3,959
	December	1,960			June	250			July	2,551
	Season	22,899			Season	1,831			August	1,620
									September	5,885
									October	6,595
Apricot	<i>Year</i>	375		Brocco	<i>Year</i>	81,716			November	7,170
	May	98			March	6,498			December	2,660
	June				April	9,291			Season	52,369
	July	272			May	9,140				
	Season	370			June	4,904				
					July	2,938		Cabbage	<i>Year</i>	23,477
					August	1,174			March	2,626
Asian Pears	<i>Year</i>	12			September	5,536			April	3,539
	September	0			October	9,255			May	3,205
	October	12			November	9,828			June	1,389
	November	0			Season	58,564			July	454
	Season	12							Season	11,213

Next Steps

- Establishing agreement parameters between farmers, produce vendor and Dining Services
- Receiving full support from UC Davis and Sodexo
- Developing distribution chain
- Piloting advanced purchasing planning with 1-2 local farmers
- Measuring success – Did we increase sustainable food spend?
- Maximize opportunities to expand access to local, sustainable food

Going Deeper

- Russell Ranch Whole Wheat Flour
- Numi Tea vs. Lipton
 - Working through “contract requirements” with major soda contracts
- Starbucks vs. Locally Roasted
 - Planting the seeds for future improvement
- Funding the Biological Orchard Garden
- Trace & Trust
 - Innovation to tell our story and save *time*

Remaining Questions

- Will the Sodexo and University systems support produce purchasing agreements?
- What opportunities are we missing?
- Do the structure and scope of the definition of sustainable food need to be broadened to achieve true, 100% “sustainability?”