

# MENUS OF CHANGE:

## HOW UBC IS ADVANCING PLANT BASED DIETS

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Executive Chef & Culinary Director







# **DAVID SPEIGHT**

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**University of British Columbia**

**Education:**

**Professional Chef, Culinary  
Institute of America**

**Red Seal Certified Chef**





## **UBC FOOD SERVICES**

- Self funded & self operated
- \$47 million in annual revenue
- Return a dividend back to the University (nearly \$1 million)
- 25+ retail locations
- 3 residence dining locations
- 2 full service restaurants
- 2 full service catering companies
- Food trucks
- Also manage the food program at our Okanagan campus

# OUR RESPONSIBILITY:

- AS LARGE PURCHASERS, FOOD SERVICE PROVIDERS HAVE AN OPPORTUNITY TO PRIORITIZE SUSTAINABILITY OR RISK OUR FOOD SYSTEM FOR FUTURE GENERATIONS



- AS A PUBLICLY FUNDED UNIVERSITY, UBC HAS THE OBLIGATION TO CHALLENGE THE STATUS QUO AND SET THE EXAMPLE FOR OTHERS TO FOLLOW

- UBC HAS DEVELOPED STRATEGIC POLICIES TO SUPPORT IMPROVED SUSTAINABILITY AND WELLBEING, FOOD CAN DEFINITELY PLAY A SIGNIFICANT ROLE IN BOTH

- WE CATER TO STUDENTS THAT ARE PRIMARILY 18-22 YEARS OF AGE WHICH IS A FORMATIVE TIME IN A PERSON'S LIFE TO DEVELOP HEALTHY EATING HABITS AND A RELATIONSHIP TO FOOD THAT CAN LAST A LIFETIME



# WE BELIEVE:



- CANADIAN UNIVERSITIES ARE QUESTIONING OLD ASSUMPTIONS ABOUT DINING AND CAMPUS LIFE
- THERE IS A DIRECT RELATIONSHIP BETWEEN EATING WELL & ACADEMIC SUCCESS
- WE NEED TO ASSUME A LEADERSHIP ROLE ON OUR CAMPUS TO EDUCATE OUR COMMUNITY ON HEALTHY EATING & SUSTAINABLE FOOD SYSTEMS
- FOOD IS AN OPPORTUNITY FOR A UNIVERSITY TO DEFINE ITS CULTURE
- PLANT BASED EATING HAS MANY BENEFITS INCLUDING CLIMATE IMPACT, NUTRITION, ANIMAL WELFARE & COST



# OUR JOURNEY



Create at Vision



Change the inputs



Deliver Results



## Food Vision & Values

SHES | FOOD SERVICES | 2017

### VISION

We nourish and support the students, faculty, staff, and visitors of UBC by providing a diverse selection of fresh, delicious, and memorable food experiences in a socially and ecologically conscious manner. We do this by creating marketplaces and environments where wholesome, healthful food is a priority because our guests, our food, and our wellbeing matter.

#### Our decisions are guided by the following values:

- We purchase high-quality, nutritious, sustainable foods and prioritize fresh, minimally processed ingredients.
- We are committed to offering and actively promoting an abundance of affordable healthy choices for all meals. In recognition of the contribution eating well makes to academic and professional success.
- We share food and nutrition knowledge and skills to improve the health and wellbeing of our community.
- We encourage reduced meat consumption by making vegan and vegetarian options readily available, abundant, and affordable, to reduce our impact on our air, land, water, and climate.
- Our commitment to transparency, including labelling with nutrition information, ingredients, and allergens, means our customers can make informed decisions about what they are eating.
- We are proud to be a designated Fair Trade campus. We strive to offer more Fair Trade and ethically sourced products every year. Humanely raised animals and animal products are purchased when feasible.
- We are proud to be an Ocean Wise™ partner and prioritize purchasing sustainable seafood.
- We are a Zero Waste partner at UBC and strive to compost all food scraps, use recyclable or compostable single-use containers, and offer discount container programs.

- We provide free drinking water at all of our food service locations as a sustainable and economic alternative to bottled beverage purchases and to encourage reduced consumption of sugar sweetened beverages.
- We purchase seasonal foods from local food producers, as close to UBC as possible, to reduce our environmental impact, provide fresh ingredients, and to strengthen British Columbia's and Canada's economies.
- Our culinary focus utilizes local and seasonal Pacific Northwest cuisine, while simultaneously striving to offer globally inspired and culturally appropriate menu choices.
- We strive to prepare as many menu items as possible in-house, based on our menu engineering guidelines developed with our registered dietitian.
- Our Supplier Code of Conduct sets performance expectations and strongly encourages our suppliers to support our Food Vision & Values.
- We support our team with ongoing professional development to drive culinary excellence and meet or exceed our customer's expectations.
- Our rigorous food safety plan consists of procedures, training, and auditing that ensures a safe environment our guests can trust.
- We strongly support the UBC Action Framework for a Nutritionally Sound Campus, one of the UBC Wellbeing priority areas, by helping to lead the Food and Nutrition Working Group and working towards achieving its goals.

#### Training

We support our culinary team with ongoing professional development to drive culinary excellence and to optimize guest experience. Our training programs include food safety training, allergen training, plant based protein menu development training, and sustainability workshops to help educate and engage our culinarians.



THE UNIVERSITY OF BRITISH COLUMBIA

# WE CREATED OUR:

# FOOD VISION & VALUES

- 16 guiding principle to shape our business and inform our decision making
- Consists of a vision, values & definitions
- Supports wellbeing, sustainability, food safety & professional development
- One of our values commits to reducing red meat consumption by advancing plant based eating



**PRINCIPLES OF HEALTHY, SUSTAINABLE MENUS**

**MENUS CHANGE** | **HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH**

**BE TRANSPARENT ABOUT SOURCING AND PREPARATION**

**BUY FRESH** | **SEASONAL** | **LOCAL** | **GLOBAL**

**REWARD BETTER AGRICULTURAL PRACTICES** | **LEVERAGE GLOBALLY INSPIRED, PLANT-BASED CULINARY STRATEGIES**

**FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS**

**GROW EVERYDAY OPTIONS** | **LEAD WITH MENU MESSAGING AROUND FLAVOR** | **REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY**

**CELEBRATE CULTURAL DIVERSITY & DISCOVERY** | **DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES**

**THINK PRODUCE FIRST** | **MAKE WHOLE, INTACT GRAINS THE NEW NORM** | **LIMIT POTATOES**

**MOVE LEGUMES AND NUTS TO THE CENTER OF THE PLATE**

**CHOOSE HEALTHIER OILS** | **GO "GOOD FAT," NOT "LOW FAT"** | **SERVE MORE KINDS OF SEAFOOD MORE OFTEN**

**REIMAGINE DAIRY IN A SUPPORTING ROLE**

**USE POULTRY AND EGGS IN MODERATION** | **REDUCE ADDED SUGAR** | **SERVE LESS RED MEAT, LESS OFTEN**

**CUT THE SALT** | **RETHINK FLAVOR DEVELOPMENT FROM THE GROUND UP** | **DRINK HEALTHY: FROM WATER, COFFEE, AND TEA TO, WITH CAVEATS, BEVERAGE ALCOHOL**

**FOODS AND INGREDIENTS**

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**Canada's food guide** | **Eat well. Live well.**

**Eat a variety of healthy foods each day**

**Healthy eating is more than the foods you eat**

Discover your food guide at [Canada.ca/FoodGuide](http://Canada.ca/FoodGuide)

Health Canada | Santé Canada | **Canada**

**The Planetary Health Plate**

#FoodCarnet | #EATforwell

# GROUNDING IN SCIENCE

- We utilized the following guiding documents to inform our values:
- Canada Food Guide
- Eat Lancet report
- Menus of Change



**EAT**  
*food*  
NOT TOO MUCH  
**MOSTLY**  
*Plants*

- MICHAEL POLLAN

**AND.....**

**THEY ALL SAY  
WHAT MICHAEL  
POLLAN HAS BEEN  
SAYING FOR YEARS!**

- Reduce red meat consumption
- Reduce amount of processed foods
- Eat more plant-based
- Choose whole grains
- Eat sustainable seafood
- Drink water
- Encourages healthy eating habits





## SO HOW WILL WE ADVANCE PLANT BASED DIETS ON OUR CAMPUS?

- Education: hosted Canada's first Forward Food conference in 2017
- Invested in plant based cookbooks for our chefs
- Menu engineering strategies: protein flip, increased plant based offerings, blended burger
- 2019 – 47% of all entrees in residence dining were plant based
- Set targets, measure key metrics, celebrate successes
- Do not call menu items vegan or vegetarian, instead lead with flavourful descriptions
- Use icons to identify vegan & vegetarian offerings
- Understand why you are doing this, for us it is climate and health







## PARTNERSHIP WITH THE UBC FARM

- UBC Food Services is the largest purchaser of fruits & vegetables from the UBC Farm
- Prioritize purchases from the UBC Farm (set targets & measure)
- Partner with the UBC Farm on fundraising events like our UBC Farm Long Table dinner series
- Chefs and culinary apprentices spend time on the farm learning from the farmers and harvesting food







## **LESSONS LEARNED**

- Institutional change is hard
- Must believe in what you are doing and have an unrelenting approach
- Buy in from senior leadership is a must
- Make your commitments public
- Set clear goals, measure and track progress
- Be prepared for set backs
- Anything is possible



# what's next?

## WHAT'S NEXT?

- Opening of UBC's first exclusively plant based café on campus in 2021
- Funding for plant based culinary training
- Climate Food Labelling
- Target of 80% plant based menu offering by 2025



# THANK YOU

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