



# UNIVERSITY OF MONTREAL FOOD SERVICES







**Pascal Prouteau : Director – Residences,  
Hotel, Food services**

**Louis-Philippe Lafrance : Executive Chef**

**Aurélie Feuerstein : Catering Chef**

# UdeM Food services

description

- Self-financed and self-managed, owned by UdeM.
- \$5 million in annual revenue
- 1 full service cafeteria
- 6 retail locations ( including a convenience store)
- 1 full service catering department
- 1 Food truck





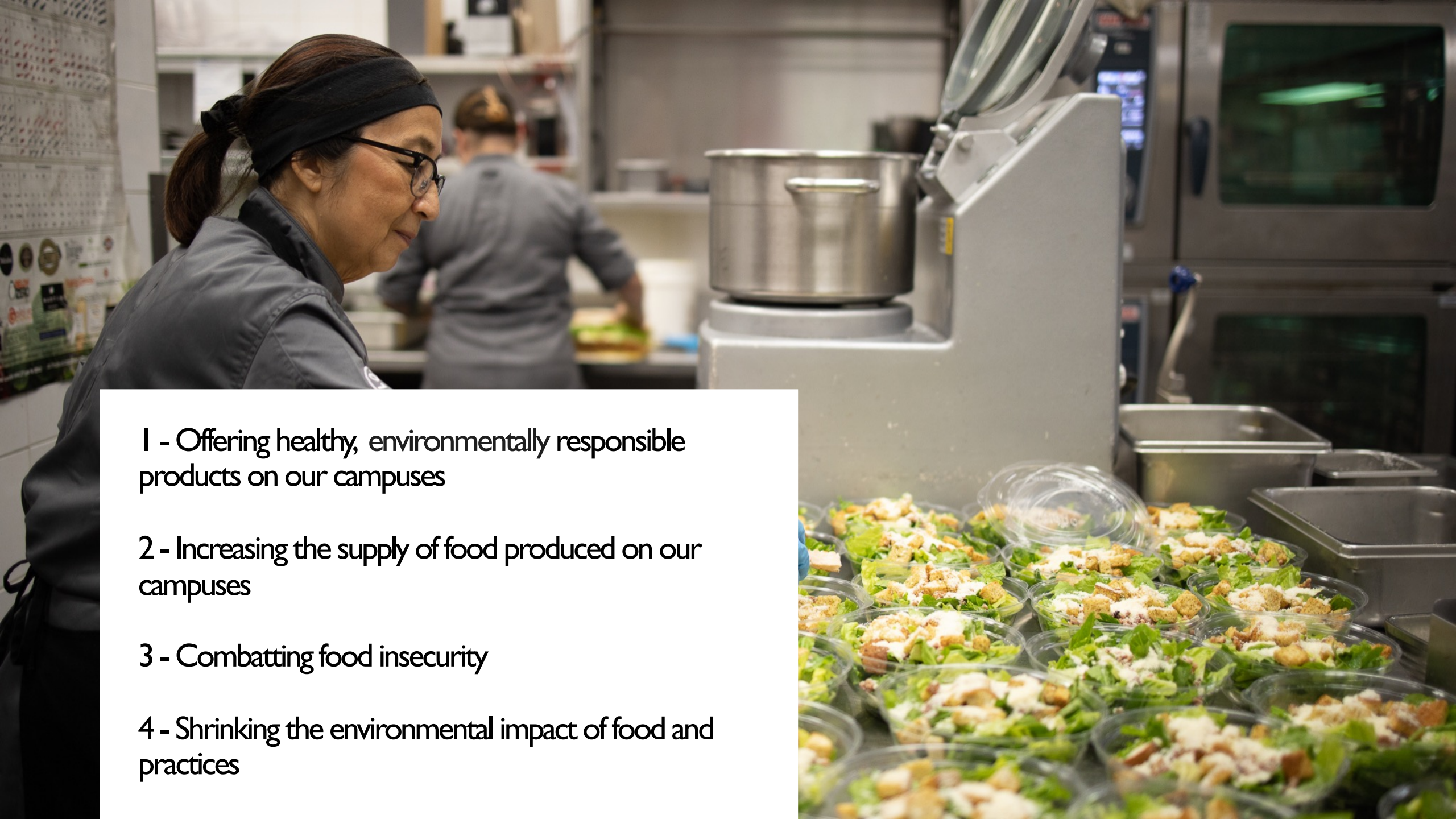
# Our Mission

ADOPTING PRACTICES THAT  
ENCOURAGE RESPONSIBLE  
EATING AND HEALTHY  
LIFESTYLES

Whether the issue is our taste for exotic foods shipped from faraway places, factory farming practices for our favorite proteins or the nutritional value of what we eat, there are a number of possible changes we can make to reduce the impact of our food consumption habits on our environment, society and health.

The University has an important role to play in this respect and can take action through the campus food supply and the services offered to our community to help people adopt healthy and environmentally-friendly lifestyles.





1 - Offering healthy, environmentally responsible products on our campuses

2 - Increasing the supply of food produced on our campuses

3 - Combatting food insecurity

4 - Shrinking the environmental impact of food and practices



# History and actions 2018

- Introduction of vegan dishes (soup, dish of the day)
- Partnership with a 100% vegan restaurateur to increase the plant-based offer at our points of sale
- Addition of vegetable protein: fake chicken, tofu, tempeh, mock meats.



# History and actions 2019

- 40% reduction in animal protein in our offers, with vegetarian and vegan choices.
- Offer of vegan desserts
- Assortment of vegan boxes: raw vegetables and hummus, assortment of fresh fruits and fruit salads
- Incorporation of vegan mayonnaise
- Self service salad bar (vegan options)





# History and actions 2021-2022

- Grand opening of our greenhouse on campus
- Operation of 3 additional agricultural plots (2 on campus and 1 off campus)
- Development of our signature **Local Local** products. Products picked and transformed in our food services facilities.
- Addition of vegan cookies, vegan breads (tortillas, French rolls and ciabatta), vegan wraps, vegan poke bowls, homemade vegan dressings and vegan salads on the menus.



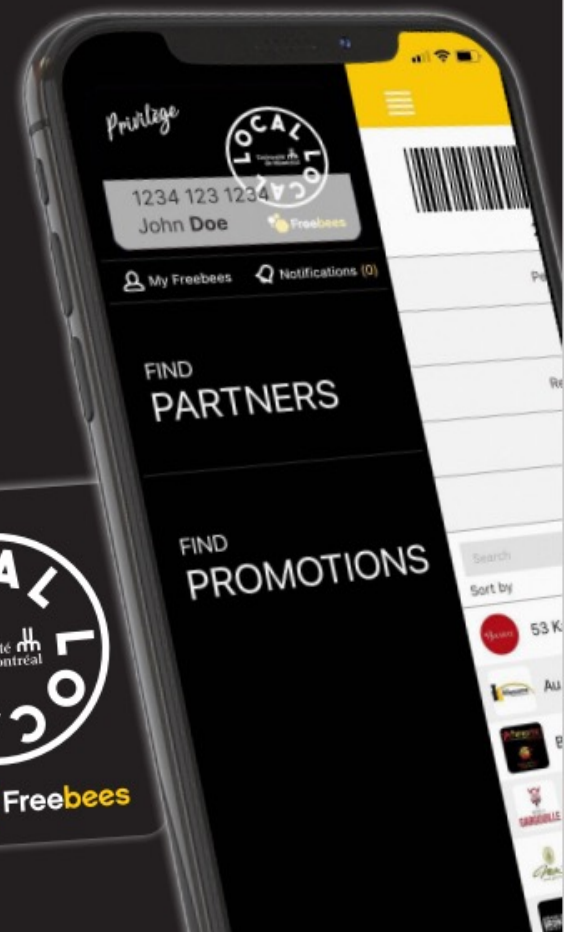


# The advantages of our Freebees fidelity program

- Using information technologies to promote **vegan menus** through promotions, discounts and awareness marketing;
- Targeted marketing** to vegan consumers;
- Promote the **good food choices** of our customers;
- Integrated directly into our **point of sale system**;
- Allows us to **stay in communication** with our customers.



Université   
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# Actions for 2022



**+** Increase vegan offer on our daily menu (currently 33% vegan)

- 1/3 vegan
- 1/3 végétarian
- 1/3 meat or poultry or fish



**+** Continuously adding vegan items in our points of sales

Ex :

- Caesar salad with veggie chicken and walnuts
- Rice noodle salad, cashew sauce and crunchy vegetables
- Poke bowls (4 vegan options)
- Brownies
- Chocolate-banana pie
- Mango mousse and chocolate-coconut ganache
- Fake cheesecake iced with raspberries
- Panna cotta with berries



## Objective and Methodology

- **Objective:** Monitor the increase in the percentage of vegan and fruits/vegetarian goods in the food purchases of the UofM food service
- To achieve this objective, the institution performs an analysis of the annual food purchase volume (academic year) in dollars using the Velocity Reports provided by the suppliers.
- **The methodology used is as follows:**
  - $(\text{Volume of purchases in \$ of vegan food} + \text{Volume of purchases in \$ of fruits and vegetables}) / \text{total amount spent for the year in question}$

## Results

- For the 2017/2018 period, **Local Local** portion of vegan and fruits/vegetables goods on the total food expenditure was **15%**
- For the 2018/2019 period, it reached **20%**, an increase of **5%** in one year
- Due to the impact of COVID on **Local Local** operations during the last two years, we have not quantified the amount for the last 2 years 2019-2021. As we are now starting to operate at full capacity again, this analysis will be performed for the 2021/2022 academic year in order to assess the change compared to 2018/2019.
- In addition to the above, **Local Local** production of locally grown vegetables has reached over 345 kg for the year 2021.





**Thank you !  
Merci !**