University of Virginia

SUSTAINABLE FOOD ACTION PLAN

2021-2030
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PURPOSE & GOALS

GOAL 1
Anually increase the percentage of sustainable food and beverage options available on-Grounds

GOAL 2
Decrease amount of landfilled food waste from dining operations and increase compost and recycling from on-Grounds events by 2030

GOAL 3*
Develop data-driven policies and programs to support food equity and security at UVA
*indicates new goal

GOAL 4
Increase awareness about sustainable and just food systems; translate heightened awareness into informed choices and opportunities for direct participation

GOAL 5
Partner with community-driven food justice efforts and provide support, skills, and resources to further their vision
INTRODUCTION

The University of Virginia’s (UVA) 2020-2030 Sustainable Food Action Plan outlines five goals and twenty-two strategic actions to advance sustainable food systems at UVA and beyond. This action plan expands upon the goals put forth in UVA’s 2030 Great and Good strategic plan and 2020-2030 UVA Sustainability Plan, and is closely intertwined with UVA’s other sustainability goal action plans (climate, nitrogen, waste, and water).

The Sustainable Food Action Plan was written by the Sustainable Food Collaborative (SFC), composed of UVA staff, faculty, and students, as well as representatives from food-related community non-profits. Leadership from UVA’s three dining entities: UVA Dine (Aramark), UVA Health (Morrison’s), and the Darden School of Business are key participants in the SFC.

The Sustainable Food Collaborative (SFC) strives to center food justice and food sovereignty across all of the activities it fosters. This perspective considers how to build a more equitable and genuinely inclusive food system where the agency of all stakeholders is recognized and celebrated. As we learn more about how to increase sustainable dining at UVA, we will consider what food cultures are represented in the meals served, what working conditions exist for agricultural and food workers across the supply chain, who has a seat at decision-making tables, and much more. In keeping with this intention, the goals and activities detailed in this Action Plan should be approached with the question: How can we pursue this in a way that increases equity, genuine inclusion, and positive outcomes for everyone impacted?

Because this is a 10-year plan, we envision the need for flexibility and updating as circumstances change, and we will revisit the Action Plan on a regular basis. The Action Plan is and will continue to be updated as needed, to incorporate new and innovative ideas and technologies. Each version of the Action Plan will be presented to the University Committee on Sustainability for review.

The SFC works with the Nitrogen Working Group (NWG) due to the close connection of the food sector to lowering the University’s nitrogen footprint. Both SFC and NWG aim to meet UVA sustainability goals in nitrogen reduction with food-specific strategies to mitigate nitrogen losses. This Action Plan complements strategies from the Nitrogen Action Plan.
The University of Virginia strives to be a national leader in sustainable and equitable food and beverage procurement. Significant progress has been achieved since 2016 when the University adopted its first sustainability goals relating to food. To achieve its goals, the University chose to use the standards set by the Association for Advancement of Sustainability in Higher Education (AASHE) STARS (Sustainable Tracking Assessment and Rating System) to establish baseline data on how much of its food purchases qualify as “sustainable.” Using AASHE STARS, UVA Dine food and food products purchases were measured in 2016 at 6.73%. Over the next year, numerous initiatives launched by UVA Dine led to a 2% increase to achieve 8.6% sustainable food purchases, accounting for over $600,000 of the $7.2M spent on food in 2017. UVA Dine continued to achieve similar increases each subsequent year.

In 2020, AASHE STARS 2.2. implemented a significant change in how it measures sustainable foods, reflecting climate change data showing that plant-based diets contribute less to carbon emissions. UVA’s goals for the next 10 years reflect a continuing commitment to serve all students’ dietary needs through omnivore menus, while also increasing its offerings of plant-based menus throughout the day. In 2020, using the new AASHE STARS 2.2. metrics, 30.7% of UVA Dine’s total food spend is sustainable. UVA aspires to increase this to 50% by 2030, and to also increase its overall sustainable food spend by all UVA Dine providers, including UVA Health and Darden Dining, to at least 30%. While AASHE STARS 2.2 has less emphasis on local foods, the strategies still aim to increase procurement of Virginia grown and produced.

Equally important, the goals below reflect a long-term commitment to significantly increase the UVA’s food supply chain diversity and equity. The challenges and barriers
that exist for Black and Brown farmers to reach institutional markets prompts intention-
al commitment to increase the percentage of food sourced from historically marginal-
ized communities. The strategy aims to work with partners to identify and forge rela-
tionships with Virginia Black and Brown farmers, increase market access, and establish
long-term purchasing relationships both in UVA dining halls and beyond.

### STRATEGY 1A: Increase percentage of sustainable food and beverage pur-
chases, using AASHE STARS, to achieve 50% by 2030 for UVA Dine, and a
minimum of 30% for UVA overall.

I. Establish relationships with all Dining providers, and work with them to ensure that
each is benchmarking their purchases towards AASHE standards and also working
toward achieving the food action goals.

II. For all UVA Dine providers, establish a baseline for all UVA Dine providers, and set
targets to increase the number of plant-based food plates by 2030. For complemen-
tary strategies and actions, see Goal 4.

III. Continue to collaborate with Morven Programs and Kitchen Garden, first by estab-
lishing a baseline metric for plant-based foods provided to UVA Dine by Morven
Programs and Kitchen Garden and, second, by establishing a target for how much
this will increase by 2030.

### STRATEGY 1B: Create intentional strategies to increase diversity and equity
in the UVA food supply chain to offset the historical bias built into certification
programs

I. Establish baseline information on current purchases from Black and Brown vendors
and growers.

II. Work with partners to identify more Black and Brown businesses and farms to con-
nect to distributors, as well as other socially disadvantaged and underrepresented
businesses and farms.

III. Create specific strategies that target Virginia’s historically marginalized farmers of
color to increase their capacity to participate in the UVA supply chain and increase
the availability of foods sourced from them on Grounds. Work with partners (VCE and
distributors) to innovate new strategies, including supporting producers in attaining
GAP and other sustainability certifications required by universities.

IV. Establish and pursue a 2030 target for overall UVA dining providers’ purchases from
Black and Brown producers in Virginia’s farming community and beyond, indepen-
dent of AASHE STARS metrics and within two years. In the future, to address issues
of historical inequity, we aspire for UVA to establish ambitious targets for food pur-
chases from Black and Brown farmers.
In order to address issues of historical inequity, we aspire for UVA to establish ambitious targets for food purchases from Black and Brown farmers.

V. Establish benchmarks and targets for accountability to increase food outside of dining halls (e.g. food catering, food trucks, CIOs, farm markets, pop-up markets) contributed by Black and Brown vendors and growers by 2030. To apply these goals across all food purchases at UVA we will explore incorporating similar targets for food caterers into student CIO contracts.

VI. Encourage and support UVA distributors to establish long-term purchasing commitments and relationships with diverse producers, and explore long-term value chain contracting tools with these distributors. Actively create alternative pipelines for procurement contracts with historically marginalized farmers and always ensure these contracts offer fair and equitable compensation.

VII. Initiate dialogues with Black and Brown farmers to explore their needs and their considerations. Explore opportunities to utilize UVA and UVA Foundation (UVAF) land to grow food for the University. Look to both new ideas as well as previously researched models such as the “incubator farm” studied by several past UVA students. Identify all UVA and UVAF lands that might have the potential for farming, and dialogue with all stakeholders to explore opportunities, particularly for supporting Black and Brown farming activities on UVA properties.

VIII. Create a resource pool and work with partners to fund technical assistance or certification processes for Black and Brown farmers seeking certifications promoted by AASHE STARS Sustainability standards in order to build a level playing field with producers.

IX. Support the creation of an outreach position dedicated to building partnerships with minority farmers to help minority-owned businesses participate more fully in the procurement process.

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**STRATEGY 1C: Increase the percentage of Virginia grown and produced foods each year, through 2030.**

I. For all UVA Dine providers, establish baseline metrics for all UVA Dine providers for current Virginia grown and produced food.

II. Within two years, set and pursue a 2030 target for overall UVA Dine’s providers’ purchases that qualify as locally grown and produced.

III. Create initiatives to drive locally-produced foods menus, including identifying seasonal produce that would be available from local sources (taste carts, monthly food focus, menu features, etc.).
UVA has set a goal to reduce its overall waste footprint to 30% of 2010 levels by 2030. As dining operations and on-Grounds events significantly contribute to UVA’s waste footprint, it is critical to set goals within these areas to galvanize strategies that will reduce landfilled material at UVA.

As of Fall 2020, some food waste reduction and composting practices have been put in place by both UVA and dining providers. All food waste produced during food preparation at UVA and the UVA Health System is composted. Aramark, which provides dining services to UVA’s undergraduate dining halls and cafes, along with UVA Law School and UVA Athletics, uses a food waste technology called LeanPath to track and minimize food waste during preparation. In select areas, students and faculty have access to composting, including an expansion in Winter 2021 to dining tents following COVID-19 requirements of to-go dining meals. The Zero Waste Events Guide has provided a road-map to reducing landfill waste for on Grounds events and has been utilized successfully by events both small and large.

These successes have provided key lessons and have begun to normalize composting at UVA. However, many opportunities remain to increase access to composting, educate stakeholders on how to properly divert materials, improve diversion tracking, and reduce food waste generally. The strategy that is central to achieving this goal and UVA’s 2030 landfill goal is increasing the availability of composting across UVA Grounds and Athletic facilities. Equity in access ensures that all compostable waste can be composted, normalizes composting which will improve correct material disposal, drives more materials provided by UVA and dining operators to be either recyclable or compostable, and publicly shows UVA’s and the dining providers’ commitment to sustainability. Additionally, as composting is more readily available across Grounds, there will be a complementary increase in Zero Waste Events as composting will be more accessible for those events without prior planning required, and more students, staff, faculty, and community members will have an expectation that recycling and composting will be available as it is throughout Grounds.

In addition to increasing composting, food recovery serves as another form of waste reduction. To help address food insecurity for students, staff, and the surrounding community addressed in Goal 3, the following strategies also aim to donate and re-purpose uneaten foods to local food pantries and low-income food workers and community members. Food recovery supports the advancement of food justice at UVA. Improved access to data on materials is also a key strategy. Working with the dining providers as well as the materials haulers to identify and address gaps will benefit everyone involved by enabling progress tracking and identifying areas where diversion can be improved. Other strategies that will contribute to these goals include identifying opportunities to reduce prepared but uneaten food. When the largest opportunities have
been identified, education campaigns can be implemented to reduce that food waste. Lastly, now is the time to start working with dining providers to develop pilots and other strategies to move towards fossil fuel-free cooking and food preparation. With UVA’s 2050 fossil fuel-free goal, timely preparation will ensure a seamless transition for dining providers and staff. To achieve this goal and drive progress towards UVA’s 2030 goals, UVA will implement the following strategies.

**STRATEGY 2A: Increase opportunities for materials (e.g. food, foodwares) to be composted and reused**

I. Expand accessibility of composting across Grounds.
II. Implement composting education strategy and signage.
III. Replace non-recyclable foodwares with compostable foodwares.
IV. Make all on-Grounds events zero waste.
V. Continue to offer a reusable to-go program in all residential dining locations. Encourage students to participate through promotional and educational materials.

**STRATEGY 2B: Improve tracking of landfilled and diverted waste from dining operations**

I. Improve metrics and data collection around dining operations’ waste streams to improve diversion, reduce costs, and inform targeted action.
II. Work with UVA Health to collect data on food-related waste (e.g. dining, nutrition services, events, etc).

**STRATEGY 2C: Minimize amount of prepared food that is not eaten**

I. Identify largest drivers of prepared food waste (e.g. provided but not selected; selected but not eaten).
II. Pilot and implement proven strategies or campaigns to reduce the amount of prepared food being uneaten. For example, develop and implement training and/or education campaigns for targeted stakeholders (e.g. students, dining staff) to reduce the amount of prepared but uneaten food waste.
III. Identify opportunities for recovery of prepared food that is not eaten, and develop pathways to safely and cost-efficiently donate food to local organizations to address food insecurity for students, staff, faculty, and community organizations.

**STRATEGY 2D: Pilot fossil fuel-free cooking**

I. Align with the UVA Climate Action Plan to identify strategies for fossil fuel-free cooking.
Food security is defined by The United Nations Committee on World Food Security as having the “physical, social, and economic access to sufficient, safe, and nutritious food that meets food preferences and dietary needs for an active and healthy life.” Food insecurity is a prevalent issue impacting as many as 50% of college students, according to the federal Government Accounting Office 2018 report. In an effort to better understand this issue at UVA specifically, preliminary review of existing research has begun, including the Office of Health Promotion’s Spring Health Survey (2019), UVA IAS-SERU survey (2018), and the National College Health Assessment (2020). Drawing from literature on food insecurity and risk factors among college students, a pilot survey was conducted among School of Nursing students (spring, 2020).

From existing literature and data, we know that more information is needed. In particular, we seek to understand how graduate students, staff, and faculty are impacted by this issue. Recognizing that historic and systemic inequities place some people at higher risk of food insecurity, we strive to partner with diverse and inclusive student and community groups to raise awareness of and advocate for adequate access to culturally appropriate, nutritionally balanced food to meet all individuals’ dietary needs.

We also champion the call for sustainability in efforts to address food security and equity for all. Efforts are underway to ensure institutional support of the recently developed UVA Community Food Pantry. The strategies below reflect an ambitious agenda to achieve in the next ten years a campus that offers food security to all - students, faculty, and staff.

**STRATEGY 3A: Gather data about food insecurity to include sources of risk for students, faculty, and staff**

1. Develop a strategy and timeline for ongoing evidence-driven surveys of students, faculty, and staff, with particular attention to risk factors.

2. Widely disseminate the results of the surveys.

3. Evaluate the impact of policies and programs that address food insecurity over time.

4. Offer screening for food insecurity and training for screeners to connect affected individuals to support resources.
STRATEGY 3B: Develop and implement a University plan, policies, and actions for ensuring that all students, faculty, and staff at UVA are food secure

I. Identify and partner with programs and student groups at UVA and in the community whose work is related to food security.

II. Explore and develop food recovery programs to harness existing resources to reduce waste and increase food security.

III. Identify dietary needs representative of all students, faculty, and staff and address gaps in the availability of culturally and nutritionally appropriate foods.

IV. Create a long-term institutional framework to support food pantries that offer fresh and non-perishable, culturally appropriate foods, easily accessible to students, faculty, and staff in all parts of UVA.

V. Create a central, reliable go-to source of information that is kept current and updated, providing information on all ways that students, faculty and staff can gain access to food security.

VI. Engage the full UVA community, gathering their feedback and insights, to develop a University Plan to achieve food security for all.

VII. Develop UVA policies concerning food security that are built upon best practices, benchmarking, and collaboration with the Equity Center and other partners.

VIII. Consider the social and political dimensions of food options when offering policy recommendations.

STRATEGY 3C: Increase awareness of the historical legacies of harm that have contributed to food insecurity as a social justice issue

I. Infuse cultural awareness about the reality of food insecurity among UVA students, faculty, and staff to remove the stigma of food insecurity.

II. Collaborate with the Equity Center and other programs and student groups at UVA and in the community, to develop initiatives through class curricula, special events, and dining programming, that raise awareness about systemic issues impacting food security.
To achieve long-term success, it is critical to raise awareness about the issues related to building a sustainable and just food system at UVA and beyond. The UVA Sustainable Food Collaborative utilizes a variety of methods to share information, promote opportunities, and to engage with multiple audiences including UVA students, the greater UVA Community, and the broader Charlottesville-area Food system.

**UVA Students**

The UVA Sustainable Food Collaborative has a special focus on engaging students through research and teaching and through educational campaigns that promote the sustainable and just food options being incorporated into the daily dining experiences at UVA. This strategy acknowledges the leverage that students have as consumers within the institution, and in terms of organizing (at both the individual and collective levels) to push for sustainable food consumption norms that will have ripple effects across the food system.

**Greater UVA Community**

The Sustainable Food Collaborative also seeks to promote a sustainable and just food system to the entire UVA community through sharing resources and opportunities on our website as well as coordinating and promoting talks, films and other events. We seek to highlight the important work happening at UVA in the areas of sustainable food and food justice, while also continuing to make connections and encouraging collaborations with individuals and groups across the University.

**Larger Charlottesville Community**

UVA is part of the greater Charlottesville community food system and we seek to be a “great and good university” and participant. The Sustainable Food Collaborative works with community partners to foster opportunities for direct connections between their programs and UVA students, classes and research. We support UVA Health’s efforts to promote sustainable and just food which impacts medical center patients, visitors, and staff. We seek to create programs that will be accessible to interested audiences both at UVA and beyond.

To help translate awareness about sustainable and just food systems into informed choices and opportunities for direct participation, UVA will implement the strategies found below.
### STRATEGY 4A: Create a website for Information about sustainable and just food at UVA

I. Create and maintain a comprehensive website about food sustainability and food justice at UVA and the broader Charlottesville community.

II. Use SFC members’ websites and social media to disseminate information about relevant events and efforts.

### STRATEGY 4B: Sponsor and promote events and activities concerning sustainable food and food justice

I. Work with University and community partners to develop and promote speaker series, programs, films, and other educational events regarding food sustainability and food justice (including collaborations with Morven Programs and Kitchen Garden and the Morven First Lady’s Food Lab).

II. Sponsor and promote events building on issues of racial equity and the legacy of slavery in our food system (as explored at the 2018 Bicentennial “Future of Our Food System: From Slavery to Sovereignty” symposium), including opportunities for racial equity training.

III. Ensure that events are promoted and accessible to all audiences at UVA and the broader Charlottesville community.

### STRATEGY 4C: Collaborate with and support student groups working to promote sustainable food and food justice

I. Collaborate with and promote the outreach and educational work of student groups concerned with sustainable food and food justice, including the Plant Based Strategy Working Group, the UVA Community Food Pantry, student-led food recovery groups, and other organizations.
**STRATEGY 4D: Support sustainable agriculture and gardening at UVA**

I. Provide institutional support and promote opportunities for University students, staff, and faculty to directly participate in sustainable agriculture and growing food at UVA. Opportunities exist at physical locations on-grounds and at UVA's Morven Programs and Kitchen Garden.

II. Support and promote efforts to add and expand edible landscaping across Grounds that would provide opportunities for food, education, and learning.

III. Provide resources and coordination for UVA Community Garden.

IV. Collaborate with interested parties to create internships, both for credit and paid, that provide students with gardening/agriculture experience; build on the successful UVA Dine internship which exposes a student to multiple aspects of the food system from Green Dining, sustainable agriculture at Morven Programs and Kitchen Garden, and leading the UVA Community Garden.

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**STRATEGY 4E: Promote research and teaching on sustainable food and food justice**

I. Develop and promote course offerings, student research, and faculty projects around food sustainability and food justice, including the Morven Summer institute (MSI) and Virginia Food System Leadership Institute (VFSLI).

II. Compile and promote lists of UVA classes that address sustainable food and food justice.

III. Compile and promote lists of UVA research that explores sustainable food and food justice.

IV. Develop and support community-based internships, fellowships, and course-based activities (including class visits).

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**STRATEGY 4F: Support UVA Dine’s efforts to promote sustainable food and food justice**

I. Continue to increase awareness of UVA Dine’s local food partners and educate students, faculty, and staff about local food through initiatives, such as highlighting local food in dining locations, and programming, such as Farmers Markets, Farm to Fork events, Sustainable Taste Cart, Harvest of the Month, and pop-up samplings.
I. Build on events (such as Plant Forward Fridays) and strategies (such as labeling vegetarian, vegan, and plant forward options) to encourage all types of eaters to try plant forward eating and bring awareness to the health and environmental benefits of eating a plant-forward diet.

II. Offer Fair Trade products in all UVA Dine locations and increase awareness of these products through signage, pop-up events, and tabling.

III. Update the Green Dining website and guidebooks regularly to reflect UVA Dine’s current sustainability initiatives and provide students resources for eating sustainably on-Grounds.

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**STRATEGY 4G: Support UVA Dine’s efforts to promote sustainable food and food justice**

I. Continue to promote and expand plant forward and local items through Teaching Kitchen events and special celebrity chef appearances and education sessions.

II. Continue to promote and expand awareness of existing local vendor support through cafe signage, seasonal menus, promotions, and seasonal events.

III. Continue to rotate and expand seasonal menus that offer plant-forward menu items at each station.

IV. Continue to explore and expand the products offered and sampling events of new and trend-setting items that could be incorporated into the health system food program.

V. Offer local products to purchase as a part of a local market station in our cafes.

VI. Enhance UVA Health’s website to highlight sustainable purchasing initiatives in place.

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**STRATEGY 4H: Continue to gather data about awareness, attitudes, and behaviors**

I. Conduct surveys and other data-gathering efforts to track awareness, attitudes, and behaviors around sustainability and food justice.
GOAL 5: PARTNER WITH COMMUNITY-DRIVEN FOOD JUSTICE EFFORTS & PROVIDE SUPPORT, SKILLS, & RESOURCES TO FURTHER THEIR VISION

UVA seeks to repair and transform its relationship with Charlottesville, the surrounding five-county region, and the broader Commonwealth, through intentional, deliberate, responsive, and respectful actions that redress historic and structural inequities and amplify community goals and strengths. Through this goal, UVA aspires to listen carefully, create and leverage partnerships for different community-centered purposes, and marshal its resources to support community-driven goals for food equity and justice. This goal also complements and supports other goals in this Action Plan. For example, building the capacity of Black and Brown growers to increase their readiness for participating in the institutional food supply chain directly supports Goal 1. Creating research partnerships and faculty networks will support Goals 3 and 4. Additionally, actively disseminating lessons learned and serving as a mentor to other institutions on how to increase equity and diversity in their institutional food supply chain is a way for UVA to provide leadership and exert a multiplier effect throughout the Commonwealth in redressing historic and structural inequities.

STRATEGY 5A: Integrate community values and needs in UVA practices; serve as a bridge advocate for our community partners, including campus food service workers, to amplify and advocate for shared values and ensure that community priorities are reflected in University planning, decision-making, and educational events.

I. Actively participate in the Charlottesville Food Justice Network and other community collaborative efforts that may emerge in the next ten years. Meet with community leaders annually to set goals and priorities for the year.

II. Work within UVA and with UVA partners to ensure that food and food equity is built into the University strategic/ action planning and decision-making processes in a way that is inclusive of our community partners. Membership of the Goal 5 team should be inclusive of community partners focused on food justice efforts, including efforts by Cultivate Charlottesville and the Food Justice Network.

III. Support and facilitate opportunities for events, trainings, and connection points that are responsive to community needs, to effectively leverage University skills and resources to support sustainable and just food systems.
STRATEGY 5B: Use UVA resources to support community values and efforts for equitable participation in the food economy and access to healthy foods

I. Serve as a bridge advocate within UVA operations and logistics management for working across disciplines to integrate elements of sustainable and just food systems in related issues, such as transportation, housing, climate change, food worker safety and health.

II. Collaborate with and include local food justice leaders, food service workers, and community members in educational and University-initiated conference opportunities.

III. Pursue ongoing funding for a food justice intern program that enables UVA students to provide consistent support to community organizations for multi-year projects. Develop other funding mechanisms for Black and Brown students to work on food equity issues, such as a fellowship with the Equity Center.

IV. Build grower capacity to participate in the institutional food supply chain (as outlined in Goal 1), by collaborating with partner organizations (e.g., Virginia Cooperative Extension, Local Food Hub, IRC, New Roots).
STRATEGY 5C: Partner and contribute to regional and statewide efforts that increase sustainable, equitable, and resilient food systems

I. Support regional and state resilience by leveraging partnerships with Virginia Food Banks and other state-wide organizations and agencies to support regional and state food security during emergencies and crises.

II. Share lessons learned and mentor partners at other institutions. Develop best practices and lessons learned from Goal 1’s effort to increase diversity and equity in the supply chain, and share these in serving as a mentor for other regional institutions seeking to advance equity and diversity in their food supply chains, such as schools, jails, and community colleges. Foster discussions through a series of organized trainings and seminars that explore the potential for bulk purchasing and other strategies such as shared contracts, reporting, or tracking methods across the state for increasing affordability and logistics.

III. Support the development of consistent grower-procurement connections to help institutions increase equity in their food supply chain through activities such as developing a grower’s guide, hosting networking events for growers and local institutional buyers, and developing procurement protocols that support and prioritize small and traditionally disadvantaged growers.
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SUSTAINABLE FOOD ACTION PLAN

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A Task Force of the UVA Environmental Stewardship Subcommittee on Sustainability

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