

UVA SUSTAINABLE FOOD COLLABORATIVE

A TASK FORCE OF THE UVA ENVIRONMENTAL
STEWARDSHIP SUBCOMMITTEE ON SUSTAINABILITY

ANNUAL REPORT

2019-2020



Aramark employees pack and distribute food for the Local Food Hub's Fresh Farmacy Program during the start of Coronavirus pandemic; Photo by Sanjay Suchak, University Communications.

TABLE OF CONTENTS

2019-2020 COLLABORATIVE MEMBERS	3
YEAR IN BRIEF	4-7
GOAL 1: INCREASE SUSTAINABLE FOOD AND BEVERAGES ON GROUNDS	8-11
GOAL 2: REDUCE FOOD WASTE AND SINGLE-USE FOOD SERVING ITEMS	12-15
GOAL 3: DEVELOP POLICIES & PROGRAMS TO ELIMINATE FOOD INEQUITIES & HUNGER AT UVA	16-21
GOAL 4: INCREASE AWARENESS OF SUSTAINABLE FOOD & TRANSLATE INTO INFORMED CHOICES	22-28
GOAL 5: COLLABORATE WITHIN UVA & THE REGION TO ADVANCE SUSTAINABLE FOOD SYSTEMS	29-33

2019-2020 COLLABORATIVE MEMBERS

UVA Office for Sustainability
Nina Morris
Andrea Trimble

Institute for Engagement & Negotiation
Tanya Denckla Cobb
Yuki Zheng

UVA Department of Politics
Paul Freedman

UVA Dining
Peter Hodgkins
Matt Smythe
Caroline Baloga

UVA Health System Committee on Sustainability
Corey DiLuciano

UVA Student Health & Office of Health Promotion
Melanie Brede

UVA Office for the Executive Vice President & Provost
M. Wynne Stuart

UVA's Morven Programs & Morven Kitchen Garden
Rebecca Deeds
Stephanie Meyers

UVA Equity Center
Ben Allen
Barbara Brown Wilson

Global Policy Center, UVA Batten School
Brooke Ray

Cultivate Charlottesville
Jeanette Abi-Nader
Shantell Bingham

Virginia Humanities
Lilia Fuquen
Lauren Parker

Virginia Cooperative Extension
French Price

4P Foods
Brooke Kinsey

Local Food Hub
Kristen Suokko
Laura Brown



COLLABORATIVE REACHES FIVE YEARS

The Sustainable Food Strategy Task Force was formed in 2015 to create and implement the 2016-2020 UVA Sustainability Plan food-related goals. To better reflect our ongoing work in food systems, the Task Force changed its name to the UVA Sustainable Food Collaborative (SFC) in June 2020. This name change came forward from our merger with the Food Collaborative and to demonstrate that building a just and sustainable food system is not a temporary endeavor which "Task Force" seemed to signify. The SFC strives to consider the dimension of food justice and food sovereignty across all of the activities it fosters. Food justice includes, yet also goes beyond, a concern that all students, faculty, and staff are food secure with enough high-quality food. It also considers how to build a more equitable and inclusive food system where the agency of all stakeholders is recognized and celebrated. As we grow our commitment to sustainable food 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 more.

This Annual Report documents the work of the Sustainable Food Collaborative over the previous fiscal year (July 2019-June 2020). Its purpose is to share successful progress toward the five goals laid out in the Action Plan, celebrate the work of community partners, consider how the context of the past year has impacted and shaped our work, and establish metrics that can be referenced to mark progress over time.



A sunny day outside of Observatory Hall Dining Room;
Photo taken by Anna Hickman, IEN intern

HIGHLIGHTS & ACHIEVEMENTS

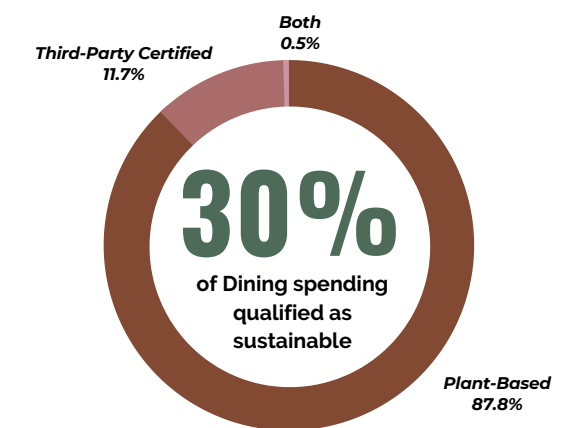
UVA ADOPTS NEW SUSTAINABILITY GOALS & SPENDING STANDARDS

In December 2019, UVA's Board of Visitors approved the University's second Sustainability Plan. The 2020-2030 plan builds off of the 2016-2020 plan to establish metrics and goals for the next ten years. The goals include expanding plant-based meal offerings, switching to sustainably raised meats, reducing food waste, and increasing access to community-based producers, and sourcing local foods. Before the year closed out, the Collaborative began working on its detailed Action Plan for the next ten years. One of the goals most pressing to SFC was the goal to have 30% of Dining spending qualify as sustainable purchases.

This year, the AASHE Stars metrics used by UVA transitioned to V2.2, which emphasizes plant-based foods as a more effective way to reduce greenhouse gases and increase the

university's overall sustainability. Under V2.2, 30.7% of total spending qualified as sustainable, reaching our goal! Of this spending, 88.3% went towards plant-based purchases and 12.2% toward third-party sustainable purchases.

During the 2018-2019 fiscal year, only 28.22% of spending was counted as sustainable under V2.2 standards, representing a 2.48 percentage point increase in sustainable spending. Overall, during the calendar year of 2019, UVA Dining sourced almost 40,000 pounds of food from local vendors.



¹ 0.5% of the sustainable spending went towards both plant-based purchases and third-party certified purchases

2.48 METRIC TONS

of greenhouse gas emissions avoided by composting at UVA Health

601,162 POUNDS

of compost was diverted from landfill

5 GREEN-CERTIFIED RESTAURANTS

Runk Dining Room became the 5th certified location at UVA

40,000 POUNDS

of food sourced from local vendors

10-YEAR SUSTAINABILITY PLAN

establishes the University's commitment to collaborative and sustainable standards

36%

increase in transactions at on-grounds farmers market

835.75 POUNDS

of produce purchased from Morven Kitchen Garden

45%

of offerings at The Castle are entirely plant-based

COVID INTERRUPTIONS TO THE 2019-2020 SCHOOL YEAR

At the start of March 2020, much of UVA and the Charlottesville community came to a halt as the COVID-19 virus developed into a worldwide pandemic. The gravity of this pandemic and its effects are difficult both to capture and express. Immediate local impacts included sending students home, closure of university operations and facilities, loss of jobs for university employees and community members, loss in Dining-generated revenue, shifts in distribution, and threats of increased food insecurity faced both by those affiliated with UVA and those in the community. In response to these significant impacts, UVA

over
600 meals
provided to furloughed
employees in first day of
program

Dining operations pivoted and repurposed food services. In collaboration with community partners, UVA Dining (operated by Aramark) offered furloughed employees and their immediate families a meal every day in April with the COVID Employee Assistance Program. During the first day alone, over 600 meals were provided to employees and their families. UVA Dining also delivered perishable food items to local charities and food banks including the Blue Ridge Area Food Bank, The Haven, The Salvation Army, Loaves and Fishes Food Pantry, and the Food Pantry for Fauquier County through 4P Foods.



"Essentially overnight, all distribution to universities stopped due to closures. We luckily saw increased purchasing from small retailers and local stores and an increase in food access programming that helped divert some of the available produce from our growers and kept farmers and us in business."

-Brooke Kinsey, 4P Foods

Aramark employees pack and distribute food for the Local Food Hub's Fresh Farmacy Program during the start of Coronavirus pandemic; Photo by Sanjay Suchak, University Communications

BLACK LIVES MATTER MOVEMENT AND THE IMPERATIVE WORK OF SYSTEMIC FOOD JUSTICE

In the midst of a year marked indelibly by the losses and traumas caused by the COVID-19 pandemic—a deep and long list—the Sustainable Food Collaborative also mourns the trauma and loss of Black lives at the hands of unjust police brutality and centuries of targeted, systemic oppression. We say the names of those recently killed, those who are worthy of dignity but did not receive justice: Breonna Taylor, George Floyd, Ahmaud Arbery, Rayshard Brooks, Riah Milton, Nina Pop, Dominique Fells, and Tony McDade. This list, too, is deep and long.

The pandemic revealed the hard and imperative work ahead of us to address and change the systems that continue to perpetuate inequities and disparities in our food system. Black lives matter: It is important for us to say this, particularly at the University of Virginia, where the inequities and harms wrought by the University since its founding demonstrate that Black lives historically have never been accorded the same weight and meaning as white lives.

This year, in the midst of the pandemic, as the Sustainable Food Collaborative met to develop the University's next 10-Year Food Action Plan, members agreed that this new plan must reflect a clear priority for centering equity and making it clear through our actions that Black lives do matter, now and forever.

The SFC has set an intention to play a vital role at the University in bringing people together in a way that we can listen deeply, build understanding, and create pathways for deep systemic change, to dismantle the continuing impacts of white supremacy and privilege, not only within the University and its policies and culture but also within ourselves.

Through our work and the work of our community partners at Cultivate Charlottesville, International Rescue Mission, Local Food Hub, 4P, and the Charlottesville Food Justice Network, we continue to work at intersections of food and justice. And we are committed to this interconnected work, together.

GOAL 1

Increase the Percentage of Sustainable Food & Beverage Options Available on Grounds

- 1.A** Improve access to community-based producers in the UVA supply chain, supporting minority-owned and operated wherever possible
- 1.B** Increase sourcing of local foods
- 1.C** Increase plant-based options

AMPITHEATER HOSTS ON-GROUNDS FARMERS MARKETS

During the fall semester, UVA hosted two on-grounds Farmers Markets at the Amphitheater. Students were able to use either money or PLUS dollars to spend on a variety of products from local vendors including produce,

36%

increase in student transactions between September market & October market

*These transactions only include those completed through GrubHub—which students can use PLUS dollars through—and excludes any credit card or cash transactions. Actual transactions are likely higher than recorded transactions.

coffee, and baked goods. Estimates of attendance show that hundreds of students were in attendance with 317 transactions recorded for the September market and 432 transactions for the October market.*



Students browse and shop from local vendors at on-grounds farmers market, October, 2019; Photo provided by the Office for Sustainability.

UVA DINING EXPANDS CERTIFICATIONS



During the spring semester, Runk Dining room became the newest UVA Dining location to receive Green Restaurant Certification. The dining room joins four other certified restaurants on-Grounds: The Castle, O-Hill Dining Room, Fresh Food Co., and the Fine Arts Cafe.

An international nonprofit organization, the Green Restaurant Association helps restaurants become more environmentally sustainable in energy, water, waste, food, chemicals, disposables, and building. Runk scored highest in the categories of waste and food for its plant-based offerings and composting program. The dining room hosts several Farm to Fork meals where fresh, locally sourced foods are served.

UVA DINING NAMED INSTITUTIONAL LEADER OF THE YEAR

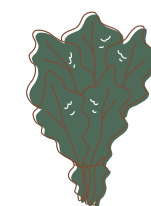
"The recognition by the Local Food Hub is a testament to the efforts and commitments that UVA Dining has shown through its dining programs and opportunities provided to students."

— Brooke Kinsey,
UVA Dining and Aramark;
4P Foods

In October, the Local Food Hub celebrated its annual Community Food Awards, recognizing UVA Dining as the Institutional Leader of the year. This award recognized UVA Dining's continued commitment to showcasing Virginia-grown products in all UVA dining facilities, from popular dining halls to student athlete meals and athletic stadiums.

MORVEN KITCHEN GARDEN EXPANDS PRODUCE SALES TO UVA DINING

The Morven Kitchen Garden (MKG)—UVA's sustainable student farm—and UVA Dining partnered to increase student-grown produce in the university's dining halls. In the fall of 2019, Morven Kitchen Garden sold 835 pounds of produce to UVA Dining which included cucumbers, kale, tomatoes, and zucchini. MKG produce was featured in UVA dining halls 11 out of 14 weeks of the fall semester. This represents a dramatic increase from the fall of 2018 when MKG sold 104 pounds of produce and focused on one week of sales during the week of Thanksgiving.



835 pounds
of MKG produce
bought



MKG intern Jake Caracciolo harvests cucumbers from the hoophouse; Photo provided by Morven Kitchen Garden.

GOAL 2

Reduce Food Waste and Single-Use Food Serving Items Sent to the Landfill by 2030

- 2.A** Implement systemic change to minimize food waste in food preparation
- 2.B** Implement systemic change to minimize food waste in food consumption
- 2.C** Implement systemic changes to minimize food waste with caterers serving UVA events

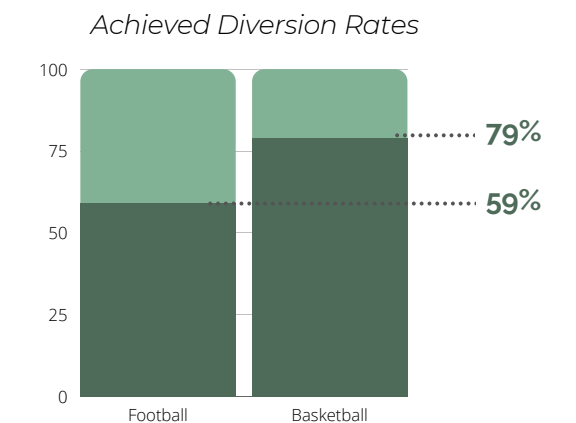


UVA Office of Sustainability student employee, Ava Reynolds, staffs a zero-waste station at the on-grounds farmers market; Photo provided by UVA Office of Sustainability.

GREEN ATHLETICS CONTINUE ZERO-WASTE EVENTS

In partnership with UVA Athletics and the Office for Sustainability, both football and men's basketball participated the "Green Game" competition. The goal is to achieve "zero-waste" which means that 90% of all waste at a game is diverted from landfill to recycling or compost. In October, UVA Football competed in its 10th annual Green Game during the Hoo's win against Duke. Green Game volunteers worked to educate attendees, monitor waste stations, and collect waste. As a result, the event achieved a 59%

diversion rate. UVA Men's Basketball also hosted a zero-waste game in February and achieved a diversion rate of 79% which placed UVA 1st in the ACC for diversion and 10th in the country.



Office for Sustainability student employees display posters encouraging sustainable waste practices at UVA Green Game; Pictured from left to right: Sadey Rodriguez, Ava Reynolds, Jasmyn Noel, Maame-Esi Eghar; Photo provided by UVA Office for Sustainability.



UVA HEALTH SYSTEMS AVOIDS 6.43 METRIC TONS OF GREENHOUSE GAS EMISSIONS

From July 2019 through June 2020, Morrison Healthcare food and nutrition services at UVA Health System diverted 15.31 tons of compost from the landfill. Equivalent to 30.72 cubic yards, this diversion resulted in the avoidance of 6.43 metric tons—or about 14,176 pounds—of greenhouse gas emissions.

15.13
TONS
of compost
diverted from
landfill.

Additionally, new bin signage was implemented at UVA Health Systems cafes.

This new signage is placed on top of bins in order to make it easier for consumers to distinguish between recycle and landfill. The signage also identifies recyclable materials to help consumer recognize what items they might divert from landfill.

Left: Diane Underwood composts leftover food scraps at UVA Morrison Healthcare

Right: New recycle-bin signage displays images of common recyclable items; Photos provided by UVA Morrison Healthcare



601,162 POUNDS OF COMPOST DIVERTED FROM LANDFILL

At UVA this past year, pre- and post-consumer compost were offered at many dining locations across grounds. This included Runk Dining Room, Observatory Hill Dining Room, Fresh Food Co. as well as retail locations such as the Fine Arts Cafe, The Castle, and West Range Cafe.

Pre-consumer composting refers to composting that is practiced in the kitchen before students received their food, whereas post-consumer refers to the opportunity students have to compost leftovers and materials after a meal. Together, these efforts and locations diverted 601,162 pounds of compost from landfill.



Compost and waste station outside of The Castle; Photo taken by Anna Hickman, IEN intern.

REUSABLE CUPWARE PROGRAM SAVES 11,534 PLASTIC DISPOSABLES

Beginning in 2015, UVA Dining partnered with the Office for Sustainability to launch Cupanion, a program that encourages students to choose reusable cups instead of single-use plastic cups at dining locations. Recently, Cupanion became a part of Fill it Forward which creates reusable products and interactive technologies to help institutions in their efforts to reduce and

reuse single-use waste. Participating UVA students track their impact through the Fill it Forward app which also provides a platform for students to contribute to charity projects and earn free drinks each time they reuse. To participate, students download the app and look for the Cupanion Program barcodes at retail locations to earn points when they use a reusable container. From July 2019 to March 2020, students diverted 11,534 plastic disposables from landfills.

GOAL 3

Develop Policies & Programs Across UVA to Eliminate Food Inequities & Hunger at UVA

3.A Create a baseline of known need at UVA and build a comprehensive understanding of food insecurity

3.B Develop and implement a university plan for food insecurity with policies and strategies for consideration at the highest levels

3.C Raise awareness about food insecurity as a food justice issue and develop possible policies and actions for university consideration

NEW GOAL 3 ADDRESSES NEED FOR DATA-DRIVEN POLICIES AT UVA



Students approach Observatory Hall Dining Room;
Photo taken by Anna Hickman, IEN intern

Previously, Goal 3 of SFC's guiding Action Plan sought to "Reduce the energy and water impact of dining operations." This goal is now being addressed through another element of the UVA Committee on Sustainability and SFC has redrafted the goal to target the need for data-driven policies and programs at UVA—a change from previous Annual Reports and Action Plans. This need was identified as SFC recognized from existing literature and data that more information was needed to understand how students, staff, and faculty at UVA are impacted by food insecurity.

UNIVERSITY-WIDE WORK GROUPS COLLABORATE TO FORM FOOD-PANTRY NETWORK

As working groups take shape, people from across the university are coming together to address food security and access on-Grounds. Satellite pantry partners include the Schools of Nursing, Engineering, Education, and Commerce as well as The Women's Center. Community members include On Reserve, and Loaves & Fishes. Student organizations include the Community Food Pantry and Challah for Hunger. Other university partners include UVA Dining, Student Health, and Dean of Students.



Non-perishable food items available at the Community Food Pantry located in Newcomb Hall;
Photo provided by UVA Community Food Pantry.

ACCESSING FOOD PANTRIES ON-GROUNDS

EDUCATION SCHOOL PANTRY

This pantry is located in Ridley Hall in the lower cabinets of the kitchen on the 3rd floor lounge. Currently, this pantry is only providing hygiene products.



ENGINEERING SCHOOL PANTRY

This pantry is located in the Engineering school, on the first floor of Thornton Hall A-Wing in room A121. This pantry offers non-perishable food items as well as hygiene products.



UVA COMMUNITY FOOD PANTRY AT NEWCOMB HALL

A student-run initiative, the UVA Community Food Pantry is located in Room 142 of the Student Activities Center (SAC) on the first floor of Newcomb Hall. The pantry is open to all students and staff and operates during SAC hours.



MCINTIRE SCHOOL PANTRY

Located in the McIntire School of Commerce building on the South Lawn, this pantry can be found near the graduate student mailboxes on the first floor of Robertson Hall. The pantry offers non-perishable items.



FOOD PANTRY AT MAXINE PLATZER LYNN WOMEN'S CENTER

Located in the Women's Center across from the Corner, this food pantry provides grab-n-go bags with non-perishable items as well as hygiene items. The pantry is open to all UVA students, faculty, and staff and can be found on the main floor of the center through the second door on the right in the central hallway.



NURSING SCHOOL PANTRY

Currently located in the lobby of the Claude Moore nursing building for easy access, this pantry provides non-perishable items as well as requested hygiene products.



INITIATIVES TO ADDRESS FOOD ACCESS DURING SEMESTER AND BREAKS

On September 25th, the UVA Community Food Pantry partnered with UVA Dining to host its 'Stock the Pantry' Event. At Newcomb Dining Hall, students had the option to donate one meal swipe for one pound of food for the pantry. Over 400 students chose to donate a swipe, which UVA Dining then matched to raise 800 pounds of food.



UVA Dining student employee, Sarah Shepherd, promotes "Stock the Pantry" event; Photo provided by UVA Dining

FIRST ANNUAL HOOSGIVING PROVIDES THANKSGIVING MEALS TO COMMUNITY AND STUDENTS



Dining staff at Fresh Food Co. gathers to celebrate a successful HoosGiving; Photo provided by UVA Dining

This year, UVA Dining and the Food Insecurity Resource Group co-hosted the first annual HoosGiving. Available to students, staff, faculty and their family members, the event offered free Thanksgiving meals for those who facing obstacles of affordability, accessibility, or travel. With approximately 165 students attending HoosGiving, the event marks what will become an annual tradition that ensures student access to food during holidays.

SURVEY RESEARCH INVESTIGATES FOOD SECURITY AT UVA

In April of 2020, the School of Nursing (SON), Student Health and Wellness, and the UVA Health System Dietetic Internship Program conducted a pilot survey among enrolled undergraduate and graduate students in the School of Nursing. The survey sought to measure the prevalence of and risk factors for food insecurity, the efficacy of current food insecurity solutions, and ideas for additional solutions. Among UVA nursing students, results showed that 19.4% of respondents experience low or very low food security. Further suggested solutions made from the survey included: grocery store carpool, meal kits for food insecure students, healthier options in food pantries, student garden(s) with free produce, resources outlining on-grounds and local solutions currently available, and alumni financial support for a meal program. With these implications as well as an estimated 14% of all undergraduates at UVA facing food insecurity, SFC is working to expand this survey across UVA. The implications of this broader work as well as goals moving forward can be found below.

Goals moving forward:

- Developing a greater understanding of how to identify food-insecure students
- Better identifying where resources are and aren't being utilized
- Identifying differences and gaps in student populations between school departments and demographics
- Developing next steps UVA and IEN can take to tailor resources to meet the needs of food-insecure students

"Replication of this survey among additional UVA schools will provide essential data for designing tailored and robust solutions to address food insecurity at UVA."

— Melanie Brede,
UVA Office of Student
Health Nutritionist

19.4%

of UVA nursing students experience low or very low food security

GOAL 4

Increase Awareness and Translate Heightened Awareness into Informed Choices

- 4.A** Develop a positive and comprehensive food messaging campaign to educate the UVA community
- 4.B** Strategically create events and use existing events to achieve goal
- 4.C** Develop signage to communicate sustainable food characteristics
- 4.D** Promote and facilitate food studies and research on grounds

DINING FEATURES SUSTAINABLE, LOCAL & PLANT-BASED OPTIONS

Every Friday, each of the three main dining rooms hosted "Plant Forward Friday." This event featured an innovative plant-forward meal option during lunch to encourage students to try plant-based recipes. Recipes featured over the 2019-2020 year include fried cauliflower, eggplant parmesan, and pumpkin curry.

Additionally, each Wednesday, the Fresh Food Co. Dining Room hosted a pop-up Sustainable Taste Cart. At the pop-up, Green Dining interns offered samples of sustainable foods sourced from local partners like

Morven Kitchen Garden, farms with Local Food Hub/4P, and our on-site bakery, Fontana.

The Castle—a 3-star certified Green Restaurant—served as the host location of The Harvest of the Month, showcasing a new, locally sourced ingredient each month in their dining offerings. Grown in Virginia, these ingredients were sourced from 4P Foods for customers to add to their made-to-order meals. Over 75% of offerings at The Castle are vegan or vegetarian with almost 45% of those being entirely plant-based.

Green Dining interns, Cecilia Barber (left) and Elizabeth Williams (right), hand out samples using local apples as part of the weekly Sustainable Taste Cart; Photo provided by UVA Dining



A student participates in UVA Dining's C-Ville Restaurant Pop-Up which features food from local vendors—food pictured is from Pearl Island; Photo provided by UVA Dining.

MORVEN HOSTS FARM TO TABLE TOUR AND DINNER FOR UVA MEDICAL STUDENTS



UVA medical students enjoys Farm to Table meal;
Photo provided by the UVA Health System

On September 9, 2019, UVA students in medicine, nursing, and nutrition participated in an exciting Farm to Table Tour and Dinner at Morven. Students boarded a bus to visit local farms, enjoyed a farm-to-table meal prepared by the UVA Health System, and listened to a panel discussion of UVA professors, UVA Health System staff, and local farmers.

Organized and sponsored by the Virginia Farm Bureau, the goal of the event was to provide future healthcare professionals an opportunity to learn about food and its production through a balanced and hands-on approach. Various members of SFC participated, including Morven Programs, panel discussion moderator Paul Freedman, and UVA Health Systems, who prepared the wonderful meal.

PANELISTS

Jamie Barrett
Owner, Bellair Farm

Kevin Engel
Owner, Engel Family Farms

Sibyelle Kranz
Associate Professor of Education

Max A Luna, MD
Associate Professor of Medicine,

Stephanie Meyers
Farm Manager, Morven Kitchen Garden

Evelyn S. Scott, MD
Assistant Professor of Medicine,

Vickie Southall, MSN, RN
Assistant Professor of Nursing



Farm manager, Stephanie Meyers, leads tour of Morven Kitchen Garden;
Photo provided by Morven Kitchen Garden



COMMUNITY GARDEN REOPENS

After a temporary closure and hiatus due to an on-site construction project, the UVA Community Garden reopened in the fall of 2019. The garden—a collaboration between students, the Office for Sustainability, and UVA Dining—is dedicated to organic and sustainable practices and is located on grounds adjacent to Observation Hill Dining Room and student residences.

Right: Students, Emma Cantwell (left) and Jason Navarrete (right), water and tend to the garden; Photo provided by the Office for Sustainability

DINING STAFF & INTERNS HIGHLIGHT

Green Dining interns are involved in many of the events and achievements reported in this year's Annual Reports. Green Dining interns are an integral piece of UVA Dining's sustainability programming. These students are passionate about promoting sustainability in the dining rooms and play an important role in educating and incentivizing UVA students to adopt sustainable eating habits.

Dining employees and staff are drivers of sustainability in all that they do to provide students with food. Dining staff members are

responsible for many things from dining operations to building maintenance and are crucial to UVA Dining's sustainability programming every day. Access to healthy food is made possible as they prepare and serve food that is innovative, sustainable, and fresh.



Right: Location Manager at Fresh Food Co., Jeff Girard, joins Green Dining intern, Elizabeth Williams, at a Sustainable Taste Cart; Photo provided by UVA Dining

EVENT GATHERS UVA OFFICES & STUDENT ORGS TO DEVELOP PLANT- BASED CAMPAIGN

Hosted in partnership by SFC, the Office for Sustainability, and UVA Dining, the Race to Plant-Based Action event gathered students and sustainability groups for a plant-based

dinner and meeting to develop a campaign to encourage plant-based diets at UVA. The November event had about 50 attendees and speakers included Mike Keenan, co-owner of local business Juice Laundry, Paul Freedman, Associate Professor in the Department of Politics and member of SFC, and Brooke Kinsey, Sustainability Coordinator for UVA Dining and member of SFC.

The event led to the formal creation of the Plant-Based Working Group and partnership between three different student groups that focus on food with UVA Sustainability and UVA Dining.

PARTNERSHIP BETWEEN UNIVERSITY AND STUDENTS FORMS PLANT-BASED WORKING GROUP

Students and UVA offices gather for a plant-based dinner and meeting to develop a plant-based campaign at UVA; Photo provided by the Office for Sustainability

The Turbo-Charge Demand Work Group represents a focused drive to increase awareness of food sustainability and security into informed choices at UVA. Comprised of faculty, UVA Dining, the Office for Sustainability, and student leaders from Veggies of Virginia, Bad Vegan, and the UVA Community Garden, the Plant-Based Working Group works to galvanize student demand for plant-forward foods at the University.

The Plant-Based Working Group hosted two major meetings at the start of the spring semester to identify current barriers to plant-based eating at UVA and develop measurable, student-driven strategies to increase plant-based decisions in UVA dining facilities. From the data gathered, the Plant-Based Working group selected the most impactful, achievable, and measurable strategies to implement in Fall 2020.

Due to changes with COVID, the working group pivoted to an online campaign through the creation of an Instagram account to elevate plant-based dining options at UVA, along with socially-distant promotional strategies to increase awareness of the campaign. Set to launch in September, the Instagram account will be student-led, with amplification from UVA Dining & UVA Sustainability.



GOAL 5

Collaborate within UVA and the Region to Advance Sustainable Food Systems in the Broader Community

- 5.A** Form institutional partnerships in the broader community and share best practices
- 5.B** Grow the supply of local food available for UVA and partner Virginia institutions
- 5.C** Facilitate a method for use of local foods

Aramark employee packs and distributes food for the Local Food Hub's Fresh Farmacy Program during the start of Coronavirus pandemic; Photo by Sanjay Suchak, University Communications.

COMMUNITY PARTNERS WORK WITH LOCAL FARMERS AND UVA

Beginning in the fall, UVA began working more directly with 4P Foods, a distributor of healthy, seasonal food from local and sustainable farms. Additionally, in the on-start of the pandemic, Local Food Hub expanded its Fresh Farmacy program. This program partners with health clinics to 'prescribe' patients a biweekly supply of fruits and vegetables. This expansion, along with 4P's acquisition of the Local Food Hub's distribution made projects, like the redistribution of UVA Dining's food to community members, possible.

Below: Local produce is delivered to Observatory Hill Dining Room through a partnership with the Local Food Hub; Photo taken by Tanya Denckla-Cobb, IEN Director.



Above: 4P sources vegetables from farmers like Hugh French who is shown at his farm Sunnyside Farms in Cumberland, VA; photo provided by 4P Foods.



VIRGINIA FARM TO UNIVERSITY FORUM HOSTED AT MORVEN FARM

Sponsored and hosted by SFC, the Virginia Cooperative Extension, and UVA Dining, the Farm to University Forum was held January 24, 2020, at the University of Virginia's Morven Farm. The forum was attended by 66 participants from across Virginia, representing 12 universities and a variety of other stakeholders.

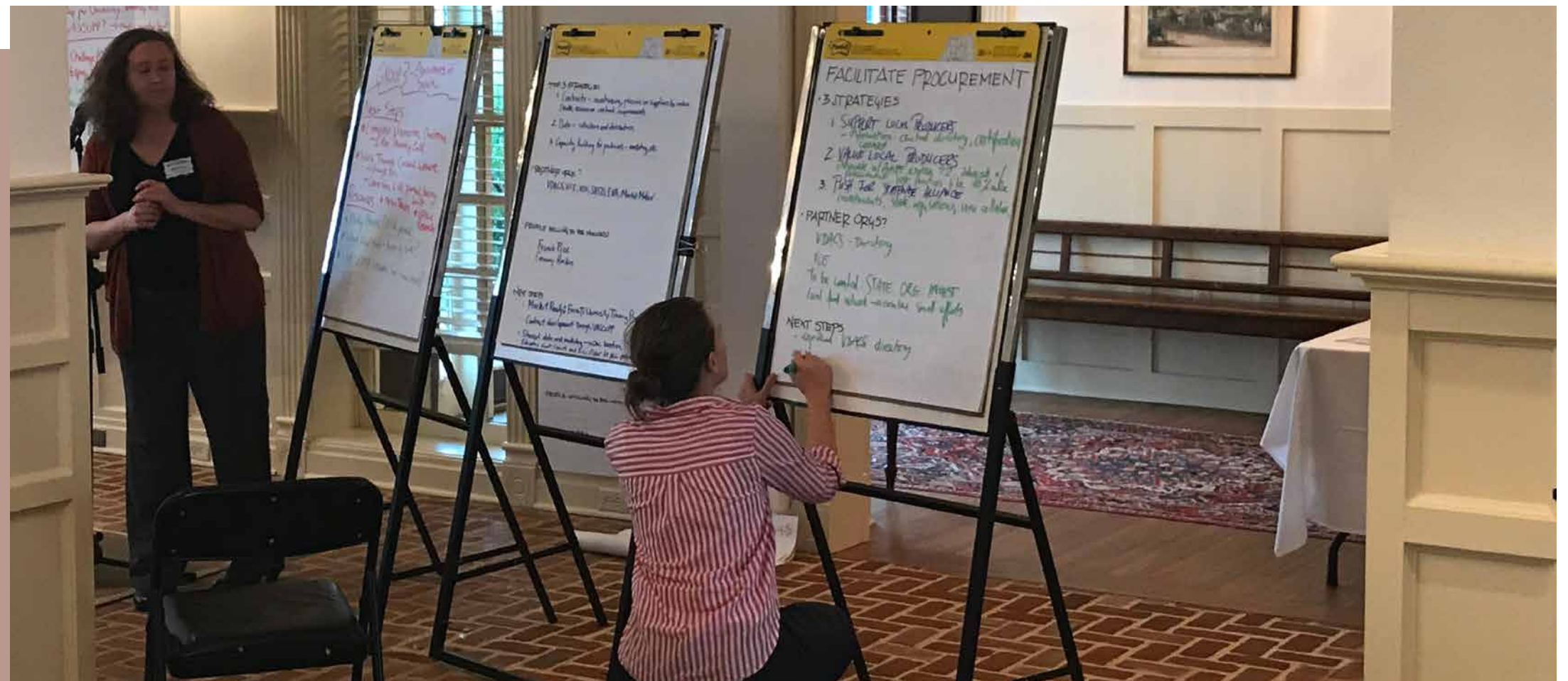
PARTICIPANTS

University Dining Services
University Sustainability Offices
University Faculty and Students
State Agencies and Services
Local Food Producers
Local Food Distributors
Support Organizations

"Working together with other stakeholders across the Commonwealth is a key ingredient in making progress when it comes to supporting local producers and promoting sustainable dining. It's interesting to see that many of us are grappling with a similar set of challenges, particularly when it comes to university and other institutional dining. Collaboration makes solutions possible."

—Paul Freedman, UVA Department of Politics and Forum Participant

Kristina Weaver, Associate Director of IEN, and Theresa Krueggeler, Senior Associate at IEN, facilitate and summarize the discussion from the Farm to University Forum; Photo taken by Yuki Zheng, IEN intern.



In Virginia, the agriculture industry contributes to 9.5% of the Commonwealth's GDP. While the 2012 USDA census reports that less than 16 cents of every dollar spent on food goes to the farmer, the small and mid-sized, family-owned farms in Virginia provide a plethora of jobs and are crucial to the region's diversity and employment outlook. Seeking to answer how Virginia universities can better support Virginia's food and agriculture economy, the forum worked to generate effective and achievable action steps moving forward.

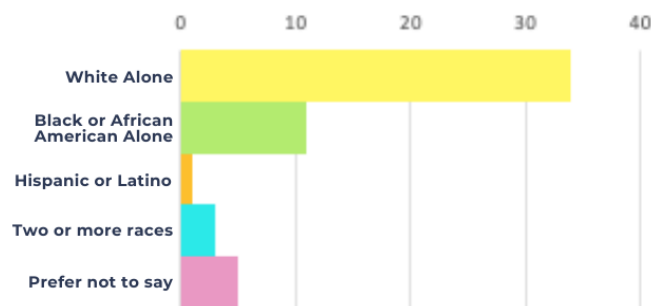
Action steps identified:

- Advance university procurement of local foods
- Better include purchases from SWaM-certified businesses in university contracts
- Create a webinar around AASHE Stars standards and other certifications
- Better include and engage students and faculty in these conversations
- Form a Farm to University working group

SURVEY IDENTIFIES HOW TO ASSIST FARMERS IN THE UNIVERSITY MARKET

55 PARTICIPANTS ETHNICITY SPREAD

Of the 55 participants, 34 indicated they were white alone. 11 were Black or African American, 1 was Hispanic or Latino, and 3 were Two or more races. 5 participants indicated they prefer not to say their race. We had no participations representing Asian, American Indian or Alaska Native, or Hawaiian or other Pacific Islander.



INTEREST IN CERTIFICATION WEBINARS

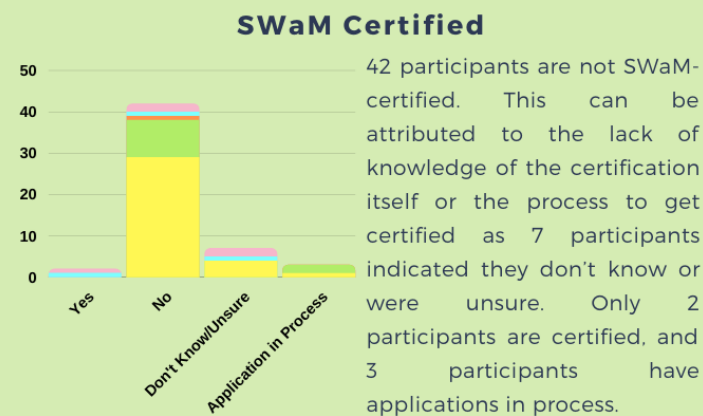
23% SWaM Certifications

36% Food Safety Certifications

41% Sustainability Certifications

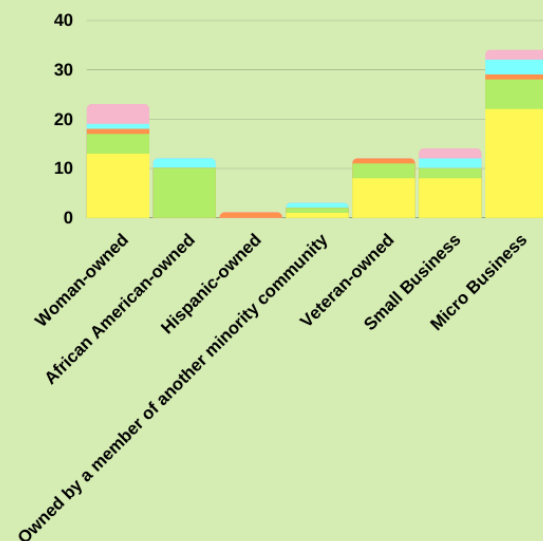
One conclusion taken from the Farm to University Forum was the need for a survey to identify how to assist farmers in gaining the necessary certifications so that their farm products will meet standards preferred by universities. The survey was distributed to Virginia farmers in May 2020 by Sustainable Food Collaborative and the Virginia Cooperative Extension.

SWaM CERTIFIED VS SWaM ELIGIBLE



SWaM Eligible

Despite the low number of formally SWaM-certified businesses, many participants identified their farm or business as having the qualifications for SWaM certification. Of the 49 participants that indicated they are not certified or are unsure of their certification, 94% (46) are eligible.



DEFINITIONS

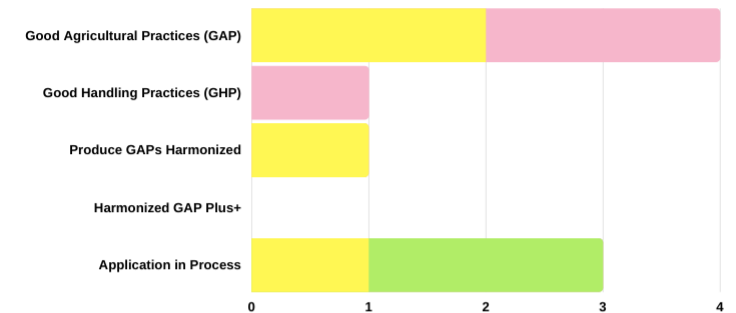
SWaM Certification: The Small, Women-owned, and Minority-owned Business certification program is a state program of the Commonwealth of Virginia to enhance procurement opportunities for SWaM businesses participating in state-funded projects.

AASHE: The Association for the Advancing Sustainability in Higher Education empowers higher education faculty, administrators, staff and students to be effective change agents and drivers of sustainability innovation.

STARS: The Sustainability Tracking, Assessment & Rating System™ is a transparent, self-reporting framework for colleges and universities to measure their sustainability performance.

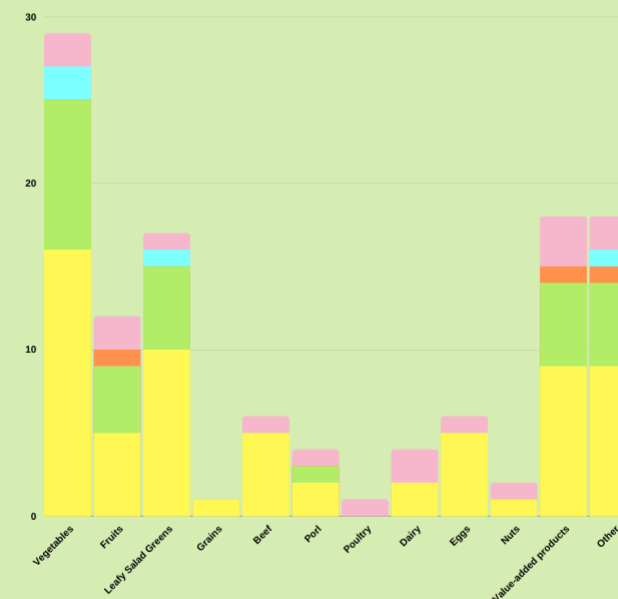
FOOD SAFETY CERTIFICATION

Only 6 participants indicated holding a Food Safety Certification for their farm or business. No Black or African American participants hold food safety certifications, though 2 have applications in process.



FOOD PRODUCT SUSTAINABILITY CERTIFICATIONS

Products that Farmers are Willing to Sell



31 participants indicated plant-based products (vegetables, fruits, leafy salad greens, grains, and nuts) as products their farm would be willing to sell to Virginia Universities. However, only **6** of those participants meet AASHE STARS 2.2 standards that would allow them to access university markets. Most participants in this category were interested in learning more about certifications or getting certified to increase access to university markets.

Sustainability Certifications Overview

Despite interest in selling products to university markets, most participants did not hold AASHE STARS certifications. In fact, only 10 participants of the 55 total met at least one standard.

18% of all participants met at least one AASHE STARS 2.2. standards.

60% (5) are White alone,
20% (2) are Black or African American alone,
10% are Two or more races, and
10% (1) Prefer not to say



Most Prevalent Certifications

11% of all participants hold a USDA Certified Organic product.

87% (4) by White alone,
17% (1) by Two or more races, and
17% (1) by Prefer not to say.



7% of all participants hold a Certified Naturally Grown product.

50% (2) by White alone and
50% (2) by Black or African American alone.



2019-2020 ANNUAL REPORT

Design and formatting by Anna Hickman with
Yuki Zheng, 2020-2021 interns with IEN.

UVA Sustainable Food Collaborative

*A Task Force of the UVA
Environmental Stewardship
Subcommittee on Sustainability*

 food.virginia.edu

 UVA Food Collaborative

 @UVaFoodCollab



INSTITUTE for
ENGAGEMENT & NEGOTIATION
Shaping Our World Together