

Chapter 6: Main Campus Dining Services

Dietary Options

6.1 Introduction

As a university striving for cultural diversity and awareness, what students eat impacts a large part of campus culture. Chapman’s diverse student population causes a need to accommodate diverse on campus dining preferences. Some may not eat pork or beef because of religious affiliations, environmental reasons or personal reasons. Sodexo is recognized for its exemplary strides towards sustainability worldwide in the eighty countries where Sodexo operates. Sodexo is proud to call itself a company committed to sustainability. The company has achieved membership from the Dow Jones Sustainability Index for the past ten years. However, these accomplishments are not consistently implemented across Chapman’s campus.

6.2 History of Dining Services at Chapman

6.2.1 Overview

The 2013 Environmental Audit claims that only 2% of the student population surveyed was vegan, and 9% were vegetarian (**Figure 6.1a**). The 2016 Chapman University Environmental Survey confirmed the hypothesis that vegan and vegetarian preferences have risen since the initiation of the Vegetarian Club and the Environmental Science and Policy area of study. The 2016 survey showed that 11% of students who were surveyed (n=508) claim to be strict vegetarians, while 4% claim to be strict vegans (**Figure 6.1b**).

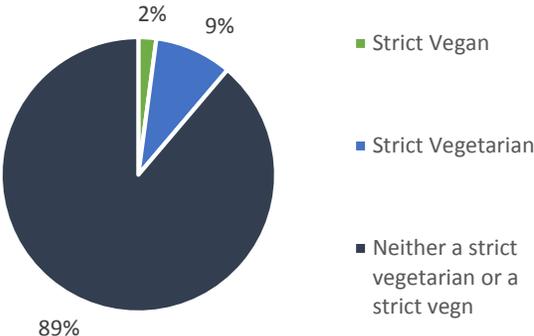


Figure 6.1a. 2013 Audit vegan/vegetarian affiliation.

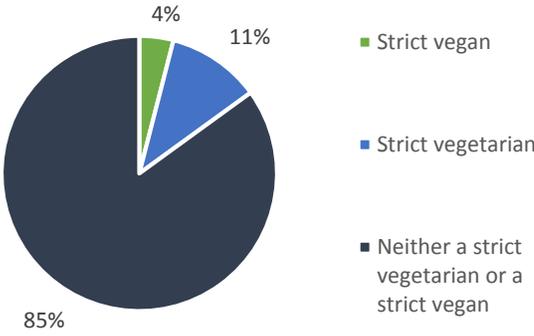


Figure 6.1b. 2016 Audit vegan/vegetarian.

Sodexo has helped Northwestern University achieve the “Most Vegan Friendly College in America” award in 2010 (Sodexo, 2010). The following year, 29 schools in Sodexo’s network achieved spots in Sierra Club’s 2011 “America’s Coolest Schools.” The University of Washington earned the number one spot (Sodexo, 2012). By partnering with Sodexo is not out of reach for Chapman University to attain a similarly sustainable variety of foods for both vegans and vegetarians to can enjoy.

6.2.2 Past Accomplishments

The on campus dining selections have changed in the past three years. For example,

- Fall of 2011: Three new dining areas were added to the Student Union in Argyros Forum.
- 2012 food trucks (supervised by Sodexo) were allowed in the Attallah Piazza
- Fall 2015: World of Wings was replaced with Qdoba Mexican Grill
- Fall 2015: Part of the World of Wings dining area was converted into SubConnections, housing more of Sodexo’s Simply to Go products including peanut butter and jelly sandwiches, vegetarian sushi rolls, fruit and yogurt cups and Caesar salads.

6.3 Current Status of Dining Services at Chapman

6.3.1 The Better Tomorrow Plan

There are currently seven locations on campus that are open to students seven days a week. The Better Tomorrow Plan guides Sodexo’s standards for operation for the upcoming years. However, as of the first quarter of 2016, new goals have not been updated, and 2014 is the most recent data available. The Better Tomorrow guidelines read as followed:

- We will ensure compliance with a Global Sustainable Supply Chain Code of Conduct in all the countries where we operate by 2015
- We will source local, seasonal, or sustainably grown and raised products in all the countries where we operate by 2015
- We will source sustainable fish/seafood in all the countries where we operate by 2015
- We will source and promote sustainable equipment and supplies in all the countries where we operate by 2020
- We will reduce our carbon footprint in all the countries where we operate at clients' sites by 2020
- We will reduce our water footprint in all the countries where we operate and at clients' sites by 2020
- We will reduce organic waste in all the countries where we operate and at clients' sites by 2015. We will support initiatives to recover organic waste
- We will reduce non-organic waste in all the countries where we operate and at clients' sites by 2015. We will support initiatives to recover non-organic waste (Sodexo 2012)

Sodexo has already performed well beyond the Better Tomorrow standards at other universities. Acadia University, a small private university in Canada consisting of 3,500 students, “reduced \$600,000 in cost savings generated through various facilities services programs and service enhancements” (Sodexo). Local sourcing and the implementation of better kitchen practices led to this change. The same initiatives are possible at Chapman.

6.3.2 Sourcing Agreements

Sodexo sources ingredients and basic supplies like eggs and napkins through Sysco. A local source contracted through Sysco for meat products consumed on campus is the Newport Meat Company, with its headquarters in Irvine. However, the only two farms in located in California are in the cities of Dorris and Covel, located 696 and 582 miles away, respectively (Newport Meat Company, 2016). The standards for local meat outlined in the 2012 Sustainability Report Executive Summary are not met with the Newport Meat Company, however the company does have high standards for producing truly natural beef (Sodexo, 2012). The company site states that they do not use the many dairy cows that are local to the Southern California reason because they are not ethically raised. Newport Meat Company ensures calves are not removed from their mother’s care, and that the animals are allowed grass to roam and graze while never being treated with hormones or antibiotics (Newport Meat Company, 2016).



Figure 6.2 *Better Tomorrow signage posted on the Chapman Restaurant Services.*

As part of the Better Tomorrow plan, Sodexo boasts a sourcing rate of 96% sustainable fish. Sodexo has a lot of purchasing power so processors and fisheries must meet their buying quotas. The fish served on campus is sourced from Santa Monica Seafood, with its headquarters located in Compton. As the first seafood distributor to make a partnership with the Monterey Bay Aquarium, Santa Monica Seafood sources many of their fish from central California. It is important to note that any substitutions made when products are not available must still fall under acceptable substitution guidelines for sustainability.

6.3.3 On-Campus Options

The Chapman University Restaurant Services website declare “All seven Chapman University Restaurants utilize the GF [Gluten Free] icon allowing you to identify meals which suit your needs. Randall Dining posts these icons daily, while other restaurants have a fixed, always visible menu.” (Sodexo). However, these GF options are not labeled anywhere, nor are these other icons in **Figure 6.2** (Sodexo). Additionally, there are little to no plant protein options

offered on campus (e.g. tofu, lentils, beans, and legumes.) Veganism and vegetarianism were researched and promoted more in Randal Dining commons in 2013, than they were on campus.



Figure 6.3 Gluten Free, Vegetarian and Vegan option board posted next to Einstein's.

Many students that are not vegan or vegetarian enjoy items like the avocado roll or the Starbucks Hearty Veggie and Brown Rice salad. Survey data confirmed that a vegan or vegetarian affiliation does not affect purchasing decisions. 63% of students surveyed stated that they enjoy vegan and or vegetarian options when available. (See **Figure 6.5**)

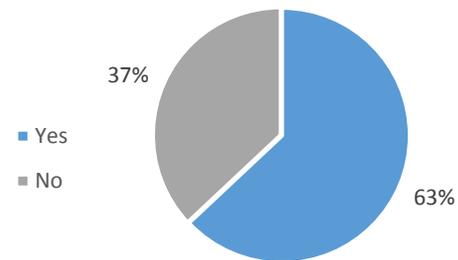


Figure 6.5 2016 Survey “Do you eat vegan/vegetarian food even though you do not consider yourself a vegan/vegetarian?”
n=398.

6.3.4 On-Campus Case Study at Starbucks

For one school week, the availability of the one gluten free and vegan item, the Hearty Veggie and Brown Rice salad was measured at 11:30am daily. This time was chosen because it is one of the busiest times in between classes, so it was likely that some vegans and vegetarians would be looking for an option at Starbucks. Results are shown in **Figure 6.6**.



Monday	Tuesday	Wednesday	Thursday	Friday
0	8	6	3	0

Figure 6.6 Table of individual Hearty Veggie Salads available during one week.

The lack of the salad on Monday and Friday, leaves students with dietary restrictions with one less option to eat. Especially if students taking classes that are central to Beckman, Starbucks may be the only option for them between classes. The study referenced above confirmed data from the 2016 Survey that 20% of vegans and vegetarians never find a suitable option on campus. The average salads available from this one week was 3.4 salads. This leaves a minimum of seventy vegans and vegetarians to find another option in either Leatherby Libraries or Argyros Forum. Only nine vegan or vegetarian students from the sample population 2016 Survey to state that they always find something to eat.

6.3.5 Resource Depletion

Water Footprint

Certain food items are more water intensive than others. Two thirds of every individual’s water footprint comes from the food one chooses to eat. One pound of beef is equivalent to 1,800 gallons of water (GRACE Communications Foundation). The conventional production of beef, as described by Newport Meat Company goes through 147 gallons of water to produce one pound of vegetarian feed for the cattle. A beef steer eats at least one thousand pounds of feed in a few months. Multiply this by the thousands of cattle, and it adds up to thousands of gallons of water.

Carbon Footprint

Deliveries are made to the Randal Dining Commons kitchen and the Argyros Forum kitchen throughout the week. All bread served in the Randal Dining Commons and for the Simply to Go items is made in house in one of the two kitchen locations. The focus on the environment and local products is important to Sodexo (**Figure 6.7**). Food made on campus for Simply to Go items means that the carbon footprint is much lower since it was prepared and packaged for final retail sale on campus.

<p>We Do Protect the Environment</p>	Carbon	In 2012, 41% of Sodexo North America's sites were reducing their carbon footprints through equipment and processes changes such as evaluating lighting and equipment for energy efficiency opportunities.
	Water	In 2012, 20% of Sodexo North America's sites were reducing water consumption through equipment and processes changes, such as using low or no water cleaning techniques.
	Waste	In 2012, 91% of our sites were reducing organic waste through equipment and processes changes, such as tracking kitchen waste.
	Local	In 2012, 14% of the produce purchased through Sodexo distributors in the U.S. was from within a 250 mile radius.
	Sustainable Seafood	In 2012, we purchased 3.9 million pounds of certified sustainable seafood in North America.
	Sustainable Supplies	72% of the cleaning products we purchased in 2012 were certified by Green Seal or were produced to meet the Ecolab-Sodexo criteria for sustainability.

Figure 6.7 Sodexo's Commitment to the Environment in the 2012 Sustainability Report (Sodexo, 2016).

Chapman's proximity to the Orange Circle and other off campus dining options cause students to eat off campus at a rate of 36.8% (n=508). **Figure 6.8** displays the rate at which students frequent off campus dining establishments. Options for eating off campus as determined from the 2016 survey state that 50% go off campus because of food type, 20% because of the price, 19% for the proximity to campus and 2% for the atmosphere. The approximate miles driven to off campus dining services is 3 miles, not including outliers such as Sprinkles Cupcakes and Urth Cafe (**Figure 6.9**). This means that a student who drives off campus at least once a week will produce an approximate of 8,244 pounds of carbon dioxide to the atmosphere. This is based on an average car getting 25.5 mpg and one gallon of gas equaling 18 pounds of carbon dioxide released into the atmosphere (Blue Sky Model).

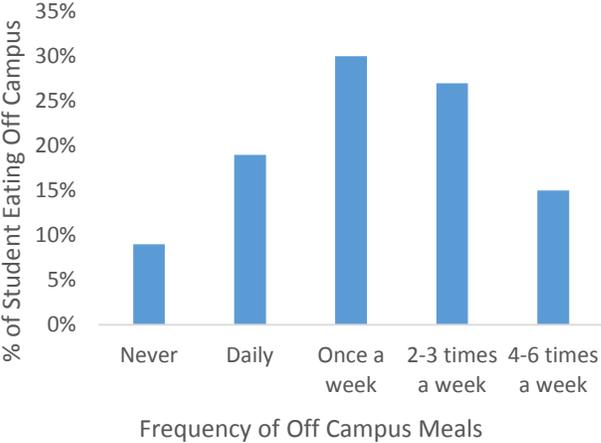


Figure 6.8 2016 Survey: How often do you go off campus for food? n=472.

6.5 Recommendations

6.5.1 Low Cost/Effort

Posting the signs for dietary restrictions already available on the Chapman Website (Sodexo, 2016) next to menu boards will help students find choices suitable for their dietary needs. The addition of similar signs for vegan and vegetarians like the one at Einstein’s will aid in purchasing decisions. It was also determined that some of the options on the Jamba Juice gluten free menu (See **Figure 6.10**) are discontinued. An updated version for students would help those with the Gluten Free dietary restriction.



Figure 6.5.1 Gluten free options on campus available on the Chapman Restaurant Services Website

6.5.2 Moderate Cost/Effort

Ordering and setting out more vegetarian options with plant based protein at the Simply to Go locations at the Rotunda and SubConnections could help meet the growing dietary needs of Chapman’s Campus.

6.5.3 High Cost/Effort

Changing a less popular dining option on campus to one that will generate more business for Sodexo while providing students an enjoyable dining experience. From what was generated in the survey, it can be concluded that Qdoba is not a strong substitute for Chipotle, because student drive an average of 2.35 miles to various Chipotle locations. The introduction of EquiLunch, a Sodexo program in which 5,400 sites partake in, would give a standard to the on campus kitchens to produce less resource intensive protein like tofu, seitan or tempeh (Sodexo, 2016).

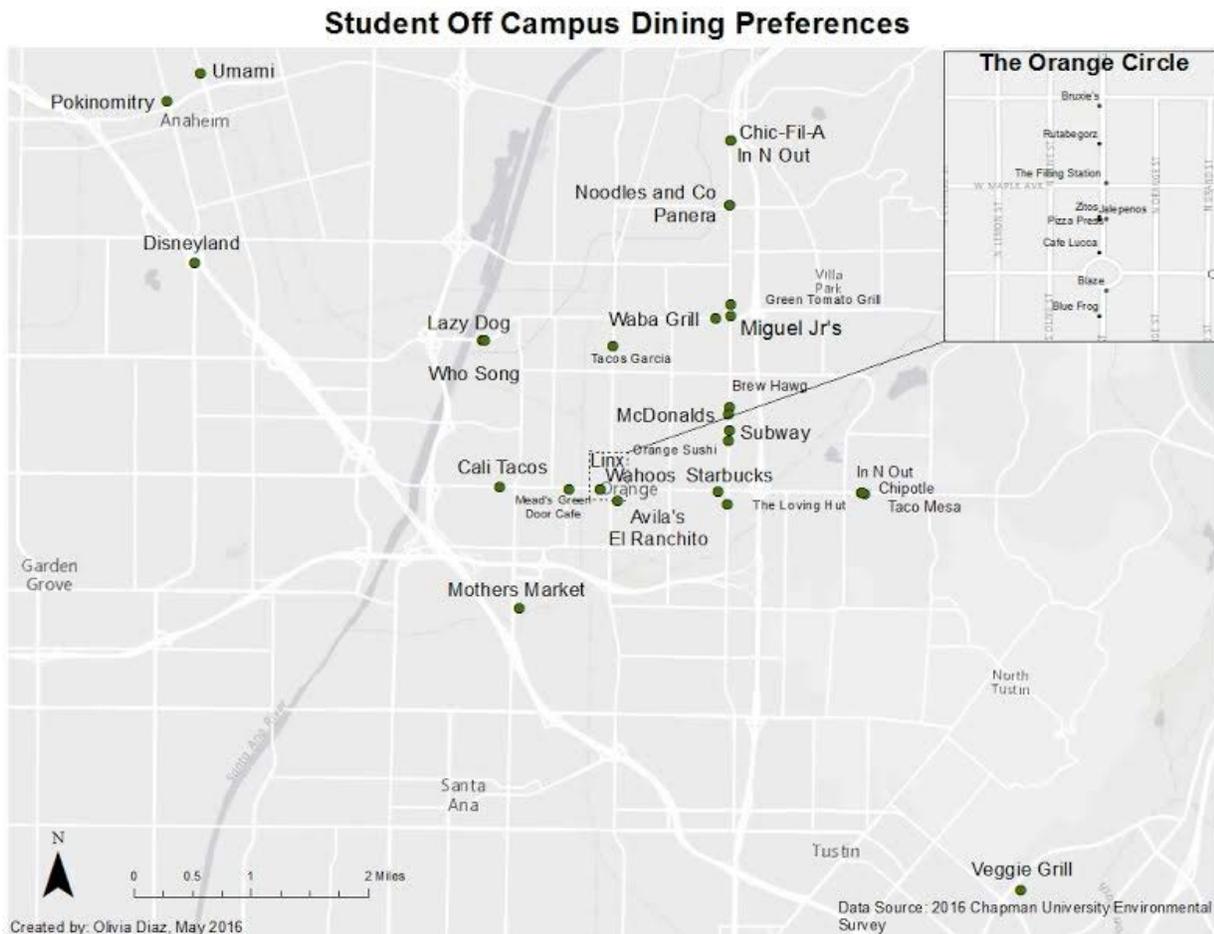


Figure 6.9 Map displaying popular off campus choices collected from the 2016 Survey. The two farthest points not included on this map are Sprinkles Cupcakes in Newport Beach and Urth Café in Laguna Beach.

6.5.4 Future Areas of Research

Researching the individual farms that Newport Meat Company sources from, both their ethical and sustainability practices will ensure that Newport Meat Company continues to source

from humane and sustainable farmers. Tracking down the individual warehouses Sysco, Newport Meats and Santa Monica Seafood ship from, to provide an accurate measurement of how far our food travels and how much carbon dioxide is produced before it reaches campus.

None of the success on campus can be measured without accessible goals to work towards. An updated version of the Better Tomorrow Plan needs to come from corporate Sodexo. Without recognizing accomplishments at other Universities, Sodexo cannot communicate necessary changes to our Sodexo employees at Chapman University to ensure that our suppliers continue to agree with the Better Tomorrow Plan.

6.6 Contacts

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