



THE STATE OF FOOD ON ONTARIO UNIVERSITY CAMPUSES

JANUARY 2018

ABOUT MEAL EXCHANGE

Since 1993, Meal Exchange has been mobilizing large-scale youth involvement on the leading edge of Canada's food movement. We've partnered with diverse stakeholders to achieve our goals: from Maclean's magazine to Much Music, from the largest international food service companies to the most grassroots non-governmental organizations. Our programs have tested a wide range of interventions into the food system, including coordinating the largest national student-run food drive cumulatively raising \$5 million worth of food, developing an educational computer game and app, and influencing request-for-proposal processes and contracts of over \$50 million worth of campus food purchases. Our goal has always been to support passionate students to make a difference on Canada's most pressing food issues, and our continued approach is to look for high-impact opportunities to respond to gaps in the sector.

Our first program, Skip a Meal, gave students an opportunity to donate unused meal plan dollars to local food banks while simultaneously learning about food insecurity in their neighbourhoods. Over our 24-year history, we have shifted away from thinking about food insecurity as an outcome, and have begun to understand it is a marker of larger food systems issues. Today, we see campus food as being influenced by a wide range of factors within our national food system. As an organization, Meal Exchange operates within the complexity of this food system and represents the voices of young people on postsecondary campuses across the country. We believe that by engaging student leaders to catalyze change within postsecondary campus food systems we can shift the needle on what is possible in society today, and in the future. Our student-led and staff-facilitated programs, projects, and research are geared towards achieving our vision of a world where good food - food that nourishes the environment, communities, and people - is accessible and affordable for all.

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Campus Food Report Card: Summary

Meal Exchange's Campus Food Report Card measures the success of Ontario universities in providing locally-grown, sustainable, healthy, and accessible food - as rated by students, campuses themselves, as well as the physical food environment. This is the most comprehensive assessment of the student experience with campus foodservices to date.

Foodservices are currently positioned as an ancillary service on campuses - essential to have, but not a strategic priority for achieving the university's mission. However, Meal Exchange believes investing in food services can be a key leverage point for meeting universities' goals of student success, community service, and innovation.



Only 1 out of 4 students felt that food on campus helped them maintain a healthy diet



Only 1 out of 2 students felt that food on campus had supported their academic success



4 out of 5 students felt that more locally-grown food would increase the availability of healthy food options on campus

Our findings suggest a significant disconnect between Ontario students and campus foodservices management. Student satisfaction, measured by a 9-item index, is **a shocking 55% - nearly 1 in 2 students are unhappy** with their ability to access foods that are good for them and their communities.

Other findings reveal that **1 in 4** students felt that food on campus had helped them maintain a healthy diet, and **only 1 in 2** felt food on campus had supported their academic success. **4 out of 5** students felt that having access to more locally-grown food options would increase the availability of healthy food on campus, yet nearly **1 in 4** students were unsure whether food options on their campus were grown locally. Similarly, **over 80%** of students felt it was important for their campus to source and provide sustainably-grown foods, yet nearly **a quarter** were unsure whether campus food was sustainable. Finally, students were the most dissatisfied with their access to affordable food on campus - **72%** were somewhat or very dissatisfied with their ability to afford food on campus.

This contrasts with the perception of campus foodservices management. A 30-item score reveals that campus food services feel their initiatives towards providing locally-grown, healthy, sustainable, and accessible foods are strong - scoring themselves at an **average of 79%**.

When over 2600 students were asked to describe food on campus in one word, top responses were:

Gross Terrible Variety Options Convenient Sad Limited
Delicious Disappointed Boring Okay Lacking
Meh Dissatisfied Expensive Alright
Decent Bland Mediocre Adequate Unhealthy
Unsatisfied Average Tasty Satisfied Poor Overpriced
Satisfactory

These findings suggest that the student experience of food on campus is significantly different than the experience of foodservices management across the province. We see several systemic, interconnected issues playing a role in student satisfaction with campus food. **Students are feeling a disconnect between their values and the food they see on campus**, which may be due, in part, to inherent pressure on many foodservices to be self-financing or revenue-generating for campuses. This positioning can make it difficult for campuses and foodservices to invest in procurement changes (11). In addition, rates of student food insecurity suggest that many Ontario **students may struggle being able to afford food in the first place**, despite their desire to purchase food according to their values. The gap between foodservices and student experiences may also be a result of a lack of communication between foodservices and students about efforts to procure locally-grown and sustainable foods, and **limited student food literacy** regarding the importance of supporting local and sustainable food in a campus setting. In some cases, **students may be unaware of the great work their campus is doing** - interviews with campus foodservices directors suggested that a lot of behind-the-scenes work goes into procuring locally-grown, sustainable, and healthy foods for students. In addition, foodservice providers face challenges due to the current limitations of the industry - for example, lack of transparency of food supply chains challenges efforts to trace where food is coming from.

Despite these challenges, some Ontario campus foodservices are finding ways to shift their food systems and support food literacy among their student populations (see Case Studies, page 16-17). **91% (19/21) of campuses** reported a garden or farm with student involvement, and **71% (15/21)** reported a person or group responsible for local and sustainable procurement. In addition, while overall student satisfaction is low, students care about locally-grown and sustainable food - **76% of students felt it was important** for their campus to source and provide locally-grown foods, and **83% felt it was important** for their campus to provide sustainably-procured foods.

"There aren't sufficient healthy options (plant based) foods at an affordable price on campus."

"A lot of the workers aren't educated on what they are selling or cooking."

These findings have key implications for students. Students rely on campus food to support their physical and mental health and enhance their ability to perform successfully in school - a large body of research demonstrates the pivotal role of good nutrition in supporting student health and academic proficiency (1). If students feel unable to access good food on campus, their ability to maintain a healthy lifestyle could be at risk.

In publishing this report, **Meal Exchange's goal is to elevate the voices of postsecondary students in Ontario and across Canada**. We urge campuses and foodservice providers to renew their efforts to provide good food on campus - increasing student access to healthy food options that are accessible, and viewing the procurement of locally-grown and sustainable foods as a crucial tool to achieve this. By supporting good health and success among students, campus foodservices can be elevated from an 'ancillary service' to an essential part of student life.

"I find [campus name]'s food to be relatively healthy and it also has great flavour. The staff are friendly, the service is quick, and most importantly, the university is beginning to prioritize locally sourced ingredients"

"I have never once seen local food served."

"From what I can tell the food isn't locally sourced, which would be a strong preference for me and others I know."

What is the Campus Food Report Card?

Meal Exchange's Campus Food Report Card measures success of Ontario universities in providing locally-grown, sustainable, healthy, accessible food, as rated by students and campuses themselves, as well as the physical food environment.

The Campus Food Report Card is composed of three components: The Student Satisfaction Survey, the Campus Food Services Survey, and the Campus Food Outlet Checklist



Student Satisfaction

The Student Satisfaction Survey allows students to voice their satisfaction with and knowledge of locally-grown, sustainable, healthy, accessible food initiatives on their campus. This survey component was informed by a similar survey conducted at all Ontario colleges in 2016-2017 (2). Meal Exchange adapted methods used by Maclean's magazine to gather student satisfaction data from Ontario university campuses.

The Student Satisfaction Survey was distributed to students attending Ontario universities via Facebook ads and other social media platforms, as well as an email campaign between March and May 2017. Over 2,600 student responses to this survey are reported in a 9-item Student Satisfaction Score (see Appendix 1 for scoring framework).



Campus Food Services

The Campus Food Services Survey recognizes efforts by campus administration and foodservices staff to increase student access to locally-grown, healthy, sustainable food. Development of the survey was informed by consultations with civil society leaders, academics, public health professionals, and food service industry representatives, as well as public health, sustainability, and food systems literature from Canada, the U.K. and U.S. (3-7).

To ensure feasibility during the first year of the Campus Food Report Card, the Campus Food Services Survey has been completed by representatives from the largest foodservice provider on campus and/or campus administration. We provided campus foodservice representatives with the opportunity to participate in a follow-up telephone interview, during which challenges and successes of campus food procurement were discussed. If campus representatives declined to complete the Survey, the Survey was completed for the campus by Meal Exchange staff based on information available on the campus website. Data for the Campus Food Services Survey was collected between April and July 2017. Survey results are reported in the 30-item Campus Food Services Score (see Appendix 2 for scoring framework).



Campus Food Outlets

The Campus Food Outlet Checklist measures physical availability and promotion of locally-grown, healthy, sustainable, and accessible food options, and was adapted from the Nutrition Environment Measures Survey, University College version (7).

Students attending 18 Ontario universities were trained in data collection procedures, and completed a checklist for two food outlets operated by the largest food service provider on their campus in March, April, and September 2017.

At each campus, we asked students and foodservices about:

LOCAL FOOD

Food on campuses is "produced or harvested in Ontario, including forest or freshwater food, and food and beverages made in Ontario if they include ingredients produced or harvested in Ontario" (8).

SUSTAINABLE FOOD

Food on campuses "does not compromise the environmental, economic, health or social well-being of present and future generations" (9).

HEALTHY FOOD

Campuses actively support the Government of Ontario's priorities for healthy choices (10) and campus food systems promote good student health and wellbeing.

ACCESSIBLE FOOD

Students have access to and the means to choose and obtain safe, healthy, local, and culturally acceptable food on campuses (9).

WE SURVEYED

2668 Ontario University Students

15 Campus Food Services Reps

35 Campus Food Outlets

WE SCORED

9 items from the Student Satisfaction Survey, including:

- Student satisfaction with availability of locally-grown, sustainable, healthy, and affordable foods
- Student satisfaction with availability of a variety of fresh and good quality foods
- Student's willingness to recommend their campus food to friends or peers
- Student satisfaction with food on their campus in general

30 items from the Campus Food Services Survey, including:

- Locally-grown foods procured
- Availability of local food celebrations, cooking and gardening classes, and fair trade events supported by campus food services
- A person or group responsible for local and/or sustainable food procurement on campus
- Promotion of meatless or plant-based food options
- Options for those with dietary restrictions
- Availability of culturally-appropriate and affordable food options

WE FOUND

STUDENT'S ASSESSMENT

55%

How students rated their satisfaction with access to locally-grown, sustainable, healthy, and accessible food on Ontario university campuses

VS

CAMPUS'S SELF ASSESSMENT

79%

How campus food services rated themselves on providing locally-grown, sustainable, healthy, and accessible food on Ontario university campuses, on average

We allocated full points for each student who was 'very satisfied' or answered '10' on scaled questions (see attached Appendix for a scoring breakdown). If students answered 'don't know/not sure', we did not include their responses in the score.

We asked a representative from campus food services to complete a survey on initiatives towards locally-grown, sustainable, healthy, and accessible campus food. We weighted items in each category at 25% of the total score (see attached Appendix for a scoring breakdown).

What Students Said:

General Satisfaction with Campus Food

61%

of students agreed that food on their Ontario university campus was **tasty**

48%

of students agreed that there was a **variety** of options on their Ontario University campus

44%

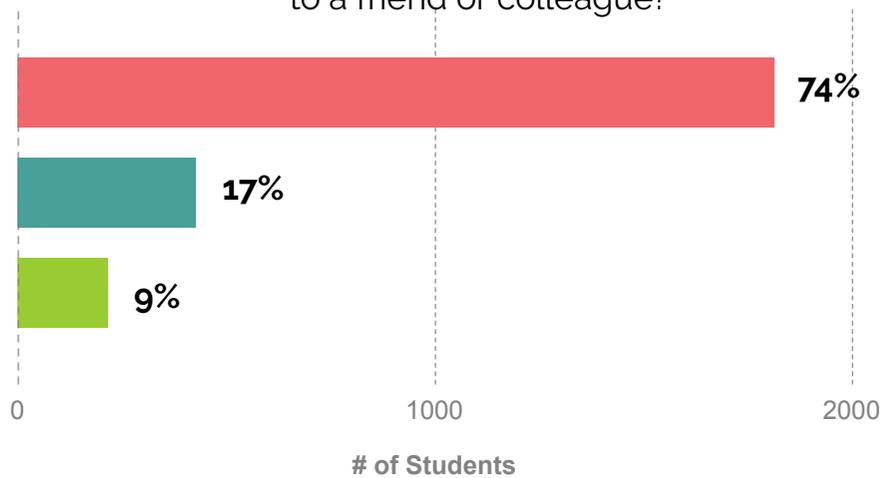
of students agreed that food on their Ontario University campus was **fresh**

DETRACTORS (0-6)
Unhappy customers who can damage your brand and impede growth through negative word-of-mouth

PASSIVES (7-8)
Satisfied but unenthusiastic customers

PROMOTERS (9-10)
Loyal enthusiasts who will refer to others

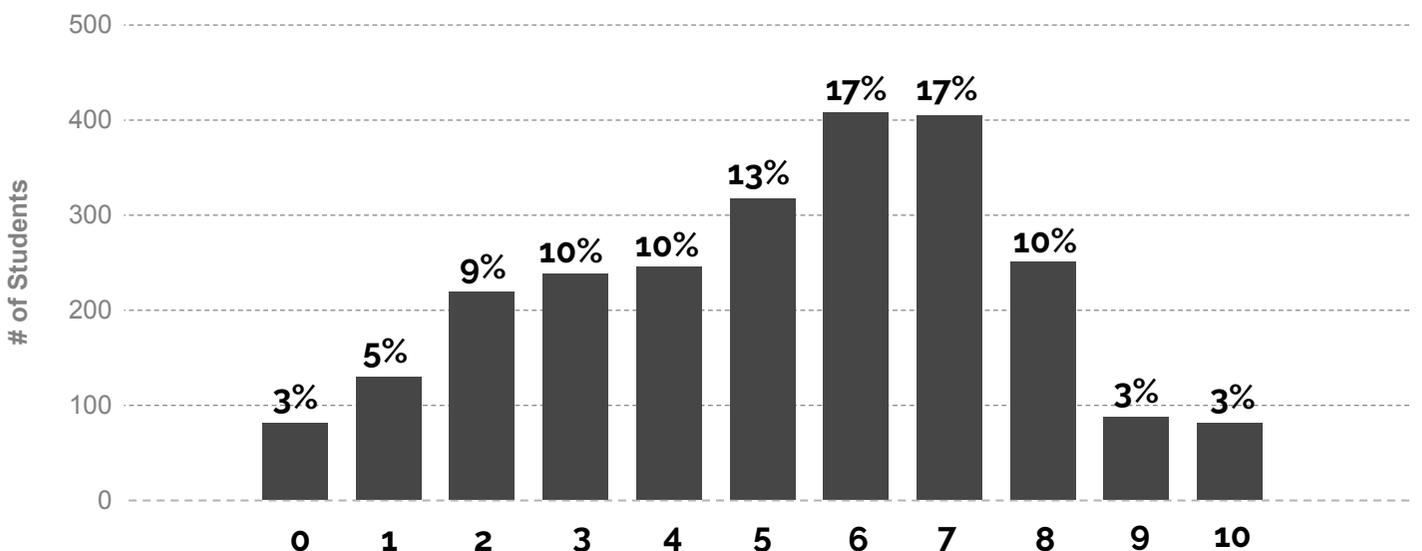
On a scale from 1 to 10, how likely is it that you would recommend the food on your campus to a friend or colleague?



Despite the fact that approximately half of student respondents felt that they had access to a variety of fresh, tasty foods on their campus, very few were willing to recommend food on their campus to friends or peers (see above graph).

Moreover, **2 in 3** student respondents rated their general satisfaction with campus food as 6 or lower (see below graph).

On a scale from 0 to 10 (where 0 means not at all satisfied and 10 means extremely satisfied) how satisfied would you say you are with the food available to you on campus?



What Students Said: Locally-Grown Food

TOP 10 CAMPUSES: STUDENT SATISFACTION WITH AVAILABILITY OF LOCALLY-GROWN FOODS

1. University of Guelph
2. Ryerson University
3. Queen's University
4. Algoma University
5. Trent University
6. Wilfrid Laurier University
7. Carleton University
8. Western University
9. University of Toronto
10. University of Toronto Mississauga

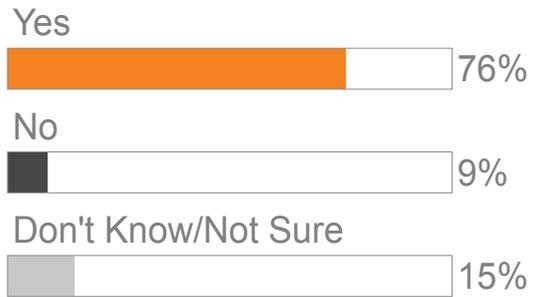
46%

of students were
unaware of locally-
grown food events
(i.e. farmers markets)
on their campuses

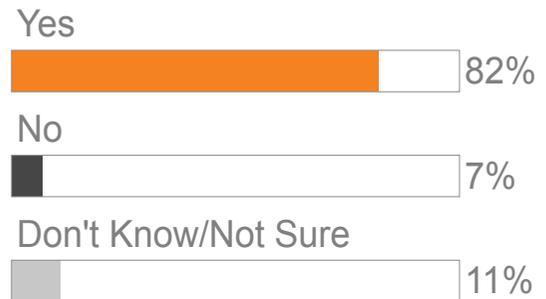
23%

of students were
unsure whether
food on their
campus was
locally-grown

Do you think it's **important** for your campus to source and serve locally-grown foods?



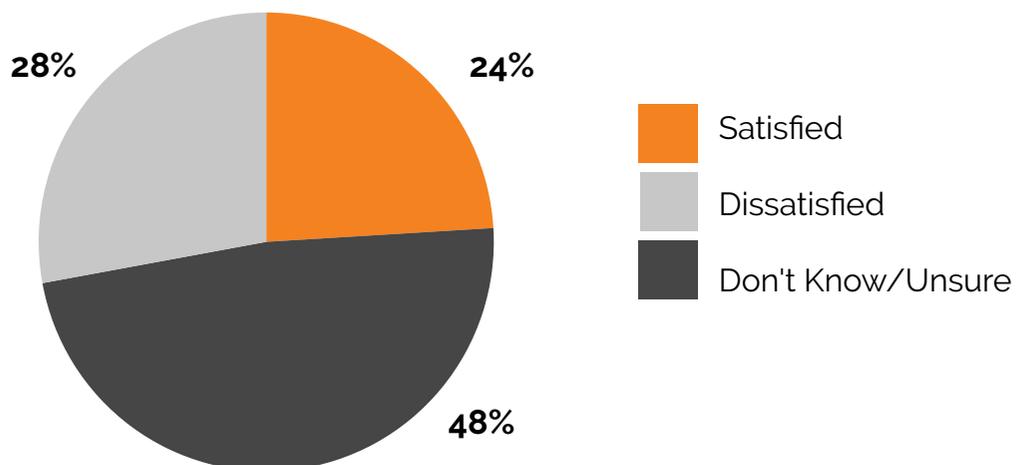
Do you think that serving more locally-grown food would **increase the availability of healthy food options** on campus?



Nearly a third of students reported that they didn't know how they felt about their satisfaction with locally-grown foods on campus, and **a quarter** were unsure whether food on their campus was locally grown.

However, **3 out of 4 students** felt it was important for their university to source and serve locally-grown foods, and **4 out of 5 students** felt that more locally-grown foods on campus would increase the availability of healthy food options (see above graphs).

HOW SATISFIED ARE YOU WITH THE AVAILABILITY OF LOCALLY-GROWN FOODS ON YOUR CAMPUS?



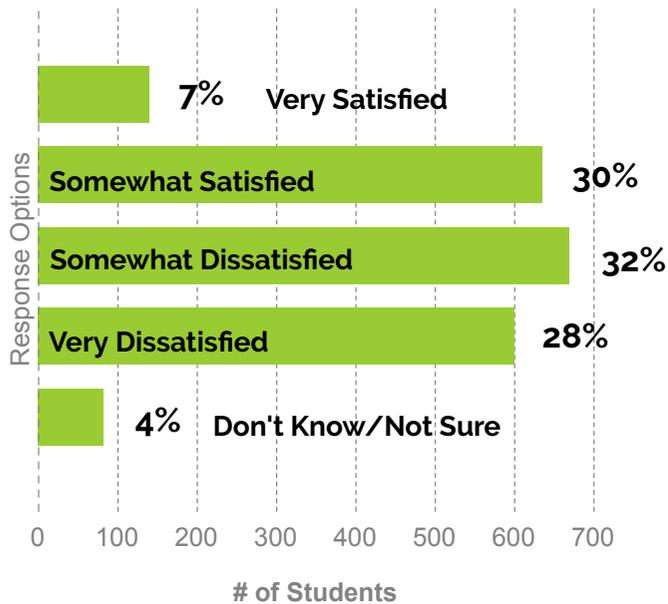
What Students Said: Healthy Food & Accessible Food



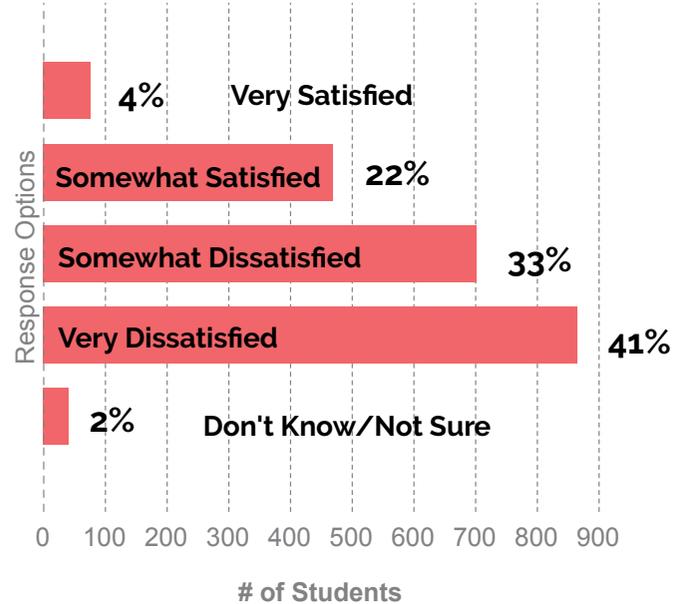
1 IN 2

students agreed that the food on campus had positively impacted their performance in school (studying, going to class, etc.)

Student satisfaction with the availability of **healthy food** on campus



Student satisfaction with the availability of **affordable food** on campus



The vast majority of students reported feeling dissatisfied with their access to healthy and affordable food options on campus (see above graphs). A shocking **1 in 4** students agreed that campus food helped them maintain a healthy diet, and cited various barriers to healthy eating on campus (see below).

2 in 3 students felt that healthy food options on campus were not affordable for them. In addition, **1 in 2** students reported that campus food had positively impacted their academic performance.

76%

of students **disagreed** that food on campus had helped them maintain a healthy diet

64%

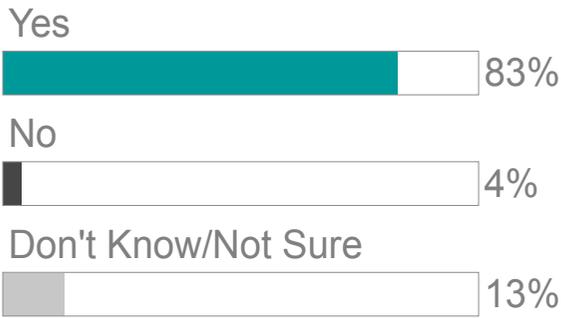
of these students reported that the healthy food options on campus were **not affordable** for them

Other reasons students said food on campus did not help them maintain a healthy diet:

- 1) Location of healthy options
- 2) Limited hours of operation
- 3) Lack of healthy options meeting dietary restrictions
- 4) Unappealing or unappetizing healthy options

What Students Said: Sustainable Food

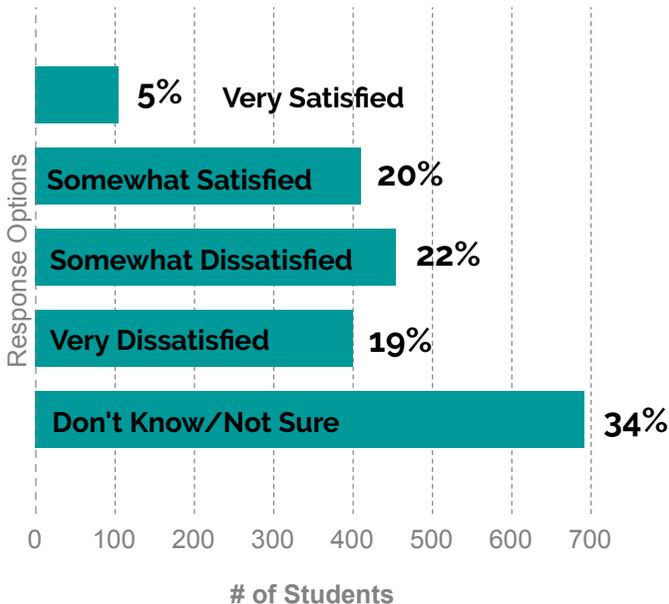
Do you think it's **important** for your campus to source and serve sustainable foods?



83% of students felt it was important for their campus to source and serve sustainable foods in campus food outlets.

However, **1/3** students reported that they didn't know how they felt about their satisfaction with sustainably-procured foods on campus, and **3/4** were unaware of Fair Trade events on campus.

Student satisfaction with the availability of **sustainable food** on campus



77%

of students were unaware of **Fair Trade events** on their campus

What Campuses Said: Sustainable Food

81%

of campuses reported pre-consumer or post-consumer initiatives to **reduce food waste**, including waste dehydrators, composting, and trayless dining (17/21 campuses)

2 in 3 campuses reported providing certified ecological and/or sustainable seafood products in food outlets. In addition, **over half** reported training opportunities for food service workers to learn about locally-grown and sustainable food

52%

of campuses reported opportunities for food service workers to learn about **locally-grown and sustainable** foods (11/21 campuses)

62%

campuses reported the availability of certified **sustainable seafood** or **ecological food** options, such as Marine Stewardship Council & Canadian Organic Standard (13/21)

86%

of campuses reported the availability of **Fair Trade certified products** (18/21 campuses)

Key Findings from the Campus Food Services Survey & Campus Food Outlet Checklist: **Locally-Grown Food**

The majority of campus foodservices estimated that between **10% and 49%** of their university's total annual food budget was spent on locally-grown food (see bottom right graph).

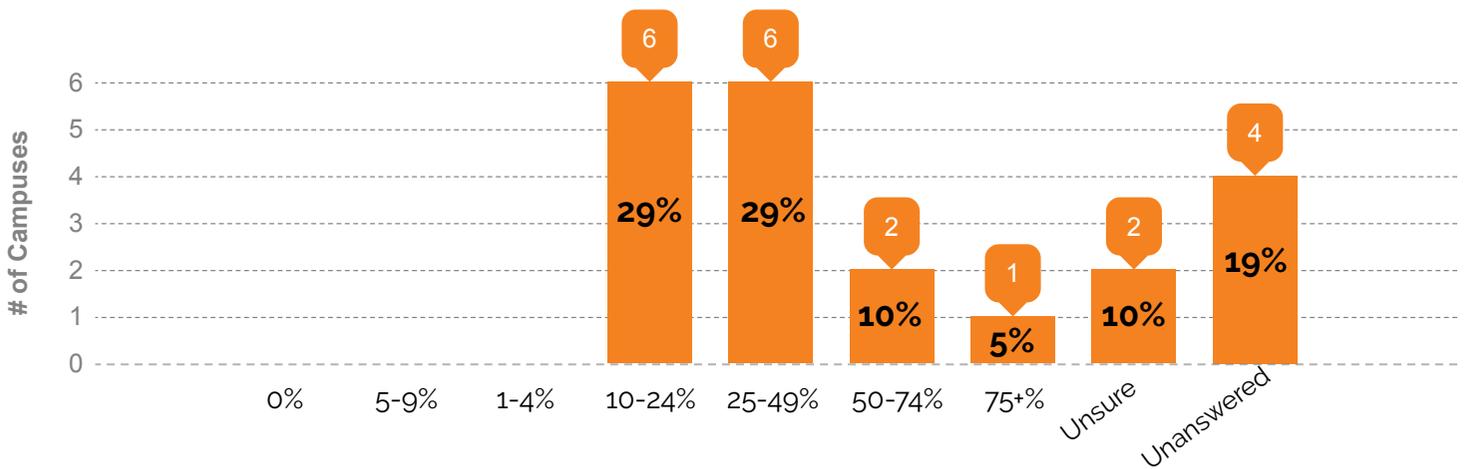
Yet, only **17%** of campus food outlets assessed had visible Foodland Ontario signage, and just **43%** had visibly promoted eating or purchasing local food (i.e. "Eat Local!" or "Support local farmers!").

Despite this, **90%** of campus foodservices reported a garden or farm on campus with student involvement, and **71%** had a person or group responsible for local and sustainable food procurement.

10-49%
Estimated proportion of university food budget spent on locally-grown foods

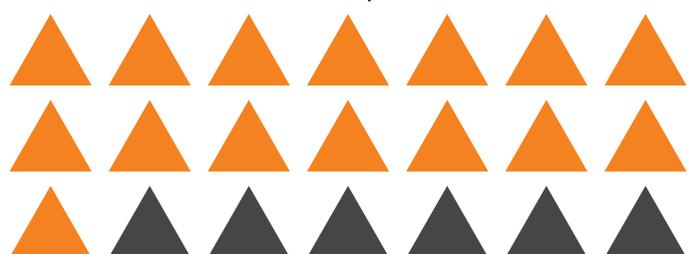
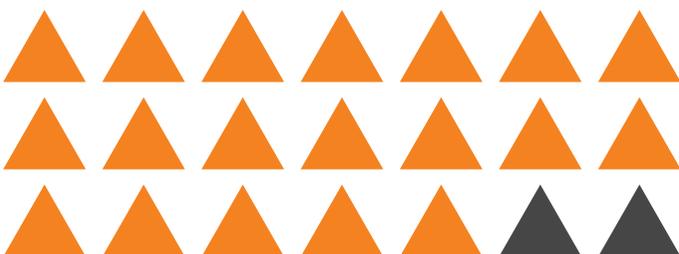
17%
of **food outlets** had Foodland Ontario signage visible to students (6 of 35 food outlets assessed)

Campus estimates of the percentage of their food budget spent on local food



19 OF 21 campuses reported having a garden or farm with student involvement

15 OF 21 campuses reported having a person or group responsible for sustainable and locally-grown food procurement



Key Findings from the Campus Food Services Survey & Campus Food Outlet Checklist: **Healthy Food** & **Accessible Food**

91%

of **campuses** reported that steps were taken to minimize added salt, sugar, and fats in food options (19/21 campuses)

43%

of **food outlets** had visible promotion of healthy menu options and/or healthy eating (15/35 food outlets assessed)

19

of **21 campuses** reported having initiatives in place to increase student access to culturally-appropriate foods (i.e. Halal, Kosher)

11

of **35 food outlets** had visible promotion of culturally-appropriate foods

JUST OVER HALF

of **campuses** reported initiatives to provide affordable, healthy food options to students with limited food budgets, including build-your-own salad bars, a-la-carte options, or low-cost daily specials

Campuses offered opportunities for students to increase their food skills by providing:

10 Cooking classes

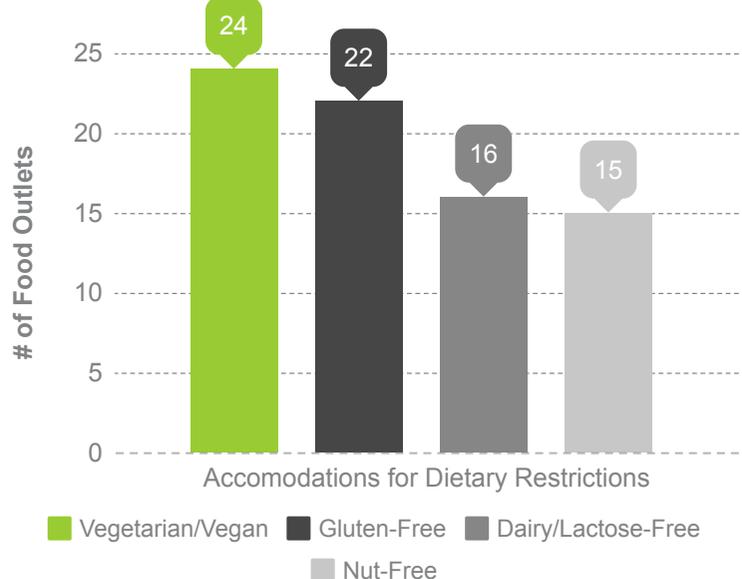
4 Food budgeting classes

Despite **91%** of campuses reporting efforts to reduce added sugar, salt, and/or fats, **fewer than half** of the food outlets promoted healthy menu options and healthy eating.

Though **19** campus foodservices representatives and campus websites reported providing culturally-relevant food options such as Halal and Kosher, they were only observed by students in **11 of 35 food outlets**.

Approximately **half** of campus representatives reported initiatives to provide healthy and affordable options to students, **10** offered cooking classes, and **4** offered food budgeting learning opportunities for students. Finally, **69% of food outlets** had vegan and/or vegetarian food options, while only **43% provided nut-free options** for students with dietary restrictions.

Promotion of accommodations for dietary restrictions found in **food outlets**



WHY IS THERE A GAP

between the student and food services' experiences of food on campus?

1

Students feel a disconnect between their values and the food they see on campus

Over the last several decades, universities and colleges have positioned campus food to be a source of revenue, contributing to a balanced budget (11). This pressure to focus on the bottom line has, in the words of Stahlbrand (2017), caused food to "operate on the sidelines of the core mandates of education and research" within universities (11, p.25). The majority of students we surveyed wanted food on campus to align with their social values, yet food is often treated by campuses as a means to an end, and is not recognized for all that it represents - health, environment, community, social justice, and more. As public institutions receiving public dollars, postsecondary campuses have an opportunity to champion the shift towards food procurement that protects the health of students and communities, and refocuses the role played by food on campus.

2

Students struggle being able to afford food in the first place

Students we surveyed were concerned about their access to affordable healthy food, which may be a reflection of the proportion of students facing food insecurity as they navigate postsecondary life. In recent years, university and college students have become increasingly vulnerable to food insecurity due to rising tuition rates and a precarious job market, which are contributing to high levels of student debt (12,13). Meal Exchange's 2016 Hungry for Knowledge report demonstrated that 2 in 5 university students across 5 Canadian campuses had experienced moderate or severe food insecurity (14). While Ontario has made recent changes to streamline governmental student aid through the Ontario Student Grant, the majority of students still face significant pressures. It is important for campuses to recognize that when students don't have enough money for food in the first place, making food purchases of any kind becomes a challenge.

3

Students are unaware of efforts by their campus to source locally-grown and sustainable foods

While farmers markets, community-supported agriculture, and local food retail have increased the visibility of local, healthy options for households, the promotion of locally-grown options on campuses is less prominent - **only 17%** of campus food outlets had Foodland Ontario signage, and less than half promoted local food options. This may help explain why students see significant room for improvement with the amount of local, sustainable food being served, while foodservices were proud of the local products they were purchasing. Foodservices face barriers to procuring locally-grown and sustainable foods, including lack of transparency of supply chains, incorporating achievable procurement goals in contracts, and insufficient on-campus resources to cook and serve local foods (15). That's why it's important for campuses to raise awareness of their efforts, and find innovative opportunities to be leaders in promoting Ontario's local food economy - for example, through interactive educational activities, Foodland Ontario signage, and other hands-on learning activities for students. See page 14 for Meal Exchange's recommendations of ways for campuses to improve their communication of local food to their students.

4

Students have not learned important food literacy skills

Nearly **1 in 3** students we surveyed were unsure about their satisfaction with locally-grown and sustainable foods on campus, suggesting that they may be unaware of the importance of supporting local and sustainable farmers and producers. Food illiteracy is reflected among the general Canadian population (16), which suggests a broader systemic lack of connection to how our food is grown. Food literacy also includes food skills such as cooking, grocery shopping, and food budgeting - skills that many students lack when they enter university (17, 18). As students have a high degree of exposure to foodservices on a daily basis, there are many opportunities for campuses to be leaders in sharing knowledge of the importance of locally-grown and sustainable foods, as well as supporting student learning of vital food skills that will help them navigate postsecondary and adult life.

NEXT STEPS

to support good food campuses in Ontario

We suggest that campuses and foodservice representatives collaborate with student leaders to implement the following short-term changes and long-term goals to improve student satisfaction with campus food:



LOW-HANGING FRUIT: Things that can happen tomorrow

- **Create a multi-stakeholder committee focused on increasing the promotion of healthy, local, sustainable and affordable food on campus**
- **Increase point-of-sale promotion through free Foodland Ontario materials to increase awareness of benefits of locally-grown, healthy food among students**
- **Organize local food events and develop local food educational activities**
 - For example, farm visits, on-farm education, and workshops to increase local food skills, knowledge, and awareness, iron-chef style cooking competitions featuring local ingredients and monthly local food days celebrating seasonal products
- **Promote plant-based meals as affordable, sustainable, and healthy options (i.e. Meatless Mondays)**
 - Vegetarian proteins (i.e. tofu/tempeh, beans, legumes, and seeds) are low-cost compared to animal proteins, have a lower environmental footprint, and have many nutritional benefits (19)
- **Promote your campus on Farm 2 Cafeteria Canada's school food map: a living map of activities underway to get more healthy local foods in the minds and on the plates of students across the country**
- **Investigate students' ability to access food on campus by running a student food insecurity prevalence survey**
- **Provide training opportunities for front-line staff to learn about local food being served**



LONG-TERM GOALS: Things to work towards

- **Increase the transparency of supply chains among campus food services**
- **Increase student awareness of locally-grown and sustainable food on campus**
- **Develop a university policy and plan for good food in collaboration with students**
- **Create of a dedicated staff position responsible for coordinating promotion and education around local, sustainable, healthy, and accessible food**
- **Commit to becoming a Good Food campus by working with Meal Exchange on the Good Food Challenge**

ULTIMATELY,

campuses should view food as **an essential component of student health, wellbeing, and success**, and leverage their position as community institutions to support local and sustainable farmers and producers. By doing this, campuses can work to shift not only their supply chains, but support good food for everyone in communities across Canada.

WHAT MEAL EXCHANGE IS DOING

to cultivate good food campuses

ASSESSING CAMPUS FOOD PROCUREMENT

Good Food Challenge

The Good Food Challenge uses the power of youth and students to create campus food systems that are sustainable, socially just, humane, and healthy. Amidst a sea of confusing labels, certifications and claims about sustainability and ethical purchasing, the Good Food Challenge offers campuses a comprehensive and decisive definition for Good Food, set a high standard upheld consistently among institutions, and support users in tracking their progress.

The ultimate goal of the Good Food Challenge is for the president of a university to sign the Good Food Campus Commitment. By signing the commitment, campuses commit to becoming a Good Food Campus, that is, ensuring that at least 20% of their campus food meet the standards established by the Good Food Calculator.

ADDRESSING STUDENT FOOD INSECURITY

Hungry for Knowledge & Students Feeding Change

Hungry for Knowledge is the largest cross-campus study on student food insecurity in Canada, to date. The report collected data from post-secondary students regarding their financial access to food, the barriers that limit access, and the physical, emotional, and social impacts on our youth. The findings suggest that food insecurity is a serious issue for post-secondary students in Canada, with nearly two in five (39%) of surveyed students experiencing some degree of food insecurity in the past year.

Our findings from Hungry for Knowledge inform the development of Students Feeding Change: a project to develop campus-level solutions to severe student food insecurity by gathering stakeholders in a series of social innovation activities.

CONNECTING STUDENT PEERS

Chapter Network & the National Student Food Summit

We work with student leaders to across the country through our chapter network.

At our National Student Food Summit, students connect with peers to build better food systems on over 40 campuses across Canada. Students learn how to create meaningful change on their campuses and in their communities through Meal Exchange programs, and are inspired by food organizers and leading researchers.

SUPPORTING STUDENT ENGAGEMENT

Trick or Eat & Share a Meal

Trick or Eat is our largest youth-led national campaign. Students collect food and funds in support of local food banks and finding solutions to root causes of food insecurity.

Share-a-Meal, our longest running program, allows students to donate their unused meals or meal points so that food can be purchased for donation to meet the immediate need of hunger on campus and with local social agencies.

FOSTERING STUDENT LEARNING

Indigenous Food Sovereignty Bookclub & Applied Student Research

The Indigenous Food Sovereignty Bookclub is an online youth-led group where students from across the country gather to discuss food systems literature authored by Indigenous leaders.

We work with professors to engage students through applied research projects that allow hands-on experience with the development of our programs, particularly the Good Food Standards.

Meal Exchange works with student leaders, industry professionals, and campus administration to cultivate Good Food Campuses: postsecondary institutions that commit to increasing food sustainability and security, and who invest in providing good food for all.

Meal Exchange can connect your campus with successful examples, tested tools, and national experts to help build your campus's leadership for good food. Please contact Merryn at merryn@mealexchange.com to discuss opportunities.

MEAL EXCHANGE

CASE STUDIES

Highlighting good food projects on Ontario campuses

Here are just a few examples of Ontario universities who are raising the bar on food literacy initiatives and providing locally-grown, accessible, healthy, and sustainable food:

St. Jerome's University, University of Waterloo

Main Food Service Provider:
Dana Hospitality

- An Ontario Map in the Community Hall lists the area and farm where food comes from, Signage breaks down which ingredients in a given dish are local and exactly how far from St. Jerome's those ingredients have traveled.
- Audits to ensure adherence to local sourcing and from-scratch cooking
- Sauces, preserves, pickles, and soups are made in-house, and documented via social media to students. They also have an in-house baker!
- Colour-coded signage for gluten-free, dairy-free and vegan options
- No less healthy retail food options are sold in their cafeteria



University of Toronto, St. George campus

Main Food Service Provider:
U of T Food Services

- Took over the management of its own foodservices, formerly run by an external company, in 2015 with local sourcing as a focus of its new mission
- Adopted the Greenbelt Fund's 'Local Food Challenge': a series of events that raise student awareness and increase the amount of locally-grown options on campus
- Runs 'Veggie Mondays': a campus-wide campaign to raise student awareness of the benefits of plant-based foods & discounts for vegetarian meals

Trent University

Main Food Service Provider:
Chartwells

- Targets for % of locally-grown food procured increase annually - local procurement has expanded to more than 4% of purchases sourced from Kawartha Region, including Yorkshire Valley Farms organic chicken, Empire Cheese, Martin Fruit Farms, Kawartha Dairy, and many others
- Extensive year-round use of produce from the on-campus Trent Market Garden and roof top gardens
- 'No Frydays' where there are no deep-fried foods available on campus for one Friday each month. Chefs substitute fruit, baked items, and other choices, many of which have gained popularity and have been added as regular menu items
- Expanded Eco-tray program has reduced use of disposable containers by 90%. This year, less than 5% of meals are served in/on a single-use disposable container



University of Guelph

Main Food Service Provider:
Hospitality Services

- Hospitality Services purchases produce and protein from over 75 local Ontario farmers
- 55% of in-season produce on campus is grown in Ontario
- Support community outreach by assisting on-campus organizations including CSA Foodbank, Meal Exchange and off campus partnership with Taste Real Local Food Guelph Wellington to support purchasing from local farmers and wholesalers
- In 2017, U of G chefs preserved over 400 jars of locally grown products in the Creelman Vegetable processing facility
- Use social media via @HospitalityUofG to help educate students using hashtags such as #UofGFoodFact #CampusFoodRevolution #uofgchefs
- The SNAP (Student Nutrition Awareness Program) works to education faculty, staff, and students on healthy eating and lifestyle choices and runs an excellent social media and communications program.



APPENDIX 1:

Student Satisfaction Scoring

| Question | Response Options | Points | # of student responses | Responses x Points | /100% | /10 |
|--|-----------------------|--------|------------------------|--------------------|-------|------|
| How satisfied are you with the availability of sustainable foods on your campus? | Very satisfied | 10 | 105 | 1050 | 0.54 | 5.4 |
| | Somewhat satisfied | 7.5 | 409 | 3067.5 | | |
| | Somewhat dissatisfied | 5 | 454 | 2270 | | |
| | Very dissatisfied | 2.5 | 401 | 1002.5 | | |
| # of student responses | | | 1369 | | | |
| How satisfied are you with the availability of locally grown foods on your campus? | Very satisfied | 10 | 123 | 1230 | 0.537 | 5.4 |
| | Somewhat satisfied | 7.5 | 409 | 3067.5 | | |
| | Somewhat dissatisfied | 5 | 427 | 2135 | | |
| | Very dissatisfied | 2.5 | 447 | 1117.5 | | |
| # of student responses | | | 1406 | | | |
| How satisfied are you with the availability of affordable food on your campus? | Very satisfied | 10 | 77 | 770 | 0.471 | 4.71 |
| | Somewhat satisfied | 7.5 | 470 | 3525 | | |
| | Somewhat dissatisfied | 5 | 702 | 3510 | | |
| | Very dissatisfied | 2.5 | 866 | 2165 | | |
| # of student responses | | | 2115 | | | |
| How satisfied are you with the availability of healthy food on your campus? | Very satisfied | 10 | 140 | 1400 | 0.539 | 5.4 |
| | Somewhat satisfied | 7.5 | 635 | 4762.5 | | |
| | Somewhat dissatisfied | 5 | 669 | 3345 | | |
| | Very dissatisfied | 2.5 | 600 | 1500 | | |
| # of student responses | | | 2044 | | | |
| Do you think the food on your campus is tasty? | Strongly agree | 10 | 282 | 2820 | 0.666 | 6.7 |
| | Somewhat agree | 7.5 | 1099 | 8242.5 | | |
| | Somewhat disagree | 5 | 577 | 2885 | | |
| | Strongly disagree | 2.5 | 296 | 740 | | |
| # of student responses | | | 2206 | | | |
| Do you think the food on your campus has variety? | Strongly agree | 10 | 325 | 3250 | 0.604 | 6 |
| | Somewhat agree | 7.5 | 746 | 5595 | | |
| | Somewhat disagree | 5 | 627 | 3135 | | |
| | Strongly disagree | 2.5 | 551 | 1170 | | |
| # of student responses | | | 2210 | | | |

| | | | | | | |
|--|------------------------|-------|------|------|-------|-------|
| Do you think the food on your campus is fresh? | Strongly agree | 10 | 215 | 2150 | 0.599 | 6 |
| | Somewhat agree | 7.5 | 780 | 5850 | | |
| | Somewhat disagree | 5 | 697 | 3485 | | |
| | Strongly disagree | 2.5 | 468 | 1170 | | |
| # of student responses | | | 2110 | | | |
| On a scale from 0 to 10 where 0 means not at all satisfied and 10 means extremely satisfied, how satisfied would you say you are with the food available to you on campus? | 10 | 10 | 81 | 810 | 0.517 | 5.2 |
| | 9 | 9 | 89 | 801 | | |
| | 8 | 8 | 250 | 2000 | | |
| | 7 | 7 | 404 | 2828 | | |
| | 6 | 6 | 407 | 2442 | | |
| | 5 | 5 | 317 | 1585 | | |
| | 4 | 4 | 245 | 980 | | |
| | 3 | 3 | 238 | 714 | | |
| | 2 | 2 | 219 | 438 | | |
| | 1 | 1 | 129 | 129 | | |
| | 0 | 0 | 81 | 0 | | |
| # of student responses | | | 2460 | | | |
| On a scale from 0 to 10, How likely is it that you would recommend the food on your campus to a friend or colleague? | 10 | 10 | 110 | 1100 | 0.442 | 4.4 |
| | 9 | 9 | 107 | 963 | | |
| | 8 | 8 | 156 | 1248 | | |
| | 7 | 7 | 272 | 1904 | | |
| | 6 | 6 | 269 | 1614 | | |
| | 5 | 5 | 319 | 1595 | | |
| | 4 | 4 | 238 | 952 | | |
| | 3 | 3 | 282 | 846 | | |
| | 2 | 2 | 238 | 476 | | |
| | 1 | 1 | 190 | 190 | | |
| | 0 | 0 | 279 | 0 | | |
| | # of student responses | | | 99 | | |
| POINTS TOTAL | | /90 | | | | 49.17 |
| FINAL WEIGHTED SCORE | | /100% | | | | 54.63 |

APPENDIX 2:

Campus Food Services Scoring Template

| Survey Question | Response Options | Type | Points | Total Score | Weight | Category |
|--|-------------------|--|--------|-------------|--------|-----------------|
| est. % of local food | 0% | 1 response | 0 | 25 | 25% | - Local - |
| | 1-4% | | 3 | | | |
| | 5-9% | | 5 | | | |
| | 10-24% | | 6 | | | |
| | 25-49% | | 7 | | | |
| | 50-74% | | 8 | | | |
| | 75% or more | | 9 | | | |
| | Unsure | | 0 | | | |
| est. % of food grown in Ontario | (Same as above) | Only score this Q if above question was not answered | / | | | |
| Availability of local product certifications | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |
| Garden/farm with student involvement | Yes | 1 response | 4 | | | |
| | No | | 0 | | | |
| | Unsure | | / | | | |
| Availability of gardening classes | Food Services | 1 response | 3 | | | |
| | Campus Admin | | 3 | | | |
| | Students | | 1 | | | |
| | No | | 0 | | | |
| Availability of local food celebrations | Food Services | 1 response | 3 | | | |
| | Campus Admin | | 3 | | | |
| | Students | | 1 | | | |
| | No | | 0 | | | |
| Support student-led local and/or sustainable food projects | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |
| | Unsure | | / | | | |
| External comprehensive designations | AASHE Stars | Check all that apply (cumulative points) | 1 | 26 | 25% | - Sustainable - |
| | Fair Trade Campus | | 1 | | | |
| | RFC Ontario | | 1 | | | |
| | Greenbelt | | 1 | | | |
| | Other | | / | | | |
| | None of the above | | 0 | | | |
| | Unsure | | / | | | |
| Availability of food systems courses | Food Services | 1 response | 3 | | | |
| | Campus Admin | | 3 | | | |
| | Students | | 1 | | | |
| | No | | 0 | | | |
| Person or group responsible for local and sustainable food procurement on campus | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |

| | | | | | | |
|--|-------------------------|--|------------|-------------|-----|-------------|
| Food waste solutions | Yes, pre/post consumer | Check all that apply (cumulative points) | 4 | 23 | 25% | - Healthy - |
| | No | | 0 | | | |
| | Unsure | | / | | | |
| Availability of humane animal product certifications | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |
| Availability of sustainable seafood product certifications | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |
| Availability of ecological product certifications | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |
| Opportunities for food service workers to learn about sustainable food | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |
| Meatless plant-based option promotion | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |
| Minimization of added sugar | Yes | 1 response | 2 | | | |
| | No | | 0 | | | |
| Minimization of added salt | Yes | 1 response | 2 | | | |
| | No | | 0 | | | |
| Minimization of added fat | Yes | 1 response | 2 | | | |
| | No | | 0 | | | |
| Options for dietary restrictions | vegetarian | Check all that apply (cumulative points) | 2 | | | |
| | vegan | | 2 | | | |
| | gluten-free | | 2 | | | |
| | nut-free | | 2 | | | |
| | dairy-free | | 2 | | | |
| | Other | | / | | | |
| | Unsure | | / | | | |
| Involvement of a dietitian in menu | Yes, on campus | 1 response | 4 | | | |
| | Yes, off campus | | 2 | | | |
| | No | | 0 | | | |
| Availability of food budgeting classes | Food Services | 1 response | 3 | | | |
| | Campus Admin | | 3 | | | |
| | Students | | 1 | | | |
| | No | | 0 | | | |
| Initiatives to provide affordable options | Yes | 1 response | 4 | | | |
| | No | | 0 | | | |
| Description of initiative to provide affordable option | Yes | Comment | 4 | | | |
| | No | | 0 | | | |
| Availability of cooking classes | Food Services | 1 response | 3 | | | |
| | Campus Admin | | 3 | | | |
| | Students | | 1 | | | |
| | No | | 0 | | | |
| Access to culturally-appropriate foods | Yes | 1 response | 5 | | | |
| | No | | 0 | | | |
| Student body feedback opportunities | Regular review meetings | Check all that apply (cumulative points) | 1 | | | |
| | Online feedback form | | 1 | | | |
| | Contact info on website | | 1 | | | |
| | A food services survey | | 1 | | | |
| | Food advisory board | | 1 | | | |
| | Social media | | 1 | | | |
| | Other | | / | | | |
| | No way to give feedback | | 0 | | | |
| Availability of fair product certifications | Yes | 1 response | 2 | | | |
| | No | | 0 | | | |
| Availability of fair trade events | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |
| Availability of indigenous food celebrations | Yes | 1 response | 3 | | | |
| | No | | 0 | | | |
| TOTAL | | | 107 | 108% | | |

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