

# **Making Food Service Sustainable: Portland State University's Experience**

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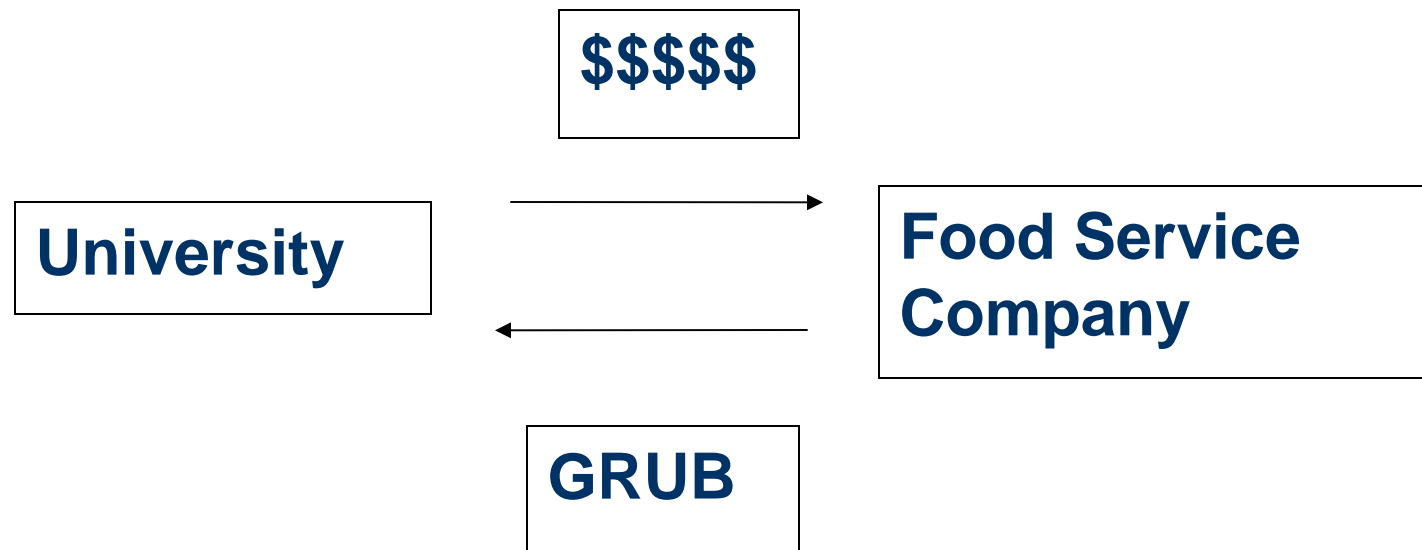
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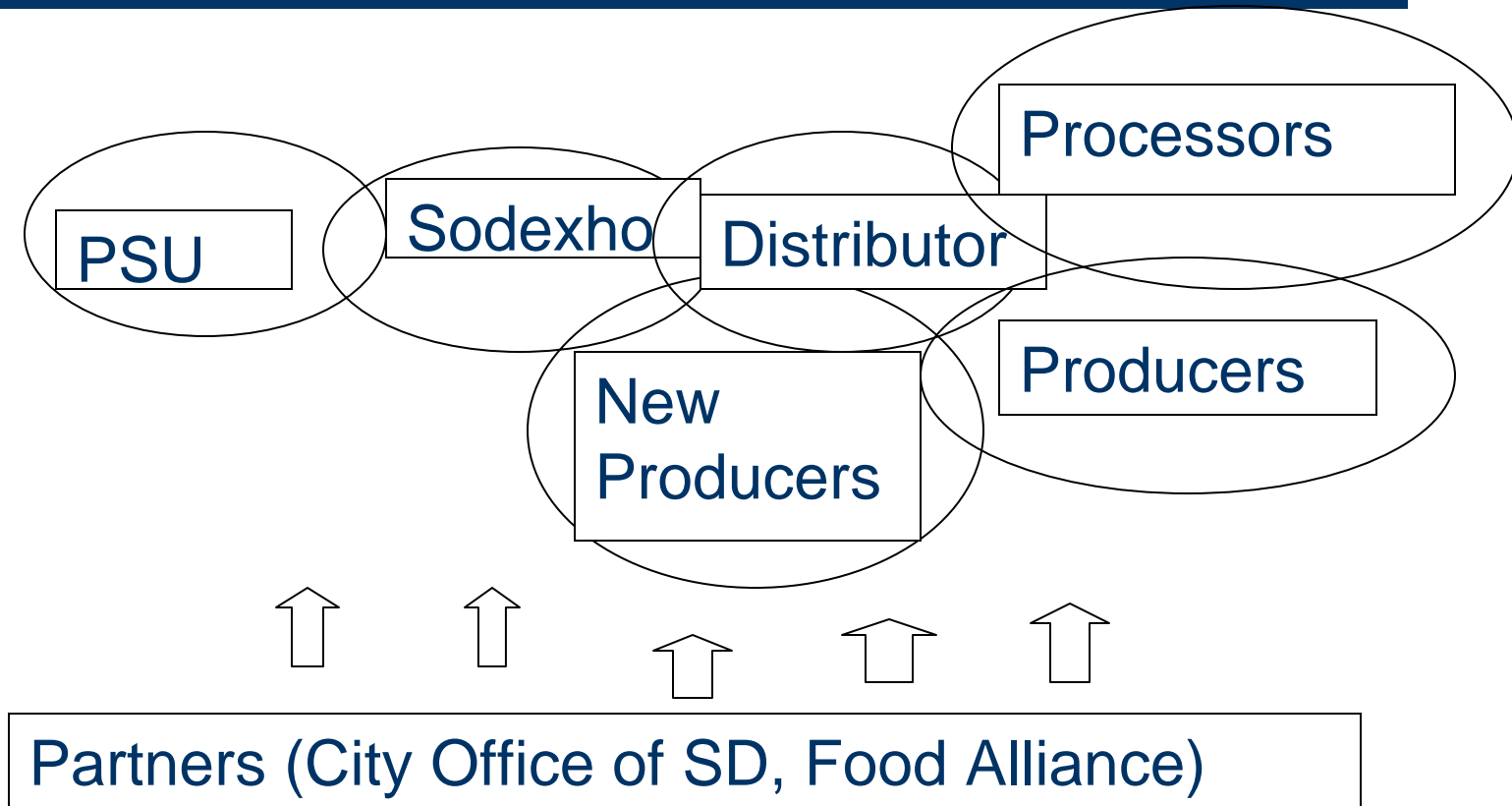


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# We assume it is simple...



# In reality, it's pretty complex....



# A “Values-Added” Approach

- Transforming the market and the supply chain by inserting new values into the system
- New information, new ways of communicating
- Partnerships are critical – beyond buyer and seller to become problem-solving team
- It takes a village – and a lot of work – but it is a lot of fun...

## PSU's Sustainability Mission

- Serve as a leading academic laboratory for developing sustainable processes and practices using multi-disciplinary approaches in partnership with business, government, and other organizations.

# PSU's Sustainability Declaration (2005)

- Infuse sustainability into **all colleges, schools and programs.**
- Develop a sustainable **physical campus** that is an example to other institutions.
- Make Portland State a **demonstration model** of sustainable processes and practices.
- Develop core **multidisciplinary research competencies** in key sustainability areas.

## 2006 BEST award for Sustainable Food Services

For the inclusion of sustainability criteria in its food service contract and for educating students about sustainable food choices.

# History of the Food Contract

- 2004 - RFP developed for new 7-year food contract
- Sustainability “champion” (student Marci Shuman) on RFP/contract review committee
- Three responses, Sodexo selected
- Contract in effect July 1 2005

# Lessons learned at RFP stage

- “Sustainability champion” key - on committee creating RFP and reviewing proposals
- Process facilitator and business affairs office supported incorporating sustainability into process
- Next time include social aspects (upcoming vending contract)
- Address vendor issues more clearly

# RFP Requirements

- Contractor will “move incrementally toward the goal of environmental sustainability in the operation of all aspects of campus dining.”
- Food vendors to specify products produced in environmentally friendly and socially responsible ways
- Vendors to educate public about the benefits of sustainable agriculture

# Contract Goals (Exhibit E)

- Green Cleaning Products
- Minimum Annual Levels of Local Food Procurement
- Food Alliance Equivalent Standards
- Annual/Quarterly Reports on local and organic purchases
- Recycling, composting, waste reduction
- Educate University Community

## Food Alliance “equivalent” standards

- Contractor to procure food products that meet sustainability standards equivalent to the Food Alliance in the areas of pesticide reduction, soil and water conservation, wildlife habitat conservation, care for livestock, non-GMO products, and safe and fair working conditions to the maximum extent feasible during the performance of this contract.

# Sustainability Criteria for suppliers

- Farms should comply work diligently to:
  - Reduce or eliminate pesticides
  - Conserve soil and water
  - Protect and enhance wildlife habitat
  - Provide safe and fair working conditions
  - Provide healthy and humane care for livestock.

# Local procurement

- Products grown and processed in the Northwest (Oregon, Washington, Idaho, and No, Ca.) with emphasis on OR and WA grown and processes within 150 mile radius of campus
- “What is local” continues to be debated

# Progress in local procurement

Item	Goal	Current Compliance
Fruits & Veg	30%	<b>32.7%</b>
Dairy	100%	84.1%
Eggs	100%	19.1%
Flour	50%	<b>100%</b>
Beef	50%	<b>57.6%</b>
Poultry	15%	5.9%
Salmon & Tuna	100%	<b>100%</b>
Pork	30%	<b>39.3%</b>
Bakery	none	73.4%
Paper	none	51.7%

# Supporting factors...

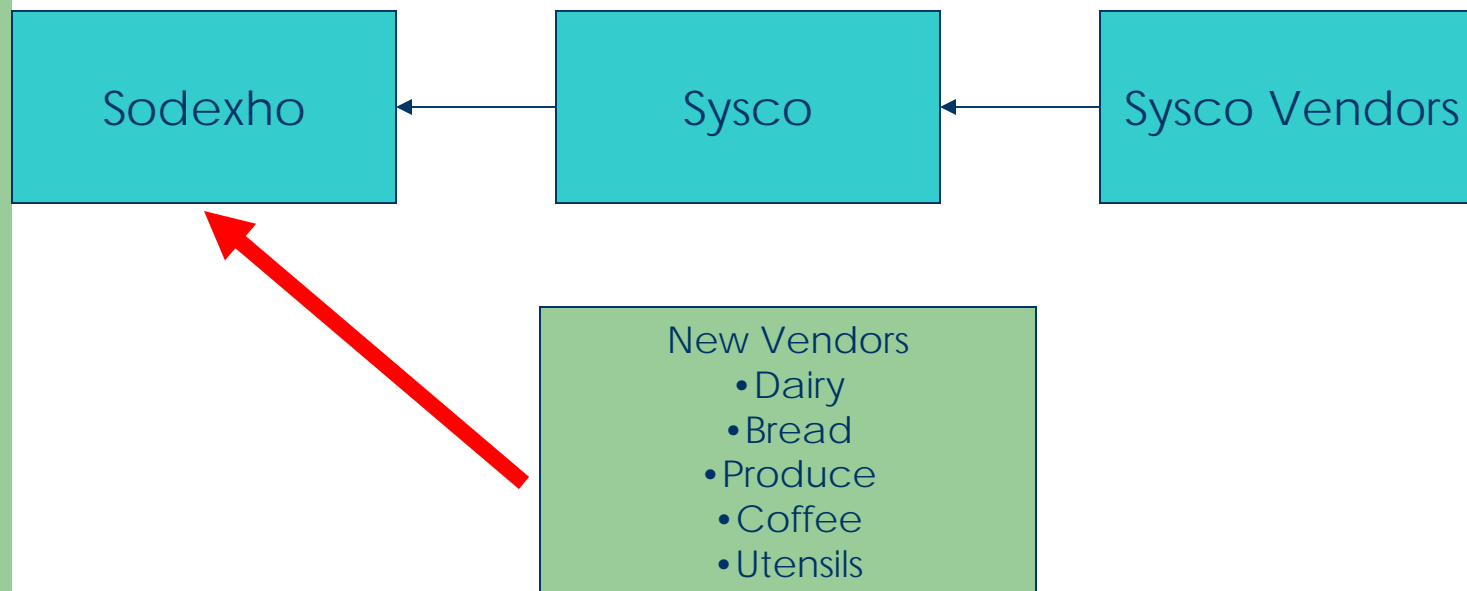
- Located in region with high level of awareness
- Support from City Office of Sustainable Development and PSU's Sustainable Facilities team
- Suppliers "get it"
- Food Alliance support in locating product
- Other schools in region with similar mission
- Size of PSU – large enough to get response
- Size and commitment of Sodexo



# Challenges: this is a new system

- Engaging whole “chain” in product development and delivery
- Distributors - locked-in vendor relationships
- Time lag in availability of sustainable products
- Increasing demand → bottlenecks (eg cutlery)

# Going outside the box



# Challenges – Engaging Vendors

- Brand issues – packaging
- Sourcing – hard to know where they source product, trace characteristics
- Vendors (e.g. Noah's Bagels, Starbucks) not explicitly included in contract goals
- Hard to get up the corporate decision-making chain

## Challenges, continued

- Catering: “personal condiment” dilemma
- Country Natural Beef timeframe – advance forecasting
- Seasonality

## “But it will cost too much....”

- Administration fear that it will cost more
- Reality → any increased costs often related to other issues (change in food service options for students, etc), not moving toward more sustainable system
- Need more work to quantify costs and benefits – both on campus, and in whole system

# Campus Cost Savings

- Savings through composting and recycling
  - Lower tipping fees, rebate from collectors
  - Metro (regional government) subsidizes tipping for compost
  - City helps with training, bins – accepts broad range of items
- Resource management contract structure key – incentives to increase recycling vs. haul more trash

# Costs and other investments

- Additional costs primarily due to products, not labor costs (e.g. Nancy's Yogurt, Country Natural Beef, Shepherd's Grain, etc, cost more than comparable products).
- Significant time commitment for PSU staff (200-300 hours - RFP, training etc)

# Other observations

- Think about “total costs and benefits” – to university and to broader community
- Recognize that this is about market transformation - creating a “value chain”
- Partnership with contractor is KEY – Sodexo has been a true partner in food service, Trashco in waste management

## For more information

- PSU Sustainability Programs

[www.pdx.edu/sustainability](http://www.pdx.edu/sustainability)

- Contract documents

[http://www.pdx.edu/sustainability/cs\\_downloads.html](http://www.pdx.edu/sustainability/cs_downloads.html)

- Sodexho programs at PSU

<http://www.psudining.com/community.html>

# Thanks!

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