



CAROLINA DINING SERVICES

ANNUAL SUSTAINABILITY REPORT

2015-16

CDS

A NOTE FROM CDS

I am happy to present Carolina Dining Services' annual sustainability report. The Carolina Dining Services (CDS) team understands its responsibility in integrating sustainability into everyday operations in order to achieve success and promote a sustainable culture.

Campus dining programs have a considerable impact on many resources, including food, water, waste, energy and building construction. CDS strives to reduce its impact through several initiatives, which include increasing selection of local and third-party certified offerings, minimizing waste stream and reducing water and energy usage.

At Carolina Dining Services, we work to foster partnerships within the campus community to garner support and participation in our sustainability initiatives. Conscientious of the fact that dining services always have opportunities for improvement, CDS continually seeks to implement new initiatives and evolve current ones to achieve greater success in sustainability with each passing academic year.

Please feel free to share your comments or ideas with us.

Scott Weir
General Manager



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PROGRAM HIGHLIGHTS

Sustainability goes beyond “just food” - our holistic approach addresses waste stream, energy consumption, resource + facility management, as well as education, promotion + awareness.

Sustainability Coordinator We have an on-site coordinator that works with our team, students and UNC departments to incorporate sustainable initiatives into the overall dining program. They are also available to guests during educational tabling sessions to engage students, highlight environmentally-related holidays and promote our ongoing sustainability efforts.

Meals with Focus We hold monthly meals that focus on various sustainability issues and the processes that relate to “sustainable foods.” The goal is to increase student awareness of pertinent topics (food waste, water conservations, fair trade, etc.) and provide an educational element that explains terminology and concepts.

Meals with Purpose As a follow-up to our Feeding the 5,000 event (our NACUFS award winning program for Educational Outreach), we schedule a “mini” Feeding the 500 event every semester to keep the conversation about food waste going.

Farmers’ Markets We organize and host Fall and Spring Farmers’ Markets with our partner, Fair, Local, Organic (FLO), which is a student group at UNC. CDS and FLO work together to engage students by organizing a collection of local farmers and CDS vendors to encourage on-campus awareness of our local farming community.

Clean Your Plate Campaign We promote consumer awareness and responsibility by developing specific collateral and programming (including signage at dish machines and point-of-sale) to encourage students to “think before they take.”

Sustainable Menu Items We implement and maintain continuous sustainable menu options including but not limited to Meat “Less” Mondays, grass-fed burgers, organic yogurt, local dairy, humane chicken, fair-trade organic locally roasted Larry’s Coffee and North Carolina produce whenever possible.

Surveying We keep our finger on the pulse of our campus sustainability initiatives. To determine which of our efforts are most effective and pertinent to the campus community, we solicit feedback from our meal plan customers (at least 5%) through an annual survey; we then review and apply that feedback to future planning.

Real Food We partner with the Real Food Calculator Program for a bi-annual assessment of our “Real Food” purchases within our dining halls. We also track fiscal year purchases internally with the goal of annually maintaining over 20% “Real Food” purchasing as part of Chancellor Folt’s signing of the Real Food Campus Commitment in April 2016.

Front of House Composting Compostable packaging (with the exception of Subway® and Chick-fil-A®) and bins are offered within our largest food court. Compost bins are clearly labeled with instructions guiding customers on proper use. Our annual incremental cost for offering compostable packaging versus non-compostable containers is \$35k with an average reclamations rate of approximately 35%.

Reusable Water Bottle and Mug We provide an attractive reusable service-ware option in our retail settings to decrease the waste stream generated by plastic water bottles, soda cans, coffee cups, etc. Our user’s incentive program offers 20% off of a refilled beverage.

Local Restaurant Partnerships We partner with local restaurants to intergrate ethnic and cultural cuisine into UNC retail operations as well as generate a sense of community by providing local businesses an opportunity to interface with students and offer food on campus

Food Donations We donate an average of 150 pounds of prepared food every week during the academic year to the Inter-Faith Council, a non-profit organization that provides food and housing to the local homeless population.

2001 - 10

- Recycle cardboard, bottles and cans
- Use recycled napkins in dining halls
- Recycle fryer oil into biodiesel fuel
- Create pre-consumer composting program
- Host annual Farmers' Market
- Eliminate trans-fats in dining halls
- Offer Fair Trade coffee
- Implement trayless dining program
- Partner with Interfaith Council on weekly food donations
- Promote campus awareness + involvement in initiatives via tabling + special events
- Serve grass-fed beef weekly in dining halls
- Implement reusable to-go containers
- Develop reusable mug promotion
- Develop Annual Sustainability Report
- Create Carolina Catering green menu guide
- Utilize bulk dispensers when possible to reduce excess packaging waste

2011-13

- Increase energy efficiency (equipment and lighting) in all renovations
- Recycled and reclaimed materials (diningware and counter tops) in Top of Lenoir renovation
- Install water refill stations in Lenoir Hall
- Implement digital screen menuing system, eliminating the need for paper menus
- Utilize Green Seal Certified® cleaners
- Partner with [Real Food Calculator Program](#)
- Open 1.5.0., a retail dining concept focused on utilizing local and third party certified food
- Track local food purchases to identify local spending & increased sourcing for menu development based on growing seasons
- Expand Farmers' Markets to once per semester
- Implement food waste management processes to identify and eliminate wasteful food production procedures
- Participate (with the Sustainability Office) in the Association for the Advancement of Sustainability in Higher Education's (AASHE®) Sustainability Tracking Assessment and Rating System (STARS®)
- Feature Meat "Less" Mondays in dining halls to reduce carbon footprint
- Implement front of house composting program at largest campus retail location in Lenoir Hall

2013-15

- Host first Feeding the 5,000 event in higher education, the second within the nation. Awarded the following for the event:
 - 2015 NACUFS Gold Award for Educational Outreach and Sustainability
 - 2015 NACUFS Grand Prize for Educational Outreach and Sustainability
- Perform third-party energy assessment in Lenoir Hall and Rams Head
- Expand partnership with Real Food Calculator for biannual review
- Revitalize reusable mug and bottle program
- Introduce recyclable and/or compostable packaging in main retail operation
- Expand front of the house composting at largest campus retail location at Lenoir Hall
- Offer a weekly menu feature of local pork and local/humane chicken in the dining halls
- Offer organic yogurt daily in the dining halls
- Convert to Maola Milk, a Durham-based company, in the dining halls

2015-16

- Offer organic, fair-trade, locally roasted Larry's Coffee exclusively in both dining halls
- Expanding local restaurant partnerships at the Beach Cafe
- Develop comprehensive labeling system to identify local and sustainable offerings
- Maintain over 20% Real Food Purchasing as per Real Food Campus Commitment
- Partner with Green Restaurant Association to certify our 1.5.0. retail concept and both dining halls as 3-Star Green Certified Restaurants
- Further expand front of the house composting program in Lenoir Hall and increase reclamation rate of compostable packaging at Mainstreet to 35%
- Display banners in dining halls communicating waste reduction goals
- Track number of compost bins filled at each dining hall dish room with progress and goals in dining halls to engage students
- Promoted "Clean Your Plate" Campaign encouraging consumer responsibility
- Extended Ep Eta partnership 4 week to promote composting
- Scheduled Spring semester Feeding the 500 event during Earth Week for great outreach and impact

our success over the years

SUSTY TIMELINE

OUR GOALS FOR 2016-17

Sustainable Dining Education In and Out of the Classroom

We are excited to align with the UNC Food for All initiative and plan to engage in opportunities that will highlight the impact sustainable dining has on our environment, campus and community. Through current and new partnerships with campus organizations, as well as a new Sustainability educational series, we will seek ways to extend our educational outreach beyond the dining facility walls and into classrooms, community events and other impactful areas that support these initiatives. As UNC's Food Theme continues to develop, we will remain an active, collaborative partner in activities and campaign programs.

Student Engagement

We will work with UNC students to conduct the Real Food Calculator for the sixth year in 2016-17 and achieve greater than 20% "Real Food" in any months reviewed. In addition, we will maintain a full year percentage of dining hall food purchases over 20% "Real Food" as per the Real Food Campus Commitment. We will also continue our relationship with student group Fair Local Organic (FLO) in conducting monthly "green theme" meals and host Farmers' Markets at least two times per semester.

Customer Satisfaction Scores

We will continue to improve our National Association of Colleges and Universities Food Services (NACUFS) Customer Satisfaction score for "Environmentally friendly practices related to food" which in 2015 was 3.95 out of 5.



Reduce Energy + Food Waste

We will reduce our energy consumption by 5% in both Lenoir Hall and Rams Head in 2016-17. We will also reduce food waste in our dining halls by 5% vs 2015-16 by continuing to promote a “Clean Your Plate” Campaign to raise student awareness of sustainable dining decisions while empowering them to reduce waste with their actions.

Increase Transparency Related to Sustainable Food Purchasing

We will increase customer awareness and trust related to sustainably sourced products in the dining halls by expanding our offerings to include serving only grass-fed burgers, humanely raised chicken, locally sourced dairy, organic fair-trade coffee, all North Carolina catfish, and North Carolina produce (whenever possible). In making these changes in our sustainable food purchasing practices, we intend to make it easier for students, staff and all our customers to understand the sustainable food options available to them whenever they dine with us.

SUSTAINABLE FOOD

We understand the power and centrality of food in our daily lives and recognize that the foods we choose to serve have a direct impact on our health, culture, environment and local economies.

We are committed to changing the culture of food by nourishing guests with menus that emphasize sustainable, fresh, whole foods that are raised, grown, harvested and produced locally whenever possible. With each passing year, we seek to find new ways to enhance sustainable food sourcing and educational touch points.

Highlights

- We purchase products from within a 250-mile radius of campus, with preference given to North Carolina vendors, whenever the quality and quantity meets our need and financial parameters.
- We partner with UNC students to participate in the [Real Food Calculator Program](#) and have consistently raised the percentage of “Real Food” each year. With the signing of the Real Food Campus Commitment, we are dedicated to maintaining over **20%** “Real Food” purchases for the dining halls.
- We regularly track sustainable food purchasing (as defined by the Real Food Calculator). During the 2015-16 school year, CDS purchased approx. **20.8%** of food from producers and distributors that meet these requirements for our dining halls (where we have ultimate control over menu and products) and **13.8%** across all campus dining locations.
- We seek out third-party certified options, including organic, fair trade, humane, grass-fed, Animal Welfare Approved, and “Best Choice” as defined by Monterey Bay Seafood Watch.
- We feature sustainability at 1.5.0., a CDS retail concept dedicated to serving dishes where all primary ingredients are sourced locally or sustainably. 1.5.0. is located in the center of our largest food court.



North Carolina Purchasing We are dedicated to local food, which strengthens and supports small farms and local economies, increases the ease of food traceability and reduces overall carbon output. Over the last several years, CDS has increased partnerships with North Carolina producers and distributors. Overall, North Carolina purchases accounted for **20.5%** within our dining halls and **18.7%** for the entire campus of total food purchases in **2015-16**.

Notable North Carolina purchases within 2015-16:

- FreshPoint®, our main produce source, provides the campus community with apples, peaches, greens and other fresh produce from NC farmers. **(\$125,000)**
- Maola Milk®, a Durham-based company, provides dairy products to dining halls. **(\$284,000)**
- We have recently partnered with Pate Dawson to provide the campus community with local and sustainable proteins, such as grass-fed beef and humanely raised chicken from North Carolina based farms.

1.5.0. A favorite of the UNC campus community (especially with our faculty and staff), this chef-led retail concept offers fresh, local and sustainable foods in a quick and friendly style at our busiest food court.

Vegan + Vegetarian Offerings In collaboration with the student group DAY, we developed a two-week vegan menu cycle for our dining halls. The menu introduces a wide variety of vegan-friendly proteins, such as seitan, tempeh, polenta, legumes and falafel, and utilizes new cooking techniques to enhance overall flavor and appearance. The completely vegan Veg Out station was designed not only to increase vegan offerings but to ensure complete meals that appeal to herbivores and carnivores alike.

COMMUNITY ENGAGEMENT

We regularly engage in community outreach in order to spread awareness of our efforts in sustainability as well as to educate and garner participation in our programs. We make it a top priority to partner with student-led environmental groups and other campus and community organizations on shared initiatives.

Highlights

- We partner with the UNC Office of Waste Reduction and Recycling to seek out cross-promotional opportunities for waste-related initiatives, obtain and exchange waste diversion statistics, and organize recycling and composting pick-ups.
- We participate in the Association for the Advancement of Sustainability in Higher Education's (AASHE®) Sustainability Tracking Assessment and Rating System (STARS®).
- We partner with the Sustainability Office to gain insight into top campus sustainability initiatives and to provide the office with the food and beverage purchasing data.
- We offer monthly educational and awareness tabling and information sessions designed to engage students and promote current sustainable food efforts, highlight environmental holidays and gather support for current CDS initiatives.
- We partner with Fair Local Organic Food (FLO) a student group at UNC, to develop a more sustainable program that includes sustainable food education and menu offerings.
- We meet weekly with our Student Dining Board to discuss new and innovative sustainable dining initiatives.
- We work with a collection of students participating in the Real Food Calculator Program, a collaboration which started 2010.
- We participate in community outreach events as a team, including Habitat for Humanity and Campus Community Gardens.



Ramsgiving In addition to our weekly food donations to the Interfaith Council, we tackle food waste from a different angle every year with Ramsgiving. This educational meal shines a light on local poverty rates and food insecurity, while encouraging our students to learn about issues in their home state and volunteer their time with the local non-profits fighting to combat these issues.

Farmers' Markets Held twice a semester, Farmers' Markets are a partnership between CDS and FLO. Together we host a collection of local farmers and CDS vendors on campus to encourage awareness of our local farming community among students as well as the University's faculty and staff.

WASTE DIVERSION

We recognize the massive amount of discarded material produced by the food industry every day. It is with this in mind that we aggressively pursue waste reduction initiatives. We are committed to finding new ways to divert waste from landfills by reducing and reusing materials.

Highlights

- Employ a food waste management process to identify, track and eliminate wasteful procedures.
- Track food production every meal to better forecast future purchasing.
- Utilize digital screens for menus and advertisements to reduce use of printed menus and paper signage.
- Purchase bulk dispensers to reduce packaging, e.g. beverages, condiments, cereals.
- Offer a 20% discount for all customers who bring a CDS reusable mug or bottle to select locations for fountain drink and coffee purchases.
- Our reusable to-go containers in the dining halls have eliminated use of approx. 76,000 disposable containers every semester.
- Offer metal, glass and plastic recycling bins in all dining locations and paper recycling bins in offices.
- Recycle cardboard boxes from food deliveries at all locations.
- Filter fryer oil at all dining locations for extended life and recycle it into biodiesel.
- Recycled content napkins and compostable straws in all locations.
- Front of house composting system and compostable packaging available within our largest food court.
- Pre-consumer food waste composting at the Beach Café and Friday Center and pre- and post-consumer food waste composting in both dining halls.



Food Waste Awareness & Education We perform a food waste assessment in both dining halls (pre-consumer versus post-consumer) to determine relative percentage of total compost in the facilities related to production versus consumption. We utilize this information to educate customers about food waste reduction.

We conducted a “Feeding The 5,000” event in the fall semesters of 2014 and 2015 to raise awareness of food waste and food insecurity within the campus community. This event was awarded the 2015 NACUFS Grand Prize and Gold Award for Educational Outreach and Sustainability. We continue to reinforce and support this important message by hosting follow-up educational programming with a smaller scale “Feeding the 500” in the spring and fall semesters.

Each spring, we survey customers to gather feedback from at least 5% of our meal plan participants regarding the importance of each attribute of our current sustainability program (local food, composting, programming, etc.). We use this information to better understand the perceived impact of our program, which helps us create sustainability programming that matters most to our community.



Recycling Waste diversion is the process of deferring waste from landfills. The recycling rate equals the total weight of recycling divided by the total weight of all waste (trash, cardboard, compost, bottles and cans). Lenoir Hall's recycling rate was 69% and Rams Head was 75% in 2015-16.

Composting Food waste and paper products are separated for composting by our staff. Compostable material is stored in 65-gallon carts located throughout the food prep and dish washing areas, then transported to storage bins on the loading docks. The compostable material is then collected by Brooks Contractors throughout the week, and is composted at their facility in Goldston, North Carolina. Based on current tonnage figures, our waste stream diversion during the 2015-16 school year was 726 tons across campus. Our total waste per transaction for Lenoir Hall was 0.78 lbs, and for Rams Head was 0.76 lbs. Our total food waste per transaction for Rams Head and Lenoir was 0.43 lbs. Our goal for 2016-17 is to reduce food waste per transaction in Rams Head and Lenoir by 5% to 0.41 lbs in 2016-17.

Note: Composting data was taken from the OWRR Report for the fiscal year 2015-16. Food waste tonnage includes Rams Head Dining, Top of Lenoir, the Friday Center, the Beach Café, and Wendy's.*

CONSERVATION

We recognize the critical role water plays in the food and beverage industry. We strive to reduce our impact on the local water supply through various water conservation practices and responsible chemical application.

We also strive to incorporate energy efficiency into our dining halls as a means to counter the amount of energy that is consumed to grow, process, package, and distribute food products. We also aim to integrate sustainable construction and design elements into new or renovated locations.

Highlights

- We conserve 144,000 gallons of water every year through the implementation of trayless dining programs in both dining halls since November 2007.
- We utilize Green Seal Certified® bathroom, floor, glass and all-purpose cleaners by EcoLab®.
- We employ more energy efficient lighting by converting to LED lighting at Top of Lenoir and CFLs at Rams Head Dining Hall.
- We purchase Energy Star-rated equipment in new construction and renovation when affordable and available.
- We turn kitchen hoods off at the end of shifts to reduce the capacity at which the air handlers work.
- We incorporate recycled, reclaimed materials, low VOC paints and glues in new construction and renovation.

ACT SUSTAINABLE

