

FOOD SERVICE ADVISORY COMMITTEE MEETING
04/05/2022
Reitz Union room 2355

MINUTES

Attending:

Dwan Courtney
Eddie Daniels
Paul Davenport
Jessie Furman
Dennis Hines
Stephanie Horvath
Tina Horvath
Beth Gankofskie
Alex Wilkerson
Matthew Mueller
Sazzad Mabud
Anisha Patel
Emma Towler

Matthew Felicetti
Hector Leon – Pepsi
Morgan William – Pepsi
Ned Vanbuskirk - Pepsi
Ernie Orobityg - Canteen
Danette Loyd
Bill McGinn
Jenn Moyer
Robin Stewart
Hana Prudilova McNeal
Hannah Stahmer
Catherine Campbell

I. Call to Order

Jessie Furman called the meeting to order at 12:00pm following lunch provided by Gator Dining Services.

II. Welcome and Introductions

Jessie F. welcomed everyone to the final meeting of the academic year and turned the meeting over to Sazzad. Sazzad gave brief welcoming remarks and asked visitors to introduce themselves.

III. Review/Approval of Minutes

The minutes of the March 16, 2022, meeting were approved as submitted by unanimous vote.

IV. Director of Food & Beverage Services Report

Matt Mueller

As we are nearing year end, we are seeing less programming events as we move toward the food service provider transition. Catered events have returned post Covid, and many events are booked through the end of April. Meal plans end April 29th. We are gearing up for Preview.

A blueberry event was hosted in the Reitz Union last week where individuals were able to sample three varieties. Students were asked several survey questions including “Are you looking for healthier food options on campus?”.

Dr. Catherine Campbell, Assistant Professor and Extension Specialist with the Department of Family, Youth, and Community Sciences engaged with students by using a Veggie Meter to measure an individual's fruit and vegetable intake.

The veggie meter provides an attractive objective indicator for fruit/vegetable intake. It can identify populations at particular risk for inadequate intake of fruits/vegetables, evaluate the success of interventions aimed at increasing intake, and serve as a biomarker associated with better health.

Volunteers place their finger in the device, which is similar in size and shape as an electric pencil sharpener, for 20 seconds while the light interacts with carotenoids in the skin. You receive a score depending on your fruit/vegetable intake.

This is a great way to engage people and encourage healthy eating. Dr. Campbell brought the veggie meter with her today and anyone wishing to measure their fruit/vegetable intake can do so at the end of today's meeting.

Hector L. with Pepsi mentioned they were unable to do the Dr. Pepper tuition give away this year primarily due to timing and personnel issues. We were able to work with the University Athletic Association's marketing director and will be giving away \$250 gift cards at baseball games. The gift cards can be used in the bookstore. We hope to get the Dr. Pepper tuition giveaway back next Spring.

V. Old Business

- Dining services contract ITN update

Eddie Daniels

Aramark filed an intent to protest. We are now in full protest. Currently working with the General Counsel's office and Procurement to work through the process. The transition is on hold until resolved.

Beth G. asked what is the purpose of the protest? Eddie mentioned the full details of the protest have not been received at this time.

Jessie F. asked if the process could extend beyond July 1st. Eddie stated every day that passes will have an impact on the transition.

Dennis H. asked if we are able to have a conversation with Chartwells. Eddie replied not at this time.

Alex W. asked what is involved in the protest. Eddie explained after Procurement announces which food service provider is chosen, there is a three-day posting period to file an intent to protest, followed by ten days to file a formal protest. Claims were made regarding the other two firms' misrepresentation of facts. Hopeful and cautiously optimistic, the protest will be quick and not drawn out.

Stephanie H. asked when we transition, what are the chances current employees are retained by the new provider. Eddie explained hourly staff can be retained but must go through the hiring process with the new provider. Manager level staff are not typically retained. Depending on the new providers' needs, they may ask us about certain individuals.

Dwan C. asked if the protest could result in a contract extension. Eddie explained we have to serve students on July 1st. Depending on how long the protest goes, we may need to negotiate a contract extension.

Eddie mentioned protests do not happen often. It is an unfortunate and stressful process. We will keep everyone up to date via email or feel free to call the office.

VI. New Business

- Delphi study w/Catherine G. Campbell, PhD, MPH, CPH

Dr. Campbell gave a brief presentation (see attached) on a Delphi Study completed on Institutional Food & Beverage Services Procurement. The presentation covered areas on the buying power of large institutions, purchasing standards and certification programs, and National Farm-to-Institution Metrics Collaborative. The Delphi Study is conducted anonymously to ensure everyone’s voice/opinion is heard.

Jessie F. asked Dr. Campbell to share some of the questions for the survey. Dr. Campbell gave two examples: 1) Ask about core values; 2) Given what you said, what would be a metric or how would you measure it?

Dennis H. asked Dr. Campbell how the participants were selected. Dr. Campbell shared they were intentional on making sure they included representatives from farmers, food justice, local government, health and nutrition experts, students, etc. A good number of participants is 15. We had approximately 28 for this study.

- End of year remarks

Eddie thanked everyone for their participation this past year. Students serve a one-year term, and we appreciate you for representing your peers. Faculty and staff serve three-year terms. Yusef is cycling off after serving on the committee the past three years, thank you for your service. Thank you to Jessie and Sazzad for serving as co-chairs. This is an important group to our campus and everyone’s participation, feedback, and collaboration has been very much appreciated.

The committee is not active during the summer. We will reconvene in the fall semester.

We have been surprised there has not been more of a media “frenzy” related to the protest as no official comments have been made by the media. As committee members you can speak on your own personal behalf. Jessie and Sazzad are our voice of the committee.

Eddie mentioned there is limited information we can share but we are being proactive with information for students and parents.

Sazzad thanked the committee for allowing him to serve as co-chair and for this opportunity.

VII. Adjournment

After no additional questions, comments or concerns, Jessie adjourned the meeting at 12:44 p.m.

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Next meeting October 19, 2022, 11:30am – 1:00pm, The Eatery@Broward Hall

Institutional Food & Beverage Services Procurement Values & Metrics Delphi Study

Catherine G. Campbell, PhD, MPH

cgcampbell@ufl.edu

Assistant Professor and Extension Specialist, Community Food Systems

University of Florida, Department of Family, Youth and Community Sciences



Background

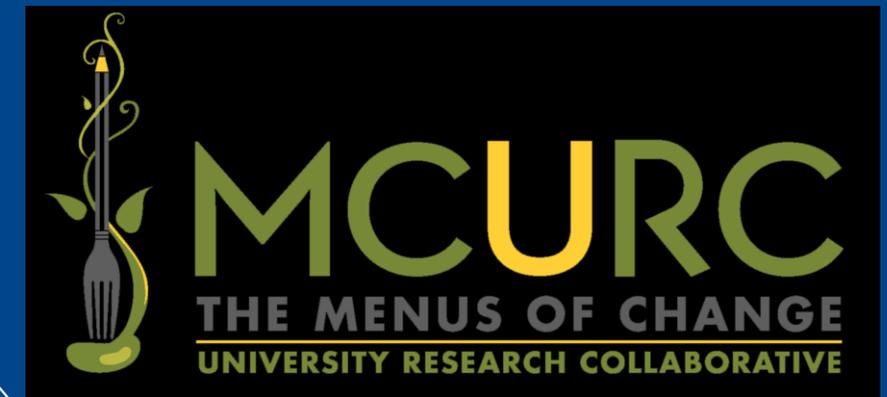
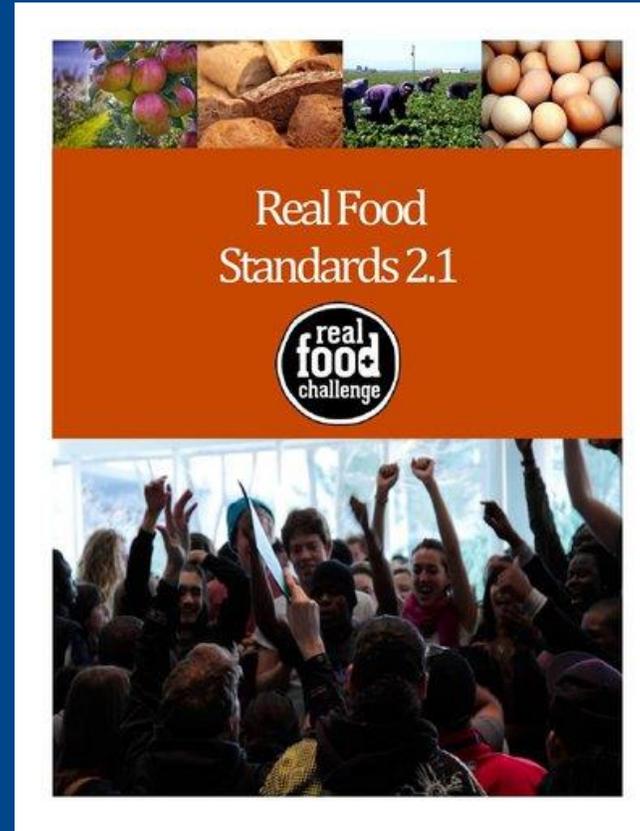
- Increasing awareness that the buying power of large institutions can play an important role in shaping food systems.
- Food service management companies are estimated to control around 60% of the \$72 billion food service market in North America.

Why Farm-to-Institution Sourcing is the Sleeping Giant of Local Food

Strategists are following the money to schools, corporate cafeterias, and hospitals in hopes of rebuilding local economies and bringing healthy food access—literally in through the back door.



Purchasing Standards & Certification Programs





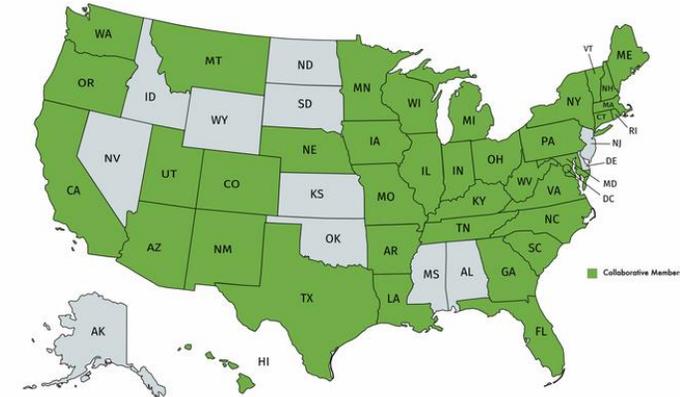
National FARM *to* INSTITUTION METRICS COLLABORATIVE

Good Food, Good Data, Big Impact

Farm-to- Institution Metrics Collaborative

Meet the Collaborative

The National Farm to Institution Metrics Collaborative consists of over 100 members from 30 states at municipal, county, multi-county, state, regional, and national levels. On this map, green states are those containing members of the group. New members are welcome from all states!



Collaborating Organizations:

- Center for Good Food Purchasing
- Farm to Institution New England
- Health Care Without Harm
- National Farm to School Network
- Real Food Generation
- USDA Agricultural Marketing Service
- USDA Food and Nutrition Services



UF/IFAS Research & Extension

- UF is a land-grant institution, and the Institute of Food and Agricultural Sciences (IFAS) supports Florida's unique agriculture sector in Florida with research and Extension.
- Uniquely poised to conduct research to identify core values and metrics that are tailored to the UF community and Florida's food and agriculture sectors.



Delphi Technique

- Developed by the RAND Corporation in the 1950s
- “... structured **anonymous** communication between individuals who hold expertise on a certain topic with a goal of **arriving at a consensus** in the areas of policy, practice, or organizational decision making” (Brady, 2015, p. 1)
- **Purposive sampling** identifies the group members from whom the practitioner can learn the most and is based on a set of specific criteria (Dooley, 2007).
- Delphi studies adhere to three structured rounds, starting with open-ended questions which advance towards more structured questions in subsequent rounds.



Delphi Study Methods

Goal:

To develop a framework of values and metrics that are important for institutional food and beverage services procurement from the perspective of the UF community and Florida's food and agriculture sector.

- First of three rounds occurred in March 2022
- Research was approved by UF Institutional Review Board (UF IRB # 202200282)



Delphi Study Panel

- 28 panelists participated in Round 1.
- Panelists represented professional expertise and/or individual experience including: UF operations, student experience, student needs, Florida agriculture, food safety, nutrition, public health, food justice.



Delphi Study Data Analysis

- 3 researchers (2 PhD, 1 PhD student) coding separately.
- Deductive coding – based on 13 themes from existing programs, e.g., sustainability, diversity, local economies, transparency, health, nutrition
- Inductive coding – emergent themes from the study participants
- We will structure the results to create a survey for round 2 which the panel ranked values and metrics on a scale of 1 to 5 (1= not at all important to 5= very important).
- To move to the third round, an indicator must receive 4 or 5 rankings from 2/3 of respondents.



Delphi Study -Next Steps

- Completing Rounds 2 and 3 of the study
- Preparing summary report of values and metrics that reflect the values, needs, and perspectives of the UF community and Florida's food and agriculture sectors.



References

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- Brady, S. R. (2015). Utilizing and adapting the Delphi method for use in qualitative research. *International Journal of Qualitative Methods*, 14(5).
- Leilani Clark, 2016. Why Farm-to-Institution Sourcing is the Sleeping Giant of Local Food. *Civil Eats* Available from: <https://civileats.com/2016/08/29/forget-farm-to-table-its-farm-to-institution-sourcing-that-could-make-a-real-dent-the-food-system/> (April 4, 2022)
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- Louie, H., 2019. A Landscape Analysis of Values-Based Procurement among Food Service Management Companies. (Johns Hopkins Center for a Livable Future), 21pp.

