

## “UMass is on a mission to change the way we eat”

- **The largest campus dining operation in the nation with over 85 million in revenue and 19,000 customers on meal plan**
- **We serve 45,000 customers daily, 6 million meals/snacks annually**
- **UMass Dining Services as a living laboratory**

**Boston Globe Article  
August 23, 2015**



UMass is on a mission to  
change the way we eat

The school's dining staff aims to become a national model for  
affordable, high-volume sourcing of locally grown food.

By Kathleen Kingsbury



UMASS  
DINING

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UMassAmherst

HEALTHY SUSTAINABLE DELICIOUS

## Dining the UMass Way – Healthy, Sustainable, Delicious



## Food Culture at UMass

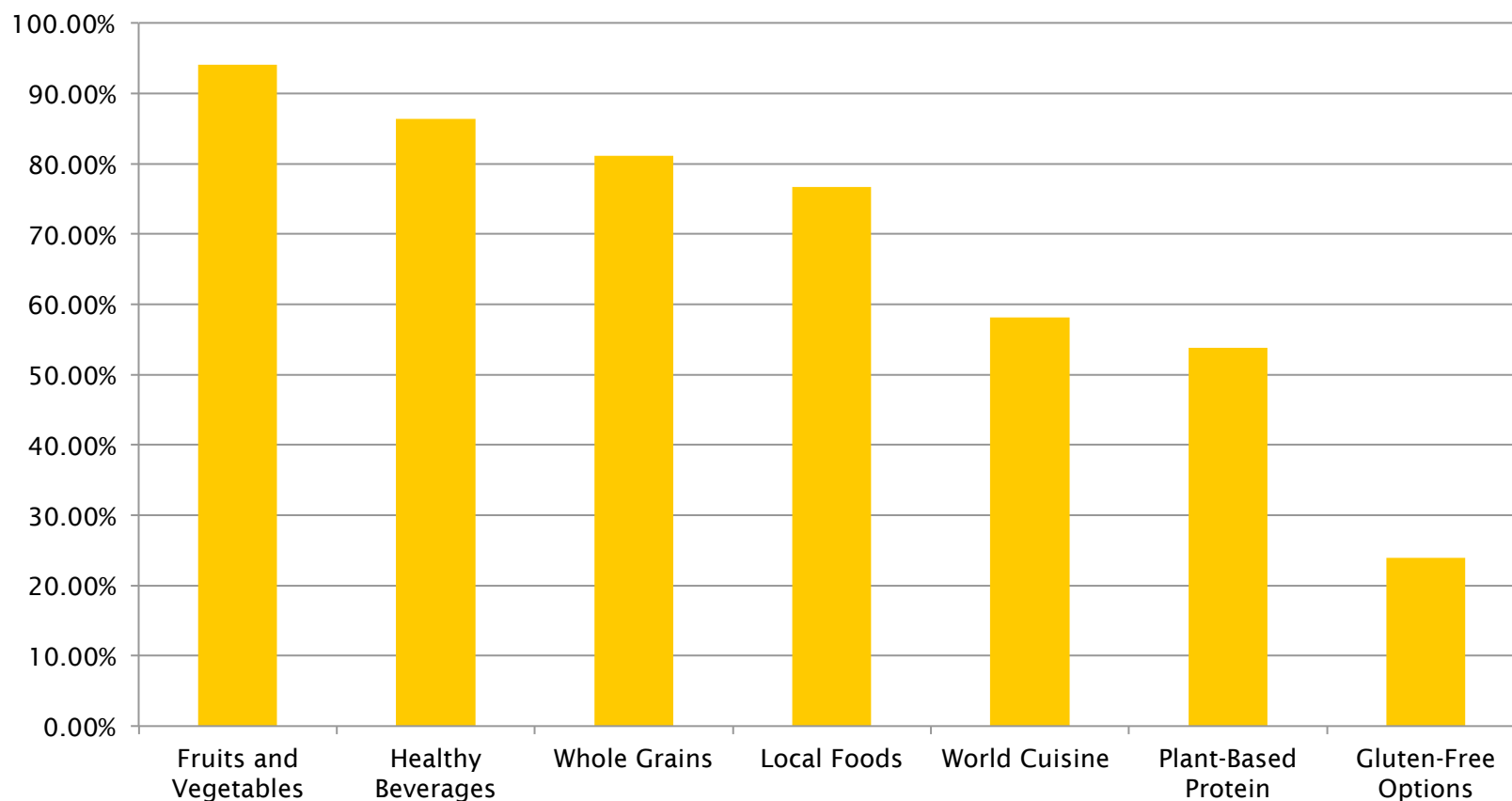
- Higher Quality Food Experiences
- Global Influences
- Health & Wellness
- Modern Eating
- Speed of Service
- Social Media
- Customization



## Key Food Culture Trends Affecting UMass Community

- Modern Ad Hoc Eating
  - De-ritualization of meals. Snacking more. On-demand. Mobile.
  - This is a barrier to eating sit-down meals at Dining Commons
- Quality Food = Quality Life
  - Enjoying fresh and delicious foods is dominant Health + Wellness practice.
  - *This is where distinctions of "better food" is determined and how foodservice programs are assessed*
- Participatory Culture
  - Growing desire to participate in food (closing gap between eater and provider)
  - *This is an emerging driver of student satisfaction and happiness*

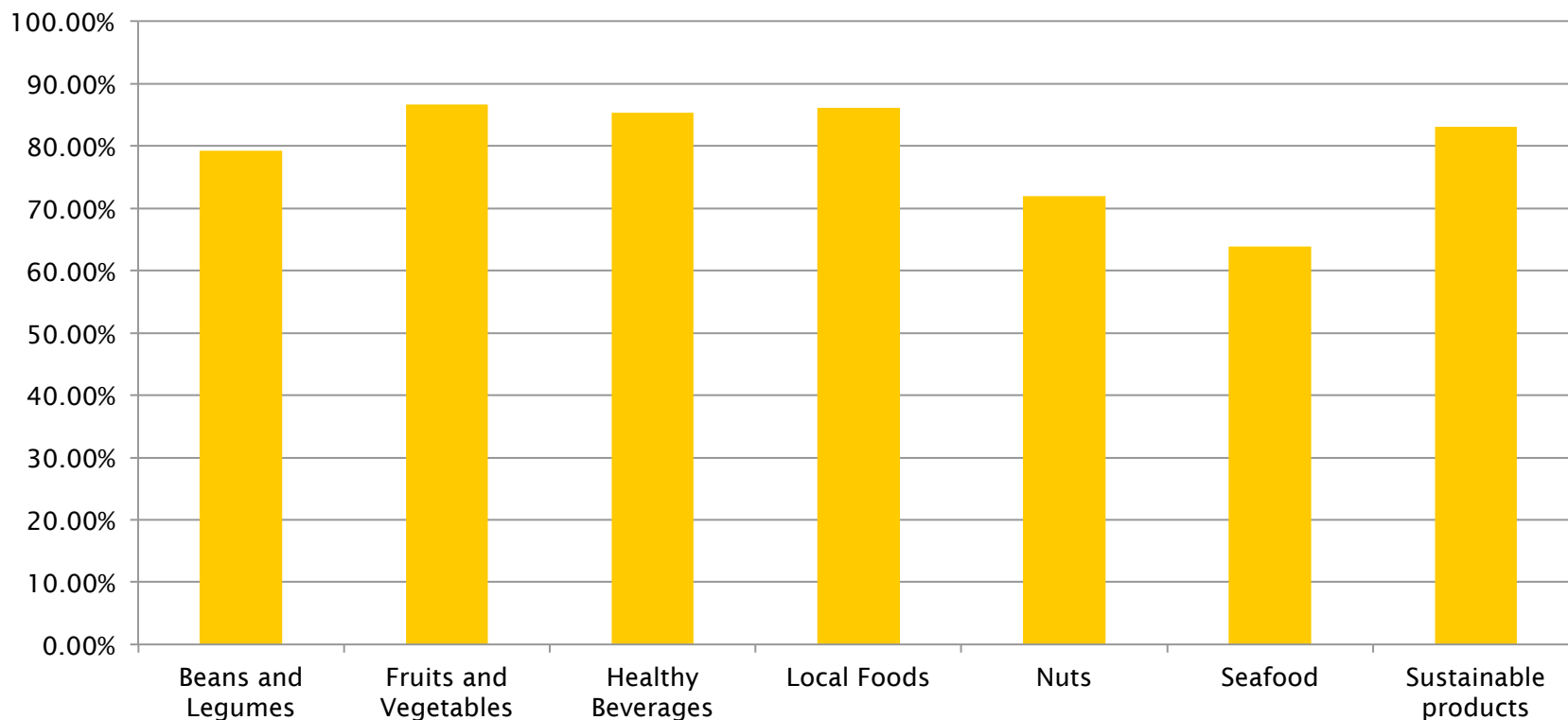
## Today's Student Consumer



Spring 2015 Survey Response Rate 34.1% (n=1193)

*Students were asked: "How important is each of the following to your own, personal eating style and habits?" Participants could respond: Very Unimportant, Somewhat Unimportant, Somewhat Important or Very Important. The results represent students responding Somewhat Important and Very Important.*

## Eating Habits Since Attending UMass

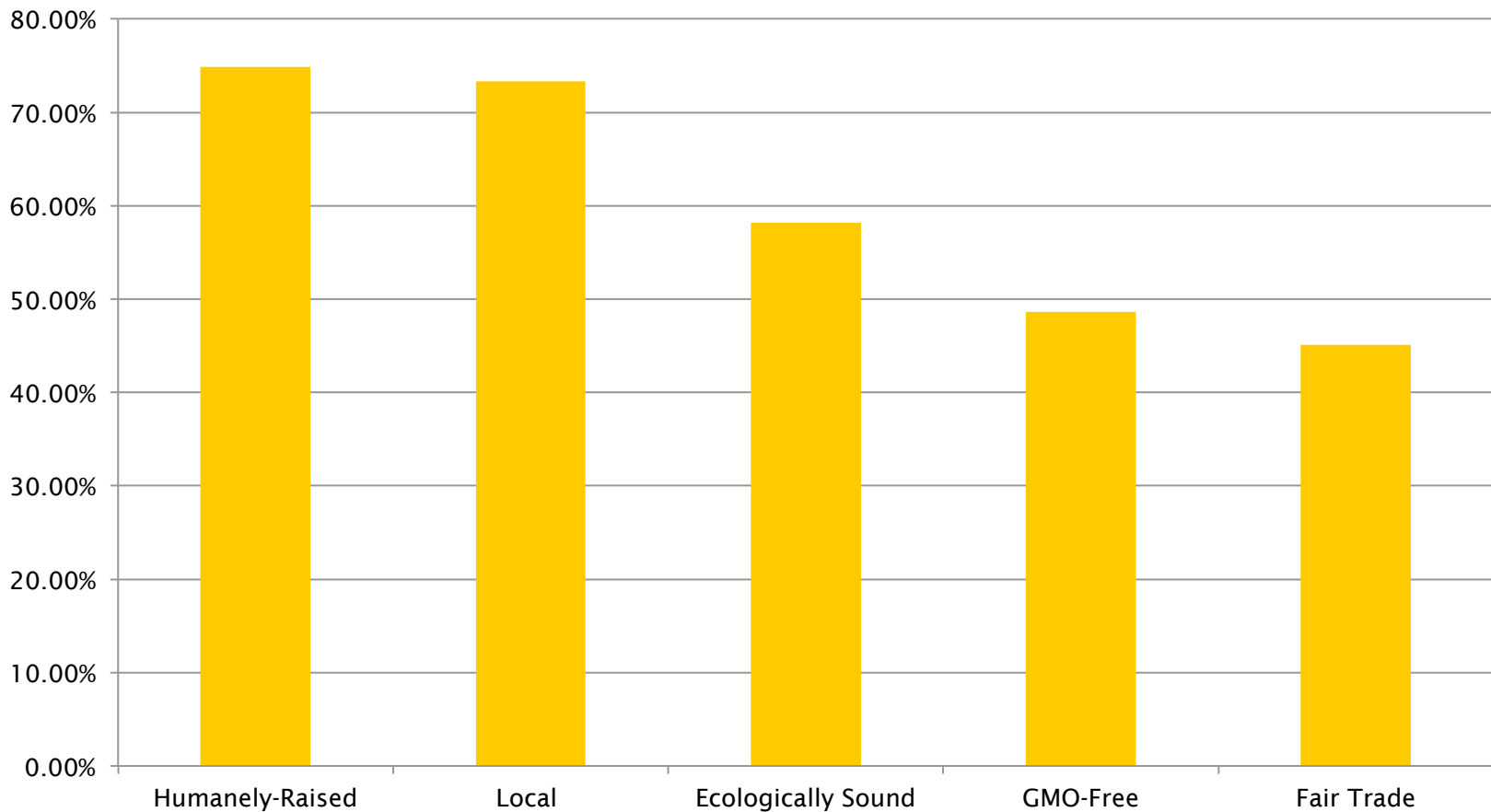


**Spring 2015 Survey Response Rate 34.1% (n=1193)**

*Students were asked "Since you have been eating at UMass Amherst Dining Commons, how much more or less are you now consuming of the following?" Participants could select the following responses: Much Less, Somewhat Less, About the Same, Somewhat More, Much More, I am not sure.*

*The results, represent students responding they consume about the same, more or much more in percentage.*

## Sourcing

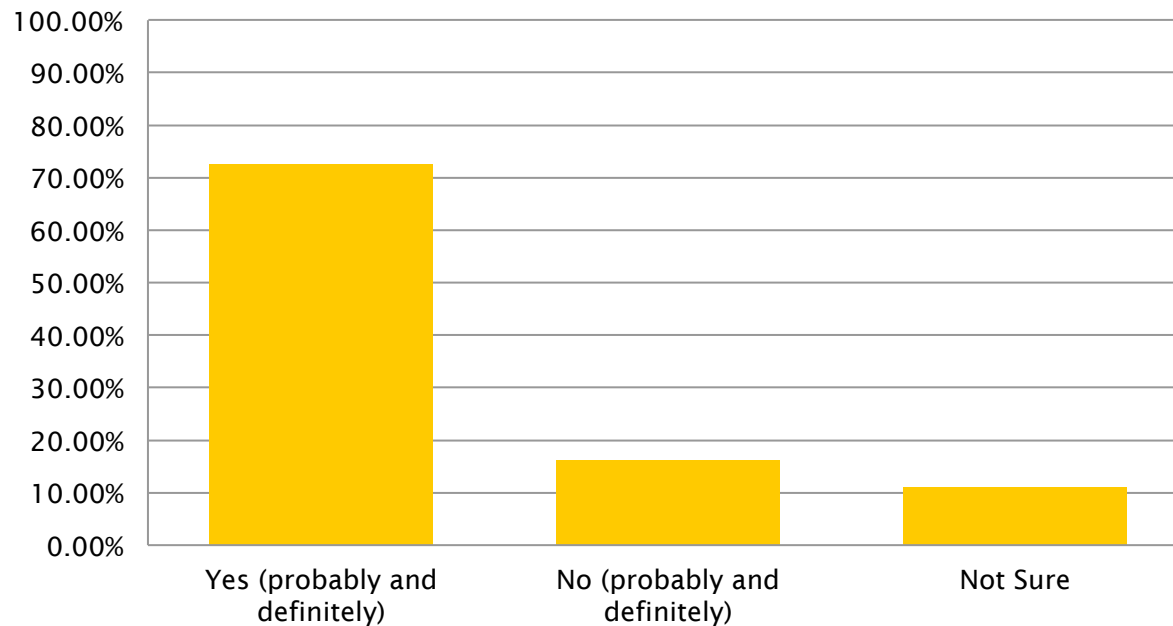


**Spring 2015 Survey Response Rate 34.1% (n=1193)**

*Students were asked to rank order from 1 (most important) to 5 (least important) each aspect based on how important each is to you, personally. The results represent students responding with a score of 1, 2 or 3.*



## Do you think eating locally grown foods will help you become healthier?

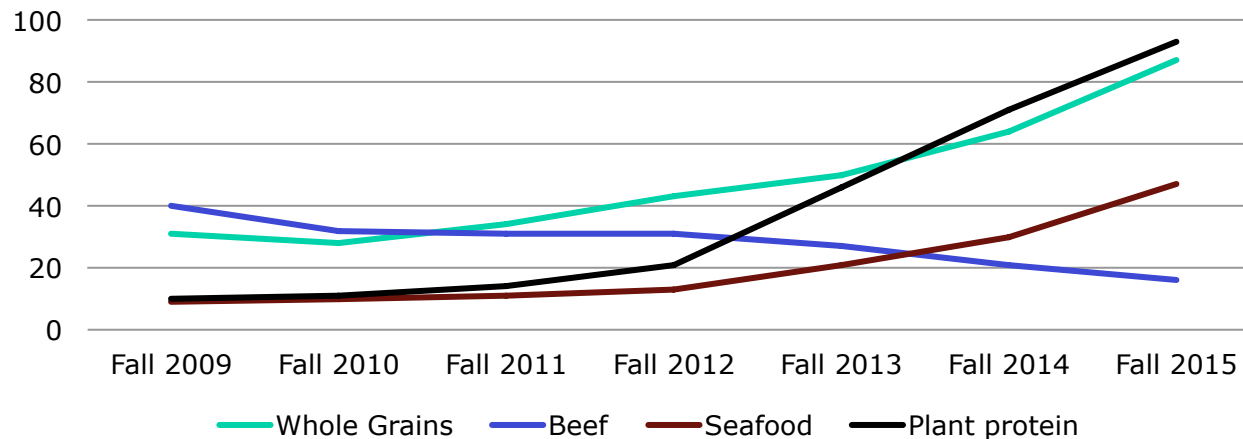


**Spring 2015 Survey Response Rate 34.1% (n=1193)**

Students asked: "Do you think eating locally grown foods will help you become healthier?" Participants could respond: Yes, definitely, Yes, probably, Probably not, Definitely not, I am not sure.

# Healthy World Cuisine

**Average Number Menu Items Served Per Week\***



\*Results from Hampshire Dining Commons

# Impacts of Healthy Eating

- 35.2% consume less beef since attending UMass(1)
- 75.9% exercise at least 1-2 times per week.(2)
- 23.9% (S15) vs. 34.4% (S14) felt a Gluten Free Diet was important to their personal eating habits (3)
- Vegetarian students had the highest GPA(4)
- Students that frequently dined at the Hampshire DC(5) are the most satisfied with their life currently and are the least anxious (6)

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