



UC Food Day October 24th 2014 / 4th Annual System-wide Food Day

Food Day is a nationwide campaign for delicious, healthy, and affordable food produced in a sustainable, humane way. Food Day raises awareness of not only the importance of food as it relates to health, but is a nationwide celebration. For more information on Food Day, please visit <http://uclivingwell.ucop.edu/foodday.html>

The goal of the UC Food Day event was to:

- 1. Participate and support the nationwide Food Day campaign*
- 2. Promote healthy, affordable food produced in a sustainable, humane way at the UC locations*
- 3. Track system wide Food Day participation through an on-line pledge and location specific data.*
- 4. Create a UC system wide Food Day website to promote and communicate location activities*

System wide UC Food Day Summary

UC Food Day included participation from staff, faculty, postdocs, retirees, and students. **2151 Food Day pledges** to “Eat Real,” healthy and sustainable foods were received.

UC Location Summary

Each location that participated in Food Day offered events unique to their locations, with the overall goal of promoting the message of wellness and healthy eating.

UC Berkley: The UC Berkeley Food Day Farmers' Market was organized by the Cal Dining sustainability team and included local vendors who sampled and sold their products, as well as student groups and other community groups involved in food, nutrition, and sustainability. The Health*Matters/University Health Services booth rewarded people for either taking the Eat Real pledge, completing a stamp card by visiting all the other booths, or taking a photo with their reason to eat real written on a whiteboard. Those who took photos were encouraged to also take a photo with their own phone to upload to social media using the hashtag #FoodDayCal to spread the word to friends. Approximately 25 nutrition seminar students were assigned to spread out all over campus to collect pledges and promote the Food Day Farmers' Market.

UC Davis: Davis celebrated both World Food Day and national Food Day with a variety of events and activities. The WorkLife & Wellness (WLW) team promoted on both the Davis and Sacramento campuses. News articles tied Food Day to broader initiatives including the new UC Davis World Food Center. WLW website posted a dedicated page. A brown bag workshop on campus entitled, “Eating Right When the Budget’s Tight;” the instructor, Gopal Kapur, is the founder of Family Green Survival. WLW incorporated Food Day into the campus observance of National Work and Family Month

with a link to the national Food Day site where readers could get a free copy of *20 Recipes to Get Kids Cooking! Cook with kids* in observance of Food Day.

UC Davis Medical Center: WLW partnered with Food & Nutrition Services at the medical center Farmers' Market. There was a drawing for a gift certificate to the UCDMC café. Optum provided salad kits to hand out to attendees.

UC Irvine: The following week long series of events were held: Eat Real Workshop was held in the ARC Kitchen as part of the Health & Fitness Friday workshop series for faculty, staff, and retirees. Attendants learned about what "real food" is and how to know if what they are eating is "real." Meatless Monday encouraging individuals to eat meatless on and around campus. The Health Education Center hosted "Create a Reusable Shopping Bag" and provided canvas bags and craft materials for people to make their own reusable shopping bag; healthy snacks and real food recipes provided. "Food Patriots" film screening was showcased. Discounted lunch at participating dining commons with healthy and sustainable "Candy Corn Parfaits" made with yogurt and fresh fruit. Farmers' Market and Fair Trade sampling and education. Mobile Food Pantry hosted by UCI Family Health Center invited families in need to receive 55lbs of fresh produce per family for free.

UC Irvine Medical Center: Hosted a UC Food Day Wellness event inviting UC Irvine Weight Management Program, Health Preventive Cardiology Program, Staff Assembly, Dietary; Occupational Health, Patient Health Education and the Living Well employee wellness program. Accepted canned food donations for the local food banks at the event and offered free flu shots and blood pressure screenings.

UCLA: Presented a workshop "Eating Real: How to Find Sustainable and Safe Foods." Optum provided Oyster blender as raffle prize. Held a sustainability fair and organized a variety of lectures and food demos. Film screening "Nourish: Food + Community and Food Chains." Food panel discussion on food access and justice for food and farm workers. A locally sourced dinner was offered.

UCLA Medical Center: promoted "Take the Pledge to Eat Real" by email and print. Partnered with Nutrition to offer special entrees in all health system cafeterias that used antibiotic-free chicken, organic tofu and sustainable fish. Vegetarian and vegan offerings were highlighted as well. Recipe cards were also distributed.

UCOP: UCOP Food Drive collected \$4,000 in cash donated through the Alameda County Community Food Bank website and nearly 600 food items, most of them from the healthy food list. Those cash gifts translate into \$24,000 worth of fresh fruits, vegetables and other healthy food items that the food bank can purchase for distribution to local families.

UC Riverside: Offered a series of weeklong events: Campus Citrus Walk led by UCR's Principal Botany and Plant Scientist. A visit from a local farmer with healthy food samples. Reusable water bottle refilling stations. Fruit painting activity at UCR's R'Garden. Two healthy cooking demonstrations led by one of our executive chefs. Healthy smoothie demonstration and a talk featuring a nutritionist. Locally sourced, vegetarian taco giveaway provided by one of UCR's own food trucks. Guest Speaker, Mitchell Thomashow (noted educator and environmentalist) discussed the importance of Food Day and creating a sustainable campus.

UC San Diego: Collaborated with Housing, Dining & Hospitality to publicize and host month long events such as table talks describing Food Day and Fair Trade displays in all Markets. Decorated reusable shopping bags. Special entrée served in the dining halls at lunch and dinner made with Local Ingredients. Participated in campus wide Sustainable Food Expo. Dining services held first annual Harvest Festival with local farmers.

UC Santa Barbara: Organized several events during the week: Monday the Vegan campus group had a potluck picnic, celebrating Meatless Monday and the impact on the planet people make when substituting vegetarian-based protein for meat. Wednesday, the weekly Gaucho Farmers' Market featured Seth Peterson from the UCSB Greenhouse and Garden Project who gave away seasonal vegetable seed packets that included UC Eats Real Pledge information. Thursday, a non-perishable food drive for struggling students was part of the Learn at Lunch Food Day panel, which included: environmental studies professor Dr. David Cleveland who spoke about how altering our diets can impact the global food

system, and over time, benefit the earth; MacArthur Foundation Chair in History professor Dr. Nelson Lichtenstein who advocated for improving wages and conditions across the grocery industry as one way toward food justice; Kristen LeBonte who spoke about the Greenhouse and Garden Project; and, Tuyen Nguyen who spoke about the A.S. Food Bank. Optum provided salad shakers and a prize for the Food Day drawing. Residential Dining had a multitude of locally sourced food tastings and demonstrations during all meals in the dining halls as part of sustainability week.

Data Collection Method

- ☑ A process for data collection was created by the Metrics/Data Committee.
- ☑ Pledges were collected system-wide via an online survey through Survey Monkey.
- ☑ Key metrics identified and captured by each location included: participation numbers, total number of pledges, population (staff, faculty, etc.), and brief description of event.

In 2015, UC Food Day will be held in October.

In an effort to continue the momentum generated from the UC Food Day, each location will continue to offer healthy nutrition programs and provide support and motivation to begin or maintain a healthy lifestyle.

UC Food Day and other programs will continue to be offered system-wide and at the locations in order to improve health behaviors and productivity and contribute to a healthy campus culture and work environment.

For more information, contact your Wellness Program Coordinator listed on the UC Living Well website