



UC Food Day 2011

1st 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://www.foodday.org>

On October 24, 2011, **eight** UC locations participated in the **first annual system-wide UC Food Day** event. **The goal of the 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 **930** staff, faculty, postdocs, retirees, and students. A total of **954 Food Day pledges** 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 Berkeley offered BYO Lunch Picnic. The event included speakers and a musical performance for a gathering of students, staff and faculty.

UC Irvine held an Eat Real Sustainable Eating and Cooking Workshop where Chef Jessica VanRoo explained the importance of sustainable eating and how faculty and staff could better incorporate into their daily lives. UC Irvine also hosted a week-long event from the Real Food Challenge's weekly meeting to Fresh Fruit Friday.

UC Los Angeles and UC Los Angeles Medical Center hosted a PAC 12 Fitness Challenge where the PAC 12 schools demonstrate which campus is the most active. All promotions linked to the Food Day website.

UC Merced promoted Food Day on their wellness website.

UC Riverside held an educational session on meat alternatives and sustainability to learn how eating meatless can benefit the individual and the planet. Other events hosted were the Healthy Canned Food Drive, health education activities by the Campus Health Center and vegan and vegetarian options provided by dining and residential facilities.

UC San Francisco offered whole grain recipe by a UCSF nutritionist, cooking demonstration at the UCSF farmers market and a guest chef featuring Indian food.

UC Santa Barbara coordinated a mindful eating presentation and bilingual nutrition class for housekeepers and groundskeepers.

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 Zoomerang.
- 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 2012, UC Food Day will be held on October 24, 2012.

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](#).

For details on each locations event, please see below:

**Food Day
October 24, 2011**

| <i>Location</i> | <i>Number of Participants</i> | <i>Number of Pledges</i> | <i>Program Title / Program Date</i> | <i>Population</i> | <i>Short Description of Activities</i> |
|-------------------------|-------------------------------|--------------------------|--|----------------------------|---|
| UC Berkeley | 50 | 88 | UC Food Day October 24 th (official day), with supporting events through the week of 10/24-10/28. Many events took place, but the main event was the Food Day Picnic, which was held on Monday October 24 from 12-1:30pm on the Campanile Lawn. | Faculty, Staff, Student | Food Day: The UC Berkeley Campus celebrates Food Day, the nationwide campaign for healthy, delicious, and affordable food prepared in a sustainable, humane way. Activities held to celebrate Food Day by campus departments and student organizations on and around Food Day. Food Day BYO Lunch Picnic (main event): A convivial gathering of students, staff, and faculty in celebration of Food Day including speakers and a musical performance. |
| UC Davis | N/A | 2 | N/A | N/A | N/A |
| UC Davis Medical Center | N/A | 3 | N/A | N/A | N/A |
| UC Irvine | 30 | 224 | UCI Food Day- Eat Real Sustainable Eating and Cooking | Faculty, Staff | Chef Jessica VanRoo spoke about the importance of sustainable eating and how faculty and staff could better |

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| | | | <p>Workshop</p> <p>October 26, 2011</p> <p>10/24-10/29</p> | | <p>incorporate it into their daily lives. She also gave a cooking demo and sampling of Eggplant Dip with Pita Chips and Fennel Citrus Salad.</p> <p>Monday, October 24th was Food Day. We tabled with UCI Hospitality and Dining at the residential dining locations to educate students on why eating sustainable foods is beneficial to their health and to the environment; we also urged them to take the pledge.</p> <p>Thursday, October 27th was the Real Food Challenge's weekly meeting.</p> <p>Friday, October 28th was Fresh Fruit Friday. We pushed for people to keep up with their Food Day pledges and highlighted fresh and locally grown fruit, sold at any campus retail location, as a great way to do so.</p> <p>Saturday, October 29th was the weekly Farmers Market across the street from UC Irvine.</p> |
| UC Irvine Medical Center | N/A | 12 | N/A | N/A | N/A |
| Lawrence Berkeley National Laboratory | N/A | 0 | N/A | N/A | N/A |
| UC Los Angeles | 171 Main Campus | 171 | UC Food Day PAC 12 Fitness Challenge Week (10/24- | Faculty, Staff, Students | Tied PAC 12 Fitness Challenge to UC Food day. PAC 12 Fitness Challenge is a competition between |

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| | | | 10/28) | | all Pac 12 schools to demonstrate which campus is the most active (logs the most minutes of activity). In all promotions (Facebook, email, Twitter, etc.) we included links and information to UC Food Day. Promotions were sent out to all faculty, staff, and students. |
| UC Los Angeles Medical Center | 180 | 140 | UC Food Day PAC 12 Fitness Challenge Week (10/24-10/28) | Faculty, Staff, Students | Tied PAC 12 Fitness Challenge to UC Food day. PAC 12 Fitness Challenge is a competition between all Pac 12 schools to demonstrate which campus is the most active (logs the most minutes of activity). In all promotions (Facebook, email, Twitter, etc.) we included links and information to UC Food Day. Promotions were sent out to all faculty, staff, and students. |
| UC Merced | N/A | 4 | UC Food Day October 24, 2011 | Faculty, Staff, Postdocs | The program was online at our Wellness Website. |
| UC Office of the President | N/A | 2 | N/A | N/A | N/A |
| UC Riverside | 14 for the Why Meatless? Seminar | 211 | UC Food Day October 24, 2011 – entire day throughout campus | Faculty, Staff, Students, Postdocs | On Monday, October 24, 2011 UC locations participated in the first Food Day, the nationwide campaign for healthy, delicious and affordable food prepared in a sustainable and humane way. UCR Food Day activities were offered by the Wellness Program for Faculty & Staff, Sustainability Office, The Well, Campus Health Center and Dining Services. UCR's theme was Meatless Monday . Food |

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| | | | | <p>Day activities included:</p> <p>Why Meatless? An educational session on meat alternatives and sustainability. A total of 14 faculty, staff, and students attended the session to learn how eating meatless can benefit individuals and the planet. Elizabeth Hernandez, Registered Dietician, discussed the benefits of eating meatless meals and provided quick and healthy meatless meal ideas. John Cook, Sustainability Coordinator, discussed how eating meatless supports environmental, social and financial equity.</p> <p>The Well sponsored a Healthy Canned Food Drive with a competition among student organizations. A total of 298 cans were collected and will be donated to Second Harvest Food bank of Riverside!</p> <p>The Campus Health Center and The Well provided tabling for awareness and health education activities to promote the Food Day theme.</p> <p>The Campus Health Center conducted a survey with 535 responses from students. 45% of students felt that Meatless Monday has encouraged them to not eat meat at least once a week.</p> <p>Dining and Residential Facilities throughout campus featured a variety of Vegan and Vegetarian</p> |
|--|--|--|--|--|

| | | | | | options |
|---------------------------------|--|----|--|--|--|
| UC San Diego | N/A | 17 | N/A | N/A | N/A |
| UC San Diego Medical Center | N/A | 18 | N/A | N/A | N/A |
| UC San Francisco | 1. 26 2. 18 3. approximately 400 | 4 | UC Food Day October 24, 2011 | Faculty, Staff, Students, Postdocs | 1. Featured whole grain recipe by Living Well at UCSF nutritionist, Kristin Doyle 2. Cooking Demonstration at UCSF Farmers Market 3. Guest Chef featuring Indian food at Moffitt Hospital Cafeteria |
| UC San Francisco Medical Center | N/A | 2 | N/A | N/A | N/A |
| UC Santa Barbara | Oct 24: 21 Oct 26: 10 | 11 | UC Food Day October 24 & October 26 | Faculty (Oct 24) Staff (Oct 24 and Oct 26) Students (1) (Oct 24) | October 24: Mindful Eating presentation by a local RD (1 hour). Encouraged participants to bring donations for the UCSB Student Food Pantry but no one did ☹️. We had purchased seed packets as a give-away for those who said they made a pledge as well as for anyone who brought a donation. No one told me they made a pledge (although I believe they did since we had a few from UCSB). October 26: Bilingual nutrition class (part of a series) for housekeepers and groundskeepers from 12-12:30; an opportunity to meet individually for up to 30 minutes with a bilingual RD and CDE from 12:30-1 pm. Anyone who complete all 6 classes of this series received several seed packets of their choice. |
| UC Santa Cruz | N/A | 5 | N/A | N/A | N/A |

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|---------------|------------------------------|-------------------------|--|---|--|
| TOTAL: | Participants: 920 | Pledges: 954 | | Population: | |
| | | UC Faculty | | Faculty, Staff, Students, Postdocs | |
| | | UC Staff | | | |
| | | UC Student | | | |
| | | Other | | | |

UC EATS REAL Food Day Pledge

| | |
|---|-----|
| I pledge to "Eat Real" (foods that are healthy, minimally processed, and prepared in a sustainable and humane way) for at least a day, or even better, for a week or more | 894 |
| Have your own Food Day Pledge? Write it here: | 126 |

Responses:

- Help to spread awareness about Community Supported Agriculture like Be Wise Ranch and other organic growers.
- Renew my commitment to a vegan lifestyle.
- I will check the ingredients of products and if I cannot recognize the ingredient, I will not buy nor consume the product!
- Support local farmers by buying in season at farmer's markets for as much of our food needs as possible.
- since the 1970's, to be easy on my pocketbook: bring lunch I've been for 4 days a week; Friday is a treat day...eat out with friends. (gotta keep your social life going)
- I pledge to put in my body, food made and prepared in the way God intended it to be.
- Eat as locally as I can, reduce animal protein in my diet and eat more whole grains. Limit fats, alcohol and salt. Stay mentally and physically active. Live by the Golden Rule. Enjoy life while doing the least harm to myself, others, and the planet as I am able.
- I pledge to continue to grow my own vegetables and make home cooked healthy meals.
- Vegan!
- My family has gone "veg @ home" - eating meat out as a treat is OK, but home cooking (& there's alot of it) is meat-free.
- As much as possible foods that are without additives
- I hope to eat foods that will encourage sustainability.
- To eat a balanced diet!
- I pledge to eat real LOCAL foods for the entire year of 2011!
- try to eat real as much as possible!
- No to Processed foods!
- In our household, we "Eat Real" every day.
- Vegan
- I pledge to fight for our food system and for GMO labeling.
- I pledge to Eat Real most every day!
- yes
- I am part of the Slow Food movement and would like to host speakers on campus on a monthly basis
- To EAT REAL FOREVER!

24. I pledge to eat locally grown fruits & veggies.
25. BMOL (Bring My Own Lunch) in washable, reusable containers. Creatively re-arrange home-made leftovers to make fun, new meals for carry-to-work lunches.
26. will continue to eat healthy foods ongoing
27. It's not correct to imply that eating animal products can be healthy, even if the animals are raised in a "humane way." Instead, this project should be informing people about the dangers of animal products and encouraging eating only unprocessed, plant based foods. See book "The China Study" by T. Colin Cambell, film "Forks over Knives", articles on CNN about diet Bill Clinton is using to recover from a heart disease.
28. Eat Real for Life!
29. consume less and cut down salt intake
30. always!
31. I will make the time to shop at our weekly Farmers Market.
32. I will work out more while I am eating well
33. I pledge to eat only vegetarian foods and minimize the use of dairy.
34. Eat organic food as much as possible
35. I pledge to eat unprocessed food so I can live a long and thrive life !
36. I pledge to "Eat Real", not only for my own health and well being, but for the health and well being of ALL living beings, including our planet Earth.
37. I ALWAYS BRING MY FOOD
38. I will make as much of my diet from locally grown food, purchased from our local farmer's market. I will also write a note to Trader Joe's, my favorite store, to do more to put their products, starting with organic products, in recyclable packaging.
39. drink more water
40. Eat right and at least work out 3 times a week.
41. I pledge to improve my eating habits.
42. portion control!
43. I eat meatless 3 to 4 times a week
44. I pledge to continue to eat healthier, more sustainable, and minimally processed foods than are currently available at the UC campus.
45. I pledge to share the same form of healthy eating with my children.
46. I support vegetarianism as a way to improve the condition of our planet.
47. I PLEDGE TO EAT HEALTHY EVERYDAY.
48. I bring my lunch every day, unless it's not possible due to time constraints. I'm committed to this practice myself, and hate to see all of the packaging waste from purchasing lunches to-go. When I go to places that over-package their food, I order food to eat in that place (even though I'd prefer to eat at my workplace!). Additionally, I buy groceries that are healthy and organic and mostly vegetarian.
49. Eat fewer carbs
50. NO SALT. NO SUGAR.
51. Prepare all my meals for the day using healthy locally grown foods.
52. I became a vegan about a year ago-- best decision I ever made!
53. FISH, FRUITS AND VEGGIES ONLY
54. I will have "Meatless Mondays"!
55. I will only eat foods that are not processed and are humanely raised. I will also donate to our student food bank.
56. To remain happily vegan and debunk vegan myths whenever I can.
57. I pledge to eat foods that don't exhaust our water or pollute our environment, and that are prepared as simple and organically as possible for a least my lifetime.
58. I pledge to eat a salad each day.
59. I will eat meat free for one week!
60. I will follow the Monterey Bay Aquarium Seafood Watch guidelines when I eat seafood
61. eat foods to lower my cholesterol and increase my iron and lose weight

62. I pledge to bring home cooked meals for lunch most of the week.
63. I will have a healthy breakfast lunch and dinner
64. NO fast food this week!
65. I also pledge to continue my VEGAN diet for life!
66. to eat less red meat and more veggies
67. I PLEAGE TO EAT HEALTHY ALL BRAKFAST AND DINNER.
68. Eat more vegetables, less processed items.
69. I pledge to be pescitarian!
70. There is no conclusive evidence that fats, saturated in particular, are detrimental to health and result in cardiovascular disease and other related problems. The sedentary lifestyle of Americans that lacks strength training and conditioning, in addition to promoting overconsumption of calories, is more to blame for many modern health issues.
71. I am a vegetarian. I live this.
72. Eat healthy for a week and workout.
73. I only eat what I prepare at home! Eat what you grow!
74. I pledge to stay away from junk food
75. I pledge to Eat Real for the rest of the year!
76. To "Eat Real" more often for the rest of my life in order to live healthier and better
77. I am already a vegan =]
78. No beef! Let's eat a leaf!
79. no factory-raised meat!
80. No animal products of any kind
81. Never fried, always include greens and fruit
82. Only eat fruits, veggies, pasta, and fish.
83. I also pledge to drink more water and exercise more.
84. not eat meat
85. I abstain from eating sugary foods.
86. Been vegan for four months, plan on continuing :)
87. I pledge to have a vegetarian diet forever.
88. Eat more vegetable
89. I will eat to positively nourish my body and soul
90. Avoid soda or gassy drinks.
91. I pledge to stick to a low-carb diet for at least one week at a time before doing an "exception day".
92. No sweets.
93. I will restrict sugar and calories from my diet
94. Continue to gently encourage others to do the same.
95. no meat day
96. I pledge to be a weekday vegetarian in November.
97. I pledge to eat A LOT
98. I will also try and cut down on how much packaging I buy with food, and will always bring my own bags to the store.
99. eat more fruits, eat more sustainable foods
100. I am a vegan and will be a vegan for life! I bake organic cookies and cakes and I share them with people I know all the time!
101. FUCK PROCESSED SHIT!
102. Buy local and continue to eat from farmers markets...sustainable eggs etc.
103. I pledge to eat real, raw foods for a week (except my Kashi crackers are an exception).
104. I pledge to eat a mostly vegan diet, with some flexibility from sustainably sourced dairy or eggs on occasion, but otherwise I know I can do it!
105. Eating more raw vegetables
106. I pledge to be a vegan for an entire month
107. I Pledge to eat food that is ethical to the beings of this earth.
108. Eat well!!!
109. already a vegetarian, will try harder to not eat dairy (cheese)

110. I pledge to raise awareness of Food Day and the importance of eating in a healthy, local and sustainable way

111. I pledge to eat more veggies too

112. Eat fewer carbs.

113. Chinese mix vegetal and a little bit chicken or pork pieces.

114. eat whole grains

115. I pledge to promote better nutrition within my family and within my school

116. I pledge to have an environmentally friendly, vegetarian diet!

117. Completely Gluten-Free