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- **Retail Services:**
 - Five Food Service outlets in the hospital.
 - One location outside the main campus.

- **Vending**
 - Hospital campus and 12 off-campus locations.

- **Catering**
 - On hospital campus and the four adjoining buildings.

- **Patient Dining Service:**
 - Room Service available daily from 6:30 a.m. until 9:30 p.m.

- 2.3 million meals annually
- 7,000 retail transactions daily Mon-Fri
- Retail Sales: 8.2 million dollars
- 900 patient meals daily
- 200 employees
- 2 managers and 9 supervisors
- Food Cost: 5.2 million dollars annually
- Department operates 24/7
- 75% of our activity is retail, 25% patient related.

Definition of Local

- Dane County
- Dane County and surrounding areas
- Wisconsin
- Wisconsin and northern Illinois
- 100 mile radius or 200 mile radius
- Purchases through a distributor vs. purchases directly from producer

- **Existing Distributors:**
 - Baraboo Sysco
 - Loffredo Produce
 - Wisconsin Cheese Maker
 - UW Provision
 - Dean Foods

- **Cooperatives:**
 - Badgerland Produce Coop.

- **Individual Producers**

Locally Sourced Products

- **Chickens Golden Plump**
 - Arcadia, WI
- **Cheddar, Shredded Mozzarella, and Colby Cheese**
 - WI Cheese Maker
 - Plain, WI
- **Fluid Milk Products**
 - Dean Foods SW
 - WI and N Illinois
- **Seasonal local produce**
 - Loffredo Produce

- **Brakebush Bros Chicken Products**
 - Westfield WI
- **Butter from area producers**
 - UW Provision

- Uniformity of product size
- Delivery condition of product
- General product appearance

Challenges

- Need for processed local produce:
 - Diced tomatoes 1,200 LB
 - Broccoli flowerets 1,100 LB
 - Cut melon 1,900 LB

- Suppliers that can meet our needs:
 - Box tomatoes 2,000 LB
 - Ground Beef 3,000 LB

Challenges

- Limited storage.
 - creates need for daily deliveries
- Price competitiveness of local products.
- Pressure to reduce health care costs.

- We will continue to seek out and support local sources that can support our needs:
 - Financially
 - With Quality Products
 - And are Available When Needed

- **Customer satisfaction** is our objective in all that we do.
- Customers focus on the **quality** of our products and services and the **perceived value** of those services.
- **Buying local** is supported by our customers, but quality and value has a higher priority.

Questions