

University of Wisconsin-Madison



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

Introduction

- Joie Schoonover
 - Director of Dining and Culinary Services for University Housing
 - 7,000 on campus residents
- Transactions during the academic year
 - 14,000/day
 - Check average \$3.50



Departmental Profile

- Located in 6 buildings
- 4 dining rooms-1 of which is a Marketplace
- 3 coffee houses
- 2 convenience stores
- 1 deli
- catering operation
- 1 central commissary



Departmental Profile, continued

- 130 full time staff, including 36 management team members
- 1200 part-time student employees
- Food Budget-approximately \$9 million/year



Where did we begin local sourcing?

- Approximately 15 years ago
 - Organic, local, seasonable meals as special “Events”
 - “Events” are now multiple times per week
 - More local than just organic



Where did we begin local sourcing?

- Badgerland Produce
 - 2008-2009
- Homegrown Wisconsin, now Simply Wisconsin
 - 2008-2009 bi-weekly/weekly
 - 2010-2011 regular, weekly orders
 - Fresh Mushrooms are solely purchased locally



What are our obstacles?

- Availability of product
- Efficiencies multiple orders to place
- Labor to process products



What are our obstacles?

- Availability

- Seasonable

- Less local products available during the academic year

- Weather-difficult to determine when products will be available

- Customers, especially catering are not always flexible



What are our obstacles?

- Efficiencies
 - Multiple orders to place
 - Managers have many responsibilities
 - Most orders are placed electronically
 - System to system vs. call or fax
 - Expensive to pay vendors through accounts payable
 - Dock space
 - Currently several are in construction zones



What are our obstacles?

- Labor
 - To process produce is not in place
 - Staff lack knife skills
 - Additional labor to receive multiple deliveries



How are/will we overcome obstacles?

- Availability

- Utilizing local as much as possible during summer conference season
- Continuing to educate our customers on local so they are more accepting of last minute changes



How are/will we overcome obstacles?

- Efficiencies
 - Hopefully work with our produce vendors to aggregate orders through them.
 - This would eliminate:
 - Multiple orders
 - Multiple deliveries
 - Multiple payments
- Try to be patient as construction is completed!



How are/will we overcome obstacles?

■ Labor

- In process of hiring an executive chef to lead training of staff
- Assessing staffing in all of department
 - Ability to have staff for processing produce
 - Have a new facility opening fall 2012
 - Included processing equipment for locally sourced items



What difference does it make?

- Know we are serving high quality products that make a difference
- Our residents/customers have come to expect local from us
- We work with student organizations whose purpose is promotion of local foods



QUESTIONS?

THANKS FOR LISTENING!



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