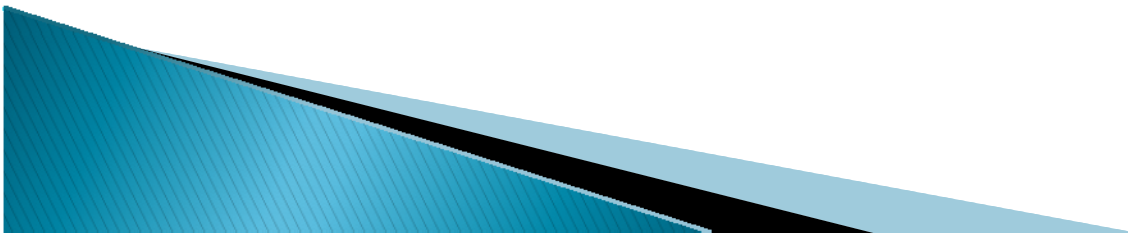


IFM 5th Annual Meeting

May 17, 2011

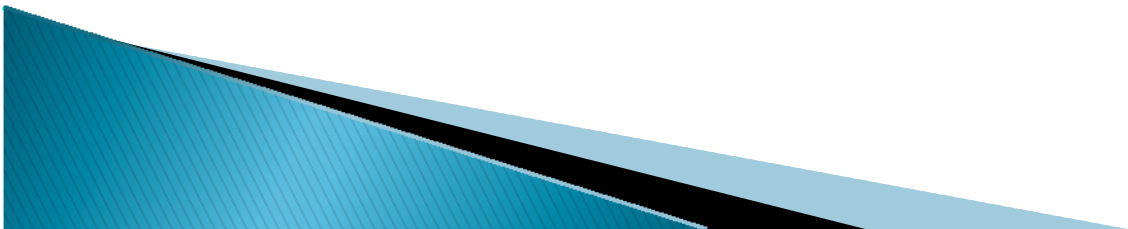
Including Local in you next RFP



Local sourcing in RFP

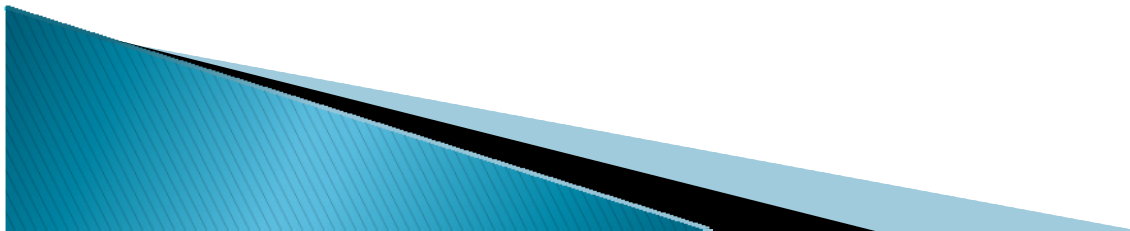
- ▶ UW Background
 - 13 4 year campuses
 - 5 self operated food service operations
 - 8 contracted food service operations
 - Food spend in excess of \$30,000,000 annually

 - ▶ UW-Whitewater profile
 - ▶ Head count 11,132 2009
 - ▶ Roughly 3,800 meal plan participants
 - ▶ 5,000 meals/day in board operations
 - ▶ Other operations include catering, conferences, concessions and retail
 - ▶ Total revenue roughly \$6.6 million annually
 - ▶ Food spend roughly \$2 million annually



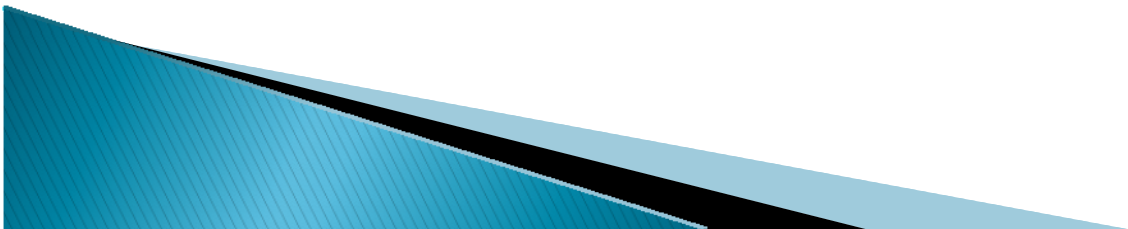
UW –Whitewater RFP process

- ▶ Process for RFP construction began in May 2009
- ▶ Committee included
 - Students
 - Administrators
 - Staff members
- ▶ Since last RFP , Sustainability became a factor in:
 - Construction projects, cleaning supplies, office products, waste/recycling, carbon footprint impacts



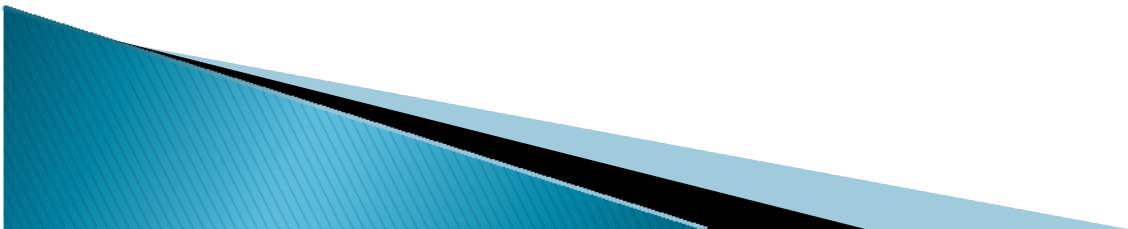
RFP language

- ▶ Group decided to add specific section to RFP to address sustainability
 - Of 600 program points 35 toward sustainability
 - Suppliers asked to describe vision for:
 - Sustainability practices
 - Fair trade, locally grown, organic foods University 10% goal
 - Reducing waste/composting
 - Reduce energy consumption
 - Sustainable operations -reusable mugs, biodegradable containers
 - Marketing/educational initiatives



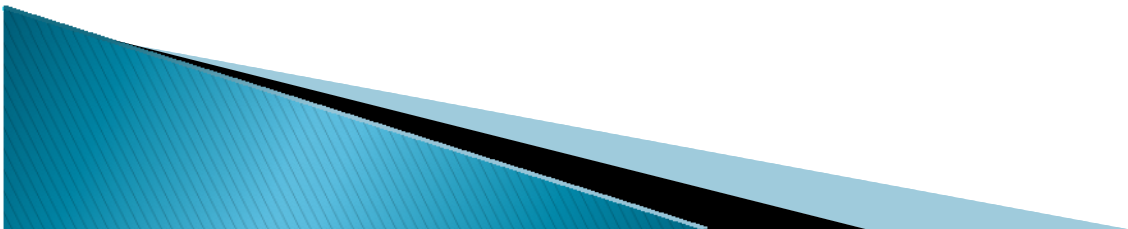
RFP Language

- ▶ Special Terms and Conditions
 - University garden collaboration
 - Dining vehicle emissions
 - Green certified restaurant goal
 - Trayless is required
 - Composting/food separation
 - Reusable clam shell program
 - Annual review of Programs



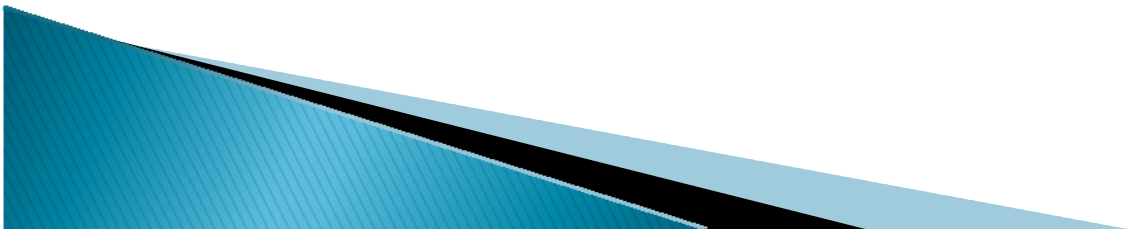
RFP results

- ▶ Comprehensive program
 - Source it Green
 - Build it green
 - Run it green
 - Return it green



RFP Results

- ▶ Source it Green
 - Commitment to expand on viable local supply
 - Sustainable seafood program
 - Cage free eggs
 - Milk free of artificial growth hormones
 - Fair trade coffee
- ▶ Build it Green
 - Sustainability if desired and when possible



RFP Results

▶ Run it Green

- Biodegradables
- Kitchen oil in biofuel
- Packaging
- Environmentally friendly chemical products
- Concentrated products for smaller containers
- Energy conservation

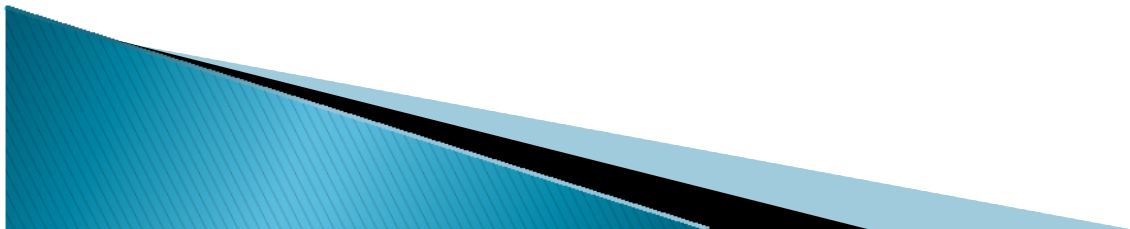
▶ Return it Green

- Recycling education program
- Project Clean Plate to bring awareness to waste
- Trayless dining



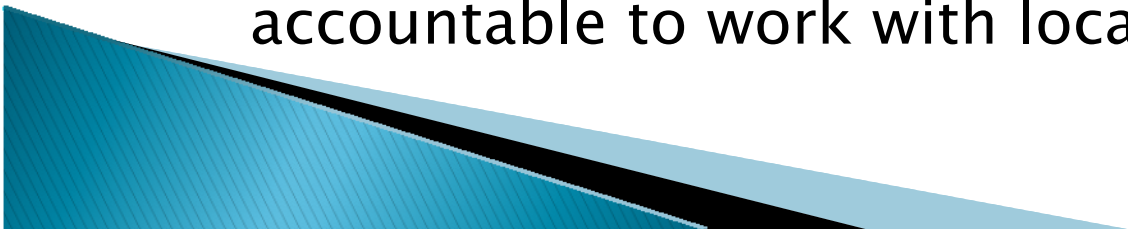
RFP Results

- ▶ Multitude of Locally grown vendors
 - Asked to meet 10% goal
 - 17.5% as of May \$420,000 spend
- ▶ Green restaurant certification awarded last week for Willie's 360
 - Evaluation took into account water efficiency, waste reduction and recycling, sustainability furnishings and building materials, food, energy, disposables, chemicals and pollution reduction.
 - More info at dinegreen.com

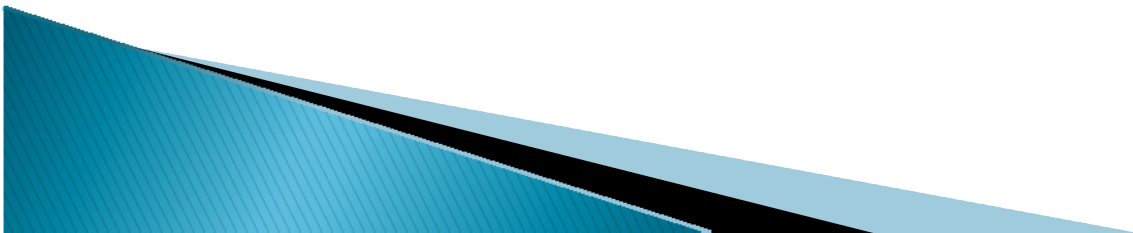


Conclusions

- ▶ Put the language in your RFP
 - Have them describe what they'll do
 - Tell them the absolute requirements
 - Hold them accountable
 - Be a good partner in reviewing and collaborating for better results
- ▶ We can always do better—keep exploring the possibilities
- ▶ The local Mgt. team **WILL** struggle with corporate purchasing who want to work with national suppliers for rebates
 - RFP requirements will help this
 - Commitments made in the RFP make them accountable to work with local suppliers

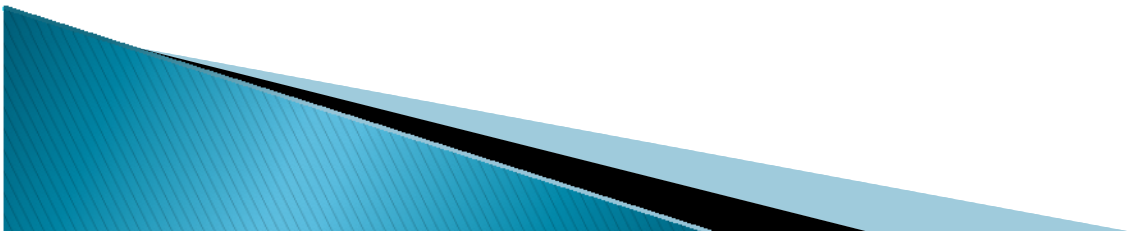


Questions?



UW Whitewater language

- ▶ 5.13 Sustainability
- ▶
- ▶ 5.13.1
- ▶ Describe how you intend to address the issues of Sustainability Practices. Propose an outline of practices you would implement in the first year of the contract, versus what the campus should expect over the life of the contract (waste management, energy consumption, purchasing, and other).
- ▶
- ▶ 5.13.2
- ▶ Describe how and to what extent your offerings include Fair Trade, Locally Grown, Humane and Organic Foods. Describe purchasing practices that include sustainable sources and meet the University's goal of 10 percent or more of purchases from local/regional producers.
- ▶
- ▶ 5.13.3
- ▶ Describe your company's plan for reducing waste that would contribute to landfill levels in our community. Describe any experiences with compostable disposable ware and potential applications for UW-Whitewater.
- ▶
- ▶ 5.13.4
- ▶ Describe how you will reduce energy consumption in food service operations. The University will collaborate with the vendor to incentivize energy reduction on electrical, natural gas, and steam usage. The program will be agreed to in Year 1 for implementation in Year 2 and will be based on a benchmark of the average of three years of meter readings on each utility.
- ▶
- ▶ 5.13.5
- ▶ Describe how you intend to support efforts to move forward to create a more sustainable food service operation as well as any new areas of sustainability that will arise in the future as it pertains to food service footprint on the environment. Describe current programs in place at your other accounts that may enhance our program.
- ▶
- ▶ 5.13.6
- ▶ Describe any reusable mug programs or other promotions and education programs for reducing waste, as well as, how your company will reduce waste. Describe how you will implement a program for biodegradable containers, cups, cutlery, plates and bowls. plates and similar items as much as possible.
- ▶
- ▶ 5.13.7
- ▶ Describe what marketing or education initiatives you propose to encourage healthy eating habits and a healthy lifestyle?



UW-Whitewater language

- ▶ 7.32 Sustainability
- ▶
- ▶ 7.32.1
- ▶ The Contractor will collaborate with the University for the potential purchase and use of products grown in the University Garden if said products meet the appropriate risk management, health codes, etc.
- ▶
- ▶ 7.32.2
- ▶ The Contractor is encouraged to have 100% of dining vehicles rates as low emission, super ultra low emission, or zero emission.
- ▶
- ▶ 7.32.3
- ▶ The University has a goal to have at least one retail restaurant named as a Certified Green Restaurant by the Green Restaurant Association.
- ▶
- ▶ 7.32.4
- ▶ The Contractor is required to offer a trayless program in all units/restaurants with the exception of the Commons, summer camps and conferences, and for special need students and staff.
- ▶
- ▶ 7.32.5
- ▶ The Contractor will be expected to collaborate with the University and the City of Whitewater to develop a food separation process no later than six months into the first year of the contract.
- ▶
- ▶ 7.32.6
- ▶ The Contractor and the University will develop and implement a reusable clam shell program in the first six months of the contract, to be funded 50% by the University, 25% by the Contractor, and 25% by the student/staff participating. The Contractor will fund a beginning inventory of 500 clam shells and invoice the University for 50% of the total cost of the shells. The Contractor shall then charge individual students/staff choosing to purchase the reusable shells 25% of the cost of the unit. The program details such as who will clean, etc., will be worked out with the University, Contractor and student governance groups. The 500 beginning inventory will be added to the Contractor par level.
- ▶
- ▶ 7.32.7
- ▶ Sustainability efforts will be reviewed by June 30th annually for effectiveness and comparison/alignment to goals of the University sustainability initiatives. Upon these reviews and upon mutual agreement between the Contractor and the University, pending notification of and approval from the UW-System Procurement Office, appropriate adjustments/amendments to the contact will be made.
- ▶ 7.32.8
- ▶ The Contractor shall use recyclable packaging materials, cups, sick tray containers, plates and similar items as much as possible.

