

Extreme Local Dinner

Cal Dining :: UC Berkeley



FOOD DAY
October 24, 2014



CAL DINING at UC BERKELEY serves 30,000 students daily, via four dining commons, four dining retail locations, seven campus restaurants and one local produce stand!

We aim to enhance student life; whether that's through menu selection, our dining atmosphere, sustainable business practices, education and outreach, customer-driven programs and culinary excellence, we strive to be an integral part of life at UC Berkeley.

Our *Extreme Local* dinner (within 250 miles!) was held on Food Day (October 24, 2014). The goal was threefold:

To educate on the Food Day principles we adhere to daily.

***To showcase how much local food Cal Dining provides every day.
(58% of food purchases for our Residential Dining Program are local).***

To demonstrate the benefits of what Extreme Local dining means.

The *Extreme Local* dinner was held in all four dining commons. While this highlighted all the wonderful local foods available, it also showed limits. Anything outside 250 miles was not available, so Pepsi soda fountains were turned off, cereals weren't offered, etc.

We made these extreme changes to our menu to encourage students to think about all food choices, and realize something as simple as a cup of coffee has a social, economic and ecological impact.

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FOOD DAY
 EXTREME LOCAL DINNER
 Tonight's meal comes from within 250 miles!



We threw our Chefs a curve ball when we stipulated that all ingredients for this *Extreme Local* dinner had to come from within 250 miles. (“What? No pepper!?”).

Our Chefs rose to the challenge, and the creativity began to flow. (For example, the Honey Mousse Cake utilized honey and beet sugar instead of refined sugar).

The result was a meal with an array of local offerings, flavors, and textures that was in line with our usual adherence to allergies and dietary preferences and organic choices.

Menu & Meal ::

Extreme Local Dinner

Tonight's meal come from within 250 miles!



ENTREES:

Roast Turkey Breast
Garlic Cream Linguine
Roast Beef Chimichurri
Mary's Herb Roasted Chicken
Stuffed Portobello Mushroom Cap (Vegan)

SIDE DISHES:

Butter Beans & Kale
Roasted Garlic Cauliflower
Roasted Zucchini & Peppers
Roasted Brussels Sprouts
Brown Rice Pilaf

SOUP:

Cream of Broccoli Soup

SALAD:

All local Salad Bar

CHEESE FRUIT COURSE:

Schoolyard Loaf Bread and rolls
Pt. Reyes Blue Cheese
Sharp White Cheddar
Persimmons
Grapes
Apples

DESSERTS:

Yogurt, figs, apricots, honey
Honey Mousse Cake

BEVERAGES:

Martinelli's Apple Cider
Infused water with our local fruits
Milk & Chocolate Milk



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Garlic Cream Linguine & Roast Beef



Roast Brussels Sprouts



Butter Beans

Allergen information was on all menu item cards (below).

Extreme Local Dinner
Tonight's meal comes from within 250 miles!



Garlic Cream Linguine

LINGUINE ::: Old World Linguine - *Community Grains - Oakland, CA - 5 miles*


PARSLEY ::: New Star Farm - *Salinas, CA - 105 miles*

GARLIC ::: Christopher Ranch - *Gilroy, CA - 79 miles*

SALT ::: Guisto's - *San Francisco, CA - 12 miles*


CREAM ::: Crystal Bay Farms - *Watsonville CA - 90 miles*

ALLERGENS: Milk, casein, wheat, gluten



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Extreme Local Dinner
Tonight's meal come from within 250 miles!



Honey Mousse Cake

HONEY ::: Marshall Farms - *Napa, CA - 34 miles*

BUTTER ::: Clover Organic Farms - *Petaluma, CA - 49 miles*


EGGS ::: Clover Organic Farms - *Petaluma, CA - 49 miles*

SALT ::: Guisto's - *San Francisco, CA - 12 miles*

MILK ::: Clover Organic Farms - *Petaluma, CA - 49 miles*

CREAM ::: Crystal Bay Farms - *Watsonville CA - 90 miles*

ALLERGENS: Milk, casein, wheat, gluten, eggs



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Honey Mousse Cake:
 Menu cards cited all
 ingredients, allergens,
 and miles traveled



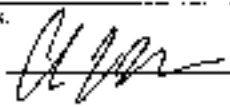
Cal Dining

Cooking Temperature Log

Date	Food Item	Internal Temperature	Corrective Action	Employee Initial
11/24	TURKEY BREAST	169	N/A	
	ROAST BEEF	156	N/A	
	ROAST CHICK	167	N/A	
	VEG:			
	MUSHROOM CAP	138	N/A	
	LINGUINI	136	N/A	
	SIDES:			
	Beans & Kale	135	N/A	
	Cauliflower	137	N/A	
	Zucchini & Peppers	135	N/A	
SPRINTS	136	N/A		
RICE	140	Higher hold	RW	
SOUP:				
Cream of BROX	145	N/A		

Minimum Cooking Temperatures*			
Poultry	165°F	Fish, Seafood and Whole Muscle Meat	145°F
Commuted and Ground Meat	155°F	Injected or Mechanically Tenderized Meat	155°F
Commuted Fish	155°F	Stuffed Food	165°F
Raw Eggs (for immediate service)	145°F	Reheat of Food Made on Site for Hot Holding	165°F
Raw Eggs (held for service)	155°F	Fruit, Vegetables and Grains cooked & first reheat of commercially processed food for holding	135°F
Whole Beef Roast, Corned Beef Roast, Pork Roast and Cured Pork Roast (or per Roast Cooking chart)			145°F

*Foods must be cooked to minimum temperatures for at least 15 seconds.

Reviewed By: 

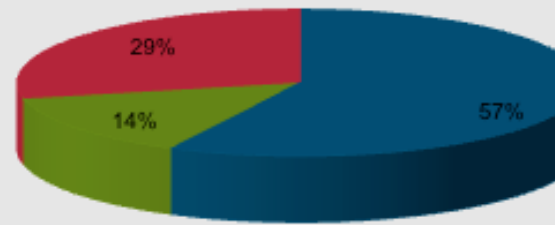
RECIPE COST CALCULATOR



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DATE: 10/10/14
 DISH NAME: Local Top Round Roast
 EST. SALE PRICE:
 TOTAL COST: \$ 8.18
 COST MARGIN:
 NET PROFIT: \$ -8.18

COST DISTRIBUTION



PRIMARY INGREDIENTS

Product Name	Qty.	Cost (per unit)	Total Cost
Salmon	1	\$ 4.70	\$ 4.70
TOTAL			\$ 4.70

SECONDARY INGREDIENTS

Product Name	Qty Oz	Cost Lb/Pt	Total Cost
Potato	1	\$ 10.00	\$ 0.63
Tartar Sauce	0.5	\$ 3.50	\$ 0.11
Green Beans	1.5	\$ 4.40	\$ 0.41
TOTAL			\$ 1.15

UTILITY AND PREP. COST

Name	Total Cost
Preparation	\$ 2.00
Gas	\$ 0.12
Electricity	\$ 0.11
Water	\$ 0.10
TOTAL	\$ 2.33

ALLERGIES

Insert a Photo of the Dish

PREPARATION

Prepared By: _____ Approved By: _____
 Occupation: _____ Occupation: _____

Report Date: 02/26/15 Time: 2:06 pm

Page Number: 1

Recipes Served Report

UCB Dining Services System

04, CLARK KERR

Date Range from 10/24/14 to 10/24/14

Filter Set: Meals: DIN; Sort By: Portions Served
 Show: All Recipes, Exclude Catering

Recipe	Description	Size	Unit	Portions Served	Cost	Revenue	Profit
046003	YOGURT PLAIN QUART CRTSTAL	3	OZ	10	2.25	0.00	-2.25
046004	YOGURT PEACH CRYSTAL	3	OZ	20	4.52	0.00	-4.52
046009	YOGURT STRAWBERRY CRYSTAL	3	OZ	20	4.52	0.00	-4.52
104035	LOCAL FOOD DAY PORTABELLO CAPS	1	EACH	26	37.67	0.00	-37.67
106927	ORG BABY CARROTS	1	OZ	35	5.39	0.00	-5.39
106910	ORG CELERY STICKS	1	OZ	40	1.08	0.00	-1.08
106821	Salad Bar Broccoli	1	OZ	70	4.55	0.00	-4.55
106912	ORG SPINACH	1	OZ	70	15.40	0.00	-15.40
026007	LOCAL FOOD DAY SOUP BROCCOLI	6	OZ	80	84.64	0.00	-84.64
106916	ORG SPRING MIX	1	OZ	80	19.28	0.00	-19.28
104034	LOCAL FOOD DAY BEANS & KALE BUTTER	4	OZ	100	4.70	0.00	-4.70
155071	LOCAL FOOD DAY LINGUINI GARLIC	6	OZ	120	44.76	0.00	-44.76
910045	LOCAL FOOD DAY BROWN RICE PILAF	4	OZ	128	34.43	0.00	-34.43
102999	LOCAL FOODDAY ZUCCHINI AND PEPPER	4	OZ	200	138.00	0.00	-138.00
101020	LOCAL FOODDAY ROASTED GARLIC CAULIFLOWER	4	OZ	240	132.48	0.00	-132.48
070999	LOCAL FOOD DAY BEEF WITH CHIMICHURI	5	OZ	280	585.48	0.00	-585.48
103261	LOCAL FOODDAY RST BRUSSELS SPROUTS	4	OZ	300	176.10	0.00	-176.10
110998	Local FD Mary's CHIX HERB RSTD (10 CUT)	1	EACH	300	290.70	0.00	-290.70
Total				2,119	1,585.96	0.0%	0.00

Thursday, February 26, 2015 2:12 pm

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**Recipe
04, CLARK KERR**

Recipe: 110998, Local FD Mary's CHIX HERB RSTD (10 CUT)

PORTION SIZE USED 1 EACH
 PORTION COUNT USED 300
 YIELD AMOUNT 300 EACH
 REVISED: 10/21/14, rsimpson

<u>Ingredient Name</u>	<u>A.P. Amount Required</u>	<u>E.P. Amount Required</u>
MARY'S CHIX 10 CUT FRESH		120 LB
ORG OLIVE OIL EXTRA VIRGIN 35#		3 QUARTS
SALT KOSHER 12/3 LB		1 1/4 OZ
GARLIC WHOLE PEELED FSH (MINCE)		12 OZ
HERB ORG PARSLEY 30 CT (CHOPPED)		12 OZ

Method of Preparation

1. COMBINE ALL INGREDIENTS EXCEPT THE CHICKEN TO CREATE A MARINADE.
2. COMBINE CHICKEN AND MARINADE IN A LARGE LEXAN TUB OVERNIGHT.
3. PRE-HEAT OVEN TO 400 F. (WE ROAST OUR CHICKEN AT THIS TEMP BECAUSE IN REALITY IF YOU HAVE MORE THAN 3 PANS OF CHICKEN IN THE OVEN THE TEMP DROPS AND IT TAKES A WHILE FOR IT TO GET THAT NICE GOLDEN COLOR.)
4. ARRANGE CHICKEN ON SHEET PANS LINED WITH PARCHMENT PAPER. CAREFUL NOT TO CROWD CHICKEN.
5. ROAST CHICKEN FOR 30 MINUTES OR UNTIL INTERNAL TEMPERATURE OF 165 F IS REACHED.
6. PAN UP IN HOTEL PANS AND HOLD IN HOT BOX.
7. GARNISH WITH PARSLEY

HACCP NOTES STANDARDS:

- 1) MAINTAIN ABOVE 140 F.
- 2) CHECK AND RECORD TEMPERATURE EVERY 2 HOURS.
- 3) COVER, DATE AND LABEL.
- 4) CHILL TO 45 F WITHIN 2 HOURS.
- 5) REHEAT TO 165 F WITHIN 30 MINUTES.

10/10/14 11:45 dmoreno



**Recipe
04, CLARK KERR**

Recipe: 155071, LOCAL FOOD DAY LINGUINI GARLIC

PORTION SIZE USED 6 OZ
 PORTION COUNT USED 120
 YIELD AMOUNT 720 OZ
 REVISED: 10/24/14, dmoreno

<u>Ingredient Name</u>	<u>A.P. Amount Required</u>	<u>E.P. Amount Required</u>
PASTA LINGUINI 10" 2/10#		12 LB
SALT KOSHER 12/3 LB		4 3/4 OZ
OIL OLIVE EXTRA VIRGIN GAL		2 1/3 CUPS, 1 TBL
GARLIC WHOLE PEELED FSH		1 LB, 3 OZ
HERB PARSLEY FRESH	2 - BUNCH, 1 DASH	4 3/4 OZ
CREAM MANUFACTURING WHIP CREAM	2 - 1/2G, 1 QUART, 1 1/2 CUPS	1 GAL, 1 QUART, 1 1/2 CUPS

Method of Preparation

1. Bring water to a boil, then add salt. Boil pasta to al dente, drain pasta, cool pasta in ice water bath, drain and hold cold.
2. Mince garlic.
3. Wash, dry coarsely chop parsley.
4. Batch cook.
5. In large pan, heat oil over medium heat, sweat garlic for approx 1 minute.
6. Add cream and bring to a boil, then to simmer, add cooked pasta.
7. Cook pasta until heated through, taste and adjust salt seasoning if necessary.
8. Combine chopped parsley, remove from heat and place in appropriate serving container. Garnish with additional parsley.

Thursday, February 26, 2015

2:17 pm

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Recipe
04, CLARK KERR

Recipe: 070999, LOCAL FOOD DAY BEEF WITH CHIMICHURI

PORTION SIZE USED 5 OZ
 PORTION COUNT USED 280
 YIELD AMOUNT 1400 OZ
 REVISED: 10/24/14, rsimpson

<u>Ingredient Name</u>	<u>A.P. Amount Required</u>	<u>E.P. Amount Required</u>
BEEF TOP ROUND SUNSET FARM LOCAL		84 LB
HERB PARSLEY ITALIAN FRESH	24 - 4z, BG, 2 OZ	6 LB, 2 OZ
GARLIC WHOLE PEELED FSH		11 OZ
ORG OLIVE OIL EXTRA VIRGIN 35#		2 QUARTS, 3 CU
ORG RED WINE VINEGAR 6/16.9Z	1 - 16.9z, 2/5 EACH	1 2/5 EACH
SALT KOSHER 12/3 LB		5 3/4 OZ

Method of Preparation

1. Dry blood off of meat then rub with oil & salt.
2. Roast meat in pre-heated 350° oven for about 30 minutes or until internal temperature reaches 140°.
3. Make Chimichuri Sauce
 1. FINELY CHOP PARSLEY, AND GARLIC (OR PROCESS EACH ONE IN A FOOD PROCESSOR SEPERATLY SEVERAL PULSES). PLACE IN A BOWL.
 2. STIR IN THE OLIVE OIL, VINEGAR, SALT, ADJUST SEASONINGS.

10/10/14 15:05 dmoreno



Thursday, February 26, 2015

2:33 pm

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Recipe
04, CLARK KERR

Recipe: 104035, LOCAL FOOD DAY PORTABELLO CAPS

PORTION SIZE USED 1 EACH
 PORTION COUNT USED 26
 YIELD AMOUNT 26 EACH
 REVISED: 10/22/14, rsimpson

<u>Ingredient Name</u>	<u>A.P. Amount Required</u>	<u>E.P. Amount Required</u>
OIL CANOLA ALL PURPOSE 35#		1/2 CUP, 1 TSP
MUSHROOMS PORTABELLO		5 LB, 11 OZ
MUSHROOM CRIMINI		2 LB, 9 OZ
ONIONS GREEN CLEANED 2#		1 LB, 1/2 OZ
PEPPERS RED BELL FRESH		1 LB, 1/2 OZ
HERB PARSLEY ITALIAN FRESH		2 OZ
GARLIC WHOLE PEELED FSH		1/4 CUP, 1/2 TSP
SALT KOSHER 12/3 LB		3/4 OZ

Method of Preparation

- 1) Prep items as listed in ingredient list
- 2) Heat med-hi skillet/ pan and add canola oil. Add garlic and spring onions. Sweat for approx. 4-5 minutes. Avoid color.
- 3) Add duxelle/ minced crimini mushrooms/ diced bell peppers. Saute for approx. 12-15 minutes until mushrooms release all their liquid and reduce this liquid to "au sec" (almost dry). Remove and cool down. Chill, if possible. Hold for assembly.
- 4) Be careful at this stage to not allow mushrooms /garlic/onions to scorch to bottom of cooking vessel. Turn and scrape bottom frequently. Be attentive.
- 5) Season with salt and finish with minced parsley. Taste and adjust salt level as needed.
- 6) For portabello caps, salt both sides lightly and then lay gill-side down on oiled parchment-lined pans
- 7) Bake mushrooms at 375F degrees for approx 15 minutes until mushroom is cooked through but not shrivelling or releasing water. Removed and let cool at room temp. Chill to hold for assembly.
- 8) For assembly: Mix the duxelle mixture to ensure moisture content is even throughout. Fill mushroom caps just to the top of the rim. Do not mound over the top. Hold these caps cold and flash in 450F degree oven to heat through to internal temperature of 145F degrees
- 9) 1 serving is open stuffed cap

THEME DEVELOPMENT & EXECUTION

The *Extreme Local* theme was inspired by Food Day, so what better décor than local foods!

We decorated with baskets of local fruits, vegetables, and breads. Each dining room also had a display of what foods weren't available (foods outside the 250 mile limit).

The difference was visually striking: processed cereals, sodas, condiments vs. local persimmons, chard, apples, cheeses, honey, nuts, figs, breads, etc.

Food line descriptors included miles each item traveled (down to the salt from the Bay!).



Theme Development / Execution :::

Dining locally is common, so we didn't have to sell the idea of a local meal, but the choice of making non-local items unavailable was a new twist.

For as much that was brought to this meal, there was also a lot not available at all four dining commons.



FOOD DAY

October 24

A nationwide celebration of healthy, affordable, and sustainable food.

EXTREME LOCAL DINNER

Tonight's dinner comes from within 250 miles. Some items will not be available:



Certain Fruits
Certain Vegetables

Tofu

Pizza

Polenta

Soups

Beans

Salad Dressings

Certain fish, beef & poultry

Croûtons

Sunflower Seeds

Pumpkin Seeds

Cereals

Pepper

Ketchup

Mustard

Mayonnaise

Soy Sauce

Coffee

Pepsi & Fountain Sodas

THEME DEVELOPMENT & EXECUTION

STRIKING CONTRAST: At each dining common, we displayed a table of our extreme local foods vs. those not available that night.



Areas that were typically available were “shut down” for this meal due to use of ingredients grown or processed outside our 250 mile radius.

Extreme Local Dinner

Tonight's meal comes from within 250 miles!



CEREAL Closed

Cal Dining has been invited to host tonight's "Extreme Local" dinner.

All menu items may only come from within 250 miles, meaning some items will not be available tonight.

Cereal will not be available due to grains, corn syrup and other ingredients which are grown and harvested outside the 250 mile radius.

Thank you for supporting local farmers, ranchers, and food producers.



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Extreme Local Dinner

Tonight's meal comes from within 250 miles!



Fountain Sodas Closed

Cal Dining has been invited to host tonight's "Extreme Local" dinner.

All menu items may only come from within 250 miles, meaning some items will not be available tonight.

Fountain sodas will not be available tonight due to corn syrup which is grown and harvested in the mid-west.

Thank you for supporting local farmers, ranchers, and food producers.



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THEME DEVELOPMENT & EXECUTION

To celebrate extreme local foods and to be as sustainable as possible, all decor was simply that: local foods which were utilized after the event. Truly zero waste!







Extreme Local Dinner

Tonight's meal comes from within 250 miles!



NIMAN RANCH ALL NATURAL BEEF

Fed a 100% vegetarian diet
Never given antibiotics or added hormones.

Niman Ranch began in Rio Vista, CA and now is comprised of a network of independent family farmers. Niman Ranch promotes sustainable agricultural practices, including: rotational grazing and crop rotation, which prevents soil erosion and/or loss.

Website for more information:

www.nimanranch.com/niman_story.aspx

www.caldining.berkeley.edu/nimanranch.html



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Extreme Local Dinner

Tonight's meal comes from within 250 miles!



Persimmons
 Marty Boy - Madera, CA - 157 miles



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Extreme Local Dinner

Tonight's meal comes from within 250 miles!



MARY'S FREE RANGE CHICKEN

Mary's Chicken has been a family owned and operated business since 1954. The chicken meets the Global Animal Partnership's 5 Step Animal Welfare Rating Standards, which means that they were raised cage-free and with access to the outdoors.

Website for more information:

www.maryschickens.com/animalwelfare.htm



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MARKETING & MAKING IT SPECIAL

We marketed via various media, and hosted a Local Vendor Fair and Farmer's Market earlier in the day as part of the *Extreme Local* dinner.

Students and staff organized the market to increase customer engagement for our *Extreme Local* dinner and educate about Food Day principles.

Each dining common had iPad surveys to garner feedback on the Extreme Local event. As anticipated, some students didn't like that some items weren't offered (Pepsi, bananas, cereals, coffee), but they also said the limits gave them greater appreciation of what *Extreme Local* means.

Marketing and Making It Special :::

We created a special Cal Dining logo mimicking the Food Day logo, to brand our *Extreme Local* events, and to use on all marketing.

PRIMARY PALETTE			
Heritage	Marissa Heritage		
Berkeley Blue RGB: 000 000 008 HEX: 000008	Founder's Beak RGB: 040 009 127 HEX: 28037F		
California Gold RGB: 253 181 021 HEX: F08E1E	Medlock RGB: 224 104 023 HEX: E06E19		
		California Gold	
		Medlock	
		Bay Fog	
		Sather Gate	
		Sather Gate	
SECONDARY PALETTE			
Bealton	Ylwan	Night	Dark
Wellness Tie RGB: 217 182 031 HEX: D96A1F	Rose Garden RGB: 238 031 096 HEX: ED1968	Golden Gate RGB: 227 070 051 HEX: E24633	South Hill RGB: 180 051 002 HEX: AC3902
Bay Fog RGB: 194 185 147 HEX: C28A97	Lawrence RGB: 000 170 210 HEX: 00A8DA	Lip Lane RGB: 000 170 160 HEX: 00A8C9	Pacific RGB: 000 090 111 HEX: 00668F
Sather Gate RGB: 100 211 182 HEX: 64D3B6	Ice RGB: 207 221 040 HEX: CFDD45	Soybean RGB: 187 171 001 HEX: BCAD03	Stone Pine RGB: 080 070 041 HEX: 584F29



The "real" Food Day logo (below) vs our Berkeley secondary palette Food Day logo (above)





Local Vendor Fair & Farmer's Market



OCTOBER 24 | 11AM-2PM
DWINELLE PLAZA

STUDENT GROUPS

- Cal Cooking
- Campus Recycling and Refuse Services (CRRS)
- Building Sustainability @ Cal (BS@C)
- Gill Tract
- Challah for Hunger
- Students Against Fracking
- Fruitful Minds
- Berkeley Organization for Animal Advocacy (BOAA)
- Peanut Butter Project
- Student Organic Garden Association (SOGA)

VENDORS

TOFU YU, HAPPY BOY FARMS, LOCAL BUTCHER SHOP
 BACK TO THE ROOTS, FEEL GOOD, CHALLAH FOR HUNGER
 FARM FRESH TO YOU, SOLIDARITEA, ORGANIC VALLEY
 THE LOCAL, BERKELEY STUDENT FOOD COLLECTIVE
 CALIFORNIA LAVASH, KEVITA, CLOVER

“Extreme Local” Dinner
5pm - 8pm

all food within 250 miles - all Dining Commons

Cal Dining's Sustainability Timeline:

- 1990** Start a Compost Food Waste Program
- 2004** Crossroads Dining Commons first campus facility to be certified as a Bay Area Green Business by Alameda County Officials
- 2005** Begin using compostable cups and To-Go containers
 Purchase fair and direct-trade Coffee and Teas
 Organic peanut butter
 Campus Sustainability Champion, CACS
- 2006** 100% Organic Salad Bars in all four Dining Commons
 Hire first Dining Commons Sustainability Education Coordinator
 Organic milk
- 2007** Organic eggs
 Oil and Grease Recycling
- 2008** All-Natural Niman Ranch Beef
- 2009** Free-Range Chicken, currently from Mary's Chicken in Sanger, CA
- 2010** Real Food Challenge - joined initiative for sustainable food p
 Naked Bear Magazine: A guide to dining sustainability
 Introduce Trayless Dining (reducing up to 25% food waste)
- 2011** Accept the National Real Food Challenge to purchase 20% local food
 Local, organic tofu from Hodo Soy Beanery
 Marine Stewardship Council Certified Sustainable Seafood
 Food Waste Prevention Project: 18% reduction in food waste
- 2012** NACUFS National Sustainability Award in Food Procurement
 Cal Dining Sustainability Team hired and funded by the TGIF Grant
 CACS Sustainability Award
 Cal Catering Green Department Award - UC Berkeley
- 2013** CASC grant funds Reusable To-go container program in all dining commons
 Energy Efficient and Sustainability Best Practice Award - LeanPath
 Cal Dining changes packaging to move towards zero-waste.
 Reusable To-go container program is expanded to include reusable mugs and utensils, eliminating the need for compostable products!
- 2014** NACUFS National Sustainability Award in Green Waste Management
 Local food purchases now at 40% (other schools working toward 20%)

Extreme Local Dinner

Tonights meal comes from within 250 miles



DIESTEL TURKEY RANCH

SONORA, CA

Humanely raised
 No Antibiotics or growth stimulants
 100% Vegetarian Diet

Diestel Turkey Ranch is dedicated to a sustainable method of farming, such as eliminating the use of antibiotics and feed additives, treating all processed water with a membrane water filtration system ensuring it is purified before being returned to the environment, and composting, which has reduced their landfill waste stream by 75%!

They are committed to moving toward a company-wide zero landfill waste policy, just like UC Berkeley!



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FOOD DAY

October 24

A nationwide celebration of healthy, affordable, and sustainable food.

EXTREME LOCAL DINNER

Tonight's dinner comes from within 250 miles. Some items will not be available:



- Certain Fruits
- Certain Vegetables
- Tofu
- Pizza
- Polenta
- Soups
- Beans
- Salad Dressings
- Certain fish, beef & poultry
- Croûtons
- Sunflower Seeds
- Pumpkin Seeds
- Cereals
- Pepper
- Ketchup
- Mustard
- Mayonnaise
- Soy Sauce
- Coffee
- Pepsi & Fountain Sodas



FOOD DAY

October 24, 2014

WHAT IS FOOD DAY?

Food Day is an annual celebration of healthy, affordable and sustainable food. Please join Cal Dining on Dwinelle Plaza from 11:00 am - 2:00 pm for our local vendor fair and farmers market. Student groups will also participate! Enjoy "real food" and learn about advocating for a better food system.

WHY CELEBRATE FOOD DAY?

To promote a transformation of our current food system, to address food-related health problems, hunger, sustainability, and fair working conditions for food workers and animals.

VENDORS:

- Tofu Yu
- Happy Boy Farms
- Local Butcher Shop
- Back to the Roots
- Feel Good
- Challah for Hunter
- Farm Fresh to You
- Solidaritea
- Organic Valley
- The Local
- Berkeley Student Food Collective
- California Lavash
- Kevita
- Clover

STUDENT GROUPS:

- Cal Cooking
- Campus Recycling & Refuse Services (CRRS)
- Building Sustainability @Cal (BS@C)
- Gill Tract
- Challah For Hunger
- Students Against Fracking
- Fruitful Minds
- Berkeley Organization for Animal Advocacy
- Peanut Butter Project
- Student Organic Garden Association (SOGA)



FOOD DAY

\$2.00 off

GBC PRODUCE STAND

COURTESY CAL DINING

Valid only 10/24/2014

FOOD DAY

October 24

A nationwide celebration of healthy, affordable, and sustainable food.

Join Cal Dining in celebrating
FOOD DAY!



Friday, October 24, 2014
In all Dining Commons

EXTREME LOCAL DINNER
from within 250 miles!



Food Day aims to bring us closer to a food system with "real food" that is produced with care for the environment, animals, and the people who grow, harvest, and serve it.

www.FoodDay.org



Extreme Local Dinner
Tonights meal comes from within 250 miles

FOOD DAY

Martinelli's Cider

Martinelli's - Watsonville CA - 90 miles



CALDINING.BERKELEY.EDU

FOOD DAY

EXTREME LOCAL DINNER

Tonight's meal comes from within 250 miles!



CALDINING.BERKELEY.EDU




T-shirt designed by Berkeley student for this year's Extreme Local events, Cal Dining logo on back



UC Berkeley Admissions @UCAdmissions · Oct 28
YUMMY IN OUR TUMMIES! Did you know @UCBerkeley has 12 locations that accept #mealpoints? bit.ly/berkeatary @CalDining

UC Berkeley @UCBerkeley · Oct 28
 Going local for #FoodDay @CalDining bit.ly/1zGk275



Cal Dining @CalDining · Oct 28
 It's #NationalChocolateDay! #Halloween's just around the corner so be yourself! to something sweet! #cacaogoodness abcnews.go.com/blogs/lifestyle/...

Cal Dining @CalDining · Oct 27
 Attend Eat Well Monday at your favorite dining hall and fuel up the right way for the last round of midterm! livestrong.com/article/497063...

Cal Dining @CalDining · Oct 26
 Happy #FoodDay2014! Celebrate at a dining hall tonight for an extreme

Cal Dining
 Posted by Danyel Marie Mann [?] · 30 October

Food Day Farmer's Market 10.24.14 (38 photos)

This year, Cal Dining celebrated Food Day- a national celebration of local & sustainable nutritious food! Local vendors and student groups came out to educate students on environmental sustainability initiatives, and we offered an extreme local dinner in the dining halls- all food prepared was from within 250 miles!




241 people reached

Boost Post

Like · Comment · Share

Cal Dining
 Posted by Danyel Marie Mann [?] · 28 October

Food Day @ FH 10.24.14 (22 photos)

Food from a 250 miles radius - good for the body and the soul!




166 people reached

Boost Post

Unlike · Comment · Share

UC Berkeley News Center

Cal Dining goes local for Food Day

By Dani Noss, News Center | October 28, 2014

BERKELEY — UC Berkeley celebrated International Food Day 2014 by going super local, no mean feat for campus. On Friday night, dinners served in all Cal Dining cafes were made almost entirely from food produced or milled within 250 miles.

The roast chicken came from Mary's in Sanger, the spring onions from Union City, butter beans from Joe Moore Bay, and mushrooms from Colusa. Even the salt was local — from Gust's in San Francisco. The exception was bread from Acme. Best sugar, not cane, and honey were used as sweeteners, and to be grown in the tropics — was used.

"For our size we were hyper-local," says Cal Dining Executive Director Shawn LaPoer.


Many of the foods served for Food Day, like the Mary's chicken, are already regulars on Cal Dining menus. Many have long had a sustainable focus, LaPoer adds. "In fact, it was a shock to how little our students could understand how local we already are."

While many campuses are still struggling to reach a goal of 20 percent sustainable food by 2020, Cal Dining already hit 30 percent in its dining halls, and 38 percent overall, when catering and concessions are added, according to manager Christina Voyles.

Friday night in each of the dining halls, a table displaying common foods and ingredients that come from bananas, cane sugar, cereals, ketchup and other condiments — say by the door. None of the foods was right.

Berkeley has taken part in Food Day for the past four years. The national event aims to get people to think more about how their food is produced, and push change both in diets and in food policy.

Food Day at Cal Dining



Categories: Campus news, Campus Notices, Environment, News
 Tags: food

Sending distant tomatoes, birds flew the coop. What tipped them off?

Black staff, faculty stage silent action at Sproul

Berkeley innovators named fellows of National Academy of Inventors

IT security breach in Real Estate Division

Berkeley in the News

The surprising link between things that make us happy and things that save energy
 Washington Post | December 16

Birds 'heard' tomatoes coming' and fled one day ahead
 BBC | December 18

A Man of Character — First Asian American chancellor fell victim to US' fear of China
 Northeast Asian Weekly | December 19

The 8 List: Five Things to do in Berkeley this weekend (Dec. 21)
 Berkeleyville | December 19

Read the full daily digest >



Local Vendor Fair & Farmer's Market

FOOD DAY

OCTOBER 24 | 11AM-2PM
DWINELLE PLAZA

STUDENT GROUPS

- Cal Cooking
- Campus Recycling and Refuse Services (CRRS)
- Building Sustainability @ Cal (BS@C)
- Gill Tract
- Challah for Hunger
- Students Against Fracking
- Fruitful Minds
- Berkeley Organization for Animal Advocacy (BOAA)
- Peanut Butter Project
- Student Organic Garden Association (SOGA)

VENDORS

- TORU YU, HAPPY BOY FARMS, LOCAL BUTCHER SHOP
- BACK TO THE ROOTS, FEEL GOOD, CHALLAH FOR HUNGER
- FARM FRESH TO YOU, SOLIDARITEA, ORGANIC VALLEY
- THE LOCAL, BERKELEY STUDENT FOOD COLLECTIVE
- CALIFORNIA LAWASH, KEVITA, CLOVER

“Extreme Local” Dinner 5pm - 8pm

all food within 250 miles - all Dining Commons



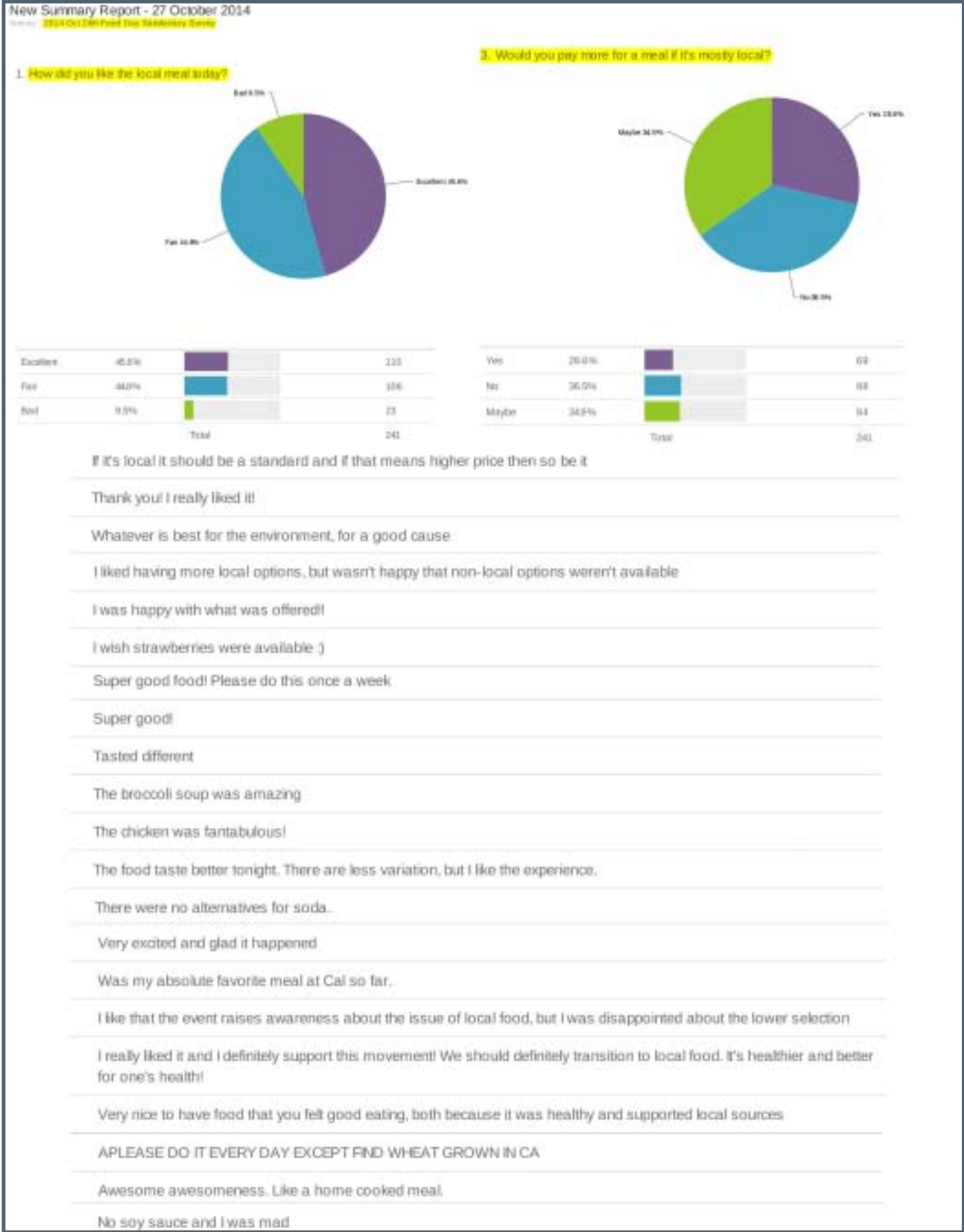
The Food Day Local Vendor Fair and Farmer's Market was held on Dwinelle Plaza.







We had about 400 students respond to our survey in all four dining commons.



OTHER CONSIDERATIONS

Cal Dining staff and students had a direct role in the success of this event.

Students tabled at all four dining commons during dinner to answer questions and provide information. Customers were encouraged to sign an “eat local” pledge, and we solicited their feedback about the event.

Considering the menu had certain food limits, it made for an “in your face” wow factor. We were concerned not offering some food items would lower attendance, but we didn’t see a drop.

Sustainable measures were considered, one reason the 250-mile food limit was chosen!

Other Considerations ::::

Our goals for this event were to educate on what an extreme local meal meant, with regard to both the benefits and the limits.

Because local purchases tend to be more expensive, we didn't have financial goals lower than a typical dinner meal cost (average cost per customer for the Extreme Local meal was \$5.49, which is higher than typical meal cost per customer of \$4.00).



Cal Dining sustainable interns put in hours of work to help us pull off the Local Vendor Fair & Farmer's Market before our Extreme Local dinner.



Staff were integral to pulling off this meal in all four dining commons:

Chef Hernandez serving cheeses, and Gabriella serving Martinelli's Cider.



Some of our sustainable decor of local foods were provided by the on-campus student garden.



Student groups promoting various types of sustainability tabled at our Vendor Fair/Farmer's Market to link into the overarching theme of our "Extreme Local" event: sustainability.

OTHER CONSIDERATIONS







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