

Food Services Vision, Mission & Values

SHHS | FOOD SERVICES | 2022

We acknowledge that we operate our businesses on the traditional, ancestral, and unceded territory of the Musqueam people. We are grateful guests and recognize the immense responsibility we have to help steward the land, the culture and the importance of indigeneity in everything we do. We respect that we have much to learn from the Musqueam people and are committed to engaging in mutually beneficial dialogue and actions to support a decolonized food system on these lands.

Our Vision

To enable and inspire a lifetime of healthy eating.

Our Mission

We nourish and support the students, faculty, staff, and visitors of UBC by providing a diverse selection of fresh, healthy, delicious, and memorable food experiences in a socially and ecologically conscious manner because our guests, our food, and our wellbeing matters. Our commitment to leadership extends well beyond UBC into the Canadian and North American post-secondary community.

Our Core Purpose

We are proudly self-operated, connected to the goals of the University and have sole responsibility to provide food and beverage service at locations within the Academic Core and steward partnerships with surrounding food & beverage businesses.

We recognize our core role is **customer service** and the impact it has on tens of thousands of daily connections. The momentary yet extremely meaningful impact this has on customer's daily lives at UBC has a direct and profound connection to the overall UBC experience

Underpinning the success of our Vision, Mission and Values is the health & wellbeing of our **employees**. We strive to provide a psychologically and physically safe workplace. This is foundational to their engagement, success and development at UBC. We serve and care deeply for each other, embracing diversity, equity, inclusion and respect.

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The following Value statements guide our decisions:

Caring for and supporting our Community

Our customers are why we are here. They are students, faculty, staff, and guests of the university. While we provide them a food & beverage experience, our responsibility is much deeper than that and includes food and nutrition education, advocacy, research, innovation, and meaningful contributions to the university mission and broader community.

Guided by the Indigenous Strategic Plan, we understand that we have an opportunity and a commitment to engaging in dialogue with and cultivating mutually beneficial relationships with the Musqueam people. We understand that we should learn from them how we can integrate indigeneity into the way we recruit, educate, procure, harvest, process and serve food in a way that better supports the values held by the people who have come before us.

We also have a broader commitment to Food Sovereignty, as the right of all people to healthy and culturally appropriate food produced through ecologically sound and sustainable methods

We support our team with ongoing training and professional development. Our training programs include customer service, food safety training, allergen training, plant based menu development, physical and mental health programs, and sustainability workshops. All of this helps educate and engage our team to optimize our guest's experience. We are very proud to have an industry leading Culinary Apprentice program.

We strive to prepare as many menu items as possible in-house, based on our menu engineering guidelines developed with our registered dietitians. These guidelines help to ensure the nutrition needs of our customers are a top priority.

We purchase high quality, nutritious, sustainable foods and prioritize fresh, minimally processed ingredients. We are committed to offering and actively promoting an abundance of affordable, healthy choices for all meals, in recognition of the contribution eating well makes to academic and professional success.

We share food and nutrition knowledge and skills to improve the health and wellbeing of our community.

We also recognize and value our broader role in contributing to the academic mission of UBC by supporting student learning with hands on research and projects and by showing leadership in other UBC priority areas such as Zero Waste, the Climate Action Plan, and Wellbeing.

We are proud to be a designated Fair Trade™ campus. We strive to offer more Fair Trade™ and ethically sourced products every year.

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Our commitment to transparency includes easily accessible online menus with icons, ingredients, and allergens, as well as a close partnership with Vancouver Coastal Health, that ensures a safe food environment that our guests and employees can trust.

We recognize that food security is a major public health issue and university students and their families are particularly vulnerable. We are committed to leading, supporting and advancing community food security at UBC, working in collaboration with UBC Wellbeing and our campus food security partners.

Caring for and supporting our Planet

We recognize the critical importance of a climate friendly food system and understand the benefits of creating an environment that prioritizes plant-forward eating and reduces the amount of red meat and dairy. We encourage eating plant-forward food because it is better for our health, our planet and our economy. To support this, plant-based options are readily available, abundant, and affordable.

We are deeply committed to local food. We understand that food tastes better and is more sustainable when it is consumed as close to source as possible. We design seasonal menus and prioritize purchases from our organic UBC farm as well as other local food producers to reduce our environmental impact, provide fresh ingredients, and to strengthen British Columbia's and Canada's economies.

We are proud to be an Ocean Wise™ partner. To support the health of our oceans, lakes and rivers we are committed to only purchasing 100% sustainable seafood.

We are a Zero Waste leader at UBC and are committed to reducing food related waste on our campus. We do this by actively managing and tracking food waste, setting reduction targets and working with food recovery partners to help eliminate unnecessary food waste. We are committed to reducing the amount of single use plastics and containers in our food environments. We strive to compost all food scraps, only when necessary use compostable single-use containers, and offer discounted reusable container programs.

We are a proud supporter of the Healthy Beverage Initiative lead by UBC Wellbeing and provide free drinking water at all of our food service locations as a sustainable and economic alternative to sugar sweetened bottled beverage offerings.

Through our Supplier Code of Conduct, we strongly encourage our franchise partners and suppliers to support our Food Vision, Mission & Values and we support them in doing so.

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Definitions

Minimally Processed: Foods processed to help enhance or preserve nutrients and freshness (e.g. frozen vegetables or canned beans), and prepared without large amounts of added salt, sugar, and fat. As food processing can have major environmental impacts, including high water and energy use, purchasing minimally processed foods helps UBC Food Services contribute to a more sustainable food system.

Climate Friendly Food System: UBC aims to operate within a climate-friendly, just and accessible food system, which means being committed to operating within planetary boundaries by reducing GHG emissions footprint associated with our food systems. We are committed to enhancing food system resiliency from production to end disposal and recovery, while producing positive outcomes for people, animals and the planet (Climate-Friendly Food Systems Action Team, 2021).

Food Security: According to the BC government, “Food security exists when all people have sufficient, safe and nutritious food for an active and healthy life.” Healthy food needs to be available and accessible so people can make healthy food choices. We also recognize that there are many other definitions of food security as this is a complex and important topic.

Healthy food: Food and beverages based on criteria outlined by Canada’s Food Guide and UBC’s Recipe Development Guidelines. The criteria within these guidelines encompass the most evidence-based sources at the time of development.

Sustainability: At UBC’s Vancouver campus, sustainability means simultaneous improvements in human and environmental wellbeing, not just reductions in damage or harm. Prudent with financial resources and mindful of its mandate to society, UBC supports initiatives that will ensure the long-term resilience of the university and its ability to serve for generations to come.

Local: UBC Food Services defines local food to be food that is grown, raised, caught, or processed within the province of British Columbia. We prioritize small scale, BC-owned food businesses as close to UBC as possible.

Plant-Forward: A style of cooking and eating that emphasizes and celebrates, but is not limited to, plant-based foods - including fruits and vegetables; whole grains; beans, other legumes (pulses) and soy food; nuts and seeds; plant oils; and herbs and spices – and that reflects evidence-based principles of health and sustainability.

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Ocean Wise™: Ocean Wise™ is a Vancouver Aquarium conservation program, created to help businesses and their customers identify and purchase sustainable seafood. The Ocean Wise™ symbol next to a seafood item assures you that option is the best choice for the health of the oceans. At UBC Food Services, all of our seafood is certified Ocean Wise™ or equivalent.

Our Values are also guided by:

- SHCS Vision, Mission & Values
- SHCS People Plan and Focus on People
- Vancouver Coastal Health
- Okanagan Charter
- [Wellbeing Strategic Framework \(FSI, FNC\)](#)
- [Indigenous Strategic Plan](#)
- [CAP 2030/ CE](#)
- [Zero Waste Food ware Strategy](#)
- [UBC Strategic Plan](#)
- [Inclusion Action Plan](#)
- VPS Students Plan
- UBC 100 Year Plan
- UBC Food Services Vision & Mission
- [Feed BC](#)
- [The UBC Food Services Strategic Plan](#)