Menu & Recipe Development

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Agenda

- Introduction & Background
- Program Goals & Objectives
- Theoretical Framework & Health Behaviour Theories
- Program Outputs
- Program Evaluation
- Lessons Learned
Introduction & Background

- Reopening of Sprouts cafe & grocery at the Life Building (September 2018)
- Inspired by Seedlings: edge of Campus location serving graduate students
- Serving heart of campus with access to entire UBC community
- New location = new equipment: opportunity for improvements/changes
- Design nutritious food items for a new demographic while stay true to Sprouts’ core values: local, organic, plant-based and fair-trade foods
Program Goal

To improve the accessibility of affordable, nutritionally-balanced, and locally-sourced food options for the UBC community; therefore improving environmental, economic, and social sustainability.
Program Objectives

1) To increase by 25%, the number of people within the UBC community that are aware of the importance of supporting environmentally, socially, and economically sustainable food options, within 1 year of opening - short-term.

2) To increase by 25%, the number of people within the UBC community that are motivated to eat locally-sourced, healthy, sustainable meals, within 2 years of opening - medium-term.

3) To increase by 50%, the number of people within the UBC community that strongly believe locally-sourced, healthy, sustainable food CAN be affordable, within 2 years of opening - medium-term.
Theoretical Frameworks

Health Behaviour Theory: Social Cognitive Theory

- Reciprocal Determinism
- Behavioural capability
- Outcome expectations
- Self-efficacy
- Observational learning
- Reinforcements

Rationale:
- Basis that learning does not occur in isolation
- Analysis of behaviour at an interpersonal level
  - Individuals’ experience and behaviour ↔ thoughts and actions
  - Environment/social context ↔ individuals’ belief systems and thoughts
  - Environment /social context ↔ individuals’ experiences and behaviour

Theoretical Frameworks

Health Behaviour Theory: Social Ecological Model
- Public Policy
- Community
- Organizational
- Interpersonal
- Individual

Rationale:
- Addresses the multiple levels of influence on behaviour, with Individual in the centre of these
- Reciprocal causation
  - Individual is both affects and is affected by the many levels of influence
  - Recognizes that behaviour is shaped by and also shapes the outer social environment

(Theory at a Glance, p 10-11)
Program - Outputs

- 2018 survey data and results
- Newly revamped menu recipes
- Nutritious, delicious and locally sourced foods
- Menu item nutritional analysis
- FNH 473 report
Program - How do our outputs reflect the application of our selected health behaviour?
2018 survey data and results -> revamped menu recipes

- Nutritious, delicious and locally sourced food
- Accessible via affordability
Data Collected via Google Survey

What type of cuisine would you prefer?

- Comfort Food Classics: 48.9%
- Mediterranean: 21.4%
- Asian Inspired: 13.0%
- Mexican: 7.6%
- Vegan & others: 9.1%
Data Collected via Google Survey

What type of side dish would you prefer?

- Roasted Vegetable Salad: 48.1%
- Soup: 29.8%
- Raw Salad: 19.1%
- Others: 3.0%
Data Collected via Google Survey

What type of baked good would you prefer?

- Brownies & Others: 4.7%
- Granola Bar: 16.0%
- Loaf: 22.9%
- Muffin: 28.2%
- Cookie: 28.2%
Program - How do our outputs reflect the application of our selected health behaviour?

Menu item nutritional analysis

☐ Ensure that recipes are nutritious and align with the goal

FNH 473 report

☐ Point of reference for future projects that wants to carry on the same goals and promote the same health behaviour
Evaluation

- Square data
- Key informant interviews
  - Board members
  - Staff
  - Customers
- Profit
- Cost
- Dietary analysis (eaTracker)
- Survey
  - To evaluate objectives and see if they are being accomplished
- Focus groups
NUTRITIONAL ANALYSIS: eaTracker

Harvest Bowl:

Cost: $3.44

<table>
<thead>
<tr>
<th>Food Groups per serving</th>
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<tbody>
<tr>
<td>Vegetables and Fruit</td>
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<tr>
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<table>
<thead>
<tr>
<th>Nutrients per serving</th>
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<tbody>
<tr>
<td>Calories (kcal)</td>
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<tr>
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<td>Vitamin D (ug)</td>
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<tr>
<td>Vitamin E (mg)</td>
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<tr>
<td>Thiamin (mg)</td>
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<tr>
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<td>Folate (DFE)</td>
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<td>Vitamin B6 (mg)</td>
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<tr>
<td>Vitamin B12 (ug)</td>
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Roasted Vegetable Salad:

Cost: $3.54

Nutrients per serving

- Calories (kcal): 413.5
- Fat (g): 14.6
- Saturated Fat (g): 2.1
- Trans Fat (g): 0.0
- Cholesterol (mg): 0.0
- Sodium (mg): 825.6
- Potassium (mg): 1925.9
- Carbohydrate (g): 68.7
- Fibre (g): 11.9
- Sugar (g): 24.7
- Protein (g): 7.9
- Vitamin A (RAE): 1592.3
- Vitamin C (mg): 51.1
- Calcium (mg): 161.4
- Iron (mg): 3.9
- Vitamin D (µg): 0.0
- Vitamin E (mg): 3.5
- Thiamin (mg): 0.4
- Riboflavin (mg): 0.3
- Niacin (NE): 5.9
- Folate (DFE): 261.9
- Vitamin B6 (mg): 0.8
- Vitamin B12 (µg): 0.0

Food Groups per serving

- Vegetables and Fruit: 5.9
- Grain Products: 0.0
- Meat and Alternatives: 0.0
- Milk and Alternatives: 0.0
NUTRITIONAL ANALYSIS: eaTracker

Super Seedy Power Cookies:

Cost: $0.73

Food Groups per serving

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<tr>
<th>Food Group</th>
<th>Serving Size</th>
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Nutrients per serving

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<tr>
<th>Nutrient</th>
<th>Amount</th>
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<tr>
<td>Calories (kcal)</td>
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<tr>
<td>Fat (g)</td>
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<td>0.0</td>
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<tr>
<td>Cholesterol (mg)</td>
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<tr>
<td>Sodium (mg)</td>
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<tr>
<td>Potassium (mg)</td>
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<tr>
<td>Carbohydrate (g)</td>
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<td>Vitamin A (RAE)</td>
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<td>Vitamin C (mg)</td>
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# Lessons Learned

<table>
<thead>
<tr>
<th>Lessons</th>
<th>Future Improvements</th>
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</thead>
<tbody>
<tr>
<td><strong>Expectations vs. reality</strong></td>
<td><strong>Managing expectations</strong></td>
</tr>
<tr>
<td>- Recipe testing and tasting recipes vs. development and no funding</td>
<td>- Reiteration of expectations and upcoming deadlines</td>
</tr>
<tr>
<td>- Sprouts did the testing and tasting of recipes</td>
<td>- Arrange recipe testing and tasting day with community partner</td>
</tr>
<tr>
<td><strong>Deadlines for projects</strong></td>
<td><strong>Agenda of deadlines</strong></td>
</tr>
<tr>
<td>- End dates past our time working within the course and lack of urgency</td>
<td>- our tasks vs. tasks for Sprouts</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td>- Clear completion dates</td>
</tr>
<tr>
<td>- Lack of and delayed responses</td>
<td></td>
</tr>
<tr>
<td>- We were promised that FOH staff would collect survey data and were</td>
<td><strong>Asking for help and email concision</strong></td>
</tr>
<tr>
<td>- later told to collect the data ourselves</td>
<td>- Asking for help when we need it and fail to independently obtain required</td>
</tr>
<tr>
<td></td>
<td>- Action items in emails</td>
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Lessons Learned

- Experience working with a sustainable food initiative
- Quantitative and qualitative primary data collection via survey
- Costing, profit margins, and nutritional analyses
- Recipe development of menu items to be served to the UBC community and seeing our selected recipes featured
Thank You

Photo by Jeremy Bishop on Unsplash


# Sprouts Logic Model

**Situation / Problem**

Lack of affordable, nutritious, delicious and sustainable food options for the UBC community

**Inputs**

- Time
- Knowledge
  - Square data 2017
- Potential grant / funding
- UBC Sprouts kitchen / space
- UBC farm
- Roots on the Roof
- The Orchard
- Purchasing policy: Horizon, Pro Organics, Discovery
- Feedback from community partner (Sprouts executive) / stakeholders on recipe testing and new menu ideas

**Outputs**

- 2018 survey data and results
- Recipe testing products
- Newly revamped menu recipes
- Menu item nutritional analysis
- Nutritious, delicious and locally sourced foods
- FNH 473 report

**Outcomes**

**Short-term**

- Increased knowledge around healthy food choice / decision making
- Increased awareness of benefits to healthy, locally source food
- Use affordability as motivation for change
- Increasing food literacy

**Medium-term**

- Increased behaviours and practices of healthy eating
- UBC food vendor policies and attitudes towards healthy, sustainable and affordable food options
- Increase food literacy actions and application

**Long-term**

- Financial and economic stability of Sprouts as a non-profit operation
- Fostering sustainability
- Decreasing food waste
- Social aspects - encouraging and inspiring volunteer involvement within the UBC community

**External Influences**

- Social and peer influences
- Other competing food outlets, vendors and options at the UBC campus
Survey Comments & Suggestions for new Sprouts

- Inexpensive simple food
- Sugar-free desserts
- A variety of the cuisine style options would be awesome!
- More baked goods variety! Keep the decadent brownies but then also offer a healthier option :)
- Gluten free options, please!
- Switch it up more
Next Steps...

- Spread the word on social media re: grand re-opening
- In-person new menu item taste trials with survey or focus group
- Analyze taste trial survey results and incorporate recommendations
- Plan food literacy / sustainable eating awareness workshops at the new Sprouts
- Monitor sales to ensure success of Sprouts as an operation
- Implement and rotate new menu items to ensure popularity and to maintain customer interest