

# MEAL EXCHANGE

*Hunger Problem. Student Solution.*

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# **Similarities and differences between campuses and other public institutions:**

- large purchasers
- same foodservice companies
- flexibility of budgets
- clients are recognized as activists and organizers
- mission of research & innovation

# Our inspiration: the McGill Food Systems Project





#### STUDENT COORDINATORS

- Build Relationships
- Develop Food System Network
- Collaborate with Food Services
- Coordinate Student Engagement
- Applied Student Research
- Community Connections



#### CAMPUS FOOD SYSTEMS PROJECT



#### NATIONAL NETWORK

- Food Service Providers (National Level)
- Champion Campuses
- Advisory Committee
- Canadian Association of Food Studies



#### COMMUNITY OF PRACTICE

- Research & Resources
- Webinars
- Newsletters
- National Student Food Summit
- National Student Food Charter



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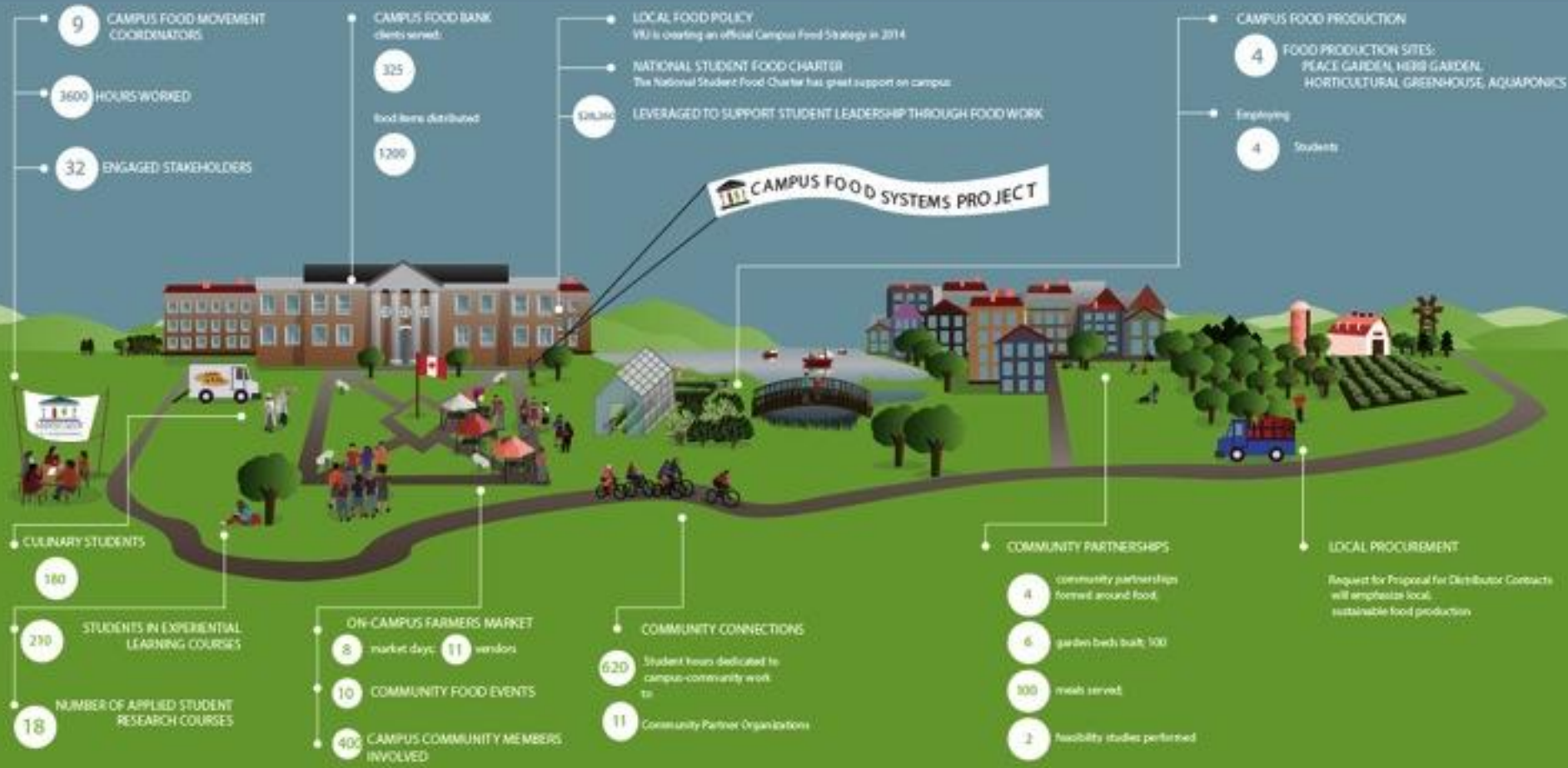
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**CAMPUS FOOD SYSTEMS PROJECT**

# Our approach:

- believe it's possible, and know everyone wants to achieve it
- start with questions
- bring stakeholders together to figure out answers
- show what's possible
- use the client relationship
- change culture, purchasing will follow



# Response from foodservice companies:

- Compass: responding to student demand (focused on local sustainable food) as strategy to differentiate itself in higher-ed space, “changing company culture”
  - sponsorship of Meal Exchange & including in bids
- Aramark losing business, seeing need to catch up
- Both recognize that supply chain is profit centre of companies, but willing to make changes if clients ask
- Eager for successes to talk about. “Excited” to be the first in Canada to be audited by Real Food Challenge
- Campuses taking ownership through management-fee and capacity building contract structures



# Our tools are simple: Stakeholder rainbow



**Our tools are simple:**

**sharing precedents and champions**



**Questions? Ideas for what we can do together? Let's discuss!**

