Advancing Health, Sustainability, and Equity at UC Berkeley: A Campus Beverage Redesign

COALITION FOR HEALTHY CAMPUS FOOD & BEVERAGES

CONTRACTS TEAM

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Campus Food & Beverage Rankings

Popular Student Reviews

UC Berkeley
#521

Campus Food & Beverage Rankings

Popular Student Reviews

“Concerned students joined forces with ASUC senators to author a bill condemning Coca-Cola’s business practices.”

“New campus beverage contract with Pepsi is likely.”

“PepsiCo is trying to sell us an image of sustainability, but we’re not buying it. You can’t greenwash big soda.”

“Why UC Berkeley needs to reevaluate its pouring rights contract with PepsiCo.”
While UCLA contracts with Coca-Cola, their ranking is likely due to the impact of Bruin Plate.
Dissatisfaction with PepsiCo at UC Berkeley may be one component contributing to poor food and beverage ratings among students.
The PepsiCo contract does not meet student and staff needs and misrepresents the university’s health, health equity, and sustainability goals.
A **new contract** will ensure that options are healthier and more sustainable, responsible, ethical and representative of campus values.
Business Partner Evaluation Criteria

HEALTH & HEALTH EQUITY
- UC Berkeley Food & Beverages Choices Policy

ENVIRONMENTAL SUSTAINABILITY
- UC Policy on Sustainable Practices
- UC Sustainable Procurement Guidelines

CORPORATE RESPONSIBILITY
- Berkeley Food Institute Sustainable & Just Catering Guide
Sugar-Sweetened Beverages (SSBs)

Sugar-sweetened beverages (SSBs) are “liquids that are sweetened with various forms of added sugars. These beverages include, but are not limited to, soda (regular, not sugar-free), fruitades, sports drinks, energy drinks, sweetened waters, and coffee and tea beverages with added sugars.”

2015-2020 Dietary Guidelines for Americans
**Key Facts**

**SSBs & BIG SODA**

- Associated with chronic diseases
  - Obesity
  - Type 2 Diabetes
- Big Soda funds SSB-related research to promote their products
- Disproportionately affects low-income minority populations
- Unsustainable practices
  - Water usage
  - Carbon emissions
  - Plastic pollution

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[Available at:https://www.uvm.edu/uvmnews/news/uvm-one-first-universities-end-sales-bottled-water-mandate-healthy-vending-options]
Other Universities

- **Ban SSBs**

- **Contract limited to Athletics**
  - University of Michigan Staff Representatives. (2019, December 13). Phone interview.

- **Separate vending and dining contracts**

- **Students prevent contract**
Fewer SSBs while maintaining choice and variety is key.

Removal of SSBs in dining halls would not impact students’ decisions to purchase a plan.
"We always have the option to choose and source many varieties of beverage options from multiple distributors, [...] but there will be some challenges if there is no sponsored beverage contract in place."
"Having multiple contracts, each filling a different niche within the beverage landscape, may be able to generate some sponsorship revenue, but it would be challenging to recoup the full $1.3 million funding this way."
“Don’t advertise products, period.”
"Having multiple vendors is more equitable, but is more complicated and has high transaction costs, so you need to simplify partnerships."
"Student athletes have limited beverage choices and feel that many options are not as healthy as they would prefer."

BRIDGET GUSTAFSON, CAL ATHLETE, WOMEN'S BEACH VOLLEYBALL
CURRENT FINANCIAL BREAKDOWN

UC Berkeley PepsiCo Sales Data, 8/16/18-3/21/19
UC Berkeley PepsiCo Contract

Financial Model

RSSP
28.8%
$374,500

ASUC
27.1%
$352,500

Rec Sports
7.3%
$94,500

Athletics
36.8%
$478,500
Proposal

Limit PepsiCo contract to Cal Athletics/Rec Sports and expand our partnership with Canteen in vending and retail environments.

Our call to action: Phase PepsiCo out.
## Implementation Plan

**CAL ATHLETICS**

<table>
<thead>
<tr>
<th>PHASE 1</th>
<th>PHASE 2</th>
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<tbody>
<tr>
<td>2021-2025</td>
<td>2026+</td>
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- **PHASE 1**
  - Continue with PepsiCo contract

- **PHASE 2**
  - Partner with more socially responsible businesses
Implementation Plan

CAL DINING

<table>
<thead>
<tr>
<th>Dining Halls</th>
<th>PHASE 1 2021-2025</th>
<th>PHASE 2 2026+</th>
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<tbody>
<tr>
<td></td>
<td>Remove all PepsiCo dispensers</td>
<td>Consider in-house mixes</td>
</tr>
<tr>
<td>Retail</td>
<td>Order variety of beverage choices from Canteen and priority sponsors</td>
<td>Consider other priority partnerships</td>
</tr>
<tr>
<td>Vending</td>
<td>Order variety of beverages from Canteen</td>
<td></td>
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# Implementation Plan

**Meeting Campus Values**

<table>
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<tr>
<th>PHASE 1 2021-2025</th>
<th>PHASE 2 2026+</th>
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<tbody>
<tr>
<td>Sell bottled water</td>
<td>No bottled water, only glass and compostable containers</td>
</tr>
<tr>
<td>Partner with businesses that reflect values</td>
<td></td>
</tr>
<tr>
<td>Decrease SSBs ads</td>
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<tr>
<td>Maintain student choice and affordability</td>
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Financial Predictions

Pepsi Sponsorship (2019):
- ASUC: $311,225
- Athletics: $610,000
- Rec Sports: $280,000
- RSSP: $110,000
Total: $1,311,225

Proposed Sponsorship (2021-25):
- ASUC: $310,000
- Athletics: $441,250
- Rec Sports: $201,125
- RSSP: $209,875
Total: $1,061,125
Financial Predictions

1.9 Billion

$11,225

TOTAL ATHLETIC SPONSORSHIP

$1M to $1.3M

ATHLETIC & REC SPORTS SPONSORSHIP

$50,000

FUNDING FOR ASUC, RSSP

CAL DINING PROFITS
Cost-Benefit Analysis

SHORT AND LONG-TERM IMPACTS ON CAMPUS, SOCIETY, AND THE PLANET

COSTS

Sponsorship fees: $1.3M/yr

Sustainability: $15K/yr

Transition time and fees

BENEFITS

Improved prestige
Athletics/ Rec Sports: $1M/yr
Offset CalDining costs

Improved health cost-saving:
• Diabetes: $327B/yr
• Obesity: >$160B/yr

Mitigate climate change
• Ocean pollution: $33K/ ton
• Landfill pollution: GHG emissions


Let's think differently!

HOW UC BERKELEY CAN HELP MAKE THE WORLD A BETTER PLACE STARTING WITH OUR CAMPUS

This change can lead to...

Rise of UC Berkeley in national rankings.

Increased alignment in UC Berkeley principles and partnerships.

Improved alignment with Generation Y and Z values of social justice.

Progression with trends from other acclaimed universities locally in the Bay Area and nationally.
Thank you!