



---

# Coalition for Healthy Campus Food and Beverages

---

## Overview

65,000 people eat and drink at UC Berkeley every day. Our food and beverage choices matter. UC Berkeley's longtime leadership in values-based procurement has us now looking more closely at the presence of sugar-sweetened beverages (SSBs) on campus. SSBs are the largest source of added sugar in the American diet, and their consequences are a matter of health equity. SSBs are the leading dietary item that has been shown to contribute to obesity. Furthermore, SSBs increase risk of tooth decay and life-threatening diet-related diseases such as cardiovascular disease and type 2 diabetes. Just 1-2 servings/day of SSBs [increases risk of type 2 diabetes by 26%](#). Simultaneously, the beverage industry spends billions of dollars every year on marketing SSBs, [targeting low income people and people of color](#), who already bear a [disproportionate burden](#) of diet-related disease. In fact, [1 in 2 Latinx Americans and African Americans](#) are projected to get diabetes in their lifetime, compared to 1 in 3 non-Hispanic white Americans.

The Coalition for Healthy Campus Food and Beverages was formed to bring more stakeholders into campus decision-making on food and beverage choices, uplift Berkeley values through procurement practices, and raise awareness of human and planetary health in the process. At UC Berkeley, we are in year eight of a 10-year exclusive pouring rights contract with PepsiCo for beverage service across Cal Dining dining halls and retail outlets, student housing, campus vending machines, athletics concessions, and special events. [The contract](#) provides annual sponsorship of \$1.3 million (0.05% of the annual campus budget of [\\$2.8 billion](#)) as operational funds to the Associated Students of the University of California, Department of Intercollegiate Athletics, Recreational Sports, and the Residential and Student Services Program, as well as \$40,000 in product donations, and \$235,000 in funding to market PepsiCo's own products.

The Coalition for Healthy Campus Food and Beverages recognizes that SSBs and many of the companies that market them are responsible for various negative [health](#) and [sustainability](#) impacts, from aggressively marketing SSBs to children of color, to [funding biased studies](#), to [actively undermining public health efforts and policies](#) to address health implications associated with SSBs.

Founding members of the Coalition for Healthy Campus Food and Beverages include: **Berkeley Food Institute, UC Berkeley School of Public Health, UCANR Nutrition Policy Institute, University Health Services – Be Well at Work, Health Promotion – University Health Services, BFI Undergraduate Council, Food@Haas, Basic Needs Security Committee, FoodInno, FEED (Food, Equity, Entrepreneurship, and Development), Net Impact Berkeley, and Berkeley Student Food Collective.**

Learn more at <https://food.berkeley.edu/foodscape/service-units/coalition-for-healthy-campus-food-and-beverages/>.

## Goals

The Coalition for Healthy Campus Food and Beverages promotes a healthy campus culture by:

- Championing a democratic process for campus decision-making on food and beverage choices.
- Uplifting UC Berkeley values by advancing corporate responsibility with food and beverage vendors.
- Raising awareness of the impacts of sugar-sweetened beverages on human and planetary health.
- Expanding the reach of the [UC Berkeley Food and Beverage Choices Policy](#).
- Finding viable, creative solutions to ensuring vital financial support to UC Berkeley programs that are currently funded through any contracts that do not align with UC Berkeley's [Principles of Community](#).

## Lead Activities

In 2019 the Coalition for Healthy Campus Food and Beverages:

- Has been working with relevant campus administrative bodies to ensure that any committees that will determine the future of campus beverage service (e.g., through RFPs or contracts) include faculty and staff experts in nutrition, health equity, environmental sustainability, and corporate responsibility, as well as undergraduate and graduate students.
- Hosted a [Healthy Campus Food and Beverages Innovation Challenge](#) April 26 and 27, 2019, to draw on our extensive campus expertise through a hackathon-style event to address the question: How can we uplift UC Berkeley values by advancing corporate responsibility with food beverage vendors while simultaneously finding viable, creative solutions to ensuring vital financial support to UC Berkeley programs? This process will be continued through the Coalition for Healthy Campus Food and Beverages Fall 2019 Case Design Course which is taught by Rosalie Z. Fanshel, Program Manager at the Berkeley Food Institute.
- Continues to research and expand understanding of the current product mix and promotion of beverages available on campus.

We invite you to show your support for the goals and activities by signing your name at <http://bit.ly/2WYDWb1>.

Interested in getting more involved? We invite you to join the Coalition for Healthy Campus Food and Beverages meetings. For more information contact: Rosalie Z. Fanshel, Program Manager, Berkeley Food Institute, [rfanshel@berkeley.edu](mailto:rfanshel@berkeley.edu), or Joyce Lee, Campus Food Equity and Inclusion Policy Fellow, at [jmhlee@berkeley.edu](mailto:jmhlee@berkeley.edu).

