

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

UC Berkeley
#521

UCLA
#1



Student Engagement at UC Berkeley

Then, 2011

FIGHT AGAINST COCA-COLA

Dow, A. (2011, August 9). New campus beverage contract with Pepsi is likely. Retrieved from <https://www.dailycal.org/2011/08/03/new-campus-beverage-contract-with-pepsi-is-likely/>.

“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.”

Now, 2019

“POUR OUT PEPSI” CAMPAIGN

Solis, D., & Melgoza, S. (2019, August 28). Why UC Berkeley needs to reevaluate its pouring rights contract with PepsiCo. Retrieved from <https://www.dailycal.org/2019/08/28/why-uc-berkeley-needs-to-reevaluate-its-pouring-rights-contract-with-pepsico/>

“Why UC Berkeley needs to reevaluate its pouring rights contract with PepsiCo.”

UCLA vs. UC BERKELEY

While UCLA contracts with **Coca-Cola**, their ranking is likely due to the impact of **Bruin Plate**.



UCLA vs. UC BERKELEY

Dissatisfaction with **PepsiCo** at UC Berkeley may be one component contributing to poor food and beverage ratings among students.



THE ISSUE

The PepsiCo contract **does not meet** student and staff needs and **misrepresents** the university's health, health equity, and sustainability goals.



THE SOLUTION

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 ¹

- Obesity
- Type 2 Diabetes



Big Soda funds SSB-related research to promote their products ²

Disproportionately affects low-income minority populations ³



Unsustainable practices ⁴

- Water usage
- Carbon emissions
- Plastic pollution

¹ Hu, F.B. (2013). *Resolved: there is sufficient scientific evidence that decreasing sugar-sweetened beverage consumption will reduce the prevalence of obesity and obesity-related diseases*. *Obesity Reviews*, 14(8): 606-619. doi: 10.1111/obr.12040

² Schillinger, D., Tran, J., Mangurian, C., & Kearns, C. (2016). *Do Sugar-Sweetened Beverages Cause Obesity and Diabetes? Industry and the Manufacture of Scientific Controversy (Letter)*. *Annals of Internal Medicine*, 165(12): 895-897. doi: 10.7326/L16-0534

³ Drewnowski, A. (2009). Obesity, diets, and social inequalities. *Nutrition Reviews*, Volume 67, Pages S36-S39. <https://doi.org/10.1111/j.1753-4887.2009.00157.x>

⁴ Nestle, M. (2015). *Soda Politics: Taking on Big Soda (and Winning)*. Oxford University Press

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³ Drewnowski, A. (2009). Obesity, diets, and social inequalities. *Nutrition Reviews*, Volume 67, Pages S36-S39. <https://doi.org/10.1111/j.1753-4887.2009.00157.x>

Nestle, M. (2015). *Soda Politics: Taking on Big Soda (and Winning)*. Oxford University Press Reidel, Jon. (2012). UVM One of First Universities to End Sales of Bottled Water, Mandate Healthy Vending Options. UVM Today. Retrieved from:

<https://www.uvm.edu/uvmnews/news/uvm-one-first-universities-end-sales-bottled-water-mandate-healthy-vending-options>.

Other Universities



Students prevent contract

Associated Students of SFSU (2015). Associated Students Resolution: Pouring Rights at San Francisco State University. Retrieved from: <https://foodpolitics.com/wp-content/uploads/ResolutionAgainstPouringRightsatSFSU.pdf>



Ban SSBs

Bole, K. (2015, May 29). UCSF Launches Healthy Beverage Initiative. UCSF Patient Care. Retrieved from: <https://www.ucsf.edu/news/2015/05/129901/ucsf-launches-healthy-beverage-initiative>



Contract limited to Athletics

University of Michigan Staff Representatives. (2019, December 13). Phone interview.



Separate vending and dining contracts

Reidel, Jon (2012). UVM One of First Universities to End Sales of Bottled Water, Mandate Healthy Vending Options. UVM Today. Retrieved from: <https://www.uvm.edu/uvmnews/news/uvm-one-first-universities-end-sales-bottled-water-mandate-healthy-vending-options>.

Campus Voices

STUDENT SURVEYS

Fewer SSBs while maintaining choice and variety is key

Removal of SSBs in dining halls would not impact students' decisions to purchase a plan



Campus Voices

SUNIL CHACKO, ASSISTANT DIRECTOR OF
COMMODITIES AND PURCHASING, CAL DINING

"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."



Campus Voices

AMY GARDNER, EXECUTIVE DIRECTOR,
UNIVERSITY PARTNERSHIP PROGRAM

"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."



Campus Voices

KRIS MADSEN (MD/MPH), FACULTY DIRECTOR AT
BFI, ASSOCIATE PROFESSOR

“Don’t advertise products, period.”



Campus Voices

ALASTAIR ILES, ESPM ASSOCIATE PROFESSOR

"Having multiple vendors is more equitable, but is more complicated and has high transaction costs, so you need to simplify partnerships."



Campus Voices

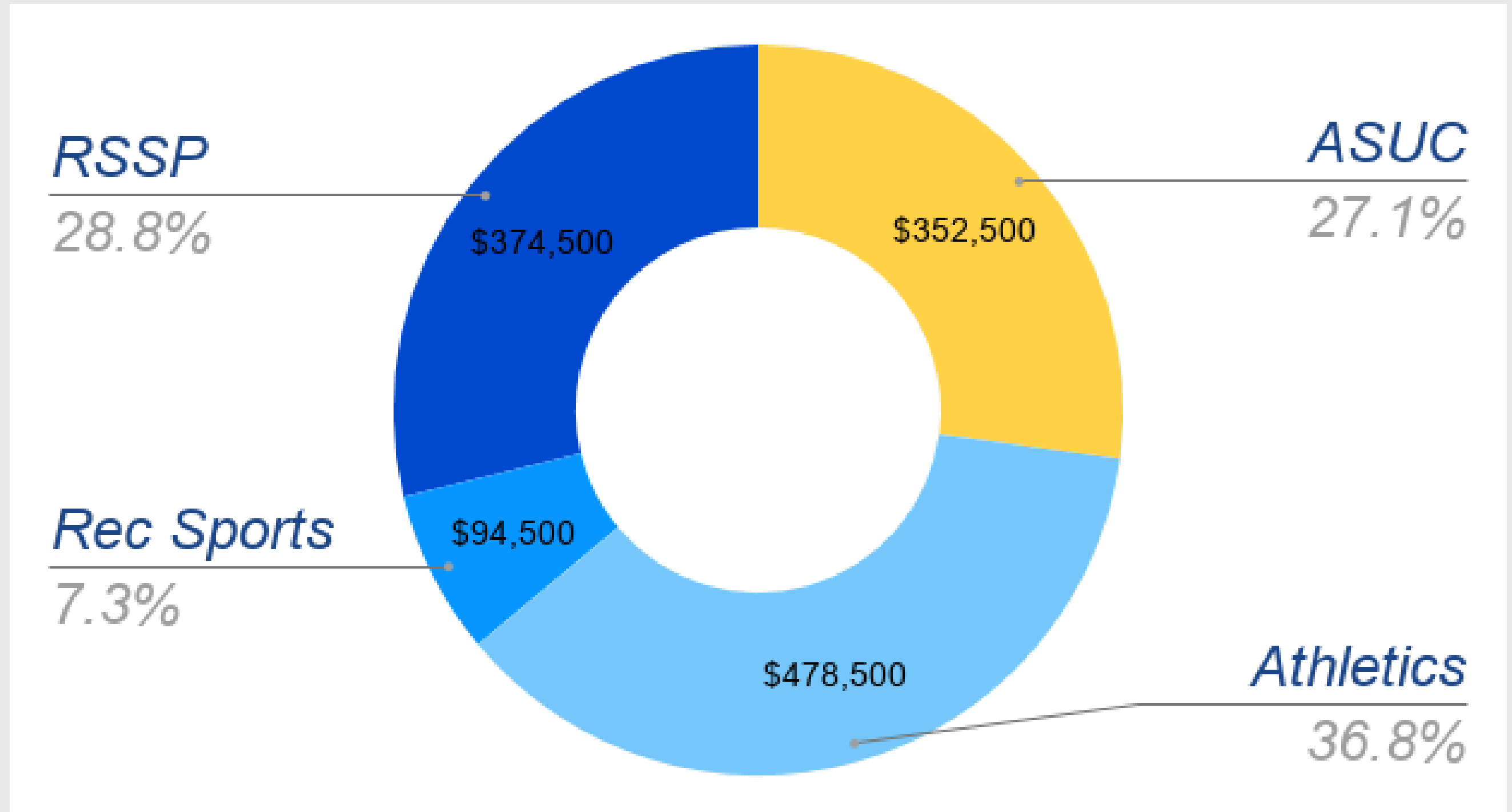
**BRIDGET GUSTAFSON, CAL ATHLETE, WOMEN'S
BEACH VOLLEYBALL**

"Student athletes have limited beverage choices and feel that many options are not as healthy as they would prefer."



Financial Model

CURRENT FINANCIAL BREAKDOWN



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



Implementation Plan








CAL DINING

	PHASE 1 2021-2025	PHASE 2 2026+
 Dining Halls	Remove all PepsiCo dispensers	Consider in-house mixes
 Retail	Order variety of beverage choices from Canteen and priority sponsors	Consider other priority partnerships
 Vending	Order variety of beverages from Canteen	



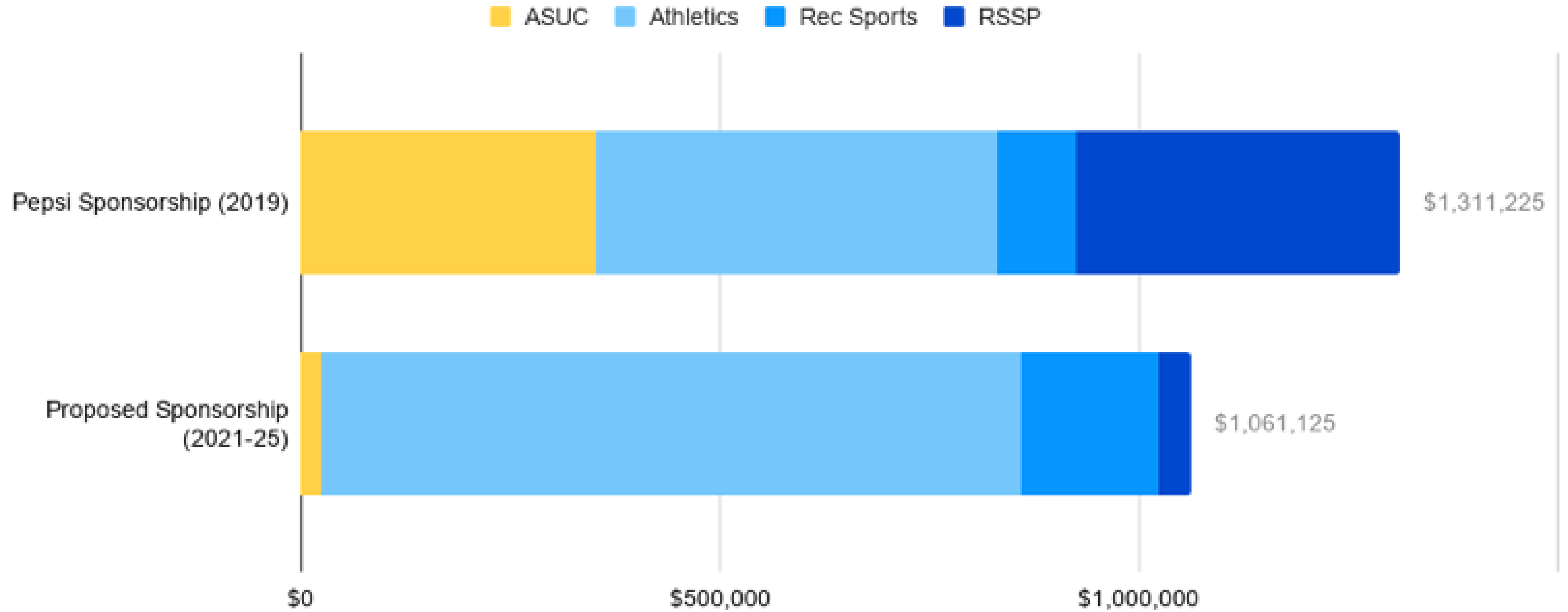
Implementation Plan

MEETING CAMPUS VALUES

	PHASE 1 2021-2025	PHASE 2 2026+
	Sell bottled water	No bottled water, only glass and compostable containers
	Partner with businesses that reflect values	
	Decrease SSBs ads	
	Maintain student choice and affordability	



Financial Predictions



Financial Predictions

\$1M to \$1.3M

ATHLETIC & REC SPORTS SPONSORSHIP

\$11,225



CAL DINING PROFITS

\$50,000

FUNDING FOR ASUC, RSSP

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

American Diabetes Association (2018). Economic Costs of Diabetes in the U.S. in 2017. *Diabetes care*, 41(5), 917–928. doi:10.2337/dci18-0007

Finkelstein EA1, Trogon JG, Cohen JW, Dietz W. Annual medical spending attributable to obesity: payer- and service-specific estimates. *Health Aff (Millwood)*. 2009 Sep-Oct;28(5):w822-31. doi: 10.1377/hlthaff.28.5.w822
Trogon JG, Finkelstein EA, Hylands T, Dellea PS, Kamal-Bahl. Indirect costs of obesity: a review of the current literature. *Obes Rev*.2008;9(5):489–500.

Joyce, C. (2019, July 9). Plastic Has A Big Carbon Footprint - But That Isn't The Whole Story. Retrieved from <https://www.npr.org/2019/07/09/735848489/plastic-has-a-big-carbon-footprint-but-that-isnt-the-whole-story>.

Hodal, K. (2019, April 4). Marine plastic pollution costs the world up to \$2.5tn a year, researchers find. Retrieved from <https://www.theguardian.com/global-development/2019/apr/04/marine-plastic-pollution-costs-the-world-up-to-25bn-a-year-researchers-find>.

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!