



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

Program - Outputs

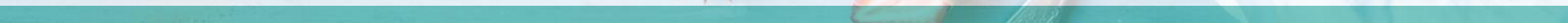
- ❑ 2018 survey data and results
- ❑ Newly revamped menu recipes
- ❑ Nutritious, delicious and locally sourced foods
- ❑ Menu item nutritional analysis
- ❑ FNH 473 report

A top-down view of a desk with various items. In the upper left, a white laptop is partially visible. To its right is a row of colorful books. In the lower left, there is a notebook with a pencil and an eraser. In the center, a smartphone is placed on top of an open book. The background is a light-colored wall.

Program - How do our outputs reflect the application of our selected health behaviour?

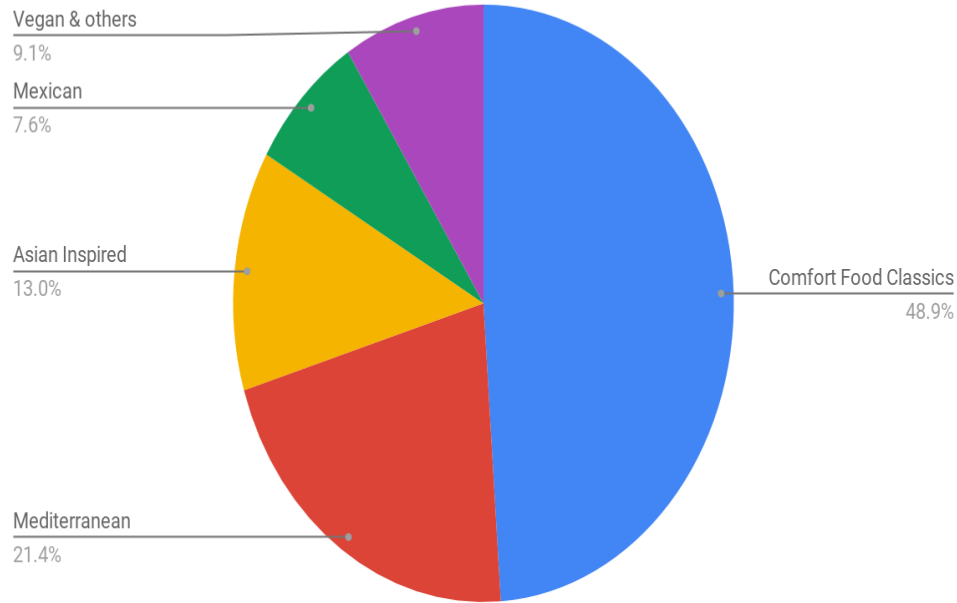
2018 survey data and results -> revamped menu recipes

- Nutritious, delicious and locally sourced food
- Accessible via affordability



Data Collected via Google Survey

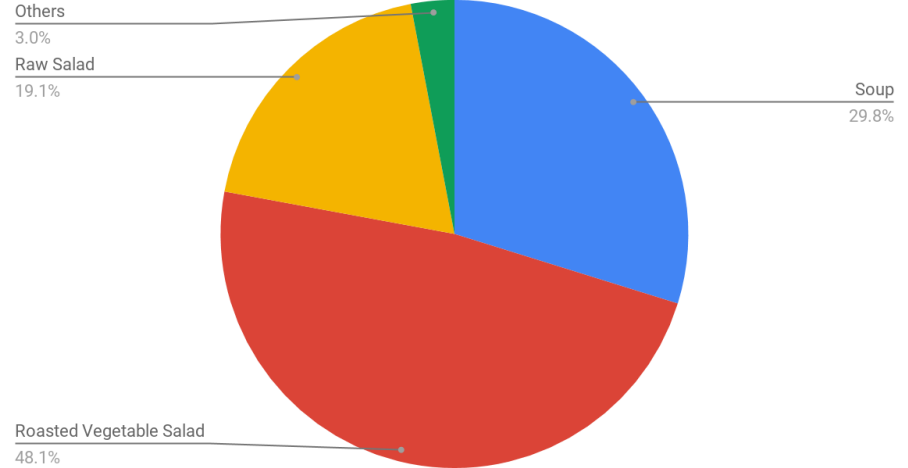
What type of cuisine would you prefer?



Data Collected via Google Survey

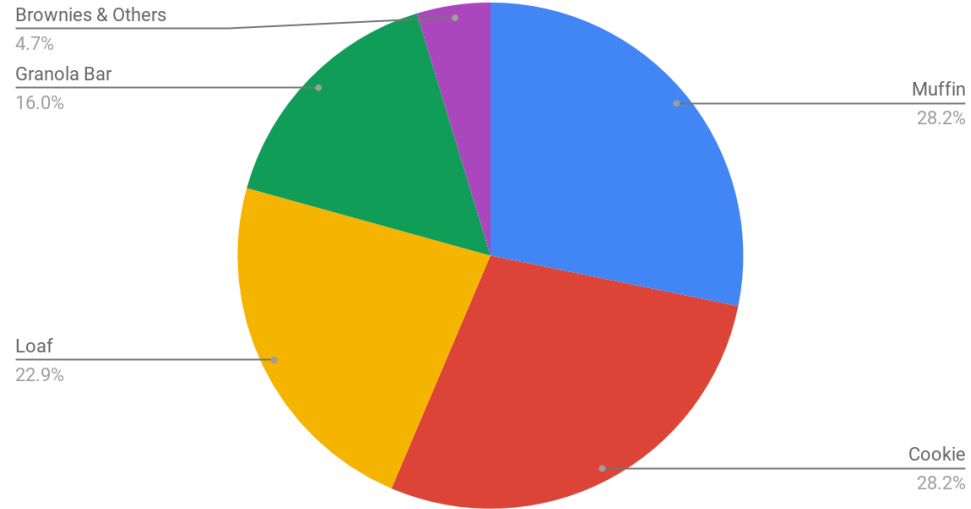


What type of side dish would you prefer?



Data Collected via Google Survey

What type of baked good would you prefer?



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

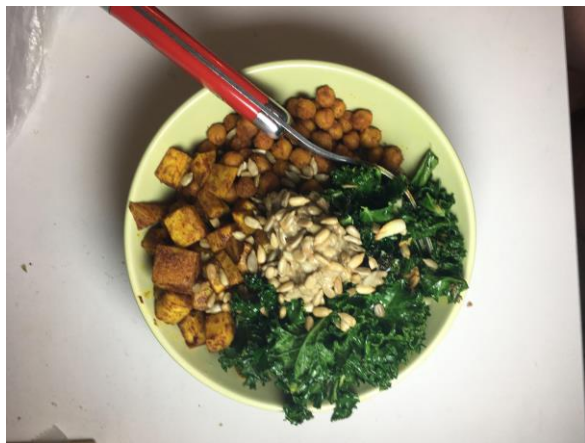


- ❑ **Square data**
- ❑ **Key informant interviews**
 - ❑ Board members
 - ❑ Staff
 - ❑ Customers
- ❑ **Profit**
- ❑ **Cost**
- ❑ **Dietary analysis (eaTracker)**
- ❑ **Survey**
 - ❑ To evaluate objectives and see if they are being accomplished
- ❑ **Focus groups**

NUTRITIONAL ANALYSIS: eaTracker

Harvest Bowl:

Cost: \$3.44



Food Groups per serving

Vegetables and Fruit	1.7
Grain Products	0.3
Meat and Alternatives	1.2
Milk and Alternatives	0.0

Nutrients per serving

Calories (kcal)	344.2
Fat (g)	9.8
Saturated Fat (g)	1.2
Trans Fat (g)	0.0
Cholesterol (mg)	0.0
Sodium (mg)	104.5
Potassium (mg)	855.3
Carbohydrate (g)	52.7
Fibre (g)	8.6
Sugar (g)	9.5
Protein (g)	14.2
Vitamin A (RAE)	417.5
Vitamin C (mg)	14.6
Calcium (mg)	123.9
Iron (mg)	5.5
Vitamin D (µg)	0.0
Vitamin E (mg)	5.0
Thiamin (mg)	0.4
Riboflavin (mg)	0.2
Niacin (NE)	4.8
Folate (DFE)	377.2
Vitamin B6 (mg)	0.6
Vitamin B12 (µg)	0.0

NUTRITIONAL ANALYSIS: eaTracker

Roasted Vegetable Salad:

Cost: \$3.54



Food Groups per serving

Vegetables and Fruit	5.9
Grain Products	0.0
Meat and Alternatives	0.0
Milk and Alternatives	0.0

Nutrients per serving

Calories (kcal)	413.5
Fat (g)	14.5
Saturated Fat (g)	2.1
Trans Fat (g)	0.0
Cholesterol (mg)	0.0
Sodium (mg)	826.6
Potassium (mg)	1926.9
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

NUTRITIONAL ANALYSIS: eaTracker

Super Seedy Power Cookies:

Cost: \$0.73



Food Groups per serving

Vegetables and Fruit	0.2
Grain Products	0.6
Meat and Alternatives	1.0
Milk and Alternatives	0.0

Nutrients per serving

Calories (kcal)	387.3
Fat (g)	17.3
Saturated Fat (g)	4.4
Trans Fat (g)	0.0
Cholesterol (mg)	0.0
Sodium (mg)	95.4
Potassium (mg)	432.2
Carbohydrate (g)	49.3
Fibre (g)	6.2
Sugar (g)	21.4
Protein (g)	13.7
Vitamin A (RAE)	1.1
Vitamin C (mg)	0.9
Calcium (mg)	65.1
Iron (mg)	3.4
Vitamin D (µg)	0.0
Vitamin E (mg)	4.8
Thiamin (mg)	0.3
Riboflavin (mg)	0.1
Niacin (NE)	5.5
Folate (DFE)	92.6
Vitamin B6 (mg)	0.1
Vitamin B12 (µg)	0.0

Lessons Learned

Lessons

Expectations vs. reality

- Recipe testing and tasting recipes vs. development and no funding for us test or taste
- Sprouts did the testing and tasting of recipes

Deadlines for projects

- End dates past our time working within the course and lack of urgency

Communication

- Lack of and delayed responses
- We were promised that FOH staff would collect survey data and were later told to collect the data ourselves

Future Improvements

Managing expectations

- Reiteration of expectations and upcoming deadlines
- Arrange recipe testing and tasting day with community partner

Agenda of deadlines

- our tasks vs. tasks for Sprouts
- Clear completion dates

Asking for help and email concision

- Asking for help when we need it and fail to independently obtain required information from community partners when unresponsive
- Action items in emails

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



Additional Resources

McCawley, P. F. (2013). *The logic model for program planning and evaluation*. Moscow, ID: University of Idaho.

National Cancer Institute. (2005). *Theory at a Glance: A Guide For Health Promotion Practice* (2nd ed.). Washington, DC: U.S. Department of Health and Human Services.

Sprouts. (2018). *About: Who We Are*. Retrieved from <http://www.ubcsprouts.ca/whoweare/>

Sprouts Logic Model

Situation / Problem	Lack of affordable, nutritious, delicious and sustainable food options for the UBC community			
Inputs	Outputs	Outcomes		
<ul style="list-style-type: none"> <input type="checkbox"/> Time <input type="checkbox"/> Knowledge - Square data 2017 <input type="checkbox"/> Potential grant / funding <input type="checkbox"/> UBC Sprouts kitchen / space <input type="checkbox"/> UBC farm <input type="checkbox"/> Roots on the Roof <input type="checkbox"/> The Orchard <input type="checkbox"/> Purchasing policy: Horizon, Pro Organics, Discovery <input type="checkbox"/> Feedback from community partner (Sprouts executive) / stakeholders on recipe testing and new menu ideas 	<ul style="list-style-type: none"> <input type="checkbox"/> 2018 survey data and results <input type="checkbox"/> Recipe testing products <input type="checkbox"/> Newly revamped menu recipes <input type="checkbox"/> Menu item nutritional analysis <input type="checkbox"/> Nutritious, delicious and locally sourced foods <input type="checkbox"/> FNH 473 report 	Short-term	Medium-term	Long-term
		<ul style="list-style-type: none"> <input type="checkbox"/> Increased knowledge around healthy food choice / decision making <input type="checkbox"/> Increased awareness of benefits to healthy, locally source food <input type="checkbox"/> Use affordability as motivation for change <input type="checkbox"/> Increasing food literacy 	<ul style="list-style-type: none"> <input type="checkbox"/> Increased behaviours and practices of healthy eating <input type="checkbox"/> UBC food vendor policies and attitudes towards healthy, sustainable and affordable food options <input type="checkbox"/> Increase food literacy actions and application 	<ul style="list-style-type: none"> <input type="checkbox"/> Financial and economic stability of Sprouts as a non-profit operation <input type="checkbox"/> Fostering sustainability <input type="checkbox"/> Decreasing food waste <input type="checkbox"/> Social aspects - encouraging and inspiring volunteer involvement within the UBC community
External Influences	<ul style="list-style-type: none"> <input type="checkbox"/> Social and peer influences <input type="checkbox"/> 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**