



Dining Services at the College of William & Mary
&
ARAMARK Corporation
present

The W&M Dining Services Sustainability Report
For the 2009–2010 Academic Year



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Introduction



Dining Services at the College of William & Mary is extremely proud to present its final sustainability report for the 2009–2010 academic year. The fantastic effort to improve the sustainability of W&M's Dining Services is the result of a creative collaboration between Dining Services, ARAMARK Corporation, and the College's Committee on Sustainability.

This year has been the most productive on record for dining sustainability at W&M. Our progress is due to the hard work and dedication of the students, staff, faculty, and administrators of ARAMARK and the College, whom are to be commended for these accomplishments.

The purpose of this report is threefold:

- To highlight the progress and accomplishments of W&M Dining Services in improving and promoting sustainable practices,
- To outline the goals and expectations for the next year of sustainability initiatives in W&M Dining Services, and
- To provide guidance to other dining programs (higher education, ARAMARK, and other) in improving their own practices.

We hope that this report proves informative and educational. If you have further questions, please explore our web resources:

- W&M Dining Services: <http://www.campusdish.com/en-US/CSMA/WilliamMary/SocialResponsibility.htm>
- Sustainability at W&M: www.wm.edu/sustainability
- ARAMARK Sustainability: <http://www.ARAMARKhigherred.com/social-responsibility/environment.aspx>

Thank you,
W&M Dining Services



Administration



W&M Dining Services has succeeded in no small part due to the leadership and vision of the ARAMARK management staff. In particular, Commons location director and operations director Larry Smith and resident district manager Matthew Moss have been integral in providing guidance and support for Dining Services' sustainability initiatives. Also to be commended are Professor of Geology Rowan Lockwood and Caroline Cress '10, the co-chairs of the Programs and Education Subcommittee of the Committee on Sustainability (COS) for the 2009–2010 academic year. Their leadership was crucial to the success of the Food Services working group of COS.

The persons most responsible for so many of the programs set in place over the past year, though, are the Sustainability Interns hired by ARAMARK at the beginning of the Fall 2009 semester. These student interns, working 10–15 hours each week on various initiatives in each of the dining locations on campus, brought an irreplaceable energy, dedication, and creativity to Dining Services' sustainability measures. The interns met once a week with Smith and College Sustainability Fellow Phil Zapfel to discuss their progress and regularly reported their progress to COS, the campus, and local news outlets. These interns are the single most important development in Dining Services sustainability over the past year; much of the progress made would have been impossible without the internship program in place.

The interns for 2009–2010 were Ian Fuller '11, Eleanor Goodrich '12, Jane Morris '13, Christy Ottinger '10, and Sarah Will '10.

The interns for 2010–2011 will be Jessi Bishopp '13, Ian Fuller '11, Eleanor Goodrich '12, and Jane Morris '13.



ARAMARK & Sustainability



ARAMARK has publicly stated their commitment to sustainability in all of their facilities, and in particular, ARAMARK Higher Education has pledged to make marked improvements in their locations in 2010, and W&M Dining Services has met or surpassed each of the outlined goals.

ARAMARK Higher Education's goals (and W&M Dining Services' progress on each) are:

- **Implement an energy and water conservation plan.** Energy and water conservation measures have made tangible gains in our facilities.
- **Purchase only paper products with recycled content.** All of our paper products are made from 100% recycled content.
- **Use only daily green cleaning products.** Our cleaning products are produced with the lowest environmental impact in mind.
- **Divert 100% of our fryer oil waste.** All of our fryer oil waste is diverted from the waste stream.
- **Increase our level of sustainable food purchases by 5% each year.** Sustainable food makes up 7% of our total purchases, and we have pledged to increase sustainable purchasing by 5% each year for the near future.



ARAMARK & Sustainability



Energy & Water Conservation

Dining Services has been implementing programs to lower water and energy usage for several years.

Lights at the dining halls are turned off automatically each night after closing, and much of our infrastructure, including cooking appliances, restroom fixtures, and lights, are energy efficient.

W&M Dining Services began the elimination of trays in its locations in the fall of 2008, and has been completely trayless in two of three locations since the fall of 2009.

We have predicted that removing trays from our facilities saves approximately 135,000 gallons of water each year.

Recycled Paper Products

All of our paper products are made from 100% recycled material. Additionally, our take-out containers are biodegradable and made from organic materials, as are our take-out meal cold-beverage cups.

Green Cleaning Products

The dining halls use EcoLab cleaning products. EcoLab has made a commitment to provide cleaning products with the lowest environmental impact possible.

Diverting Fryer Oil Waste

All of the dining halls' oil waste is given to FiltaBio, a company that specializes in sustainably repurposing cooking oil. FiltaBio processes our cooking oil into biodiesel, which is most commonly used as a replacement for standard diesel fuel in trucks.



ARAMARK & Sustainability



Sustainable Food Procurement Guide

In order to establish guidelines for sustainable food purchasing, W&M Dining Services and the Committee on Sustainability's Food Services Working Group partnered in March 2010 to survey the College community on sustainable food purchasing priorities. The survey, completed by over 575 students, faculty, and staff over the course of two weeks, defined the largest food sustainability concerns of the College and gave us the data needed to create a Sustainable Food Procurement Guide.

The Guide, completed in May of 2010, outlines the sustainable procurement priorities for food in all Dining Services locations on the W&M campus. These priorities, and their particular definitions, are a direct result of the answers we received on the survey. Our procurement priorities are, in order:

1. **Local:** food produced within a 250-mile radius of W&M.
2. **Organic:** food grown and processed without synthetic chemicals.
3. **Humanely Treated:** responsibly raised meat & seafood that considers animal welfare.
4. **Fair Trade:** food whose purchase encourages fair wages and working conditions for workers, community development, and sustainable farming practices.
5. **Seasonal:** produce acquired during its natural harvest season.

Currently, 7% of our total food purchases fit these new definitions of sustainable food. Dining Services has pledged to increase sustainable food procurement by 5% in the next academic year.



Above & Beyond



While W&M Dining Services has met or exceeded the sustainability goals set out by ARAMARK Higher Education, we have made significant progress in other areas of sustainability as well. In doing so, we have set ourselves apart as a leader in Dining Services sustainability.

Waste Reduction

Throughout each dining location on campus, small operating and purchasing changes have led to substantial improvements in both waste reduction and cost reduction. Individual napkin dispensers replaced open napkin trays on tables in each location, reducing napkin use by 36%. Bulk condiment containers placed strategically throughout the dining locations replaced individual table condiment bottles, reducing condiment expenditures by approximately 25%.

Composting

Looking to further improve our waste and carbon emissions reductions, the ARAMARK sustainability interns began exploring the option of composting food waste in the fall of 2009. After discussions with the Virginia Department of Environmental Quality, local waste and recycling vendors, and dining institutions currently running composting programs, we settled on an offsite food waste composting program. Chip Hall of Richmond, Virginia-based Natural Organic Process Enterprises (NOPE) assisted us in coordinating the necessary system both within the dining halls and with McGill Environmental Systems, a fully-licensed composting facility in Sussex, Virginia.



Above & Beyond



Composting (continued)

Composting began in all dining locations in January of 2010, after receiving a Green Fees grant from the Committee on Sustainability to purchase the necessary food waste containers. Two to three times a week, NOPE picks up food waste and other organics, such as waxed cardboard and napkins, from each of the dining locations on campus, and transports the waste to the McGill facility, where it is composted into organic fertilizer. As much as three tons of food is separated from the waste stream per week, eliminating an estimated 35–40% of W&M Dining Services' total waste output.

Williamsburg Winery Farming Partnership

In order to promote further the purchasing of local and sustainable food, Dining Services has partnered with the Committee on Sustainability and the Williamsburg Winery to create a three-acre sustainable vegetable farm under the guidance of the Williamsburg Winery. Four student interns have been hired to help manage the farm during the summer of 2010, and the internship program will continue into the next semester. While much of the food produced will be used in the Winery's facilities, the farm hopes to provide four or five crops to W&M Dining Services when the fall 2010 academic year begins.

Campus Herb Garden

The Committee on Sustainability funded a student-run Campus Herb Garden in their Fall 2009 Green Fees funding round. Various students, campus organizations, faculty, and staff members have collaborated to create a working garden that will provide W&M Dining Services with herbs for use in each dining location. The Herb Garden will also serve as a hub for education on local food systems, natural building, and planting and maintenance processes.



Above & Beyond



Reusable Take-Out Containers

After the Committee on Sustainability funded a small, 25-container pilot program with the College's EcoHouse Residence Hall, ARAMARK donated 700 reusable take-out containers to W&M Dining Services in the fall of 2009. The goal of the reusable container program is to reduce the amount of waste created by the disposable take-out containers. Over 100 students signed up to participate in the program, which launched in February of 2010. Participating students were given a reusable take-out container after swiping their ID card when purchasing a meal, and in return were given a 10 cent credit onto their Flex dining accounts. Students were then expected to turn in their used containers for cleaning in the dining hall upon their next visit before they were given a new container.

Feedback from the program has been uniformly positive. The program diverted hundreds of disposable take-out containers from the waste stream, saving W&M Dining Services hundreds of dollars in container purchasing costs as well. The program will continue and expand throughout the 2010-2011 academic year.

Recycling

Led by the student sustainability interns, W&M Dining Services made great strides in improving their recycling practices over the course of the 2009-2010 academic year. Each intern assisted their locations in recycling education amongst employees, placement of recycling bins both within and outside of the dining halls, creation of signage, and streamlining the process by which materials are disposed of properly. These improvements, partnered with the success of the composting program, allowed W&M to perform admirably in Recyclemania this year, as Dining Services led the way for a strong finish for the College among institutions of higher education. Along with help from W&M's Facilities Management, Dining Services hopes to improve further over the course of the coming years.



Outreach



Integral to the success of our sustainability initiatives is the continued outreach and community awareness programs W&M Dining Services runs and participates in each year. We have, and will continue to in the future, provide food, facilities, and volunteer support for numerous campus and community activities we see as valuable to the success of our own sustainability programs, as well as to the overall health and happiness of the local community.

Some of the activities and programs we supported this year include:

- America Recycles Day
- The W&M Student Environmental Action Coalition's (SEAC) Fall Festival
- National Campus Sustainability Day
- Earth Week
- SEAC's annual Earth Day celebration



Goals for 2010–2011



Following the monumental successes of this year, the student sustainability interns have laid out their goals for the 2010–2011 academic year. These include, but are not limited to:

Local Food Procurement

- Work with Williamsburg Winery to increase the amount of local food purchased for the dining halls
- Track the implementation of sustainable food purchasing guide

Campus Herb Garden

- Create a sustainable harvesting guide
- Keep track of production and volume

Reusable Take-Out Container Program

- Expand program to entire student body in the fall 2010 semester
- Advertise program in Student Activities newsletter, in dining hall napkin dispensers, etc. to raise awareness
- Expand program to include reusable to go mugs
- Implement a rewards program: give out prizes to the 5 students who use the most containers

Recycling

- Continue staff education and improve signage to maximize recycling
- Clearly label student recycling bins in all locations
- Follow up on progress with Facilities Management in improving dumpster locations and efficiency



Goals for 2010–2011



Composting

- Explore compostable silverware in the Marketplace and Miller Hall locations
- Explore compostable take-out silverware at the Commons and the Sadler Center locations
- Explore compostable straws, cup lids, etc.
- Provide a means for students to compost post-consumer food waste at non-participating locations
- Improve signs and staff education to make sure the proper materials are being composted
- Continue tracking amount of compost produced by the College
- Explore possibilities for expanding composting to locations outside of the dining facilities, including possible inclusion in Conference Services' Event Recycling Kit

Special events

- Continue to have special dining events like Vegetarian night that promote sustainable food
- Label which foods are organic, locally grown, etc. in the dining halls



Thank You!



The sustainability successes of W&M Dining Services and ARAMARK could not have been possible without the help and dedication of so many members of the College and ARAMARK community. We would like to thank each and every one of you for your support, and hope that you will continue to assist us in making the College, the local community, and the world a more sustainable place to live, work, and eat.

Sincerely,

The W&M Dining Services Sustainability interns

Larry Smith, Commons Locations Director and ARAMARK Operations Director

Phil Zapfel, College Sustainability Fellow

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Sustainability at W&M: www.wm.edu/sustainability

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