Dining Services at the College of William & Mary

&

ARAMARK Corporation

present

The W&M Dining Services Sustainability Report

For the 2010–2011 Academic Year

May 2011

Written and compiled by:
Sarah Hanke, College Sustainability Fellow
and the
ARAMARK Sustainability Interns
# Table of Contents

**Introduction** .................................................................3

**Administration** ............................................................5

**Review of 2010–2011 Goals and Progress Reports** ...............6

**Above & Beyond** ...........................................................9

**Outreach** ........................................................................13

**Goals for 2011–2012** .....................................................14

**Growth of the Intern Program** ..........................................15

**Thank You!** ......................................................................17
Introduction

Dining Services at the College of William & Mary is proud to present its annual sustainability report for the 2010-2011 academic year. This major and significant effort to increase the sustainability of W&M’s Dining Services is the result of a creative collaboration between Dining Services, the ARAMARK Corporation, PepsiCo. and the W&M President’s Committee on Sustainability.

This year the aforementioned groups, especially the sustainability dining interns, have built upon the tremendous accomplishments from the 2009-2010 academic year. Many of this year’s projects involved perfecting, continuing and expanding worthy projects from last year, including the herb gardens and the composting program. Dining Service’s accomplishments in sustainability were in part responsible for the 93 out of 100 Green Rating that W&M received this year from the Princeton Review (up 3 points from the previous year’s rating). W&M was also included in the Princeton Review’s Guide to 311 Green Colleges, 2011 Edition. The Guide highlighted the Dining Service’s intern program as a major contributor to the sustainability of 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:
• Sustainability at W&M: www.wm.edu/sustainability
• ARAMARK Sustainability: http://www.ARAMARKhighered.com/social-responsibility/environment.aspx

Thank you,
W&M Dining Services
Administration

The success of the sustainability efforts of W&M Dining Services is due to the hard work and dedication of many people, but we would first like to recognize the exceptional commitments of operations director Larry Smith and resident district manager Matthew Moss. Both Mr. Smith and Mr. Moss have regularly gone above and beyond in their support of sustainability and in their mentorship of the student sustainability interns. Also to be commended are Lawanda Hutchison, the services manager at the Marketplace; the Dining Services marketing staff; the members of the Food Services working group of the Committee on Sustainability for the 2010–2011 academic year; and Carolyn Davis, director of Auxiliary Services, without whom many of the Dining Services sustainability efforts would not have been possible.

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 each academic year (the intern program was created in Fall 2009 and was an overwhelming success in its first year). This year, ARAMARK sponsored four interns and PepsiCo, the College’s beverage provider, sponsored a fifth starting in the Spring 2011 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 Mr. Smith and College Sustainability Fellow Sarah Hanke to discuss their progress and regularly reported their progress to COS, the campus, and local news outlets. Without the work of the interns, many of our advances in sustainability could not have taken place.

The interns for 2010–2011 were Jessi Bishopp '13, Ian Fuller '11, Eleanor Goodrich '12, Jane Morris '13 and Nicholas Ryu ‘13.

The interns for 2011–2012 will be Nick Carey ‘12, Aaron Bishop ‘13, Molly
Hilberg ‘13, Colleen Swingle ‘14, and Rebecca Starr ’13.

Review of 2010–2011 Goals and Progress Reports

The following section reviews the goals for the 2010–2011 school year, written in Spring 2010 by the interns, and the progress that was made on each in this academic year:

Local Food Procurement

- **Goal**–Work with Williamsburg Winery to increase the amount of local food purchased for the dining halls
- **Progress**–While we have had to change our focus from the Williamsburg Winery to other local farms, we have been successful in securing several additional sources of local produce for the dining halls beginning in Fall 2011. With the help of Professor and COS Steering Committee co-chair Dennis Taylor and local farmer and adjunct instructor Charlie Maloney, we have identified a local farmer in Surry, VA, named Savanah Williams, who is willing to both market a wide variety of produce to Dining Services and to partner with W&M in a sustainable agriculture education program for students beginning in Fall 2011.
- **Goal**–Track the implementation of sustainable food purchasing guide
- **Progress**–This goal has proven to be a challenge, but not an insurmountable one. Some progress has been made in implementing the sustainable food purchasing guide that was developed by the interns last year, and this will be an ongoing project in the 2011–2012 academic year.

Campus Herb Garden

- **Goal**–Create a sustainable harvesting guide
- **Progress**–A guide was created by Jane Morris ’13.
- **Goal**–Keep track of production and volume
• Progress–Jane Morris ’13 began an education program about tracking herb production and volume for the Commons dining staff in Fall 2010.

Reusable Take–Out Container Program
• Goal–Expand program to entire student body in the fall 2010 semester
• Progress–The reusable take–out container program expanded by 25% from the original pilot project and the interns will continue to expand the program in the coming years.
• Goal–Advertise program in Student Activities newsletter, in dining hall napkin dispensers, etc. to raise awareness.
• Progress–Advertisements were posted in all of these sources at the beginning of the Fall 2010 semester.
• Goal–Expand program to include reusable to go mugs.
• Progress–All incoming freshmen now receive a reusable coffee mug, in a partnership with the Student Environmental Action Coalition.
• Goal–Implement a rewards program: give out prizes to the 5 students who use the most containers
• Progress–This goal was not achieved due to do problems tracking the use of the containers. This problem will be solved over the summer of 2011 and the interns will implement a rewards program for the 2011–2012 academic year.

Recycling
• Goal–Continue staff education and improve signage to maximize recycling
• Progress–The interns and the Dining Services sustainability team increased staff education for recycling this year, especially through the Recyclemania program.
• Goal–Clearly label student recycling bins in all locations
• Progress–The bins are maintained and serviced by the College’s Office of Facilities Management and are labeled accordingly.
• **Goal**–Follow up on progress with Facilities Management in improving dumpster locations and efficiency.

• **Progress**–Facilities Management has continued to evaluate and adjust the dumpster locations and the efficiency of the new recycling program. Despite some contamination issues in the recycling bins, the new recycling program has been a success across campus, including at the dining locations.

**Composting**

• **Goal**–Explore compostable silverware in the Marketplace and Miller Hall locations, compostable take-out silverware at the Commons and Sadler Center locations, and compostable straws, lids, cups, etc. at all locations.

• **Progress**–The interns have evaluated the compostable silverware, etc. and decided that it is currently too expensive for regular use in the dining locations. The catering division of Dining Services is able to use the compostable silverware for their events and will continue to do so.

• **Goal**–Provide a means for students to compost post-consumer food waste at non-participating locations

• **Progress**–The interns ran a composting trial at the Marketplace and it went smoothly. Plans are being made to compost permanently at the Marketplace and priority will be given in the summer of 2011 to secure funding for this endeavor. Composting was also extended to include the Williamsburg Child Care Center in Spring 2011.

• **Goal**–Improve signs and staff education to make sure the proper materials are being composted

• **Progress**–The Dining Services marketing staff has created signage that is posted in the tray return of the Commons and tells students what can be composted. The marketing staff has also done a great job creating signs about composting that have been posted in other locations. The interns have educated dining staff about what to compost, including giving a presentation to the entire Dining Services staff at an orientation event.
The participation of Dining Services kitchen staff in the composting initiative has been excellent.

- **Goal**–Continue tracking amount of compost produced by the College
- **Progress**–Mr. Smith has continued to receive monthly reports on the amount of compost from composting contractor Chip Hall and has regularly shared them with the dining sustainability team. W&M dining locations are averaging about 15 tons of organic material a month for composting, a total of 105 tons for the academic year.
- **Goal**–Explore possibilities for expanding composting to locations outside of the dining facilities, including possible inclusion in Conference Services' Event Recycling Kit
- **Progress**–Catering has successfully composted at several events, including Earth Day 2011.

**Special events**

- **Goal**–Continue to have special dining events like Vegetarian Night that promote sustainable food
- **Progress**–The Commons dining location hosted a Vegetarian Night again this year, and the other dining locations also hosted sustainability themed meals. Chef Denis Callinan conducted a cooking demonstration in the herb garden which featured recipes that showcased the many herbs grown in the garden.
- **Goal**–Label which foods are organic, locally grown, etc. in the dining halls
- **Progress**–The interns have worked with the marketing team to design signs and labels for local, organic, fair-trade and other sustainable food categories. The labels should be ready for the Fall 2011 semester.

**Above & Beyond**

W&M Dining Services has continued to meet and many times exceed its goals and expectations in all areas of sustainability. As previously mentioned, many
of this year’s accomplishments have continued to build on the successes of last year. What follows is a summary of the progress made this year on our major sustainability initiatives.

Waste Reduction
Dining Services has continued working to reduce waste in all aspects of its operations, most notably by increasing composting, which is discussed in more detail below. Aside from composting, the interns have worked to increase recycling participation from dining staff and students and to replace plastic serving and tableware with biodegradable alternatives wherever possible. The dining halls are now using 100% recycled napkins, which are compostable and available from table dispensers, which reduces the amount of napkins used. Individual condiment packages have been replaced by bulk containers, further eliminating plastic waste.

One hundred percent of Dining Services used fryer oil is diverted from the waste stream to be collected and processed into diesel fuel by Greenlight Biofuels. In 2010, 910 gallons of waste cooking oil from the Marketplace, 1448 gallons from the Sadler Center and 810 gallons from the Commons were recycled to produce 2218 gallons of biodiesel fuel. This is the equivalent of offsetting 38,399 pounds of carbon dioxide or planting 610 trees. Greenlight Biofuels recognized W&M Dining Services commitment to sustainability with an Environmental Stewardship Award for 2010.

Composting
Chip Hall of Natural Organic Process Enterprises picks up organic waste from campus twice a week. Since the program’s initiation in the Spring 2010 semester, composting on campus has increased from an average of 10 tons of organic waste per month to 16 tons per month. The total amount of organic material composted by Dining Services in the 2010–2011 academic year (Sept. 2010 to Apr. 2011) is 105 tons. The program has also expanded to include the Williamsburg Child Care Center on campus and Dining Services catering events.
Approximately 40% of all waste generated by Dining Services is currently being diverted from landfills. The organic matter has come full circle courtesy of generous donations of finished compost from Chip Hall and McGill Composting; this compost has been incorporated into student-run gardens on campus.

**Local Food and Farming Partnerships**

The dining sustainability team has partnered with local farmer Savanah Williams, based in Surry, Virginia. Beginning in Fall 2011, Ms. Williams has agreed to provide Dining Services with a wide variety of produce, including collard greens and sweet potatoes, and also to help oversee an education program for W&M students at her farm. W&M Professor Dennis Taylor will incorporate volunteering and education hours on her farm in the curriculum for his Sharpe Community Scholars program in the Fall 2011 semester. Dining Services will purchase the produce from Ms. Williams’s farm through Baker Brothers, a produce distributor, in order to comply with insurance regulations. Dining Services will also begin purchasing local produce from Good and Plenty Produce, another local farm. Additionally, local produce has been featured at meals on International Night, Charter Day, and several themed meals at the Marketplace.

Dining Sustainability intern Ian Fuller ’11, applied for and received a Green Fees grant from the Committee on Sustainability to purchase a Cryovac machine for Dining Services. The Cryovac machine is a key part of Dining Services local food program, because it will enable Dining Services culinary staff to purchase and preserve local food in season, at the peak of ripeness. One of the challenges to a college food service program is that a great deal of local produce is ripe during the summer months when most of the students are not on campus. Dining Services plans to purchase local foods that ripen in the summer, like berries, peaches, basil and tomatoes, and preserve them for use during the academic year using the Cryovac machine.
**Campus Herb Garden**

Intern Jane Gray Morris ('13) tended an herb garden beside the Commons during the summer and fall of 2010. Herbs grown in the garden include basil, thyme, rosemary, oregano, mint, tarragon, cilantro, and fennel. Since the beginning of the fall semester, the Commons has not purchased any herbs from an outside supplier and relies solely on the bounty of the garden. This great success has prompted the interns to expand the program to other dining locations on campus. The interns broke ground on an herb garden next to Miller Hall (the Mason School of Business) in April 2011 and they have plans to expand to the Sadler Center and the Marketplace in the next school year.

**Reusable Take-Out Containers**

The Reusable Take-Out Container program continued this year and participation increased from the original pilot program. The interns continued to coordinate with Dining Services staff to work out various issues with tracking usage of the containers, due to an outdated point of sale system. Dining Services plans to upgrade the point of sale system during the summer of 2011, which will solve the tracking issue and allow for the continued expansion of the program.

**Recycling**

Dining Services focused heavily on recycling during the Spring of 2011 during the annual RecycleMania competition. Recycling was encouraged through increased awareness, staff training, and incentives for both employees and students. Dining Services’ marketing team was integral in publicizing the program through table advertisements and social media outlets. W&M ranked 17th in the nation and 1st among universities in Virginia at the end of the RecycleMania competition, recycling a total of 89.1 tons of material during the competition, which ran for 10 weeks in the spring of 2011.

William & Mary’s new contract with PepsiCo has allowed Dining Services to work closely with its beverage provider to further promote recycling and other
sustainability projects on campus. Not only did PepsiCo sponsor a new sustainability intern, Nicholas Ryu (’13), the company provided three “Dream Machine” kiosks to encourage recycling. The Dream Machine initiative is a consumer rewards-based recycling program that allows individuals to gain points for bringing empty bottles and cans to kiosks. The kiosks will be set up at three high traffic locations on campus and are able to be used by students, faculty, staff, and individuals outside the College community.

Outreach

Integral to the success of the Dining Services sustainability program is outreach conducted by the interns and Dining Services support of various sustainability related events on campus. At the beginning of the academic year in Fall 2010, the interns made it a point to reach out to new students by tabling in each of the dining locations and hosting a Meet the Interns night at the Commons. Dining Services has continued to provide food, facilities and staff support to worthy campus and community causes that support sustainability and contribute to the health and happiness of W&M and the local community.

Some of the events that we supported this year include:

- America Recycles Day
- National Campus Sustainability Day
- Earth Week
- SEAC/COS annual Earth Day celebration
- Campus Clean-Up Day 2011
- Chef cooking demonstration event in the herb garden
- Meet the Interns night
- RecycleFair (part of the Recyclemania competition)
Goals for 2011–2012

The interns for the 2011–2012 academic year have made goals as a group but assigned certain responsibilities to each individual. The following is a list of the goals that each intern hopes to accomplish as part of the Dining Services sustainability team next year.

Colleen Swingle:

- Establish a system for tracking the to-go containers
- Successfully complete two semesters of working with Savannah’s farm and the Sharpe scholars
- Increase awareness of the Dining Interns and the projects we have already implemented
- Increase student body participation and knowledge about sustainable practices on campus

Rebecca Starr:

- Build strong relationships with local farmers
- Establish a college farm in close proximity to the campus
- Establish a greenhouse
- Compost all organic material from the Marketplace

Molly Hilberg:

- Increase enrollment in the Reusable To-go Container Program
- Advertise the Dream Machines
- Encourage students to bring their own silverware to the Marketplace
- Label sustainable options in the Dining Halls
- Increase attendance/participation in sustainable programs such as Recycle Fair and the Sustainability Interns Meet n’ Greet
Nicholas Carey:

- Serve as a resource to recycling initiatives outside of Dining Services
- Assist in the installation and advertisement of the Dream Machines
- Continue to increase the recycling in Dining Services, especially in the Marketplace
- Act as the intermediary between the interns and PepsiCo

Aaron Bishop:

- Improve transparency so students have knowledge of local options when available
- Uphold the pledge of increasing purchases of sustainable food by 5% a year
- Feature local foods, especially beef and dairy, at catering events
- Feature local foods as main course dishes during event nights at the Commons and Sadler Center

Growth of the Intern Program

The past two years have seen remarkable successes for the Sustainability Intern team. Our composting, recycling, and sustainable food procurement efforts now serve as benchmarks and guides for other dining service providers throughout the country. As our program continues to grow and mature, new realities necessitate a restructuring of intern areas of responsibility. In the past, intern responsibilities were divided by dining hall location. Additional assignments unrelated to any specific dining hall, such as the reusable carry-out containers, were distributed as the intern team saw fit. Dining hall staff and the intern team have taken huge steps in establishing and furthering sustainability at all locations. Future intern responsibilities will be adjusted accordingly, in a shift from location-centric assignments to a more task-
oriented approach. Intern responsibilities will be broken down as follows, with additional areas added as necessary: Campus Outreach, Composting and Recycling, Education, Community Coalitions, Future Goals, and Marketing. Short term tasks will also be assigned as the need arises, including Recyclemania, Earth Day, and the Sustainability Forum. The Sustainability Intern team has achieved a great many accomplishments since its establishment two years ago. Continued success is contingent on adapting to new realities as the nature of the program changes. This restructuring of internship responsibilities will allow W&M Dining Services to continue to lead the way in green efforts across the country.
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, Operations Director
Sarah Hanke, College Sustainability Fellow

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