MCURC Overview
Menus of Change University Research Collaborative
Founded in 2014
Vision: Cultivating the long-term wellbeing of people and the planet one student, one meal at a time.

Mission: MCURC is a collaboration of forward-thinking scholars, food service leaders, executive chefs, and administrators for colleges and universities who are accelerating efforts to move people toward healthier, more sustainable, and delicious foods using evidence-based research, education, and innovation.
Students are the best way forward...

- **750,000** meals served every day
- **15 billion** meals during their lifetime
- Tomorrow’s Leaders
  - Entrepreneurs
  - Consumers
  - Parents
For the first time, collaborating together

Accelerating innovation
Advancing MOC principles
Pioneering research
MCURC Organization

Leadership Board

Dr. Shirley Everett
Greg Drescher

Co-Directors

Eric Montell
Sophie Egan

Professional Committees

Senior University Administrators
Dr. Shirley Everett
Pete Angelis
Pat Bando

Dining Directors
Colleen Wright-Riva
Paul Houle

Executive Chefs
Erica Holland-Toll
Frank Bailey

Academics
Dr. Peggy Policastro
Dr. Nanna Meyer

Nutrition and Sustainability
Kelly Shaw
Marcus Carson

Working Groups

Research
Dr. Jean-Xavier Guinard
Ghislaine Challamel

Education
Dr. Maureen Timmons
Juli Stelmaszyk

Research Collaborators

Eat Foundation
LeanPath.org
ReFED
World Resources Institute
Extensive and Inclusive Membership

Boston College
Chatham University
College of the Holy Cross
Colorado State University
Columbia University
Cornell University
The Culinary Institute of America
Duke University
Drexel University
Fairleigh Dickinson University
Johns Hopkins University
Harvard University
Kansas State University
Lebanon Valley College
New York University
North Carolina State University
Northeastern University
The Ohio State University
Oregon State University
Penn State
Penn State-Lehigh Valley
Princeton University
Queens College (City University of New York)
Rice University
Rutgers University
Stanford University
Tufts University
University of California, Berkeley
University of California, Davis
University of California, Los Angeles
University of California, Office of the President
University of California, Riverside
University of California, San Diego
University of California, San Francisco
University of California, Santa Barbara
University of Colorado, Boulder
University of Colorado, Colorado Springs
University of Connecticut
University of Maryland
University of Massachusetts, Amherst
University of Michigan
University of Montana
University of New Hampshire
University of North Texas
University of Notre Dame
University of Southern California
University of Vermont
University of Washington
Vanderbilt University
Virginia Tech
Yale University
Extensive and Inclusive Membership

International Academic Members:
- Hotel Management School, Maastricht, The Netherlands
- INSEAD, France
- Paul Bocuse Institute, France
- Singapore Institute of Technology
- University of Barcelona, Spain
- University of Dijon, France

Ex Officio Members:
- Google
- U.S. Olympic Training Center

Research Collaborators:
- Eat Foundation
- LeanPath.org
- ReFED
- World Resources Institute

Ex Officio Members:
57 colleges & universities  2 ex-officio Members  4 Research Collaborators  236 total members
MCURC founded in October

Collective Impact Intl members Research Collaborators

Research Impact

Inaugural meeting at Stanford

2014

First culinary project published

2015

First living laboratory project completed

2016

2 multi-site research projects completed

NACUFS call to action

2017

1 operational research study Coordinated Tasting Tables

UC President commends MCURC at UCLA meeting

2018

5 research projects in data collection and 4 in the pipeline Research Funding DISH study publication

2019

Coordinated Tasting Tables

Communication & Marketing Strategy Joint Purchasing Collective Impact

5 research projects in data collection and 4 in the pipeline Research Funding DISH study publication
Different types of Research

**Academic Research**

- Systematic investigation designed to develop or contribute to generalizable knowledge.
- Investigation and writing based upon the idea of scientific inquiry and methods.
- Data collected extends beyond scope of activity and is analyzed rigorously (statistically or thematically) to infer generalizable insights.
- Results intended to be published in a peer-reviewed, academic journal.

**Operational Research**

- Program and process evaluation specifically for improvement of dining operations and services.
- Non-experimental, aim to test new ideas and generate insights quickly in order to drive operational decision making.
- Data and insights are intended to evaluate or enhance implementation of new initiatives in college and university dining programs.
- Deliverables are non-academic and may include toolkits, guidelines, trainings, or other resources targeted at operators.
### Research Focus Areas

The research projects use the dining halls as living laboratories, and will support the development of new metrics to measure the impact of the MOC principles implementation on students’ health and wellness, the environment, and the operations’ overall sustainability.

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<tr>
<th>Food Waste Reduction</th>
<th>Carbohydrates Quality</th>
<th>Behavioral Change</th>
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<td>Effectively reduce, reuse, and recycle overproduction of food</td>
<td>Improve the quality of carbohydrates, through whole grains, legumes &amp; minimally processed foods</td>
<td>Induce food choices that are healthier and more sustainable</td>
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<tr>
<th>Plant-Forward Diets</th>
<th>Reduced Portion Size</th>
<th>Healthy Hydration</th>
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<td>Transform protein menu concepts, including the protein flip, and elevating plant-based protein</td>
<td>Emphasize quality over quantity and rethink the food experience</td>
<td>Reduce the consumption of sugary beverages</td>
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Leverage a suite of resources for education, training, and menu inspiration at: www.moccollaborative.org/resources

- **MOC Gap Analysis Tool**: A tool to be used for an initial assessment of MOC principles and measuring progress.
- **MOC Principles Event Schedule Template**: This calendar identifies opportunities to incorporate MOC principles into campuses’ special events.
- **MCURC Culinary Best Practices**: A compilation of ways that MCURC members are implementing each MOC Principles, as well as best practices and resources.
- **MCURC Protein Flip Strategies**: Culinary insights and key learnings from MCURC members who are using the Protein Flip.
- **MCURC Food Waste Research**: Summary of the most applicable research at colleges, universities, and organizations working on food waste.
- **Globally Inspired, Plant-Forward Recipes**: Globally inspired, plant-forward recipes and inspirations for campuses menus and dining.
- **Edgy Veggies Toolkit**: Directly inspired by MCURC groundbreaking research, a hands-on tool to entice customers to choose veggies.
Delicious Impressions Support Healthy Eating (DISH) Study
Executive Summary

The first multi-site study using campus dining halls as living laboratories to study eating behaviors
Research Model

The MCURC is pioneering a new research model to scale innovative research projects from one university across the MCURC network.

Indulgent Labelling Study 2017

1 institutions
46 days
+27k diner decisions

17 vegetable dishes

MCURC DISH study 2019

5 institutions
185 days
+137k diner decisions

71 vegetable dishes
Opportunities for Impact

Taste focused labeling is an effective strategy to increase vegetable consumption and positively impact the eating behaviors of students. The Edgy Veggies Toolkit was developed to help foodservice operators implement taste-focused labeling in their operations. This resource is available online at http://sparqtools.org/edgyveggies.

If all 57 member institutions of the MCURC implemented taste-focused labeling across the 750,000 meals they serve each day, this would translate to 38,000 more vegetable servings per day.

"We started using the toolkit at Stanford and replicated it within the MCURC. Now there is a great opportunity for university dining programs and other food services across the country to use the scientifically supported toolkit to help advocate for the delicious aspects of healthy foods."

Eric Montell  
Executive Director of R&DE Stanford Dining and Co-Director of the MCURC  
Stanford University