

By the Numbers

Co-founded in 2014 and jointly led by **Stanford University**, and **The Culinary Institute of America**.

Membership and Organization



236 total members from 57 colleges and universities



5 professional committees
2 working groups

Our Research Agenda For Food Systems Change

5 active research projects focusing on 3 key areas to advance the Menus of Change Principles of Healthy, Sustainable Food Choices:



Plant-Forward Diets



Drivers of Consumer Behavior



Food Waste Reduction

Impact



MCURC dining operations serve **750,000 meals** per day.

Our students will eat **15 billion meals** over the course of their lifetimes.

They will become **tomorrow's parents, entrepreneurs, and leaders**, impacting the entire food system with their beliefs, behaviors, and decisions.

Published Research Delicious Impressions Support Healthy Eating

- **Largest study ever** measuring food choices across multiple universities throughout the country
- **29%** more students chose vegetables when labels emphasized flavors than when focused on healthy attributes.
- Published in *Psychological Science* (2019)
- **5** participating colleges and universities
- **138,000** diner decisions