



# MCURC

**THE MENU OF CHANGE**  
UNIVERSITY RESEARCH COLLABORATIVE

## HOW TO GET INVOLVED

### **Read the 2019 Menu of Change Annual Report**

*[www.menusofchange.org/principles-resources/annual-report/](http://www.menusofchange.org/principles-resources/annual-report/)*

### **Attend the Annual Menu of Change Leadership Summit**

Virtual series from July 22-August 26, 2020

*[www.menusofchange.org/annual-conference-info](http://www.menusofchange.org/annual-conference-info)*

### **Implement the Principles of Healthy, Sustainable Menus**

*[www.menusofchange.org/principles-resources/moc-principles/](http://www.menusofchange.org/principles-resources/moc-principles/)*

### **Visit our Resources Page**

Includes toolkits, training materials, menu strategies, and other resources that campus dining professionals can use to operationalize MOC Principles and educate their campus communities about the importance of healthy, sustainable eating habits.

*[www.moccollaborative.org/resources/](http://www.moccollaborative.org/resources/)*

### **Visit our Research Page**

Includes information on the Collaborative's research projects aimed at developing scalable, applied solutions to promote healthy, sustainable, and delicious food choices.

*[www.moccollaborative.org/research/](http://www.moccollaborative.org/research/)*

# MENU CONCEPTS AND GENERAL OPERATIONS

# PRINCIPLES OF HEALTHY, SUSTAINABLE MENUS

**MENUS OF CHANGE**  
The Business of Healthy, Sustainable, Delicious Food Choices

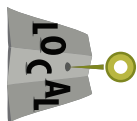


**HARVARD T.H. CHAN**

SCHOOL OF PUBLIC HEALTH  
Department of Nutrition

**BE TRANSPARENT ABOUT SOURCING AND PREPARATION**

# BUY



LEVERAGE **GLOBALLY INSPIRED, PLANT-BASED** CULINARY STRATEGIES



**FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS**

**GROW EVERYDAY OPTIONS,** WHILE HONORING SPECIAL OCCASION TRADITIONS



LEAD WITH **MENU MESSAGING AROUND FLAVOR**

REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY

DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES



MAKE **WHOLE, INTACT GRAINS** THE NEW NORM  
**LIMIT POTATOES**

**MOVE LEGUMES AND NUTS TO THE CENTER OF THE PLATE**



CHOOSE **HEALTHIER**



GO "GOOD FAT," NOT "LOW FAT"  
SERVE MORE KINDS OF **SEAFOOD,** MORE OFTEN

REIMAGINE DAIRY IN A SUPPORTING ROLE



USE POULTRY AND EGGS IN MODERATION



REDUCE ADDED SUGAR



SERVE **LESS RED MEAT,** LESS OFTEN

**CUT THE SALT.** RETHINK FLAVOR DEVELOPMENT FROM THE GROUND UP

DRINK **HEALTHY:** FROM WATER, COFFEE, AND TEA TO, WITH CAVEATS, BEVERAGE ALCOHOL

SUBSTANTIALLY **REDUCE SUGARY BEVERAGES,** INNOVATE REPLACEMENTS

DESIGNED BY INNOVANT DESIGN

# FOODS AND INGREDIENTS