



WELLNESS AND SUSTAINABILITY FOCUS AREAS

As part of a drive to improve the health of federal employees, the General Services Administration (GSA) is implementing new wellness and sustainability criteria for food service operations. The items below represent industry trends and practices that the federal government would like maximize in its concessions operations.

WELLNESS REQUIREMENTS

To what degree can you implement the following wellness oriented concepts relative to market pricing and consumer acceptability?

MENU PLANNING

- Involving a registered dietitian or nutritionist in the preparation of the menus, recipes and quality control process (recipe adherence, proper handling, etc.).
- Offering variety in menu choices to accommodate light, vegetarian, and organic eaters.
- Offering menu selections for patrons with special dietary considerations like low cholesterol, low fat, low sodium and heart healthy.

FOOD PREPARATION

- Maximizing the use of healthier cooking techniques in all food preparation.
- Featuring hormone-free meat, fish and poultry (specifically, recombinant bovine growth hormone and non-therapeutic antibiotics).
- Eliminating or greatly reducing trans fatty acids and saturated fats in addition to lowering of fat content without sacrificing taste or quality.

MARKETING

- Utilizing subtle and overt means of presenting and promoting wellness in general as well as providing controlled portions for light eaters and/or those with medically defined restrictions.
- Providing specific nutritional information (including caloric, sodium, fat content, etc) on food items at the point of choice to educate consumers about healthier food options.
- Utilizing media/technology to provide easily accessible nutrition information for the customers and the strategic placement of useful nutrition information about the products served at the point of choice.
- Utilizing the USDA's Dietary Guidelines for Americans in food labeling and food promotions.

PORTIONS AND PRICING

- Featuring a pricing strategy that favors healthier food options.

USE OF TECHNOLOGY/WELLNESS SERVICES

- Availability of a nutritionist or registered dietitian for patron contact and consulting.

SUSTAINABILITY REQUIREMENTS

To what degree can you implement the following environmental and sustainability oriented concepts relative to market pricing and consumer acceptability?

GREEN PURCHASING

- Utilizing bulk purchasing programs in lieu of individually packaged products to include, but not be limited to, beverages and condiments.
- Utilizing environmentally friendly seafood programs (such as the Monterey Bay Aquarium's Seafood Watch or equivalent) for seafood purchase.

GREEN CLEANING

- Utilizing Green Seal certified or nontoxic and biodegradable cleaning products.

RECYCLING/WASTE MANAGEMENT

- Programming for customers that bring their own re-usable products (e.g. coffee mugs, soda cups, lunch trays, etc.).
- Utilizing compostable pre-bottled beverages or pre-bottled beverages that minimize plastic content.
- Featuring disposables and trays (reusable and disposable) that contain recycled content, are processed chlorine free and are petroleum-free (except reusable trays). All disposable products must be "compostable" specify brand or organic composition and compatible with the recycling/compost system provided. Use of Polystyrene Foam is prohibited.
- Minimize waste stream and maximizing the use of recyclable content products.
- Partnering and engaging with a food bank donation program.
- Recycling used waste cooking oil.

SUSTAINABLE FOODS

- Purchasing locally grown food and/or organic food products as well as all other food products.
- Using fair-trade, shade grown and bird friendly coffee purchasing program.

GREEN OPERATIONS

- Offering education and marketing programs that will be used to increase employee and customer awareness of your company's "Green" programs.
- Incorporating practices that will be used to reduce energy and water use
- Using an environmental management systems (EMS) to manage all aspects of food service.
- Featuring other "Green or Sustainability" programs in your operations.