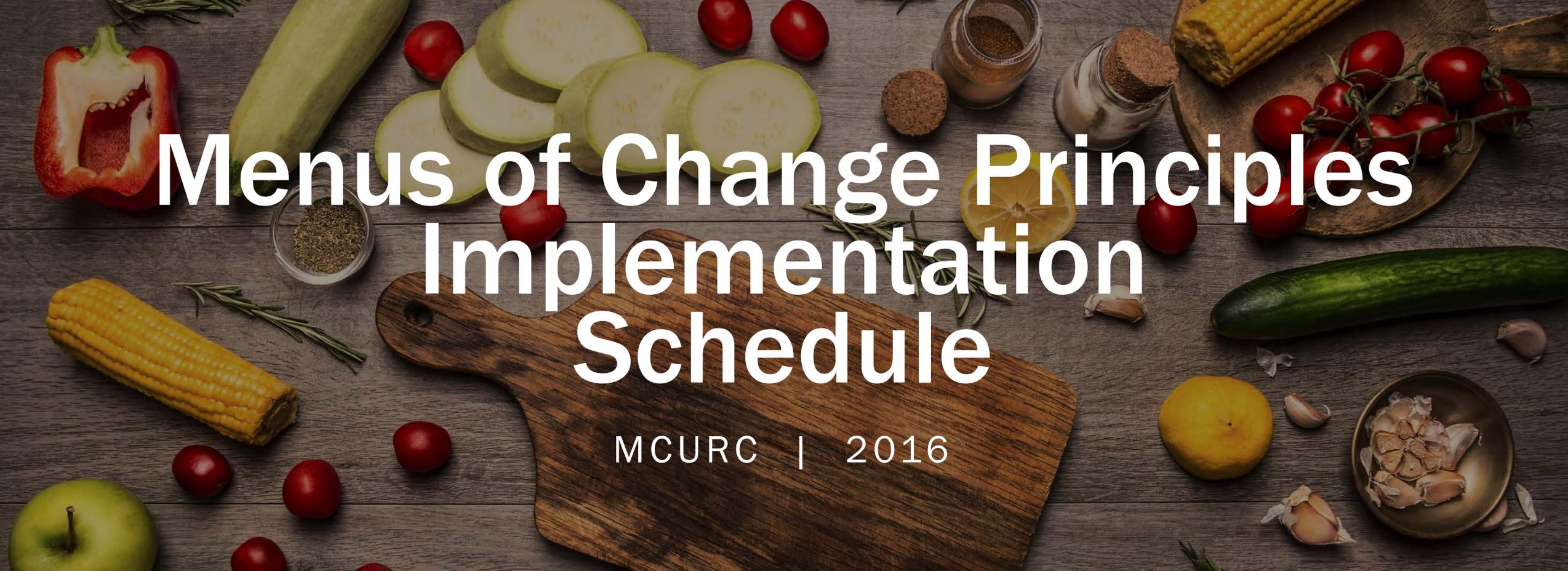


MCURC Implementation Schedule

Overview

- ▶ ****Read through complete presentation before editing to understand layout****
- ▶ **Use this tool to help with the initial hurdle of when and what Menus of Change principles could be showcased**
 - ▶ It is meant to be a template to use for the first couple of years in order to understand the intricacies of all the initiatives.
 - ▶ This calendar will allow you to see opportunities to incorporate Menus of Change principles into your campus's existing special events.
- ▶ **Use this tool to cross-reference what you are already doing and to see if any of your current ideas and themes match some of the MOC principles**
- ▶ **Choosing what you could potentially focus on each month:**
 - ▶ Some of these principles will be **ongoing** and could potentially be year-long endeavors.
 - ▶ Others could happen during specific months depending on your needs and operational capabilities.
 - ▶ Utilizing the MCURC Venn Diagram presentation in conjunction with this Implementation Schedule may provide insight into which principles are grouped together or feature complementary themes.
- ▶ **The initial September slide is used as an example of what each month in this document should look like**
 - ▶ Delete example slide and use blank September slide to complete your schedule.
- ▶ **Stock imagery has been used to visualize each principle**
 - ▶ You may use the presentation as is, but if you have high-resolution photos of a principle in action on your campus, feel free to substitute the stock imagery for your local photo(s)

NOTE: Please remove this overview slide before presenting



Menus of Change Principles Implementation Schedule

MCURC | 2016



MCURC
THE MENUS OF CHANGE
UNIVERSITY RESEARCH COLLABORATIVE

MENUS^{of} CHANGE[®]
The Business of Healthy, Sustainable, Delicious Food Choices

To learn more about the Menus of Change Principles and the overall Menus of Change initiative, please visit menusofchange.org



MENU CONCEPTS AND GENERAL OPERATIONS

PRINCIPLES

OF HEALTHY, SUSTAINABLE MENUS

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



SCHOOL OF PUBLIC HEALTH
Department of Nutrition

BE TRANSPARENT ABOUT SOURCING AND PREPARATION

BUY *Fresh* AND SEASONAL, LOCAL AND GLOBAL

REWARD BETTER AGRICULTURAL PRACTICES

LEVERAGE GLOBALLY INSPIRED, PLANT-BASED CULINARY STRATEGIES

FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS

GROW EVERYDAY OPTIONS,
WHILE HONORING SPECIAL OCCASION TRADITIONS

CELEBRATE CULTURAL DIVERSITY & DISCOVERY

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 OILS

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

SUBSTANTIALLY REDUCE SUGARY BEVERAGES; INNOVATE REPLACEMENTS

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



FOODS AND INGREDIENTS

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DESIGNED BY J WRIGHT DESIGN

SEPTEMBER



SEPTEMBER PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
<p>Think Produce First</p> <p>Make Whole “Intact” Grains the New Norm</p>	<p>Meet the Dietician event</p> <p>Global awareness campaign about MOC and that the school is participating</p> <p>Web page explanation and link</p> <p>Infographic put up in all halls</p> <p>Social media posting on MOC principles</p> <p>Educational tables on MOC principles and concept</p> <p>Table tent explaining what Menus of Change is about and why participating</p> <p>Monthly Principles promotion and application to school’s program: Promotion to include table tents, poster within dining hall, campus newspaper advertisement, webpage and social media posting and potential menu alteration to create mini-theme event to highlight the concept or educational table within property</p>		<p>National Breakfast Month</p> <p>National Mushroom Month</p> <p>National Organic Harvest Month</p> <p>Whole Grains Month</p> <p>National Honey Month</p>	
<p>Use as template for other months</p>				

SEPTEMBER



SEPTEMBER PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			National Breakfast Month National Mushroom Month National Organic Harvest Month Whole Grains Month National Honey Month	



OCTOBER

OCTOBER PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			Food Day Fair Trade Month National Seafood Month National Dessert Month National Chili Month National Pretzel Month	





NOVEMBER

NOVEMBER PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			Thanksgiving National Peanut Butter Lovers' Month National Pepper Month National Pomegranate Month Vegan Month	



DECEMBER

DECEMBER PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			National Fruit Cake Month National Egg Nog Month	

JANUARY



JANUARY PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			National Hot Tea Month National Egg Month National Oatmeal Month National Soup Month	



FEBRUARY

FEBRUARY PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			American Heart Month Black History Month Berry Fresh Month Celebration of Chocolate Month Great American Pies Month National Cherry Month National Fiber Focus Month National Hot Breakfast Month National Grapefruit Month	

MARCH



MARCH PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			National Nutrition Month National Celery Month National Flour Month National Noodle Month National Sauce Month National Caffeine Awareness Month National Women's History Month	

APRIL



APRIL PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			National Food Month National Florida Tomato Month National Soy Foods Month Earth Month/Keep America Beautiful Month	



MAY

MAY PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			National Strawberry Month Jamie Oliver's Food Revolution Day National Salad Month National Salsa Month National Barbecue Month National Chocolate Custard Month	

JUNE



JUNE PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			National Dairy Month National Fresh Fruit and Vegetable Month National Iced Tea Month National Papaya Month	

JULY



JULY PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			National Culinary Arts Month National Grilling Month National Ice Cream Month	



AUGUST

AUGUST PRINCIPLES	IDEAS FOR IMPLEMENTATION	RELATED ON CAMPUS EVENTS	NATIONAL, REGIONAL, LOCAL	PERSON(S) RESPONSIBLE
			National Sandwich Month National Panini Month National Catfish Month National Peach Month	