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At **Campbell**, we are passionate about **MenuSource** and passionate about linking you with your healthcare foodservice colleagues across the country. We promise to present exciting ideas and success stories in every issue. And to unite with you to create great meals and the best possible dining experiences for those you serve.

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Are we eating healthy yet? Three dining rooms, three perspectives

Amid growing pressure on hospital retail foodservice to provide healthy menus, some good news: healthy sells well when implemented with care.

At a time when the Canadian Healthy Hospital Cafeteria Project Survey* is inviting healthcare staff to comment on their hospital dining room menus, *MenuSource* decided to do a small survey of our own. We asked three operators from diverse retail foodservice environments—hospital, university and Campbell’s own employee café—to share their expertise in implementing healthy menus.

The consensus? Offering healthy choices and promoting a healthy lifestyle is definitely the right thing to do. Done

effectively, it’s definitely very good for the bottom line.

“Healthy eating is always a winner if the quality is there,” says Khaleed Khan, Director of Retail Food Services for Alberta Health Services in the Edmonton area. Since 2000, while the number of healthy choices has steadily increased at all sites, their foodservice sales have more than doubled to over \$15 million. (Two new foodservice sites were added in the same period, bringing the total to ten.) For this, Khaleed credits his entire team,

including University of Alberta Hospital Chef, Chris Wood and Carina Hart, Retail Food Services Manager at the largest site, University of Alberta–Stollery Children’s Hospital.

The cornerstone of this stellar success is The Glenrose Bistro (profiled in the Winter 2006 *MenuSource*). The Bistro boasts a pasta cooker, induction grill, clay ovens, a Campbell’s® soup station that’s often used for popular panini-soup combos—but no deep fryer. “No one misses it,” says Khaleed. Since opening

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- A passionate call to action for Canada’s Registered Dietitians

with a brand new, healthier menu in 2005, the classy Bistro has seen more than a 50 per cent increase in all categories. Revenue is \$1,800 a day, with an average transaction of just over \$4. Today the Bistro gets over 95 per cent of all onsite catering, compared to 20 to 30 per cent for the traditional cafeteria it replaced.

Decor is crucial

The Bistro's de-institutionalized decor and updated equipment made its menu transformation possible. "Building from the ground up is the perfect time to configure your site to the needs of a healthier menu," Khaleed says. "A café-like decor conditions customers to expect fresher, healthier fare. They don't come in, appetites primed, for a burger and fries. Well-chosen equipment lets the foodservice team develop and execute the menu properly, making sure the quality is excellent."

Six brand new buildings are under construction, and all the self-op dining areas will launch with healthy menus. At existing sites with aging dining rooms and equipment, menus are 60 to 70 per cent healthy. "We offer a choice, including the items diners expect in that setting, but we watch portion size and always make it easy for them to choose wisely." For example, plated healthy meals are prominently displayed at all cooking stations.

They also have their own branded Healthy Choice Trendz™ outlets—selling wraps, rice bowls and the like—that they can configure four ways to suit their different sites.

Healthy=Green

In the university sector students drive the push for healthy eating, reports Anne Macdonald, Director of Ancillary Services at the University of Toronto. "Ten years ago students demanded healthier items, but didn't tend to buy them. That's all changed. Now healthy eating seems linked to the growing Green movement. It feels like the way of the future."

U of T has the largest student population in North America, with 50,000 students at its downtown campus and 32 campus dining outlets. The call for healthy eating is not unanimous here. "Some students want vegan foods, and we provide these; others want a burger and fries," says Anne. "We prefer to educate and give choice. It's our mandate to provide convenience and meet the needs of all customers."

Healthy choices are definitely gaining ground on campus. A growing number of locations have adapted their menus to achieve Eat Smart! status from Toronto's Department of Public Health.

Last year the largest student residence dining room struck French fries from its menu and launched a "Salad of the Day" station in its place. "It's our most wildly popular food station ever," says Anne. "Jacko Lokker, the residence's Director of Food Services and Executive Chef, keeps it fresh, varied and interesting."

Campbell Cafe

In Etobicoke, Ontario, the Campbell employee Birmingham Street Café promotes the company's wellness agenda to approximately 650 plant workers and head office staff. "Our café is open around the clock and employees tend to take a lot of meals here," says Manager of Health and Wellness Fanny Karolev, RN, BScN. "We want to ensure they're eating well."

With the Sodhexo management team that includes Foodservice Director Hasan Chowdhury and Chef Enzo Cerelli, Fanny performs an annual health audit of the café, vending machines and catering services, and develops action plans to increase and promote healthy choices.

"We don't dictate—that just gets people's backs up. We prefer to make our healthy options too attractive to resist." There are daily salad and soup bars and a highly popular cooking station that serves up made-to-order pastas, stir-fries and the like at least three days a week. The café

has also made subtle healthy changes, such as offering only low fat dressings and sour cream.

Fanny's team facilitates cooking demonstrations led by Campbell Corporate Chef John Placko, as well as health and nutrition sessions, with incentive prizes for all participants. "Plus, we ask our customers for their feedback, using a simple fill-in-the-blank format that goes something like, 'The healthy item I'd most like to see in our café is _____.'"

One mystery remains. Day shift workers tend to favour healthy eating—but the same workers on later shifts prefer less healthy meals and snacks. "We suspect it's related to circadian rhythms and we've hired a graduate student to investigate and report."

Summing up...

"We're seeing a huge societal shift toward healthy eating," says Khaleed Khan. "Canadian healthcare has a wonderful opportunity to grow our retail foodservice while pushing this agenda forward."

Adds Anne Macdonald, "Embrace healthy eating. Tap into the desire for variety, flavour, choice and high-quality ingredients—and everyone wins."

Deep Fryer Fatigue

"Even decommissioning a deep fryer has advantages for the operator, on top of the health benefits," says Khaleed. "The exhaust system is hugely expensive, hot oil creates safety risks. And these days it's getting very hard to dispose of oil. No one wants it."

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*http://www.surveymonkey.com/s.aspx?sm=C Msk1a3OrVFrB BABU6udgQ_3d_3d

Extraordinary! Authentic!

A few words on behalf of Campbell's Healthcare Team



With the launch of your redesigned *MenuSource* comes a chance for me to touch base with you, our foodservice colleagues, on behalf of Campbell's unique healthcare team. Backed by a respected company that's well over a century old, we bring to our work a combined 140 years' experience in healthcare foodservice, much of it acquired in the field.

I strongly believe that our collective wisdom and passion for the work you do sets us apart in the industry. We're in this business because we understand that it's *more* than a business. We are privileged participants in mealtime at your facility, at a moment in time when your patients and residents are at their greatest need.

Thank you for this honour. We're always here to help you create the best possible dining experiences for those you serve.

On behalf of the Campbell Healthcare Team,

Helen Ann Dillon, RD MSc.
Business Director

Passionate Profiles

In this special series, Helen Ann Dillon presents some of your passionate peers in healthcare foodservice.

"Yes, you can certainly say that I am passionate about my profession as a Registered Dietitian. I am determined to advance the profession further into the realm of clinical administration, to expand our legal status and to claim our rightful place among the healthcare professions as *the* experts in patient nutritional care," says Michel, who has headed the OPDQ (Quebec's College of Dietitians) since his election in April 2008.

"This passion dates back to my student days in the late 80s, when I became involved in several committees that were working to increase the level of clinical nutrition education for student RDs.

"My passionate concerns really grew when I started my career and discovered almost no research into the link between dysphagia and nutritional status. Dysphagia research and management had been left to speech language pathologists and, by and large, that is still the situation today. This must change.

"That is one of my key objectives, as President of the OPDQ—to increase the legal status of the clinical dietitian. Since 2003 Quebec RDs have had the legal right to determine diet and nutritional programs, including texture, consistency and appropriate feeding route. This should be expanded to include the recommendation of enteral nutrition, vitamins and nutrients—even the insertion of feeding tubes. Dietitians in Alberta already have this right. We all should, across Canada.

"Another goal is to see our profession assume a much greater clinical-administrative role. Our colleges must place a stronger emphasis on clinical administration to equip RDs to better manage all programs in clinical care. As a corollary, we must also raise our professional standards. Four years' study (in Quebec) is not sufficient to open all the doors that must be opened so that we can advocate fully on behalf of our patients. "And I call on the Alliance of Canadian

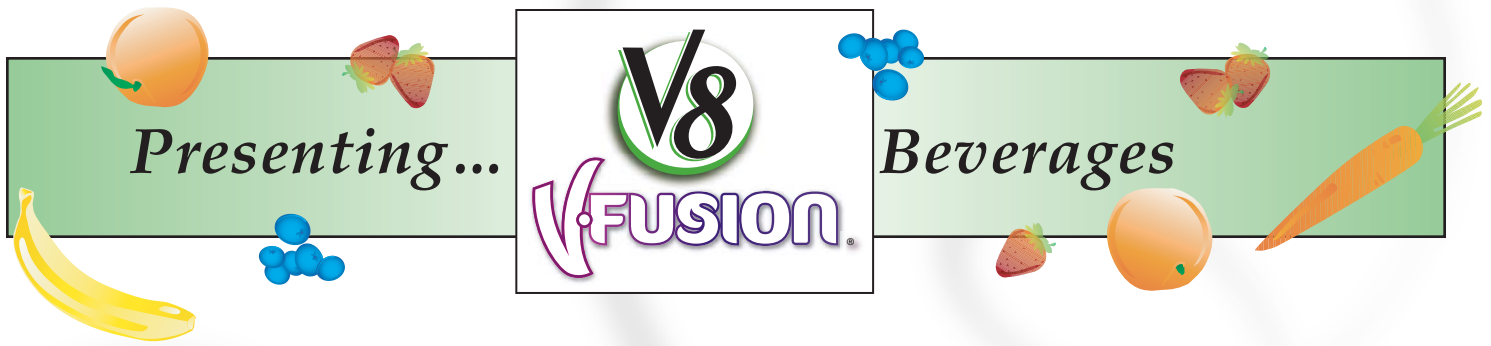
Dietetic Regulatory Bodies to strongly support increasing our professional standards.

This is our field of expertise, our specialty.

"Many of the other healthcare professions have an interest in nutrition and we must make it known that while we respect their interest, we are the only true specialists in the field."



Michel Sanscartier, Dt.P., M.Sc.
President of the Ordre professionnel des diététistes du Québec



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V8 V-Fusion Pureed Fruit

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