



ABOUT

MCURC was co-founded in 2014 by Residential & Dining Enterprises, The Culinary Institute of America and the Stanford Prevention Research Center.

Vision: Cultivating the long-term wellbeing of people and the planet one student, one meal at a time.

Mission: MCURC is a collaboration of forward-thinking scholars, food service leaders, executive chefs, and administrators for colleges and universities who are accelerating efforts to move people toward healthier, more sustainable, and delicious foods using evidence-based research, education, and innovation.

The Collaborative utilizes dining halls as living laboratories, because students are tomorrow's leaders, entrepreneurs, consumers and parents. Influencing their food environment today, will have a significant impact on their eating habits in the future.

DINING HALLS AS LIVING LABORATORIES: THE TASTE-FOCUSED LABELING STUDY

In 2017, researchers at Stanford University partnered with R&DE Stanford Dining to explore the impact of different labeling methods on vegetable consumption in the dining hall. Led by Dr. Brad Turnwald, postdoctoral fellow in the Mind & Body Lab at Stanford University, researchers first pilot-tested the question of flavor-focused menu language and its effect on vegetable selection at a large Stanford University dining hall, in partnership with Stanford Residential & Dining Enterprises. Over the course of three months, they found that using taste-focused labeling ("twisted citrus-glazed carrots") increased the proportion of diners choosing vegetables by 25 percent compared to basic labels ("carrots") and by 41 percent compared to health-focused labels ("low-sodium carrots").

MEMBERSHIP OVERVIEW

- 236 members
- 57 colleges and universities
- 4 research collaborators
- 2 ex-officio organizations

Collectively, MCURC institutions serve 750,000 meals every day and their students will eat 15 billion meals over the course of their lifetime.

Learn more at:

<http://www.moccollaborative.org>



In 2018, the researchers replicated the study across five universities and gained additional insights into how and why taste-focused labeling is effective. Overall, analyzing 138,000 diner decisions over several months, they saw that taste-focused labels resulted in a 29 percent increase in the number of students choosing vegetables compared to health-focused labels. It resulted in a 14 percent increase compared to basic labels.

Scaling the study's result across the 750,000 meals served per day across the Collaborative would translate to 38,000 more vegetable servings per day among member campuses alone.

dining.stanford.edu/culinary-standards