

FOODSERVICE DIRECTOR

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Sodexo takes NYC

involves 15 healthcare facilities.

HOSPITALS YORK—The New York City Health and Hospitals Corporation has outsourced patient feeding services to Sodexo. The 10-year deal involves the preparation of 19,000 meals per day and is worth \$34 million annually.

Sodexo operates hospitals, long-term care facilities and diagnostic centers in all five boroughs, and employs about 10,000 full-time foodservice workers, most of whom will remain with the city. Sodexo has hired some foodservice managers at other accounts.

The contractor has also assigned a resident to oversee the city's HC account.

According to published reports, the deal is expected to reduce foodservice costs by \$20 million through outsourcing. Retail operations are

not part of the arrangement, but Sodexo is implementing its 5 Star menu program for patient feeding; it's a 21-day, restaurant-style menu with an ethnic focus.

Also participating in the contract is U.S. Foodservice, as distributor, and the Greater New York Hospital Association, which partners with Premier to provide group purchasing services to members.

Health and Hospitals Corp. New York City

Select facilities outsourcing patient feeding to Sodexo:

- Bellevue Hospital Center
- Harlem Hospital Center
- Metropolitan Hospital Center
- Jacobi Medical Center
- North Central Bronx Hospital
- Coney Island Hospital
- Kings County Hospital Center
- Elmhurst Hospital Center
- Queens Hospital Center
- Sea View Hospital Rehab Center and Home

TRENDWATCH

AMERICANS' FAVORITE FOODS

Women are much more likely than men to choose fruits, vegetables and/or salads as their favorite foods, according to a recent study, while men show a clear preference for meat. Fruit registered as a favorite among only 2% of men.



N. Iowa sales up

Open-plan brings meal prep to for

HIGHER EDUCATION

CEDAR FALLS, IA—Transactions at Rialto Towers at the University of Northern Iowa are up 67.3% since dining services upgraded what used to be a straight-line cafeteria into a temporary, open-plan concept dining room.

This residential dining room features stations such as a pasta and pizza with a wood-burning oven; salads tossed in house dressing; and a rotating counter called Emiliano's, where food is cooked to-order, such as chicken (sweet and sour), Asian baked potatoes, nachos, and radishes and rösti potatoes. Stations rotate them all to add variety, says Mona Milius, associate director of residence dining.

It's smokin': There's a comfort food station, complete with a smoker that's used for meats and vegetables, a churrasco (Brazilian barbecue) station featuring different meats. "All food is cooked display-style," says Milius. "There's no long hidden kitchen."

The facility has a grab-and-go area called Dashes offering hot and cold food, with some cooked on demand since it's

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District expands meal options

Made-to-order deli, grab-and-go attract more adults, girls.

SCHOOLS SOUTHERN YORK, PA—Participation and revenue are up about 25% at Southern York School District, thanks largely to the introduction of grab-and-go foods and a made-to-order deli. Both concepts have also helped attract more female students to the cafeteria.

The district launched the deli at the beginning of this school

year, says Toby Horner, divisional vice president, School Dining Services.

As you like it: "We can now customize salads and sandwiches as part of the [reimbursable] meal plan," he notes. "We offer five items out of four food groups and students must take three."

Offerings include vegetables, meats and cheeses; upscale items such as olives and roasted peppers; and homemade breads. The made-to-order deli meals can also be purchased for \$1.75-\$2.75.

The district introduced grab-and-go foods 18 months ago, increasing participation by 15%-20%. "That's not just students, but also adults," he says. Gold

The concepts have been particularly attractive to girls. "We noticed 50% of female students or more don't eat anything on any given day," Horner says. "Grab-and-go and the made-to-order deli have helped that considerably. The response from females has been tremendous."

Retail can do better

Aramark study identifies missed revenue

HOSPITALS PHILADELPHIA—Aramark Healthcare Management Services has launched Customer Close-up, a

The contractor interviewed healthcare employees and foodservice customers at its healthcare client locations

HIGHLIGHTS

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Fishing for Answers

Sustainable seafood rises to the fore as environmental groups bank up efforts to influence what's menued. Operators, in turn, flex their creativity in meeting customers' wish for fish.

The wave of the future has become the wave of today as more consumers recognize the importance of sustainability and the need for better practices. They're demanding that food be not only healthful for their bodies but also for the environment. They're seeking assurance that the seafood on the plate today won't become extinct tomorrow.

They want to know that the fisheries—perhaps thousands of miles in length and width—are being over-fished, which occurs when a population of fish is caught faster than it can replenish itself. And they want to know that farm-raised fish are being grown in an eco-friendly way.

How's a time-challenged operator to know what to buy to satisfy these concerns?

Luckily, there are many conservation groups, academic institutions, and aquariums that are partners in Washington-based Seafood Choices Alliance (www.seafoodchoices.com). Several Web sites you can visit for information on ocean friendly seafood. In fact, Monterey Bay Aquarium Food Watch, a Seafood Choices Alliance member, provides wallet-size cards indicating what's safe and what's not as well as viable (i.e., sustainable) natives raised in your area of country.

The guide, an invaluable publication (142 pages, spiral-bound) is available from Seafood Choices Alliance. "Sourcing Sustainable: A Professional's Guide to Buying Ocean-Friendly Fish and Shellfish" presents at least two illustrated pages of information for each fish—from abalone and catfish to high tilapia (U.S. farmed) and salmon—as well as conservation notes,

the most of local species—no matter if they're situated in a coastal area or an inland one native to any one of hundreds of freshwater fish.

In-organic: On balance, experts advise that you know your suppliers: visit them in person, visit their Web sites, ask questions about their operations and make them aware of your desire to receive only sustainable product. There is one piece of information in particular, gleaned from the Seafood Choices Alliance publication, that operators should be aware of: there are no aquaculture-specific standards in the U.S. at the present time.

The guide says: some fish producers (including several shrimp farmers in the U.S.) "may obtain organic certification and market their products as organic as long as they comply with USDA's general organic livestock rules...salmon, raised on feed that includes non-organic ingredients such as fish

Xanterra Parks and Resorts, the Greenwood Village, CO-based management company, is doing its part in serving only environmentally sustainable fish. All of its national park accounts are ISO 14001 certified. ISO 14001 is an international Environmental Management System (EMS) standard published by the International Organization for Standardization (ISO).

"The goal of ISO 14001 is to support environmental protection and pollution prevention," notes Tim Stein, Xanterra's corporate director of food and beverage. "It's widely used in Europe and Japan, but the certifica-

FSD TAKEAWAY

LEARN what guides and guidelines are available to assist you in seafood procurement.

SEE how operators balance





Tip: roast fillets for 5 mins. Drizzle 1 Tbs. glaze over each and roast 3-5 mins. more. For 6 portions combine: 1/2-cup balsamic vinegar, 1 Tbs. olive oil, 2 cloves garlic, finely chopped, 1/8-tsp. salt. Plate and drizzle 1 Tbs. glaze per fillet.

with our purveyor, I three days in advance sheet they send me of ole," Campagna points ly it be wild [i.e., the with Bon Appetit, they e only variety we'll use. is farm-raised such as ls, catfish and trout. , some fresh, depending ity, but if fresh is avail- rred. Our customers are t we're doing since we in the café that explains 'atch program."

ithsonian Institution's Museum of the American ington, food in Mitsitam, e café, is as authentic as associate's executive chef ler—working with mu- nts and representatives erican grower co-ops— ven though Hetzler and serving from 2,000 to daily, he finds that men- le seafood isn't difficult

needs to be aware of and practicing," he says. "You need to focus on what's seasonal and what's going on with availability. The easiest way to get this information is to talk to your purveyor. If you're dealing with a reputable company, they'll give you upfront answers—not depleting natural resources is in their best interest."

Indigenous influence: Pacific wild salmon is one of the most impressive—and popular—seafood items Hetzler menus. He roasts a whole side of salmon, simply seasoned with salt and pepper, coated with wild berry glaze then "presented" on a cedar plank.

"Our menu is based on five different Native American regions, so this dish is at the Northwest station," he says. "Cedar is abundant on the Northwest coast, and chances are [natives, centuries ago] would have had some cedar in the fire over which they prepared a whole roasted salmon. Here, we're serving a fillet off the side. A whole King salmon is about 12 to 15 pounds—a side is seven to 10 pounds.

large side. We sell each for \$8.95."

To prepare the wild berry glaze, Hetzler cooks down blueberries, raspberries, black berries and lingon berries by half until slightly thickened, then brushes them on the salmon when it's about three-quarters cooked.

"Total cooking of the side is about 12 to 15 minutes in a 400°F oven, then it's held above an actual fire—on the cedar plank—for presentation and to keep it warm," he says. "We do about 10 to 12 sides on an average day with about 25 sides per Saturday and Sunday. We bring in about 50 whole fish per week that I get fresh from a Native American-owned operation in Washington State. They send it packed in ice about three times a week and we break it down ourselves."

For the spring-summer menu, Hetzler is buying farm-raised oysters from a Native American company in Martha's Vineyard, MA. "We'll do oyster fritters by folding them in fritter batter, deep-frying them, then serve them as a side dish accompaniment or

at the Northern Woodlands station sells for about \$7.95."

A Representative effort: Although there's no specific policy regarding the preferred use of sustainable seafood within Guest Services accounts, Duane Keller, CEC, executive chef at Potowmack Landing Restaurant—owned and operated by Guest Services on national park land in Washington—knows his purveyors and aims to keep his seafood purchases seasonal and his cooking techniques simple.

He also writes the menus for the House of Representatives Members Dining Room and for the cafes within the Corcoran Museum of Art and the Hillwood Museum and Garden. Salmon, snapper and Florida grouper are typically included on his menus, but he occasionally orders mahi mahi or opah (also known as moon fish) flown in overnight from Honolulu.

"In the Members Dining Room, we'll often menu poached whole farm raised salmon set out in a chafing dish on the buffet," Keller says. "When wild Alaskan salmon is available, we'll buy it, but the season is only two or three months. I could get it at other times, but it's very pricey. So to make a buck, I've always run wild Alaskan salmon April through June or July when I can buy it for under five dollars per pound."

Rock fans: One of Keller's locally available favorites is rockfish from Chesapeake Bay or elsewhere if it's affordable. Taking a whole one-and-three-quarter to two-pound scaled, head-on fish, he cross-cut scores it down to the bone, then dredges it in buttermilk and seasoned flour. "I turn that fish into a tight crescent moon shape—making a serious right turn—then fry the whole fish in a fry basket until it's crispy," he says. "Cooking it 'on the bone'—like cooking chicken on the bone—gives it flavor and moisture."

Occasionally he'll serve whole crispy Chesapeake rockfish with rosemary-garlic stewed tomatoes and stone-ground grits. The fish sits in a bowl with the other ingredients placed within the cavity of the bowl.

Admitting that fried chicken still outsells grilled salmon four to one, Brent Ruggles, corporate executive chef at 300-bed St. Paul and 155-bed Zale-Lipshy University Hospitals in Dallas, sees that "as the population ages, they're looking for healthier foods and they're starting to look for seafood more and more."

He says sustainable issues are on his "radar," so he purchases primarily