

FIXING FOOD 2018

BEST PRACTICES TOWARDS THE SUSTAINABLE DEVELOPMENT GOALS



<p>1 NO POVERTY</p> 	<p>2 ZERO HUNGER</p> 	<p>5 GENDER EQUALITY</p> 			
<p>3 GOOD HEALTH AND WELL-BEING</p> 	<p>4 QUALITY EDUCATION</p> 	<p>6 CLEAN WATER AND SANITATION</p> 	<p>7 AFFORDABLE AND CLEAN ENERGY</p> 		
<p>8 DECENT WORK AND ECONOMIC GROWTH</p> 	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p>10 REDUCED INEQUALITIES</p> 	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>17 PARTNERSHIPS FOR THE GOALS</p> 
<p>13 CLIMATE ACTION</p> 	<p>14 LIFE BELOW WATER</p> 	<p>15 LIFE ON LAND</p> 	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> 		

CASE STUDY

REVOLUTION FOODS

While research has found that the quality of school meals affects obesity levels, another compelling reason exists to improve the nutrition of schoolchildren—academic performance. “Undernourished kids just can’t concentrate as well in school and, therefore, are not able to perform academically and behaviourally,” says Kirsten Saenz Tobey, who, with her business partner Kristin Groos Richmond, founded Revolution Foods in 2006, an idea they developed while pursuing their MBA at the Haas School of Business at the University of California, Berkeley.

When assessing the quality of meals and snacks for schoolchildren in public schools across the US, they recognised that part of the problem was a lack of choice. “We were looking at schools that didn’t have cafeteria facilities and infrastructure and so they were beholden to whatever they could buy from a food distributor or local caterer,” says Ms Tobey. “It wasn’t that school leaders wanted to serve bad food—they just didn’t have options.” Often the only options were highly processed meals that arrived frozen, contained little nutritious value and were not appealing to students.

In founding Revolution Foods, therefore, the mission was not only to provide nutritious, healthy meals but also to ensure that those meals would be enjoyable. “We saw an opportunity for a meal programme that met federal guidelines in terms of being reimbursable by the federal government, but that was also delicious, well designed, one that served foods kids would be excited to eat and was nutritionally superior,” says Ms Tobey.

Twelve years on, the company is designing, producing and delivering 2m meals per week to 2,500 schools and community sites in 15 US states. In doing so, Revolution Foods has demonstrated that attracting investors and running a successful business are not incompatible with pursuing a social mission and that delivering healthy school meals that are affordable does not mean compromising on taste and nutrition.

This, plus the ability to scale up using investment capital, was the reason for creating Revolution Foods as a for-profit business rather than a charity. “Philosophically, we wanted to demonstrate that you can create a business as a force for social good,” says Ms Tobey.



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