



# Q&A

Q&A No. 2

## What are some of the foodservice trends and challenges you see in your industry?

### **Douglas Hallenbeck**

*Executive Director for University Housing and Dining, Associate Vice President  
Clemson University, Clemson, SC*



Sustainability at every level is the biggest change we've seen in recent years. We're doing a lot now with composters, dehydrators and pulpers to try and figure out the best, most sustainable way to take care of food waste. Students also want to see more locally grown and organic food, so we try to accommodate that in light of the difficulties of working on such a large scale. We use local sources for items we can offer in smaller quantities, such as fruit, or we may have one line in the cafeteria featuring local items. Part of the challenge is helping people understand what is possible, but overall, we've had some wins, created good conversations and have gotten people engaged.

In terms of food choices, we try to keep the atmosphere fresh and rotate the menu enough to give students variety. Our equipment needs to give us the flexibility of creating complete home-style meals or plating food cold, then heating it up quickly — providing a sense of freshness that can still be accomplished in a cafeteria.

## Keith DeMars

Director, Food and Nutrition  
Greenville Health System, Greenville, SC



Maintaining the integrity of the food and meeting the challenge of delivering a well-prepared, quality product is definitely something we contend with daily. Certainly there are the fundamentals, like making sure that food is appropriately hot or cold, that a customer picks up on right away, but the food must also always be perceived as being a quality item. If people want scrambled eggs, for example, their first reaction may be to look for the egg whites to make sure they're freshly scrambled.

Meeting these needs led to a change in how we approach mass cooking. If you prepare mashed potatoes for 900 people but don't serve them until 23 hours later, the integrity of that item is definitely gone. Instead, we try to do "batch" cooking of 200 servings at a time. You learn when your peaks and your valleys are, try to plan accordingly and seek equipment that can keep up.

## James Camacho

Professional Foodservice Design Consultant  
Camacho Associates, Inc., Atlanta, GA & Charlotte, NC



We're seeing a focus on energy-efficient equipment and equipment that can be used for exhibition cooking, because everybody wants to see things prepared. From schools and restaurants to corporate facilities, country clubs and everything in between, we're seeing a new type of equipment coming in — really quick ovens like the ones at QuikTrip and WaWa that use impinger technology with high heat and a lot of air. We're all out of time, but we all have to eat, so we're looking for something fast that maintains the integrity of the product, not a microwave that destroys it.

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