

HEALTHY MEAL KITS  
STRAIGHT FROM LOCAL FARMERS

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# HEALTHY AT HOME





## 11 SUSTAINABLE CITIES AND COMMUNITIES



### Priority Goal and Targets

# MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

#### TARGET 11-3



INCLUSIVE AND  
SUSTAINABLE  
URBANIZATION

### INCLUSIVE AND SUSTAINABLE URBANIZATION

By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.

#### TARGET 11-6



REDUCE THE  
ENVIRONMENTAL  
IMPACT OF CITIES

### REDUCE THE ENVIRONMENTAL IMPACT OF CITIES

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.



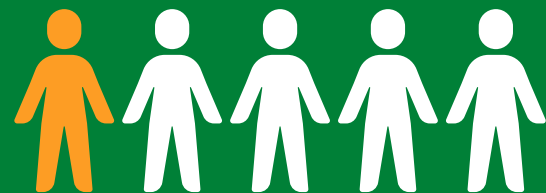
# 62%



According to the UC-wide Food Access and Security Research Study, 39% of UC Berkeley undergraduates, and 23% of Graduate students experience food insecurity

<https://food.berkeley.edu/from-the-field/uc-berkeley-basic-needs-today/>

# 1 in 5



According to the UC Undergraduate Experience Survey, 1 in every 5 UC Berkeley students self-report having to “skip meals in order to save money.”

<https://esc.berkeley.edu/food.html>

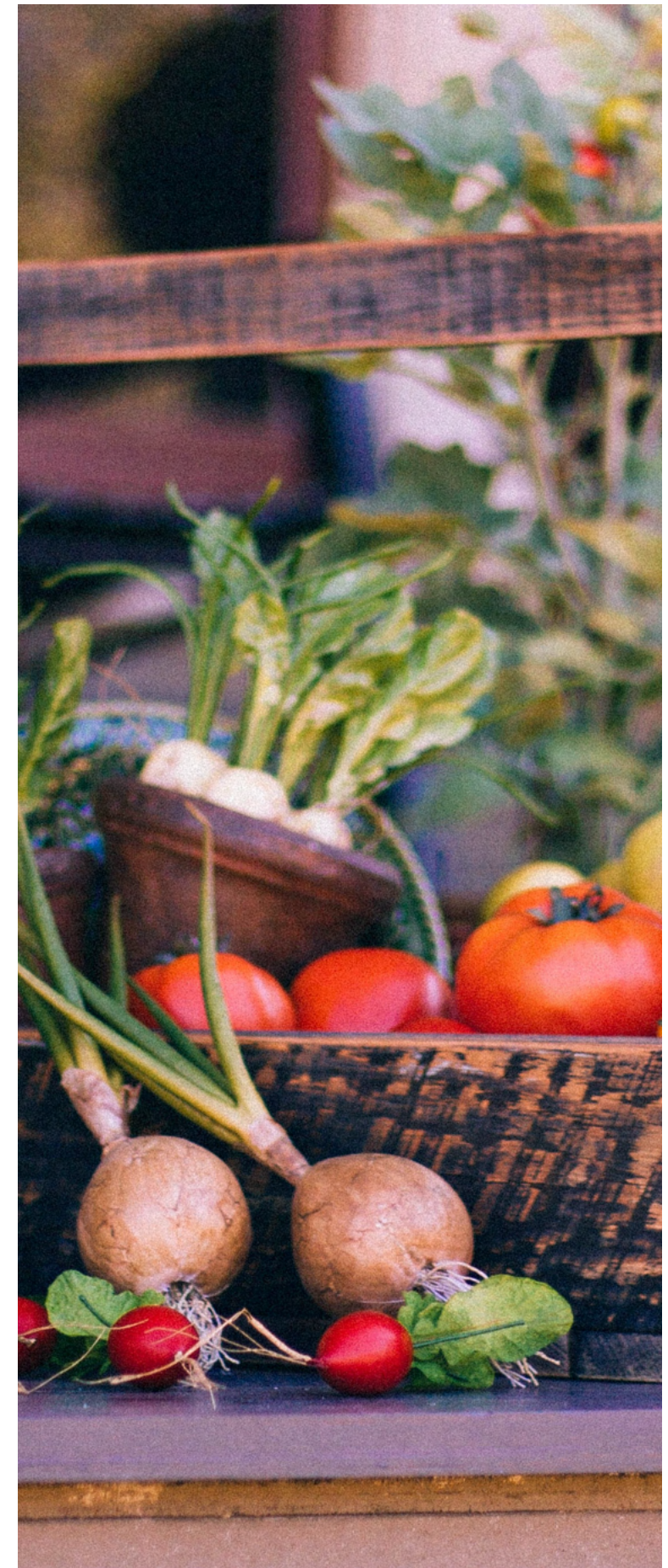
# INNOVATION STORY

Leo, a 19-year-old freshman at UC Berkeley from France, is going for his last class of the day. While walking to his math discussion, all he can think about is food. Leo isn't used to American culture yet and misses his local French supermarket and restaurants where he could eat quick healthy meals.

Back home, Leo loved cooking dinner every day for his family; unfortunately, at Berkeley, he does not know where to buy groceries yet. Curiously, he checks google maps; however, the closest restaurant, SweetGreen, is a 20-minute walk downhill.

While walking to Evans Hall, he comes across a ready to pick meal QR code and, in excitement, scans the code. Many meal options show up, and he decides to place an order for the Caesar Salad with Grilled Chicken for pickup on campus after his class ends. Throughout the class, he thinks about the meal he will cook and runs out of class to the pickup locker.

At the locker, the pickup process was smooth. He went home and cooked his affordable healthy meal. Finally, after eating his tasty meal, he finished homework and got into bed. He then created a plan to pick up a different meal every day for the rest of the week. Talking to his friends the next day, they loved the idea of the unique variety of accessible healthy meals and the reward system. They had a meal kit cooking party on the weekend!





# ETHNOGRAPHIC INTERVIEW HIGHLIGHTS



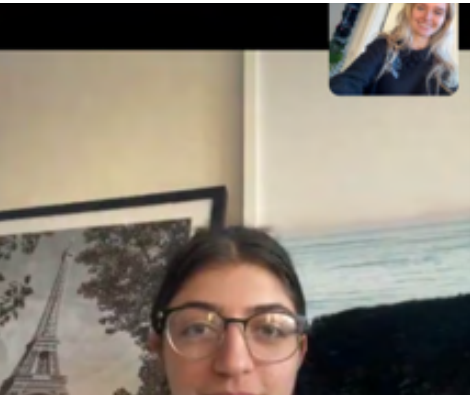
ALEXIS / SARA

I wish that areas were better at providing healthier options as we live in a college town which would promote healthy eating. Healthy eating is a very important part of my daily life, and I feel that when I'm practicing a healthy lifestyle, my mental state is more adaptable to school work."



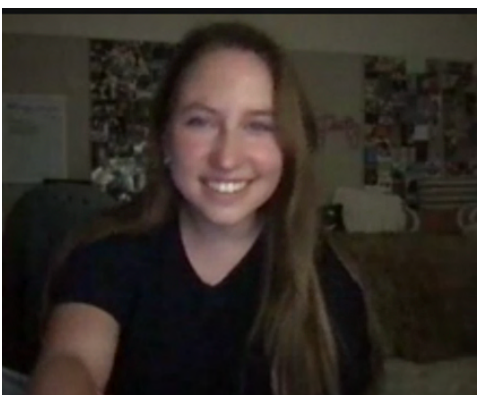
CATHERINE / AYUSHI

"I want to care more about sustainability, but sometimes I simply don't have the time or effort to invest more into it."



ALEXIS / ANNA

"I think that if Berkeley had a larger variety of outdoor farmers' markets instead of the typical Safeway or Trader Joes's, it would make students more inclined to buy food that is safe and promotes environmentally safe products."



CATHERINE / ALEXIS

"People don't really understand the actual consequences of 'what's so bad with throwing my banana peel into the trash bin.'"



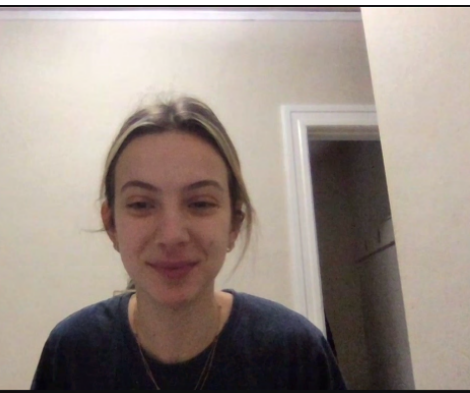
RITVICK / JUAN

I end up eating at IBs and Abes more often than I want due to the lack of healthy food options on Southside.



MEGANE / MEY

"Without EBT, I really don't know how I'd be able to afford food even though it's a critical resource; the cost of living severely impacts my funds"



RITVICK / POLYTIMI

"The quality is better than what I would get at a grocery store, but there is a lack of availability of farmers markets." Unfortunately, we college students feel the lack of healthy food around campus. She sighed as she said, "Organic/ Healthy Foods are not as available as peoples demand here on campus."



MEGANE / PAOLA

"Regardless of guidelines that could be provided to show people how to be more sustainable, people still wouldn't care enough to lead sustainable lives if it constrained their convenience"



# KEY INSIGHTS

## INSIGHT 1

There is an intrinsic connection between how communities access their food and manage their food waste.

## INSIGHT 2 ★

Even though there are opportunities to be sustainable, people are reluctant to lead sustainable lives if it is not accessible or constrains their convenience.

## INSIGHT 3

Because students are not living as familial units but rather as individuals, the waste multiplies tenfold.





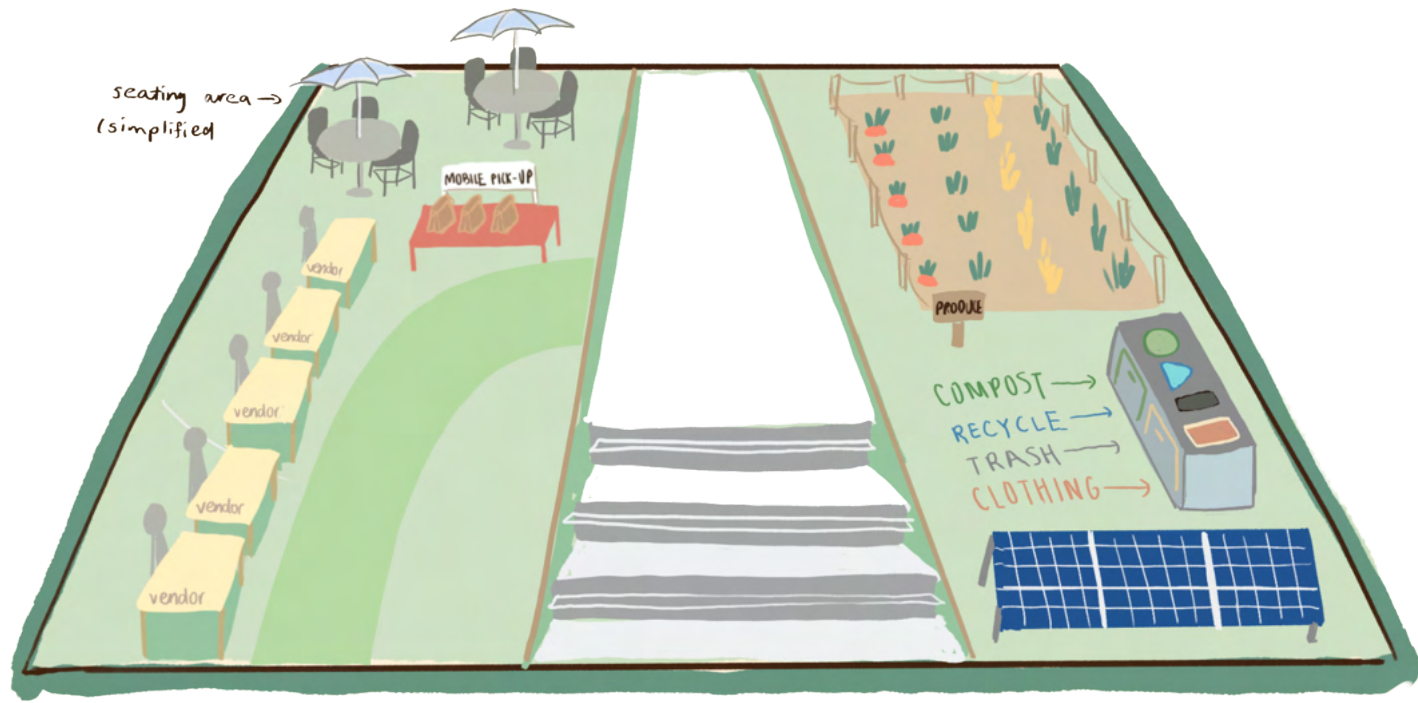
The background of the slide features a warm, orange-toned image of a bowl filled with a fresh salad, including leafy greens, tomatoes, and other vegetables. A whole orange is visible on the right side of the frame. The overall aesthetic is clean and health-focused.

# **HOW MIGHT WE**

## **HELP UC BERKELEY STUDENTS HAVE MORE ACCESS TO SUSTAINABLE FOOD WHEN THEY PRIORITIZE ACCESSIBILITY OVER SUSTAINABILITY?**

**HEALTHY AT HOME IS THE ANSWER**





L: vendor side

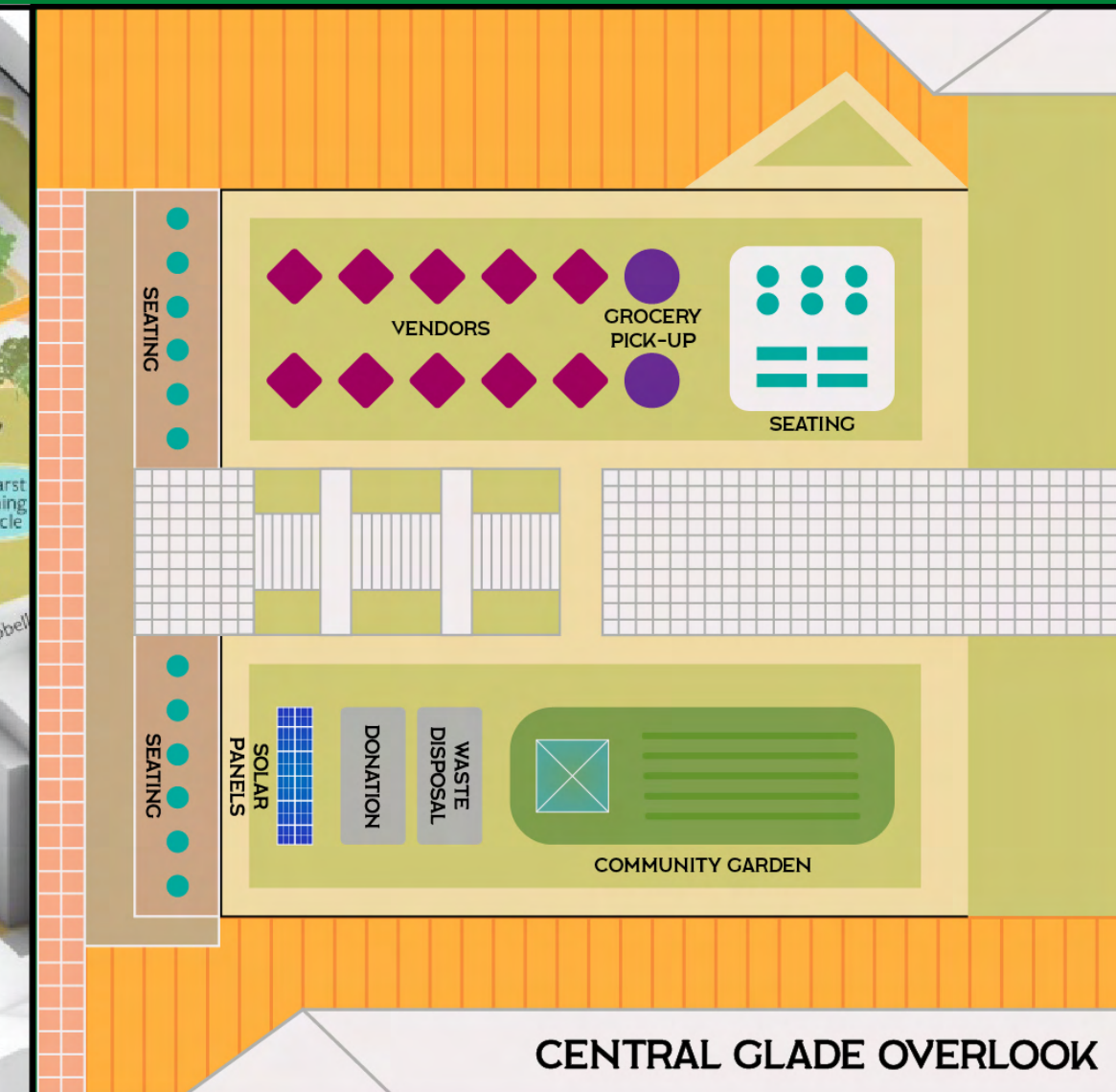
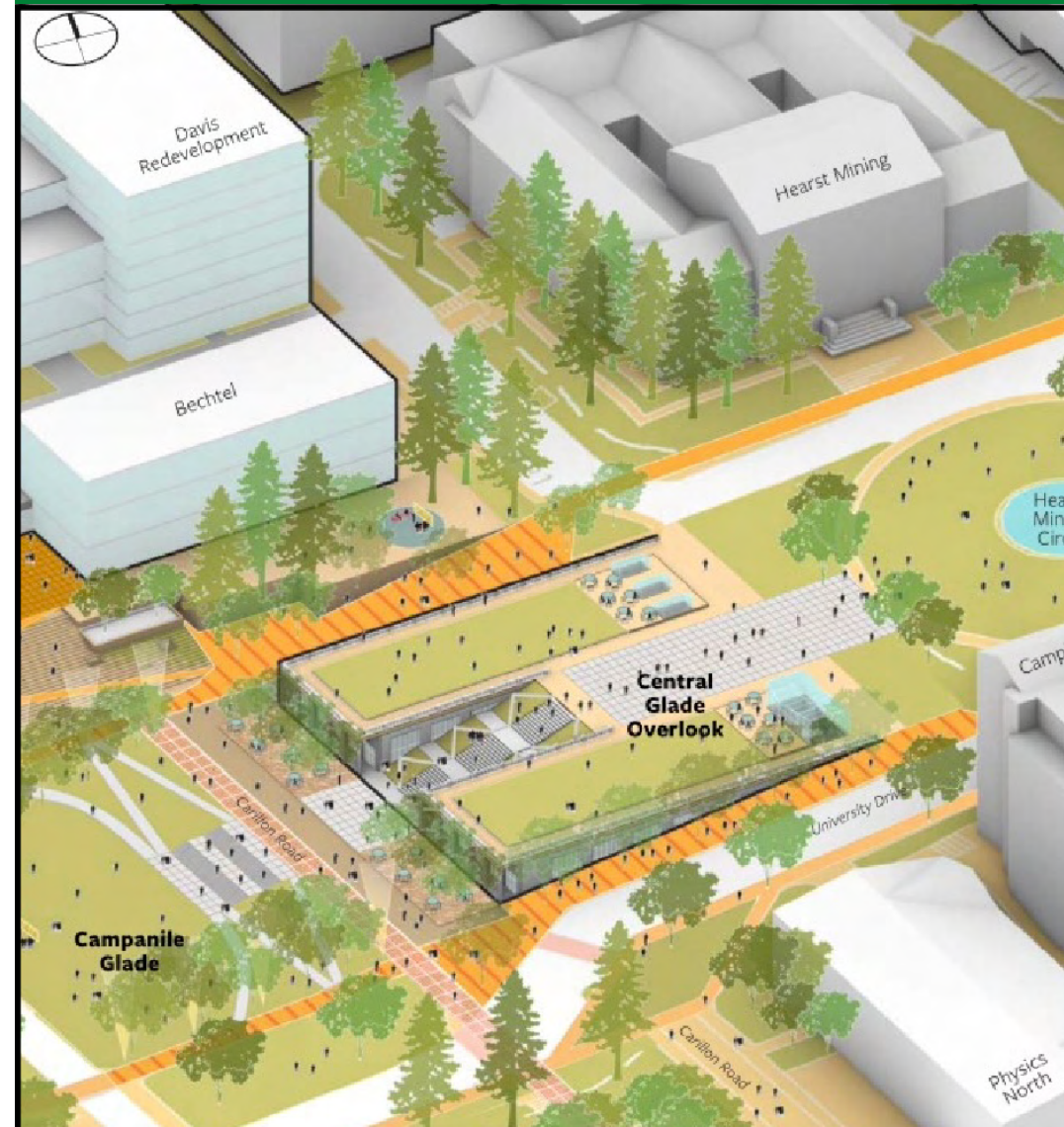
R: garden side



# OUR SOLUTION

## INITIAL PROTOTYPE & FEEDBACK

Our initial solution consisted of a farmer's market on the UC Berkeley campus, **HOWEVER**, based on interview feedback, we decided to narrow our solution down to only focus on the meal kit pick-up.





# PROTOTYPE INTERVIEW HIGHLIGHTS



“

I like the meal kit pick-up idea because I usually order groceries with my housemates. This way, right after class, we can **pick up on the way and cook together.**

- Shehbaz Virk

”



“

How would you be able to manage orders if **they're coming in at the last minute?** Maybe there should be a specific request on the app to prepare kits in advance.

- Aneesa Daasc

”



“

I'm allergic to several different food items so it could be super beneficial if you could have an option to **specify the ingredients** when ordering a meal kit.

- Sara Stoffmacher

”



“

The app is good because it helps students who **don't have a meal plan** be able to grab a meal on campus.

- Paola Randazzo

”



# BERKELEY STUDENT FOOD COLLECTIVE INTERVIEW

Would it be possible to host the meal kit packaging and distribution station/locker @ BSFC?

“It’s definitely on the table, but space is limited in here. We support sustainability initiatives so happy to discuss further.  
- Store Representative”

What do you think about providing EBT discounts through the app?

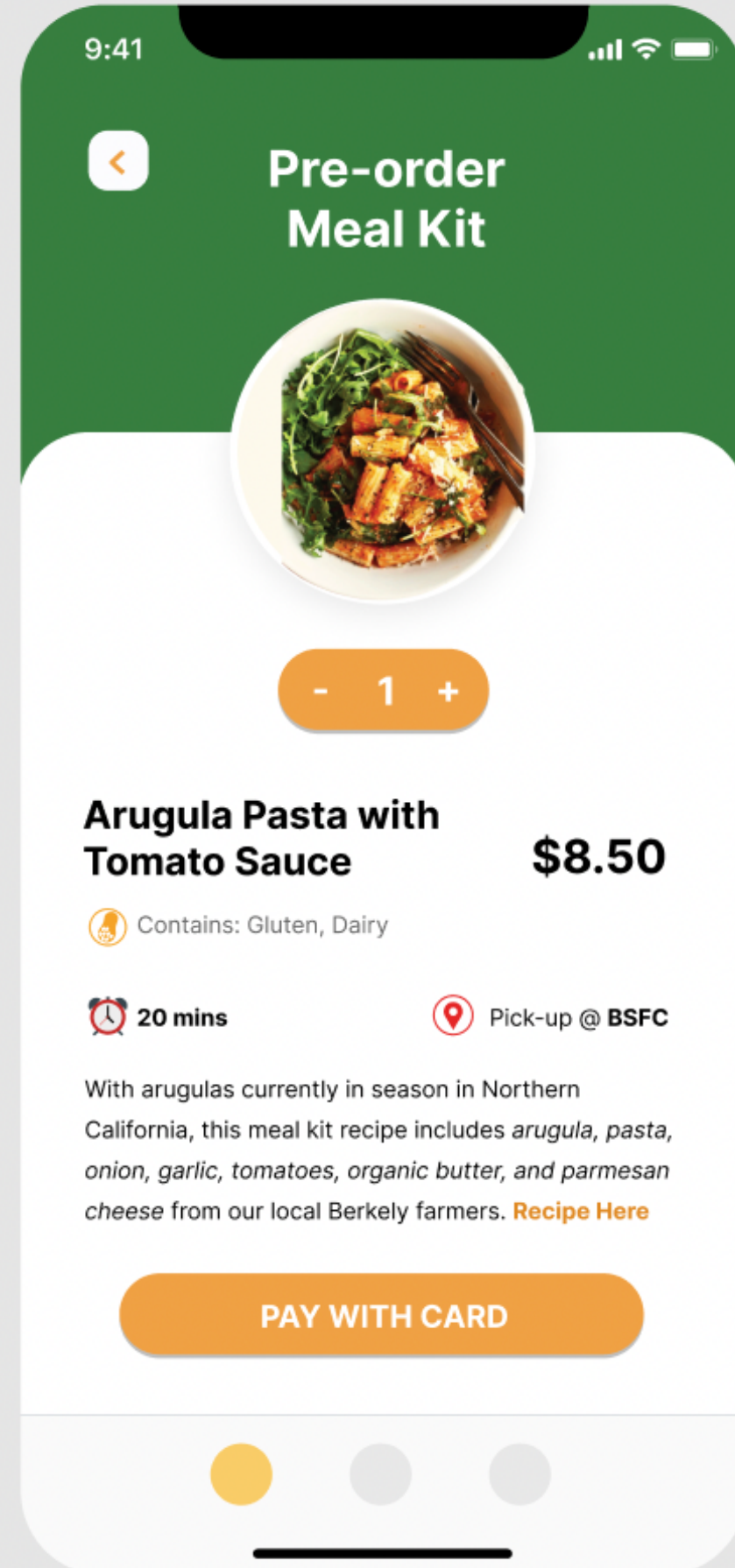
“Over a third of our sales are actually bought with EBT food stamps, so your app can have a place to sync one's EBT account or scan the California EBT card.  
- Store Representative”

***As a result, the meal kit pick-up station will be at either BSFC or the food pantry in MLK.***

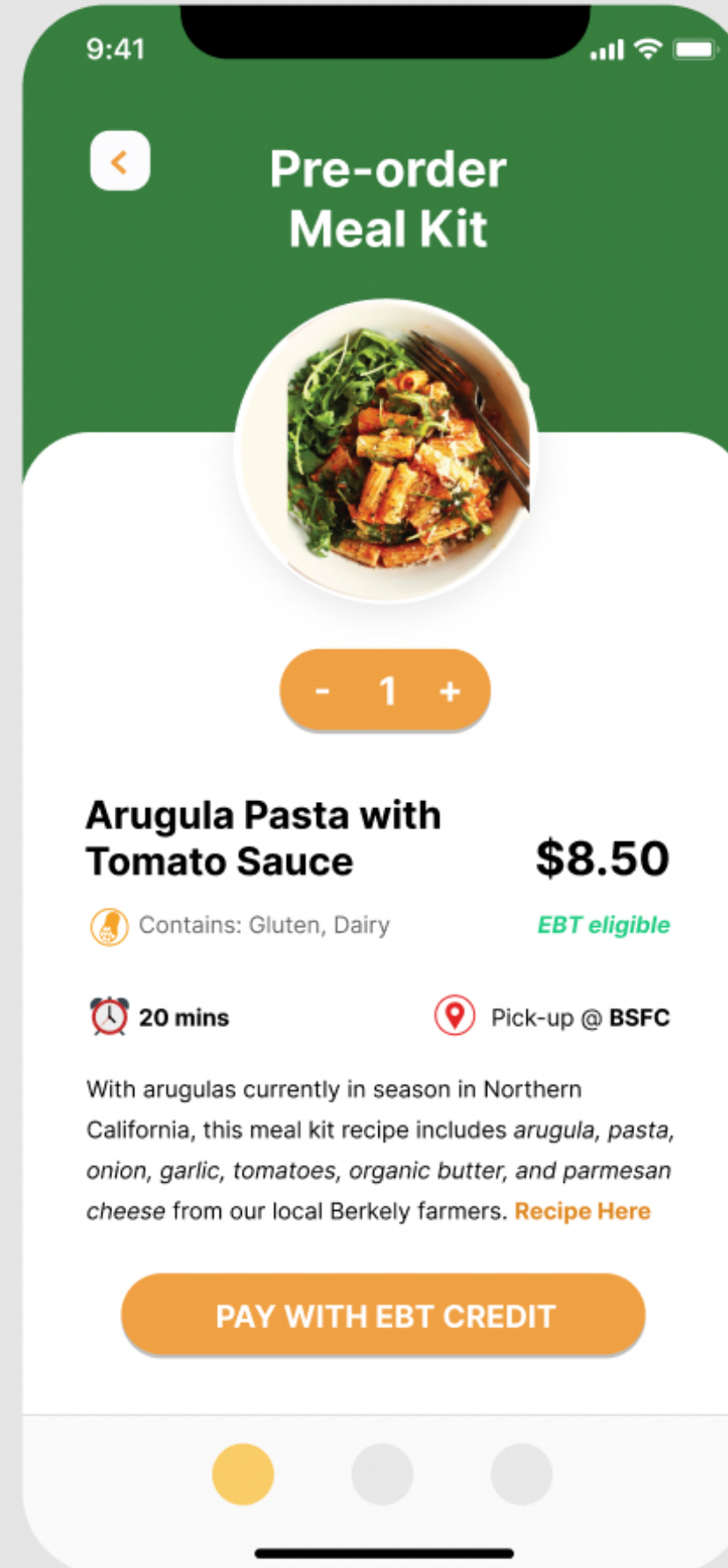




Regular



EBT



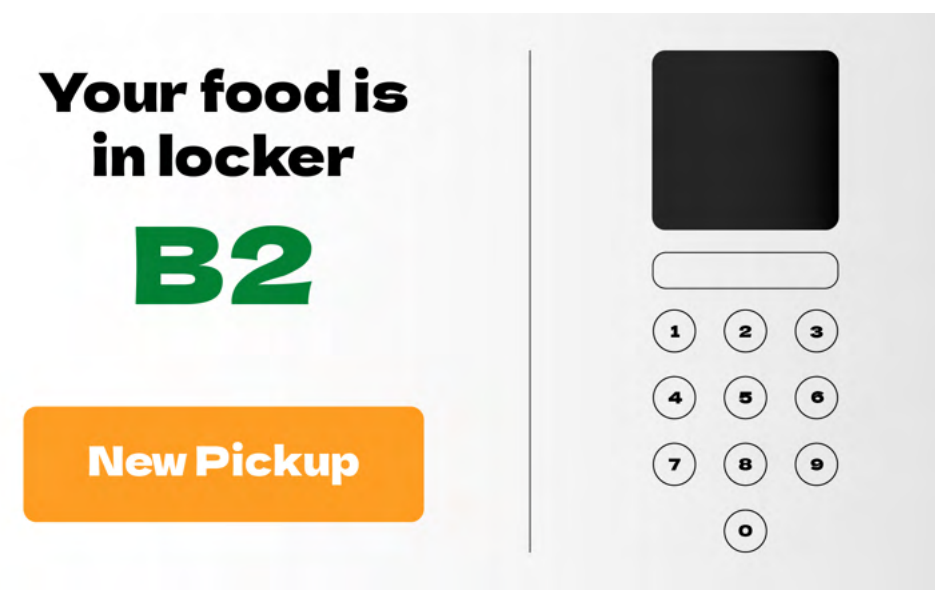
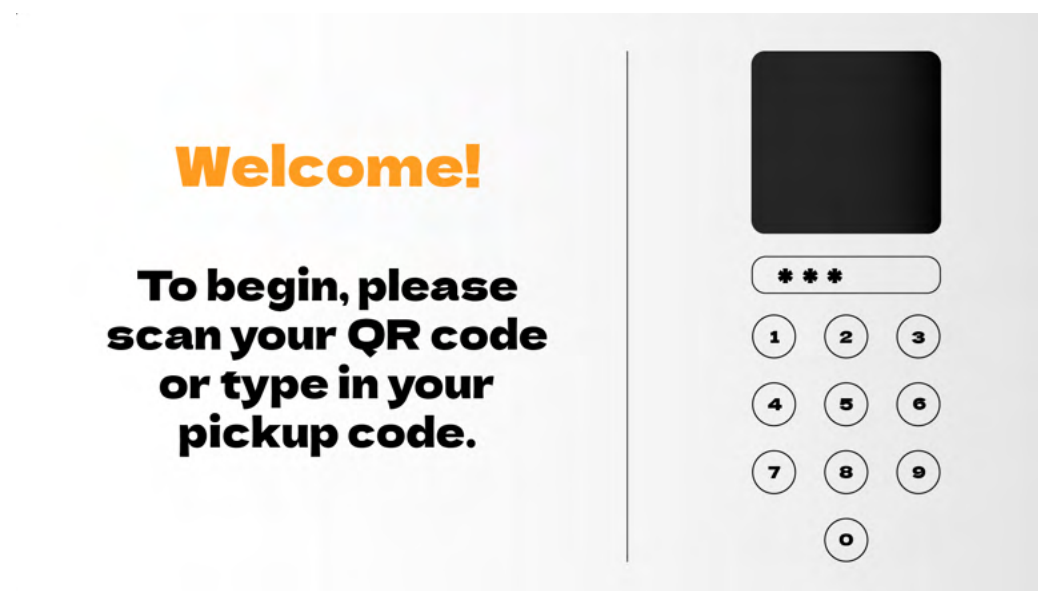
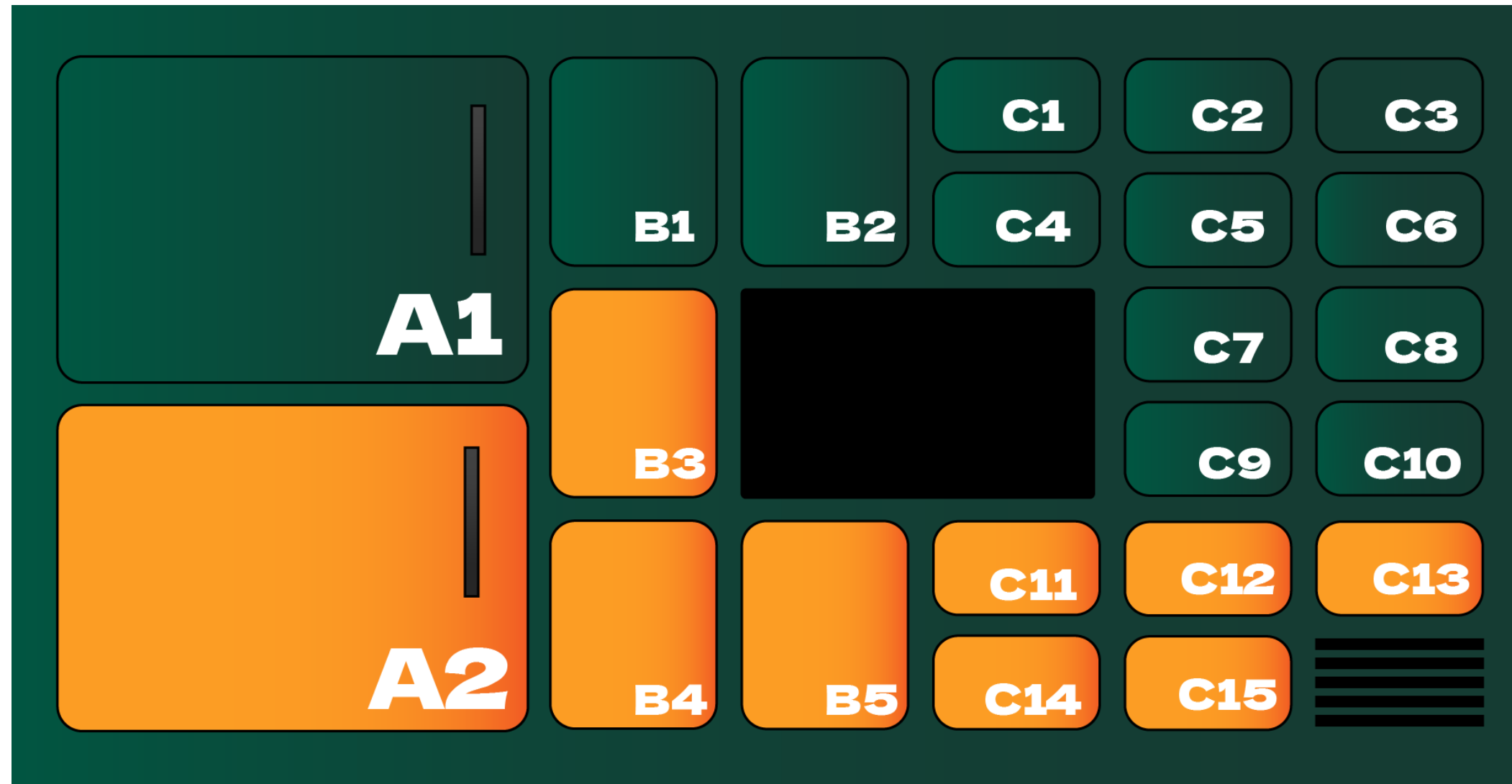
# OUR SOLUTION

## MOBILE APP PROTOTYPE

The left-hand side showcases a regular order page

The right-hand side showcases an order page for someone who synced their EBT card to the mobile app





# OUR SOLUTION

## PICK-UP LOCKERS PROTOTYPE



Farmer vendors will deliver food to packaging station

Work-study position student will package the kits on assigned days

Students who pre-ordered kits on mobile will be able to pick up kits at assigned locker



# ABOUT OUR SOLUTION

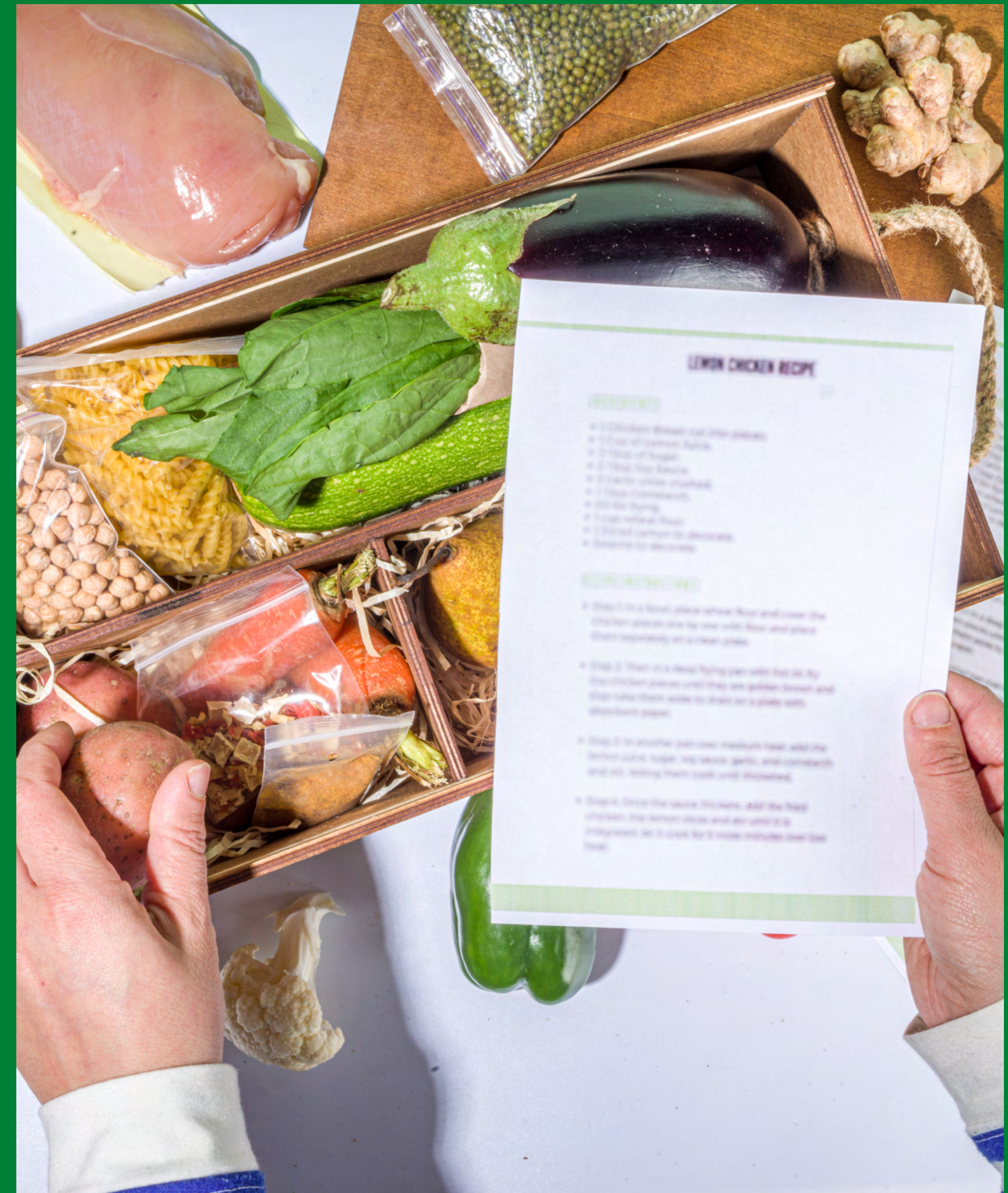
## UPDATED SOLUTION BASED ON USER FEEDBACK

### Prepared Meal-Kits

- Help people find locally and sustainably sourced food
- Prepared Meal-Kits / Snacks
- Grocery pick up stand
- Work with Calfresh
- Source from our list of local vendors
- Talk to food pantry / BSC (go talk to them)
- Incentivize farmers to drop off food since it is an indirect profit stream (Since they are not allowed on campus)
- Work-study position will be in charge of packaging
- Option of them picking up grocery items
  - We are the *middle man* to bring healthy food on campus -
- Refrigerated lockers

### Mobile App

- Pre-order meal-kits
- Pick up scheduling
- Vendor group chat
- To understand demand
- In season grocery





Our solution aligns with our target of SDG 11 Sustainable Cities & Communities by providing the community with affordable healthy food options through meal kits that focus on sustainable consumption and waste management. The Healthy at Home concept will bring the Berkeley community together by creating a space that promotes accessible, healthy and nutritional eating and sustainable living by providing meals at affordable prices while reducing the overall amount of food waste in the Berkeley community. Our solution will allow students easy access to healthy, affordable food and other sustainable goods. By making use of Berkeley's student community, Healthy at Home will provide a platform that not only promotes the environment but will allow students, the Berkeley community, and local farmers and vendors to thrive economically and socially. It will be accessible to all including CalFresh benefits.

## **OUR SOLUTION'S CONNECTION TO SDG 11**





| PLANET                                   | PURPOSE   |  |   |  |  | COMMUNITY   | COST STRUCTURE   |
|--|---|--|---|--|--|---|--|
| Reducing food waste                      | To provide healthy, accessible, & affordable food, reduce food waste, connect to local community, and provide a space that allows local farmers to thrive   |  |   |  |  | Connection to local farmers   | Staff Costs  |
| Using sustainable packaging & set-up     | KEY PARTNERS  | KEY ACTIVITIES                             | VALUE PROPOSITION   | CUSTOMER RELATIONSHIP                              | CUSTOMER SEGMENTS                      | Promote healthy sustainable living  | Operating expenses   |
| Encouraging compliance for waste sorting |   |  |   |  |  | Equipment expenses  |  |
| Healthy sustainable food                 | Berkeley local farmers  | Ensuring products are sustainably produced | Connecting community to fresh produce directly from local farmers | Flyers/ banners                                    | Meal kit                               | Allow students to have access to affordable & healthy meal-kits that are easy to make at home | Packaging costs  |
|  | UC Berkeley community   | Campus Events                              |   | Application point & reward system & a mailing list | Subscribers                            |   | Student workers salaries   |
|  | EBT/ CalFresh   | App development                            | Easy meal plans   | Social media presence                              | Students                               |   | Marketing cost   |
| Sustainable packaging company            | Meal-kit management   | Campus staff/ members                      |   |  | App development                        |   |  |
|  | Expanding access to local produce/ farmers  | Reducing food waste                        | CHANNELS  | Environmentally conscious consumers                | Initial investment of any tools needed |   |  |
| Hello Fresh                              | KEY RESOURCES   |  |   | Nutritional, & affordable food                     |  | Households  |  |
|  |   | Campus land                                | Passing by the physical space                                     |  | Campus visitors                        |   |  |
|  | Packaging supplies  | Word-of-mouth                              | The Berkeley community  |  |  |   |  |
|  | Student workers   | Mobile App                                 |   |  |  |   |  |
|  | Resources from UC Berkeley organizations that focus on sustainability & community   | Online Marketing                           |   |  |  |   |  |
|  |   | Email                                      |   |  |  |   |  |
|  |   | Social media                               |   |  |  |   |  |
|  | GOVERNANCE  |  |   |  |  |   |  |
|  | <ul style="list-style-type: none"><li>Healthy at Home must adhere to all encompassing UC Berkeley guidelines. For the physical space usage we will contact the Space Assignments and Capital Improvements Committee (SACI) who reviews space requests &amp; such decisions. The space reassignment will also be reported through the official campus inventory system (<a href="#">source</a>).</li><li>In terms of branding, we will adhere to <a href="#">UC Berkeley brand guidelines</a>.</li></ul> |  |   |  |  |   | By signing up for rewards, Customers get a free meal for every 10 orders |
|  |   |  |   |  |  | Seasonal events like workshops etc  |  |



# FINAL PROTOTYPE: HEALTHY MEAL KITS



HEALTH &  
NUTRITION



FRESHNESS  
& TASTE



GREAT  
PRICES



SUSTAINABLE  
PACKAGING



# MAKE THE MOST OF HEALTHY AT HOME



## CHOOSE FROM A WIDE SELECTION

Various meal-kit options everyday.



## PURCHASE WHAT YOU NEED

Reduce waste by only purchasing what you need.



## PREPARE AT HOME & ENJOY!

Pick up your meal-kit to easily prepare healthy meals at home.



# HEALTHY AT HOME APP

Berkeley

GLADE MARKETPLACE

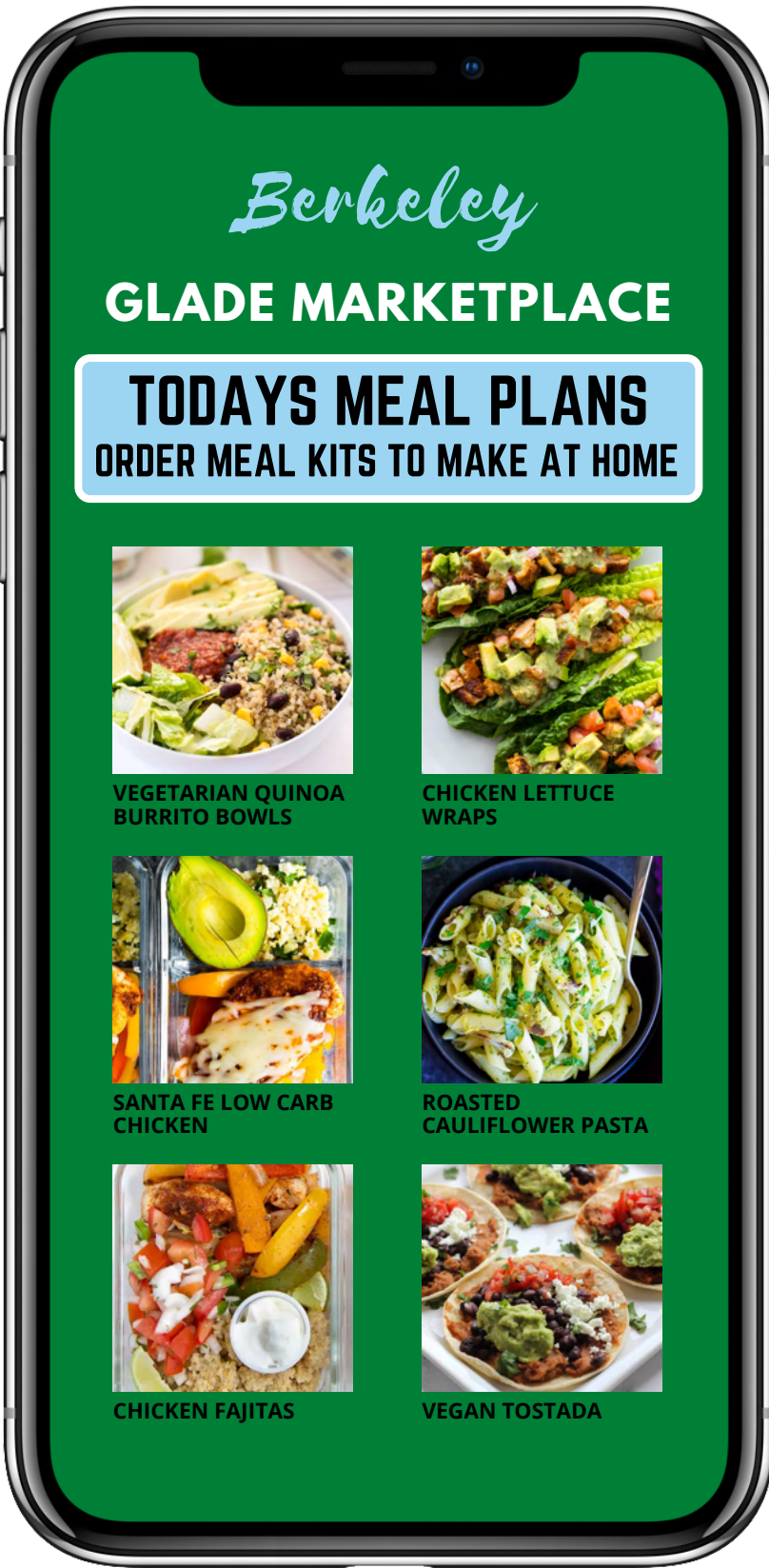
VENDOR SIGN UP FORM

NAME

EMAIL

PHONE

ABOUT YOUR COMPANY







**HEALTHY PRODUCTS  
FROM LOCAL FARMERS**



**HEALTHY MEAL KITS  
READY TO MAKE AT HOME**

## ABOUT OUR SOURCES

### IN SUPPORT OF LOCAL LIVELIHOOD

██████████

We are providing local farmers a broader marketplace to sell their sustainable and healthy food. Healthy at Home creates a link between the UC Berkeley community and local food industry of the area.



# THANK YOU!



**ALEXIS MULLARD**



**CATHERINE TANG**



**RITVICK BHALLA**



**MEGANE KAYO**

