

Beet Lentil Burger Bar

The University of Pennsylvania

Essay:

When the chefs at the University of Pennsylvania's King's Court English House (KCEH) were challenged to a plant-forward burger competition, they raised the stakes by incorporating 10 different local ingredients into their unique entry: a customizable burger bar featuring a beet lentil burger and numerous toppings.

To pull it off, KCEH sourced ingredients from vendor-partner Lancaster Farm Fresh, a co-operative of organic farms located throughout Lancaster County just 81 miles west of KCEH's dining cafe. Lancaster Farm Fresh Co-Op's mission is to support environmental stewardship, farmer livelihoods, nourishing communities, and local economies. Today, the co-op has grown from seven founding farms in 2006 to over 100 member farms with significant Amish representation. The co-op is led by an elected board of member farmers.

Lancaster Farm Fresh is an enrolled vendor in Penn's Farm to Fork program which strictly requires that vendors must be located within 150 miles of campus, be owner- or cooperative-owned, and make under \$5 million dollars in annual revenue. Menu items containing Farm to Fork ingredients are labeled with a Farm to Fork icon and noted in the item's description. Students are educated on the Farm to Fork program through monthly email newsletters and cafe signage.

Every Monday, chefs on Penn's campus receive a list of available produce directly from Lancaster Farm Fresh. While Penn Dining believes in the benefits of purchasing local food, it does come with challenges that KCEH Executive Chef, Ruben Villanueva, has overcome.

Deliveries are available only once per week, which can be challenging for operations open 5-7 days with limited walk-in space. To help manage this logistical challenge, Villanueva prioritizes Lancaster Farm Fresh produce specifically for special events which occur frequently throughout the month. This focus means that there is some flexibility with deliveries that won't impact days' worth of menus if the delivery schedule runs amiss.

Lancaster Farm Fresh also requires a delivery minimum of \$800. To meet this minimum, Villanueva supplements his order with root vegetables whose longer shelf life ensures that the product can be used throughout the week. Additionally, with multiple dining locations on campus, chefs from various cafés will coordinate orders with one another to meet the delivery minimum for special events.

Lastly, local food sometimes costs a premium price. Villanueva noted that the beets for his beet burger were more expensive than beets from a broadline vendor. To remedy this, he blended his beet burger with cost-effective lentils, balancing seasonality and quality with budget while adding additional protein and fiber into his dish.

The result of KCEH's approach to local procurement was a popular plant-forward burger bar, heavy on GenZ trends like sustainability and customization. The station served over 160 orders during the 4-hour lunch period. The burger bar will make a comeback in future menus and may potentially take new shape as plant-forward "meatballs" or as an exciting addition to the daily vegetarian special.


Log in to nacufs.awardsplatform.com to see complete entry attachments.



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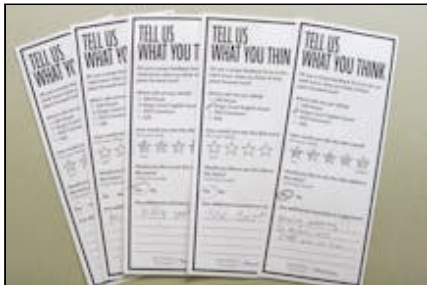
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Lancaster Farm Fresh Co-op
Locally raised.
Sustainably raised.



Greens are popping in the fields! A string of warm, sunny days has given us a flush of salad greens, so we're putting a few varieties on sale.

Young salad greens on sale
9.5 oz clamshell cases - **\$28**
3 lb loose cases - **\$21**




Varieties currently on sale:
Arugula
Kale
Lettuce Mix
Spicy Mix

Pictured: spicy mix - a blend of red mustard, green mustard, red mizuna, tatsoi, and Chinese cabbage, among other seasonally available varieties.

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Reach out today to order!
orders@lancasterfarmfresh.com
[717.656.3533 x 1](tel:717.656.3533)



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To reach us at wholesale:
311.586.3333 x 1
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301 Running Pump Rd
Lancaster, PA 17603

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