Co-founded in 2014 and jointly led by Stanford University, and The Culinary Institute of America.

250 total members from 60 colleges and universities.

5 professional committees
2 working groups

Our students will eat 15 billion meals over the course of their lifetimes.

They will become tomorrow’s parents, entrepreneurs, and leaders, impacting the entire food system with their beliefs, behaviors, and decisions.

Impact

MCURC dining operations serve 800,000 meals per day.

Published Research
Delicious Impressions
Support Healthy Eating

➔ Largest study ever measuring food choices across multiple universities throughout the country
➔ 29% more students chose vegetables when labels emphasized flavors than when focused on healthy attributes.
➔ Published in Psychological Science (2019)
➔ 5 participating colleges and universities
➔ 138,000 diner decisions

Our Research Agenda
For Food Systems Change

5 active research projects focusing on 3 key areas to advance the Menus of Change Principles of Healthy, Sustainable Food Choices:

- Plant-Forward Diets
- Drivers of Consumer Behavior
- Food Waste Reduction

Membership and Organization

Cultivating the long-term wellbeing of all people and the planet one student, one meal at a time.

moccollaborative.org