

*Improving workplace
foodscapes: ideas for
managing hunger and
satiety*



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Foodscapes?

‘The spatial distribution of food across urban spaces and institutional settings’.



(Jabs & Devine 2006, Johnston et al., 2009, Goodman et al., 2010)

Environments where food is purchased and consumed create a landscape of food that takes different forms depending on where that activity is located.



The notion of foodscapes has emerged from the acknowledgement that food environments are an independent and powerful determinant of food consumption behaviour.

An exploration of the fruit and vegetable “foodscape” in a university setting for staff: A preliminary study

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Purpose – The potential for the foodservice industry to be part of a public health strategy has led to a new understanding of this sector's role in a wider interdisciplinary health environment. The purpose of this paper is to begin to explore the influence of the foodscape on fruit and vegetable choice by staff in a higher educational setting.

The research for this study was carried out at a university in the south of England and included a mapping exercise of fruit and vegetable availability and qualitative responses gained from two focus groups conducted with staff and interviews with foodservice managers.

Observations were conducted and confirmed by photograph of the range of fruit and vegetables provided at the foodservice outlets on campus. This included fruit and vegetables as discrete items and also vegetables in a composite dish.







Studies do not always use a comparable definition for vegetables, therefore for the purpose of this project, the “eat well plate” criteria was taken as a guide (Food Standards Agency, 2012) excluding potatoes, tubers, pulses and nuts.

Food outlets	Time of opening and description	Salads and composite dishes (OIV, offer include vegetables. Composite dish is a main meal including one or more items)	Sandwich, pies, pizza and wraps	Fruit
A	11:30-14:30: pasta, pizza, sandwich, salad	OIV: 35% Composite dish -OIV: 67%	OIV: 77%	5
B	08:30-14:30: breakfast: traditional breakfast a cereal lunch: jacket potatoes fillings, hot meals	Composite dish – OIV: 50%	None	3
C	8:30-15:30: pre-packaged sandwiches, hot and chilled drinks, cakes confectionery	OIV: 31%	OIV: 68%	0
D	8:30-19:00: drinks, coffee, pastries snacks	None	OIV: 25%	3
E	9:00-00:00: hot food, alcoholic and non-alcoholic beverages	OIV option: 78%	OIV: 75%	0
F	11:30-18:00: pizza and drinks	None	OIV: 50%	0
G	8:30-20:00: pre-packed sandwiches, chilled drinks snacks (primarily crisps and chocolate)	Composite dish – OIV: 50%	OIV: 51%	0
H	Vending machine: drinks, snacks, chocolate, sweet pastries	None	None	0
I	9:00-17:00: hot food, alcoholic and non-alcoholic beverages, coffee, pre-packed food	Salads OIV: 63%	OIV: 22%	1
J	12:00-14:00: lunch time: salads, panini, hot dishes	Salads Composite dish – OIV: 67%	None	3
K	9:00-17:00: coffee, drinks, prepacked food, pastries and snacks	Salads OIV: 60%	OIV: 70%	6
L	9:00-17:00: coffee, drinks, prepacked food, pastries and snacks	None	OIV: 63%	2

- Four out of twelve food outlets had no vegetables available
- Five out of twelve food outlets had no fruit available
- Half of the outlets offered sweet snacks or confectionery

Codes	Raw Data Themes	Categories	Overall Dimension
Freshness	Locally sourced fresh foods important	Locally produced and fresh	Personal Influence
Personal choice Taste	Vegetables within the meal more appealing	Composite dishes	
`Coffeefied` culture Food matching	Fruit and vegetables not associated with coffee	Food associations	
Busy Lack of time	Job demands and lack of time influence food choice	Time restrictions	
Poor variety Lack of salad Freshness of salad	Lack of variety/healthy food available Poor quality Convenience of location	Availability	
Frozen vegetables Cold mushy overcooked	Preparation Presentation	Quality and display	Food Operator Influence
Chips with everything Poor salad vegetable choice	Poor combination of dishes	Recipes/combinations	

Interestingly, a new finding from this research indicated that consumers were more likely to eat fruit and vegetables when part of a composite dish than if served separately at work.

Coffee Culture and `Matching`?



Practical implications of this preliminary study – Providing a positive foodscape to enhance availability , appearance and local supplies of fruit and vegetables may be challenging to food outlets and further research is needed to see whether availability in this type of setting increases consumption. Food `matching` in this setting needs further study to see whether choice can be influenced.

Thoughts for the future on work foodscapes and health.....









What do we need to know for public health action?

- The type of food outlet at work which encourages us to eat more healthily; and the potential benefits to employees and employers?
- The types of food, calories, constituents which we need in different occupations/situations (dietary reference guidance UK 1991, USA 1997)
- How to enable healthy food matching?
- How to build healthy foodscapes at work – from seed to plate, macro to micro?
- Levers for change?

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Many thanks for your kind
attention

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