Get Moo-ving!
Culinary and Hospitality Management: Careers of Tomorrow

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Before I Delve Into the Program...

I Love the WHY
Career Prep = Opening Doors

Follow the $$$

2016 High School Counselor Workshop
Tourism Industry
$927.9 Billion in Sales
8 Million jobs

Lodging Industry
$176 billion in Sales
1.9 Million jobs

Restaurants
$782.7 billion in Sales
14.4 Million jobs
Tourism in GA
$57.1B (2014)
10.2% workforce
14 million visitors

Almost 1/3 of Food & Beverage Sales Are Due to State Tourism

Food/Wine Tourism
Medical Tourism
Sport Tourism
Film Tourism
Agro Tourism
Golf Tourism
Predicted Restaurant Revenue 2016 (in billions)

<table>
<thead>
<tr>
<th>State</th>
<th>Revenue (in billions)</th>
<th>Workforce Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>$18.9B</td>
<td>(11%)</td>
</tr>
<tr>
<td>South Carolina</td>
<td>$9.1B</td>
<td>(10%)</td>
</tr>
<tr>
<td>North Carolina</td>
<td>$18.1B</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>$40.3B</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>$16.3B</td>
<td></td>
</tr>
<tr>
<td>Tennessee</td>
<td>$11.7B</td>
<td></td>
</tr>
</tbody>
</table>

$114.4 Billion in Revenue

2016 High School Counselor Workshop
The Perfect Storm

Food Allergies
Meals and Energy

• Average meal travels 1,500 miles to plate
  – Ingredients from 5 different countries;
  – Uses 10% of total U.S. energy budget, 50% of our land, and 80% of our freshwater;

• Love cheap food
  1949 – 22% of income to food;
  2009 – 10% (half of Japan and France);
Landfills and Food

• Food waste is #1 material in landfills;
  – Methane gas is 21x more damaging than CO₂;
  – 15% from restaurants;
  – 40% of items purchased for home
    • 20 lbs. per person/per month;
    • Total of $165B annually in America;
    • Accounts for 25% of US methane emissions;

Natural Resources Defense Council (2012)
Humans derive @ 20% daily protein from animal-based products;
- Animal protein-rich food consumes 5-10x more water than plant-based diet;

70% of all available water used in agriculture;
- ⅓ current farmland is used to grow crops that feed animals;

95% of world will be forced to be vegetarian by 2050;
### California Water Crisis

99% of artichokes
99% of walnuts
97% of kiwis
97% of plums
95% of celery
95% of garlic
89% of cauliflower
71% of spinach
69% of carrots

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#### The Amount of Water Needed to Grow These Crops

As California heads into its fourth year in drought, many of the crops grown in its rich Central Valley — and eaten all over the US — are at risk of drying up. Some crops need far more water than others.

<table>
<thead>
<tr>
<th>Crops</th>
<th>Water Needed (in gallons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Orange</td>
<td>13.8</td>
</tr>
<tr>
<td>1 Head of Broccoli</td>
<td>5.4</td>
</tr>
<tr>
<td>1 Walnut</td>
<td>4.9</td>
</tr>
<tr>
<td>1 Tomato</td>
<td>3.3</td>
</tr>
<tr>
<td>1 Almond</td>
<td>1.1</td>
</tr>
<tr>
<td>1 Pistachio</td>
<td>0.75</td>
</tr>
<tr>
<td>1 Strawberry</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Sources: *California, how, and greywater footprint of crops and derived crop products, ca. M. W. Metzler and M. E. Weathering, and Earth Sciences, National Agricultural Council.*
A Changing Industry

Sustainable Practices in Hospitality
Assisted Care Facilities (the “new” Vegas)
Tulane Medical School Model
Healthcare and Food
Beverage Industry
Technology
  Social media to smart hotels
Sharing Economy
  Airbnb, Uber, OpenTable, Lyft, and more...
Restaurant Industry

9 or 10 salaried employees started as hourly

7 of 10 restaurant owners started entry level positions

Change perception of industry from consumer perception to future careerist
Area F (18 credits)

C or better in:
- 20.53100 Introduction to Culinary Arts; and
- 20.53210 Culinary Arts I; and
- 20.53310 Culinary Arts II; and
- 85% or higher on the GA End of Pathways Assessment; and
- Pass ServSafe Manager Certification

Savings = $831.99
The Coca-Cola Co. helps foodservice develop specialty drinks

Specialty beverages to account for about 30 percent of beverage growth between 2014-2017

April 11, 2016  No Comments

The saying goes that variety is the spice of life. When it comes to foodservice menus, no truer words can be said. Whether it’s better-for-you or indulgent trends, beverage menus are being retooled to accommodate drinks that fit these molds, and The Coca-Cola Co., Atlanta, wants to make sure it is working with its foodservice partners to develop all kinds of specialty beverage solutions.
You SELL Our Programs!

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