



“Creating dynamic experiences to connect people and animals”

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**DATE:** January 23, 2020

**TO:** HONORABLE MEMBERS OF THE HEALTH, EDUCATION, NEIGHBORHOODS, PARKS, ARTS, AND RIVER COMMITTEE

ATTN: ERIC VILLANUEVA, Legislative Assistant

**FROM:** DENISE M. VERRET, General Manager  
Zoo Department

**SUBJECT:** ZOO DEPARTMENT REPORT BACK REGARDING VEGAN PROTEIN OPTIONS (C.F. NO. 11-1678-S3)

### SUMMARY

On October 29, 2019, the City Council instructed the Zoo Department to report back on the vegan protein entrée options available at City concessionaire locations and ways to ensure that these options are available on an ongoing basis (C.F. 11-1678-S3). This report includes a summary of all of the Zoo's current vegan menu options, comparisons with vegan menu options at other local venues, and plans for additional offerings that will enhance the vegan menu options at the Zoo.

### ZOO CONCESSIONS PROGRAM

The Zoo's concessions program is managed through an Operating Agreement between the City and the Greater Los Angeles Zoo Association (GLAZA) (C.F. 14-0600-S223). A new concessions contract between GLAZA and Service Systems Associates Group, LLC (SSA) began in August 2019, as the result of a comprehensive request for proposals process approved by the City. GLAZA's contract with SSA includes compliance with the City's Good Food Purchasing Policy and a commitment to providing food options that are healthy, fair, and sustainable.

### Current Concessions Offering

The Zoo has a total of 14 distinct food concessions locations which include six full-service concessions food stands and eight snack stands located throughout the Zoo facility offering a variety of entrées and snacks. Three of the six full-service locations include vegan protein entrée options; and all but one of the total locations (including eateries and snack stands) have vegan snack options.




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Zoo food concessions provide 49 distinctive offerings that includes 15 different vegan items. These vegan offerings include fresh salads, and four vegan protein options of black bean, mushroom or Beyond brand meatless burgers, as well as a child's sunflower butter and jelly sandwich. The vegan options represent approximately 31% of the available food item offerings. Additionally, there is no increased pricing for vegan options.

A copy of the Zoo map which lists the Zoo's food stands and locations with vegan entrée offerings identified by the vegan symbol, , is provided as an attachment to this report (Attachment A).

### Comparisons with Other Local Venues

The Zoo's concessionaire maintains a commitment to maximizing its healthy and vegan food options at the Zoo and as a leader in the regional market. A vegan menu options comparison was conducted by SSA through onsite visitation at four local venues. The results are shown in the table below and demonstrates how the Zoo compares favorably with these local venues.

	L.A. ZOO	SIX FLAGS MAGIC MOUNTAIN	KNOTT'S BERRY FARM	UNIVERSAL STUDIOS	DISNEYLAND
<b>Annual Attendance</b>	1.8 million	3.4 million	4.1 million	9.1 million	18.8 million
<b>Operating Season</b>	364 days	365 days	364 days	365 days	365 days
<b>Acres</b>	133 acres	262 acres	57 acres	415 acres	155 acres
<b>No. of Food Stands</b>	6	18	16	17	24
<b>No. of Snack and Beverage Locations</b>	8	9	9	10	11
<b>No. of Food Items (@ Food Stands)</b>	49	131	145	127	215
<b>No. of Vegan Options</b>	15	21	19	25	35
<b>Percentage of Vegan Options</b>	31%	16%	13%	20%	16%
<b>Pricing (\$ more than non-vegan)</b>	No Difference	\$1-\$2	No Difference	\$1-\$4	\$2-\$4

### Future Plans

As part of the new concessions contract, SSA is committed to making significant capital improvements to the concessions facilities throughout the Zoo. These improvements will enable the Zoo to enhance and increase the vegan offerings which includes increasing the number of fresh, locally sourced ingredients and expanding options for both children and adults. One example of this will be to partner with the Bean Sprouts company, a woman-owned company recognized as an innovator in delivering healthy food options that cater to families with special dietary choices and challenges including vegetarian and vegan, gluten-free, dairy-free, casein-free, nut-free, egg-free, and soy-free offerings. Below is an example of what this offering may resemble.



### **CONCLUSION**

The concessions program is an integral component of the Zoo's commitment to expanding and developing innovative ways to reach and include the diverse community that we serve in all of our offerings from food to programming. The Zoo concessions program and its new concepts seeks to engage our visitors and embody our mission with an emphasis on conservation and sustainability.

### **FISCAL IMPACT STATEMENT**

The costs associated with the continuation and expansion of the Zoo's vegan dining options are included as part of the new concessions contract. As a result, there would be no impact to the General Fund.

DMV:MK/dmt

attachment

# WELCOME TO THE LOS ANGELES ZOO AND BOTANICAL GARDENS



## REFRESHMENTS COMIDA

- A** Reggie's Bistro
  - B** Zoo Grill
  - C** Gorilla Grill
  - D** Café Pico
  - E** Churro Factory
  - F** Fork in the Road
  - G** Mahale Café
- Vegan options available*

## BOTANICAL HIGHLIGHTS ZONAS BOTANICAS

- 1 Cycad Garden  
Jardín de cícadas
- 2 Baja Garden  
Jardín de Baja
- 3 Ferraro Rose Garden  
Jardín de rosas Ferraro
- 4 Yellowwood  
Madera amarilla
- 5 Australian Collection  
Colección australiana
- 6 Mexican Fan Palm Grove  
Palmeras de abanico mexicanas
- 7 Chilean Wine Palm  
Palma chilena
- 8 Desert Garden  
Jardín del desierto
- 9 Ginkgo Grove  
Bosquecillo de ginkgo
- 10 Edible Garden  
Jardín comestible

**Protect and Respect**  
Please do not feed the animals or vandalize the plants.

All of the Zoo's animals need special diets to stay healthy. The wrong food can make them sick. Feeding the animals may result in removal from the Zoo. All of the Zoo's plants represent part of our living collection. Please respect them by staying out of planted areas.

**Protege y Respeta**  
Por favor, no alimentes a los animales ni destruyas las plantas.

Todos los animales del zoológico necesitan una dieta especial para mantenerse saludables. El darles un alimento equivocado puede causarles algunos problemas de salud. Si alimentas a los animales puedes provocar que se retiren del zoológico. Todas las plantas del zoológico representan una parte de nuestra colección de seres vivos. Por favor, respetales quedandote fuera de las áreas que siembran plantas.

**Do Not Graffiti**  
Graffiti is prohibited on any property of the Los Angeles Zoo. The Zoo is a public facility and is open to all. Graffiti is a crime and is punishable by law. For more information, please contact the Los Angeles Zoo at (323) 644-2300.

**No Pintar Graffiti**  
No se permite pintar graffiti en ninguna propiedad del Zoológico de Los Angeles. El zoológico es una instalación pública y está abierto a todos. El graffiti es un delito y es castigado por la ley. Para obtener más información, comuníquese con el Zoológico de Los Angeles al (323) 644-2300.

**NO TRESPASSING**  
No trespassing is strictly enforced at the Los Angeles Zoo. All animals are housed in their respective enclosures. CAL PENAL CODE SECTIONS 655 AND 602.15

**PROHIBIDO EL PASO**  
No se permite el paso no autorizado en el Zoológico de Los Angeles. Todos los animales se alojan en sus respectivas instalaciones. CAL PENAL CODE SECTIONS 655 AND 602.15

Admission is subject to compliance with all laws and facility policies. By entering, you agree to follow all applicable laws and Zoo rules. Visitors voluntarily assume all risks and danger incidental to visiting the Los Angeles Zoo.

La admisión está sujeta al cumplimiento de todas las leyes y normativas de las instalaciones. Al entrar, los visitantes se comprometen a observar todas las leyes pertinentes, así como las reglas del Zoológico. Los visitantes asumen voluntariamente todos los riesgos y peligros relacionados con la visita al Zoológico de Los Angeles.

- Restrooms  
Baños
- Gifts/Souvenirs  
Regalos/Recuerdos
- Picnic Area  
Área para almorzar
- Safari Shuttle Station  
Parada para el Safari Shuttle
- Playground  
Parque de diversiones
- Safari Shuttle Route  
Ruta de Safari Shuttle
- Security  
Seguridad
- Animals & You Stations  
Estaciones Animales & Tú
- WiFi

- Zoo Shows, Presentations, and Programs  
Espectáculos, presentaciones y programas "zooícos"
- First Aid  
Stop at any refreshment stand for assistance.  
Primeros Auxilios  
Visite cualquier kiosco de comida para asistencia.
- Lost & Found  
Trending and Guest Relations Window #11  
Objetos Perdidos  
Tendidos y Atención al Cliente Ventanilla #11
- Smoking is prohibited on Zoo grounds  
L.A.M.C. Sec. 63.44  
El fumar se prohíbe en el parque Zoológico  
L.A.M.C. Sec. 63.44

- Flamingo Mingle  
11 a.m., 12 p.m., 2 p.m., and 3 p.m.  
Encuentro con Flamencos  
11 a.m., 12 p.m., 2 p.m., y 3 p.m.
- Giraffe Feeding  
11 a.m., 1 p.m., and 2 p.m. - 4 p.m.  
Alimentación de Jirafas  
11 a.m. - 1 p.m., y 2 p.m. - 4 p.m.

**California Condor  
Rescue Zone**  
Open Weekends  
and some Holidays  
10 a.m. - 4 p.m.

**PARKING  
ESTACIONAMIENTO**

Get Social With Us!  
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**Please Recycle Your  
Zoo Map at the Exit**  
Favor de reciclar su mapa  
en la salida



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