

Authors

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Affiliations

1. Stanford Department of Primary Care and Population Health
2. Stanford Environmental Health & Safety, Occupational Health Center, Stanford, CA
3. Stanford Prevention Research Center, Stanford University School of Medicine, Stanford CA
4. Elaine Marieb College of Nursing, University of Massachusetts Amherst, Amherst, MA

Purpose

- Develop culturally-tailored meals that meet American Diabetes Association (ADA) and American Heart Association (AHA) guidelines, showcasing traditional flavors and ingredients of Asian American communities
- Host a food truck event, increasing access to balanced meals on campus and celebrate cultural heritage through food
- Foster community engagement through collaboration with dietitians, chefs, NOURISH interns, and local vendors to raise awareness of the importance of culturally relevant, balanced diets

Methodology

Event Development

- NOURISH partnered with Akita Sushi to promote culturally-tailored, balanced eating among Stanford staff
- Dietitians, interns, and chefs collaborated to create menu options aligned with ADA and AHA guidelines, featured at a food truck event on October 29, 2024 (Figure 1)
- NOURISH menu options were chef tested and plated to follow the ADA Plate Method (Figures 3 & 4)

Event Execution

- Educational materials tailored to Japanese cuisine were also provided to support healthy eating at home (Figure 2)
- Sales of each menu item were tracked during the event and statistically analyzed using R Studio and Microsoft Excel

NOURISH Guidelines

- Carbohydrates ≤ 60 grams per meal
- Sodium ≤ 600 mg per meal
- Saturated fat ≤ 3 grams per meal
- Protein ≤ 30 grams per meal

Figure 1: NOURISH's Recipe Creation Guidelines

Common Non-Starchy Vegetables in Japanese Cooking

Napa Cabbage (Hakusai)
Often used in soups, stir-fries, or hot pot dishes.



Shiitake Mushrooms
A popular ingredient in soups, stir-fries, or as a topping for various dishes.



Shishito peppers
Shishito peppers are typically enjoyed as an appetizer or side dish in Japanese cuisine, often served with a sprinkle of salt, soy sauce, or lemon juice.



Burdock Root (Gobo)
A long, fibrous root vegetable often used in stews or as a side dish.



Lotus Root (Renkon)
A crunchy root vegetable, often stir-fried, steamed, or simmered.



Figure 2: NOURISH Japanese Cuisine Non-Starchy Vegetables Infographic

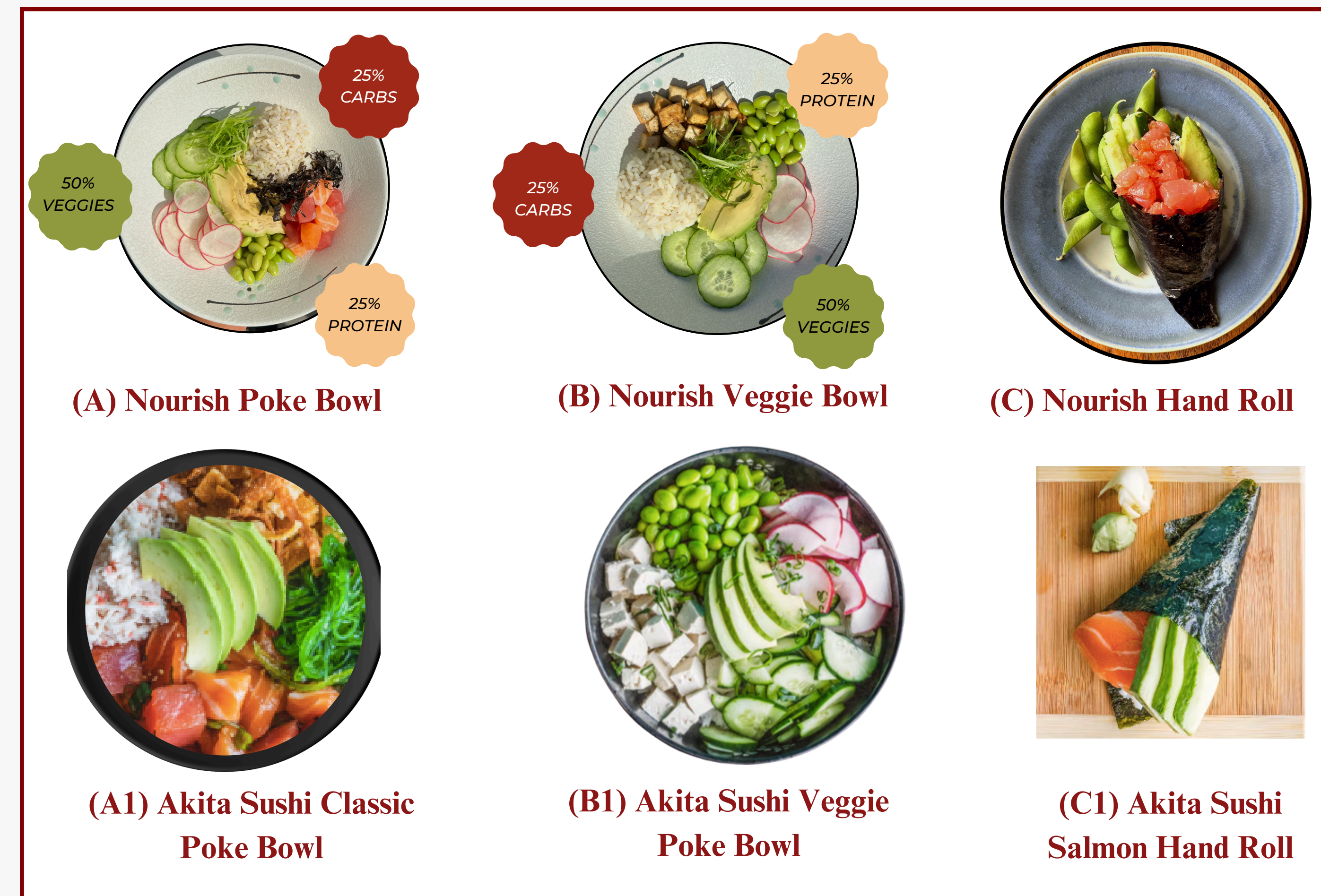


Figure 3: Comparison of NOURISH (A, B, C) and Standard Versions (A1, B1, C1) of Akita Sushi Food Truck Dishes

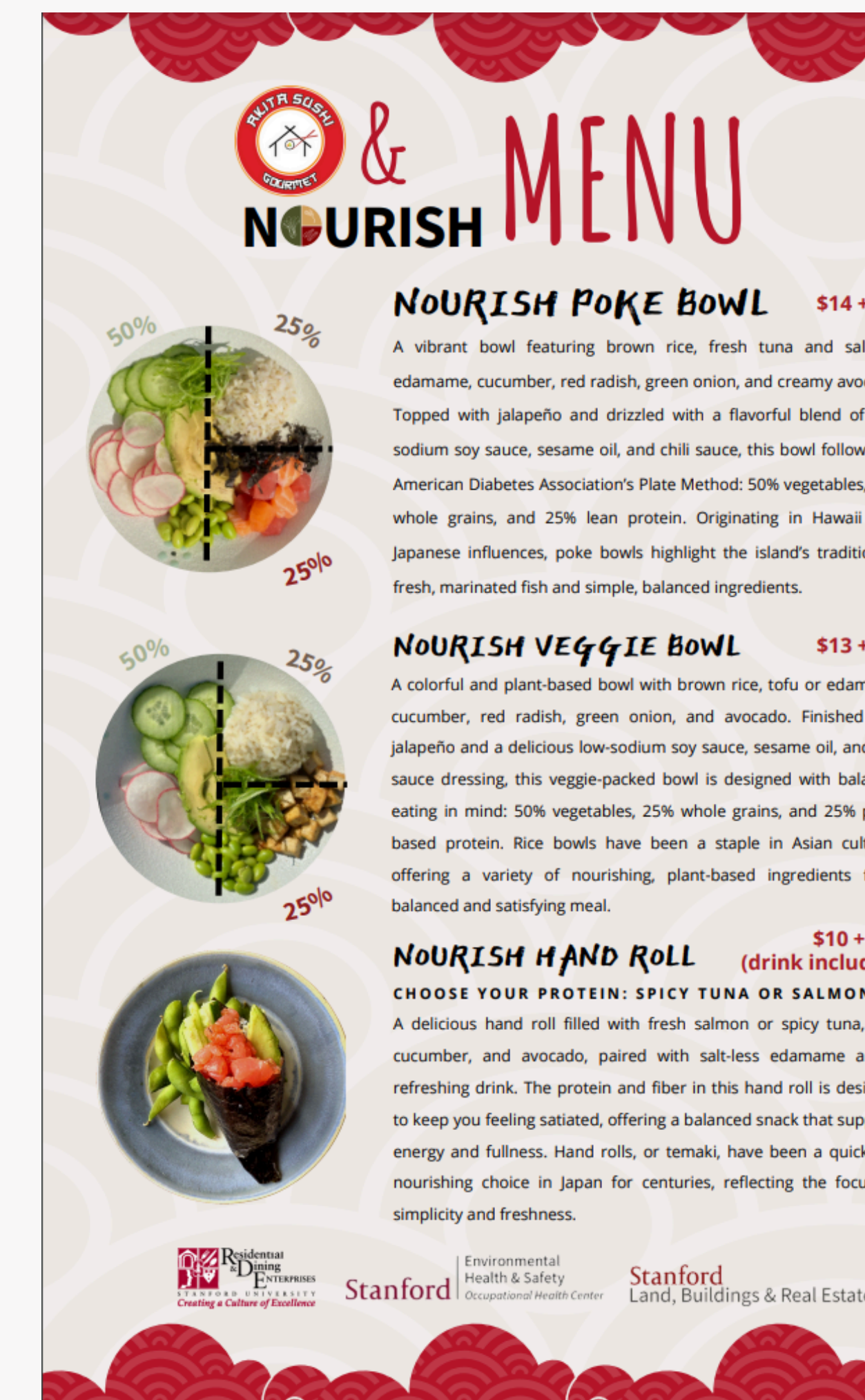


Figure 4: NOURISH Menu Displayed on the Food Truck

Results

Meal Type	Price	Units Sold	% of Sales	Revenue
Nourish Poke Bowl	\$14.00	21	61.8%	\$294
Veggie Bowl	\$13.00	5	14.7%	\$65
Handroll Combo	\$10.00	8	23.5%	\$80
Total	-	34	100%	\$439.00

Figure 5. Meal sales breakdown during the 2-hour NOURISH x Akita Sushi food truck event. The Nourish Poke Bowl accounted for the majority of sales (62%), generating the highest revenue. Final revenue (\$470.78) includes California and Federal Tax.

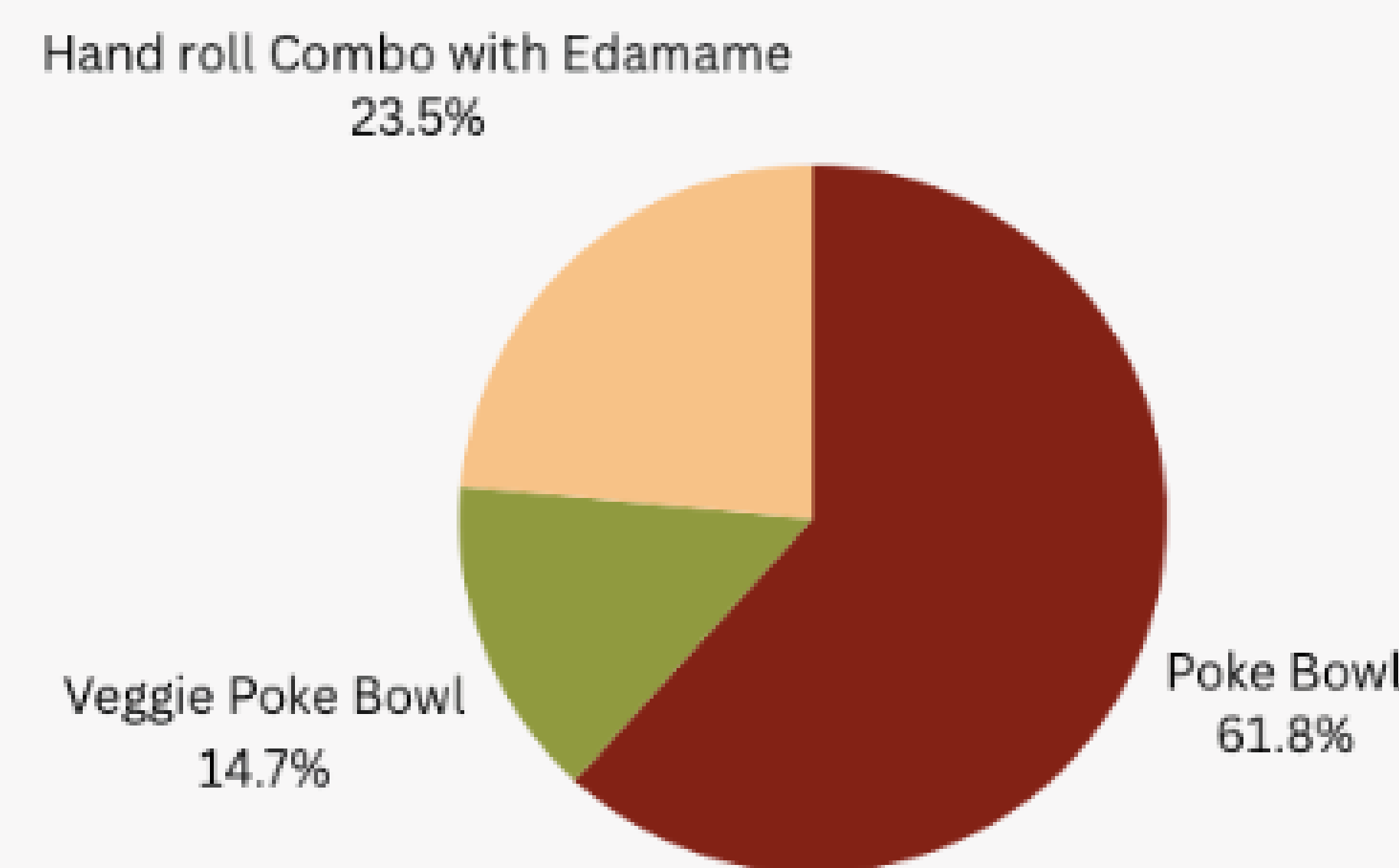


Figure 6: NOURISH's Percentage Distribution of Food Items Sold

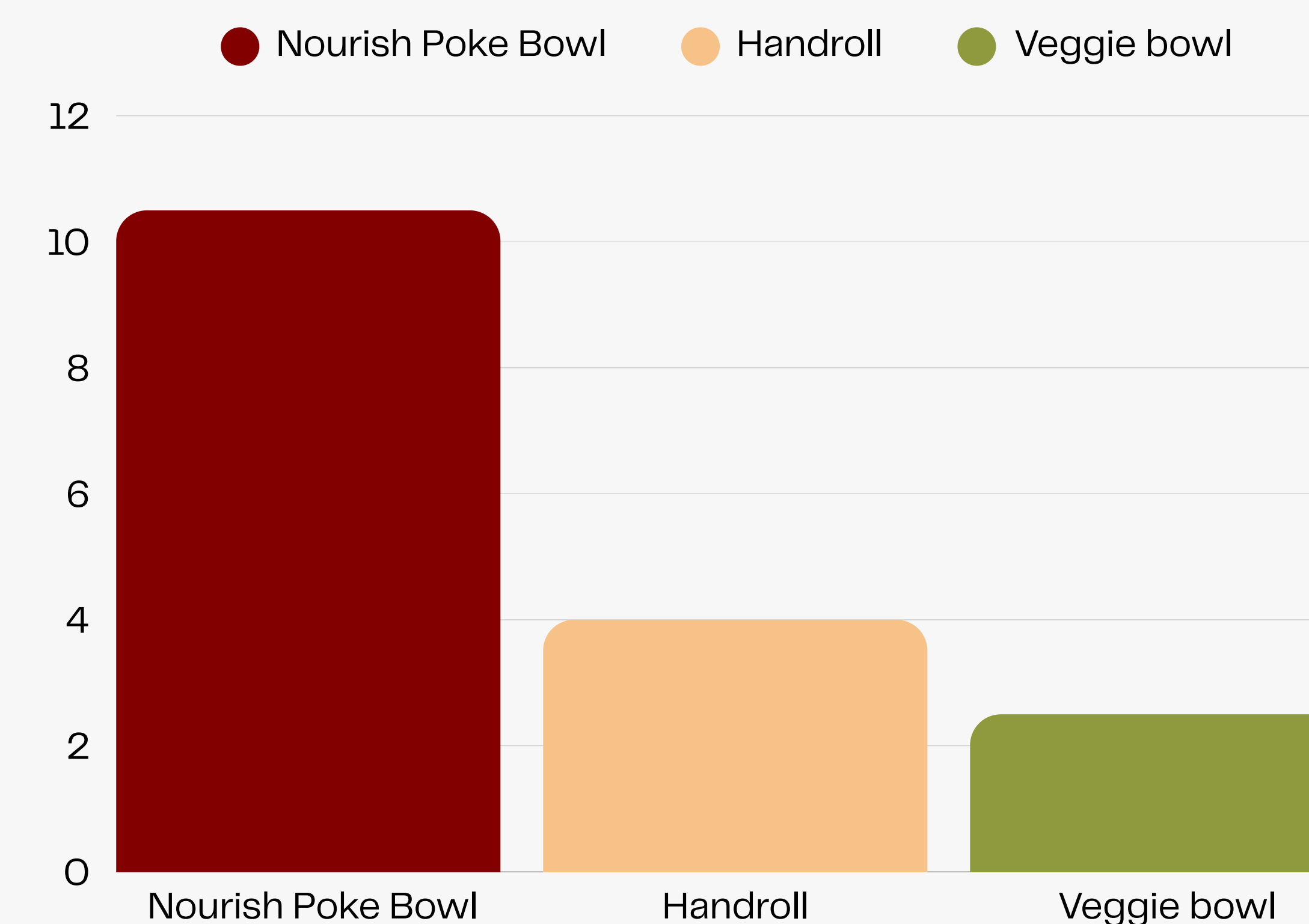


Figure 7. Bar chart showing sales rate per hour for each NOURISH meal during the 2-hour event. The Nourish Bowl had the highest hourly sales rate (10.5 meals/hour), exceeding the combined rate of the other two items.

Analysis of Results

We tested whether the distribution of sales across the three NOURISH meals differed significantly from equal expected proportions.

- **Null Hypothesis (H₀):** All three NOURISH meals were equally likely to be sold (expected = 1:1:1).
- **Observed Counts:** Poke Bowl = 21, Veggie Bowl = 5, Handroll Combo = 8
- **Expected Counts (if equal):** ~11.33 for each meal type
- **Chi-square statistic:** $\chi^2(2) = 12.76$; p-value: 0.0017

There was a **statistically significant difference in the distribution of sales across the three meal types**, ($\chi^2(2) = 12.76$, $p = 0.0017$), indicating that customers preferred the Nourish Poke Bowl.

Conclusion

The NOURISH food truck initiative by Stanford Medicine demonstrates the effectiveness of culturally-tailored recipes in promoting balanced eating among Asian American communities. Partnering with Akita Sushi, the event showcases how nutritious, culturally-tailored meals can be created to support healthier eating. The NOURISH Poke Bowl was the most popular item, highlighting the community's strong preference for meals that are closely familiar to traditional recipes. These results underscore the importance of collaboration in addressing dietary-related health disparities and suggest that scaling this model, and adding more culturally-tailored options, can further support diverse communities in making healthier choices.

Future Directions

- Collaborate with more local food vendors to provide a wider variety of culturally relevant, balanced meals that cater to diverse dietary preferences.
- Increase outreach efforts by hosting additional food truck events, cooking classes, and providing digital resources to promote healthy eating within Asian American communities.
- Conduct follow-up surveys and studies to evaluate the long-term health outcomes of participants involved in the NOURISH initiative.
- Continue to refine menu items based on feedback from events to boost popularity, such as enhancing flavors or adding more dietary options.

Scan QR Code for Additional Facts and References:



Acknowledgements

We would like to extend our gratitude to Stanford Land, Buildings & Real Estate (LBRE) for their generous support and funding of the food truck event, to Stanford Dining, Hospitality & Auxiliaries (SDHA) of Stanford Residential & Dining Enterprises (R&DE) for their invaluable assistance in event planning and execution, and to Akita Sushi for their partnership in bringing culturally-tailored, balanced meals to the community.

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Shishito peppers
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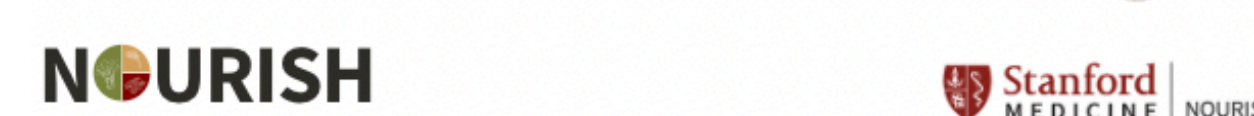


Figure 2: NOURISH Japanese Cuisine Non-Starchy Vegetables Infographic

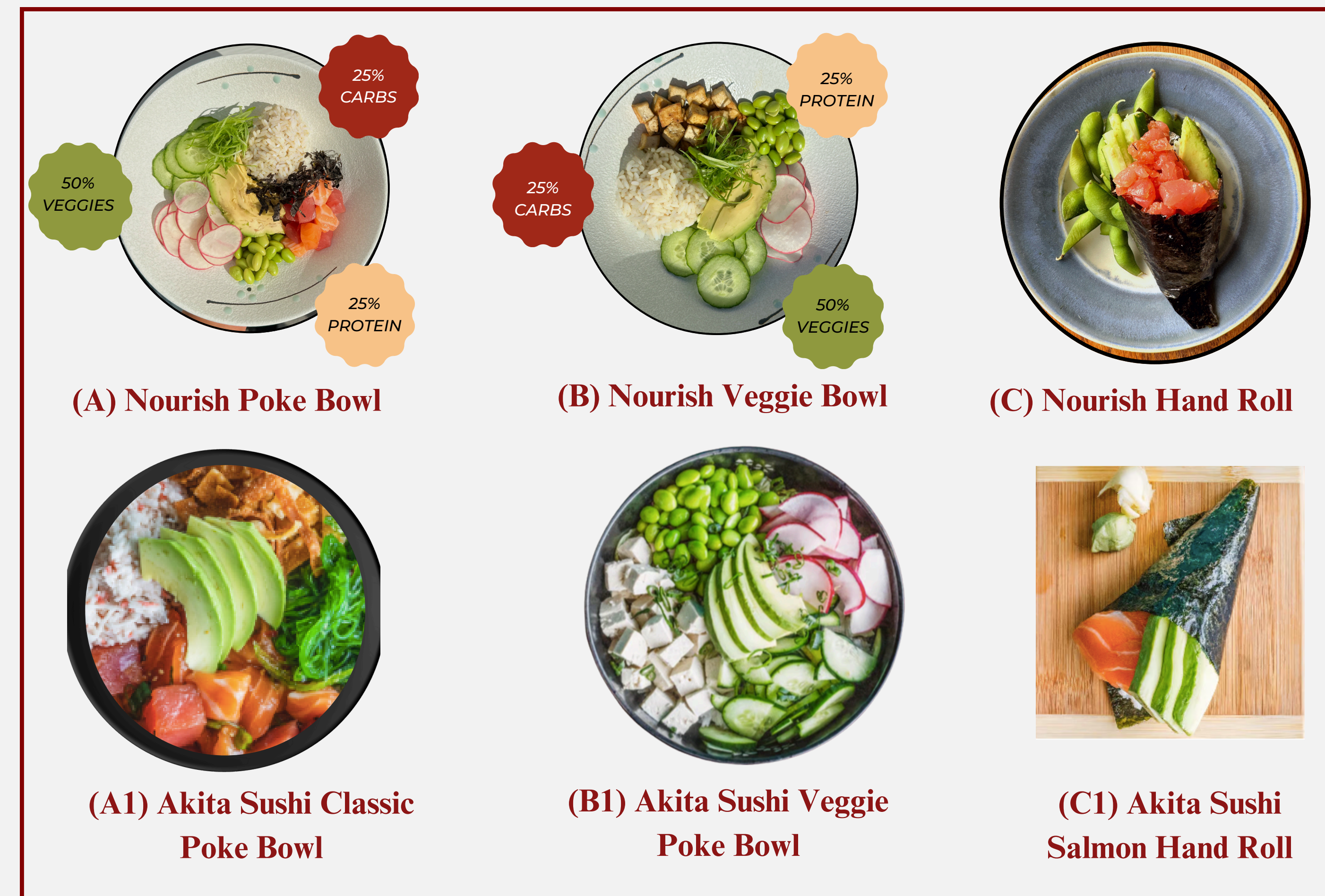


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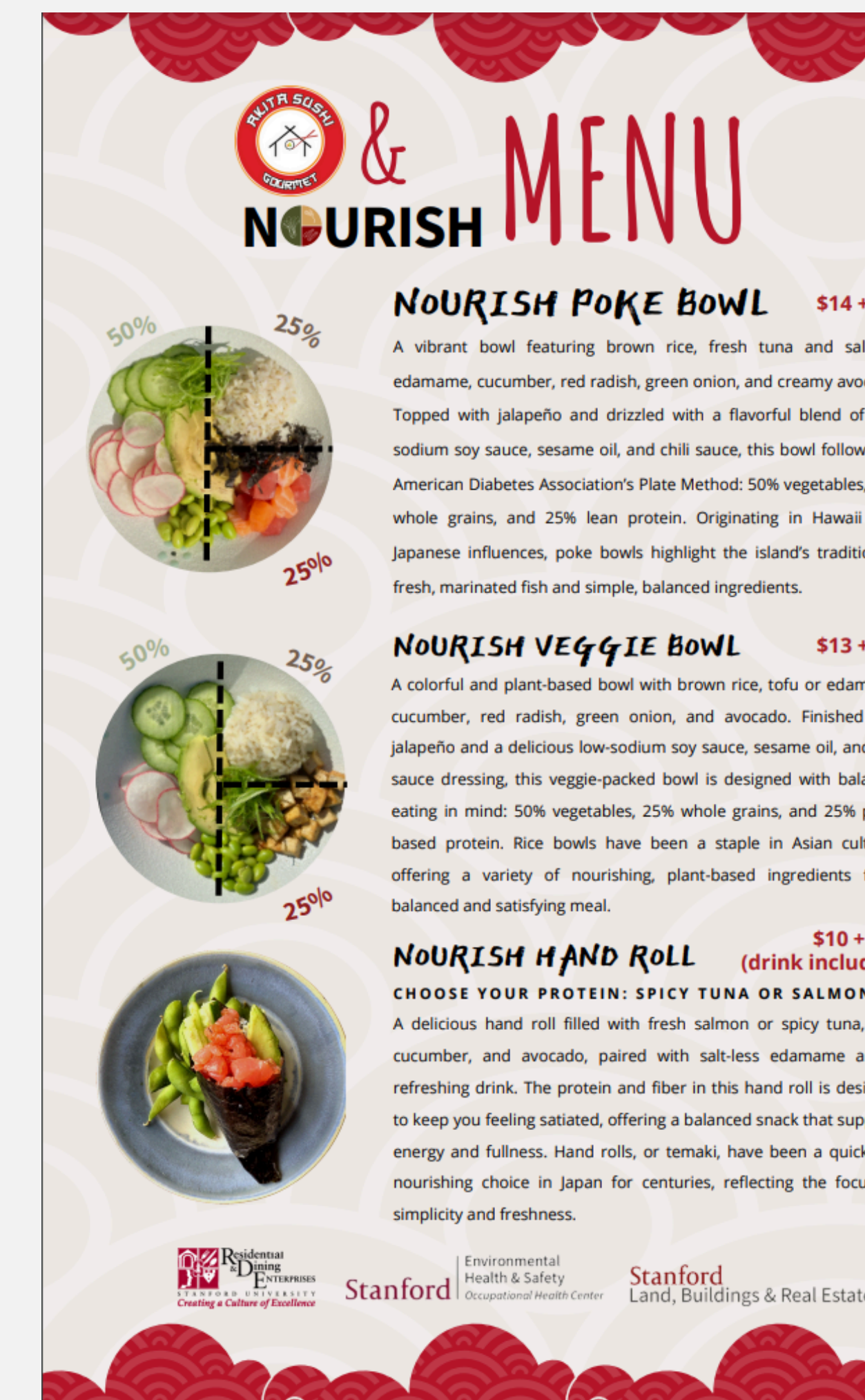


Figure 4: NOURISH Menu Displayed on the Food Truck

Results

Meal Type	Price	Units Sold	% of Sales	Revenue
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Handroll Combo	\$10.00	8	23	\$80
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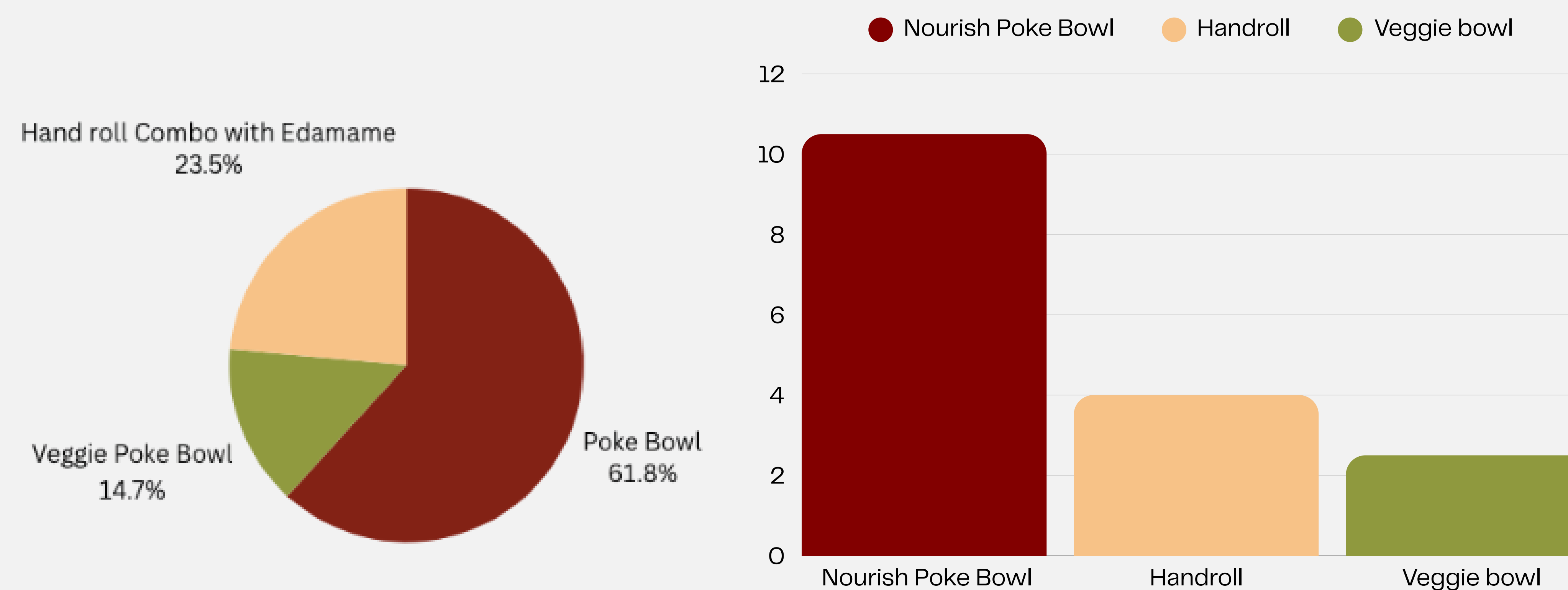


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Future Directions

- Collaborate with more local food vendors to provide a wider variety of culturally relevant, balanced meals that cater to diverse dietary preferences.
- Increase outreach efforts by hosting additional food truck events, cooking classes, and providing digital resources to promote healthy eating within Asian American communities.
- Conduct follow-up surveys and studies to evaluate the long-term health outcomes of participants involved in the NOURISH initiative.
- Continue to refine menu items based on feedback from events to boost popularity, such as enhancing flavors or adding more dietary options.

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- Hosted a food truck event to increase access to balanced meals on campus and celebrate cultural heritage through food
- Fostered community engagement through collaboration with dietitians, NOURISH interns, and local vendors to raise awareness of the importance of culturally relevant, balanced diets

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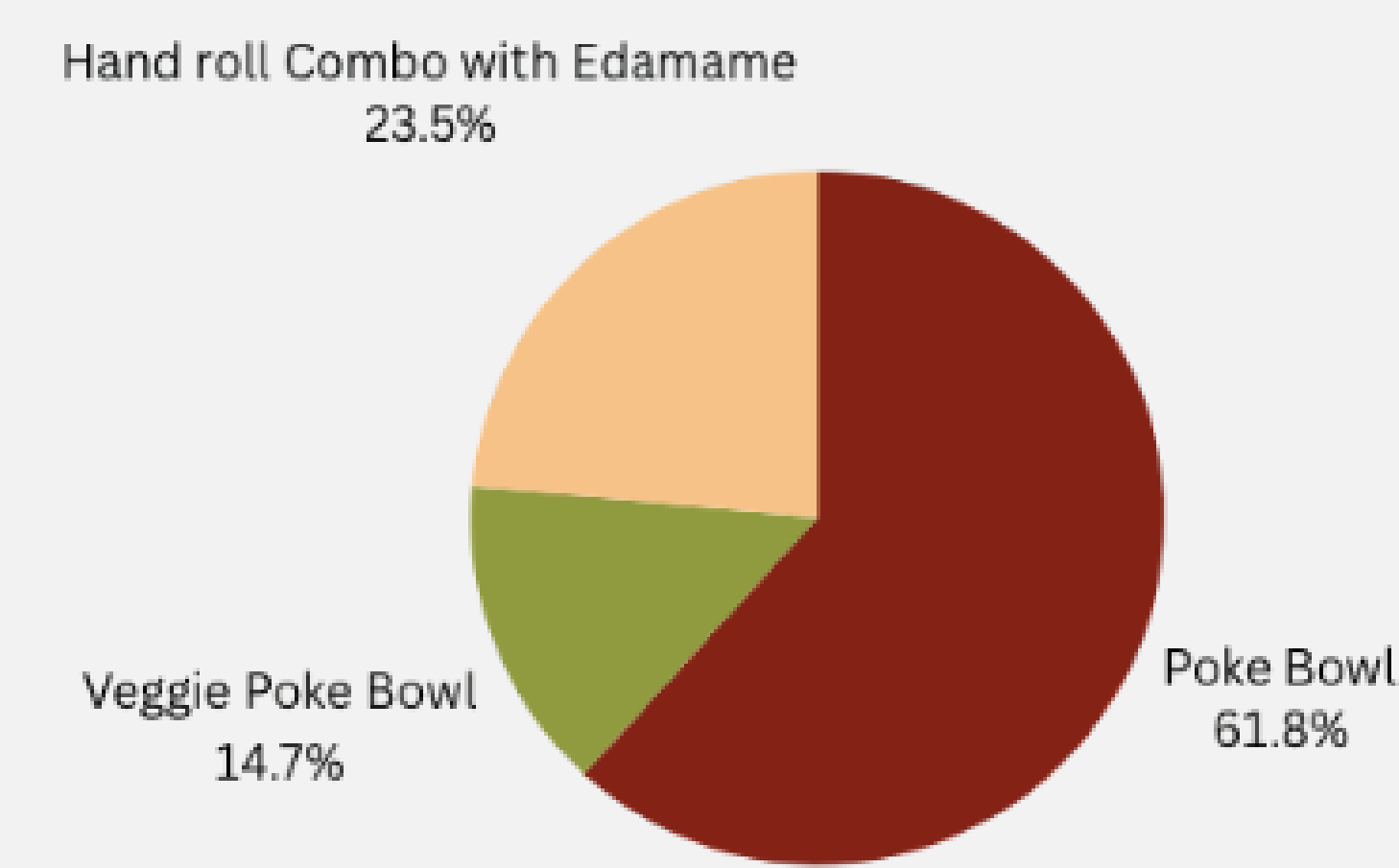


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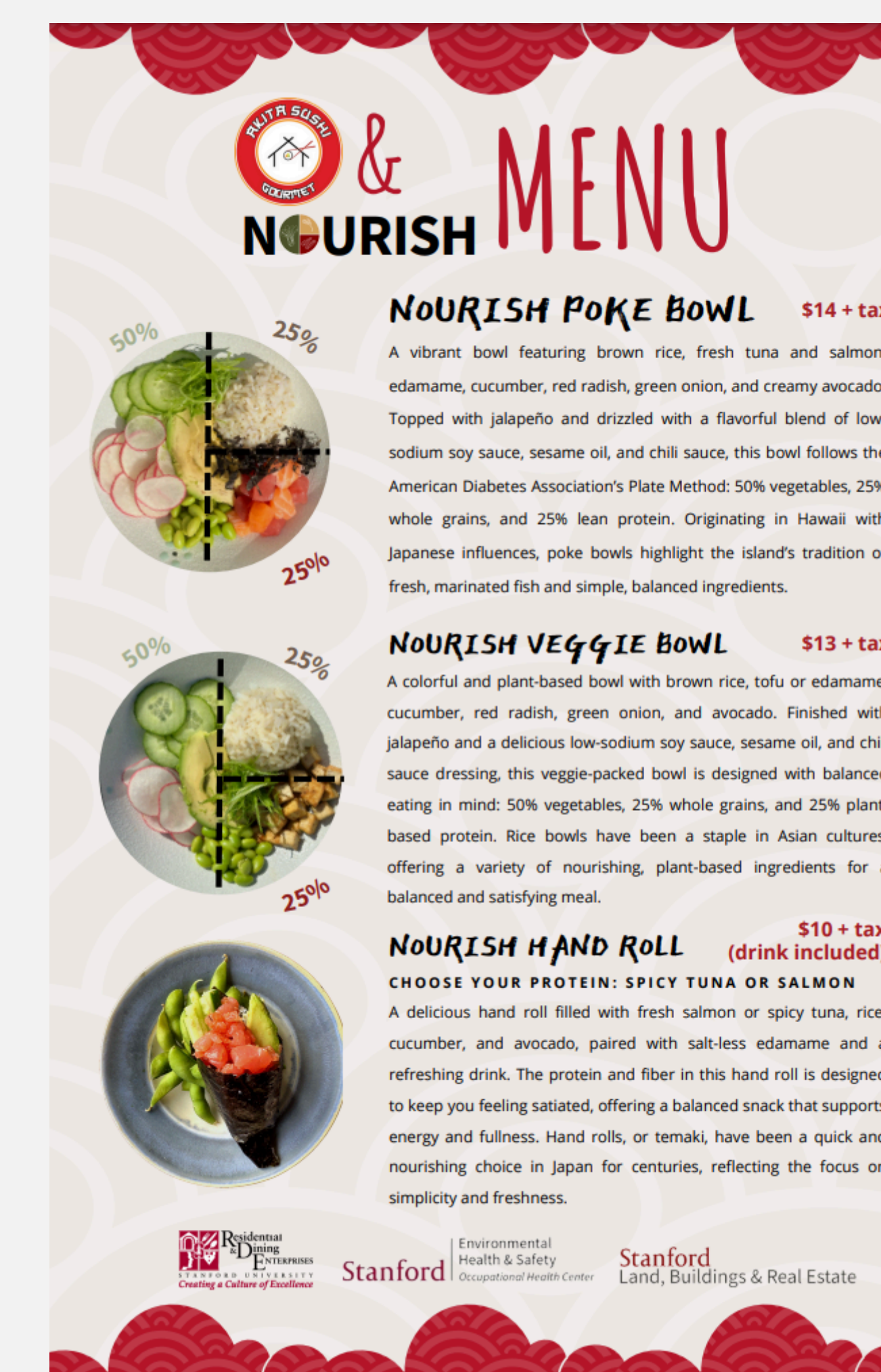


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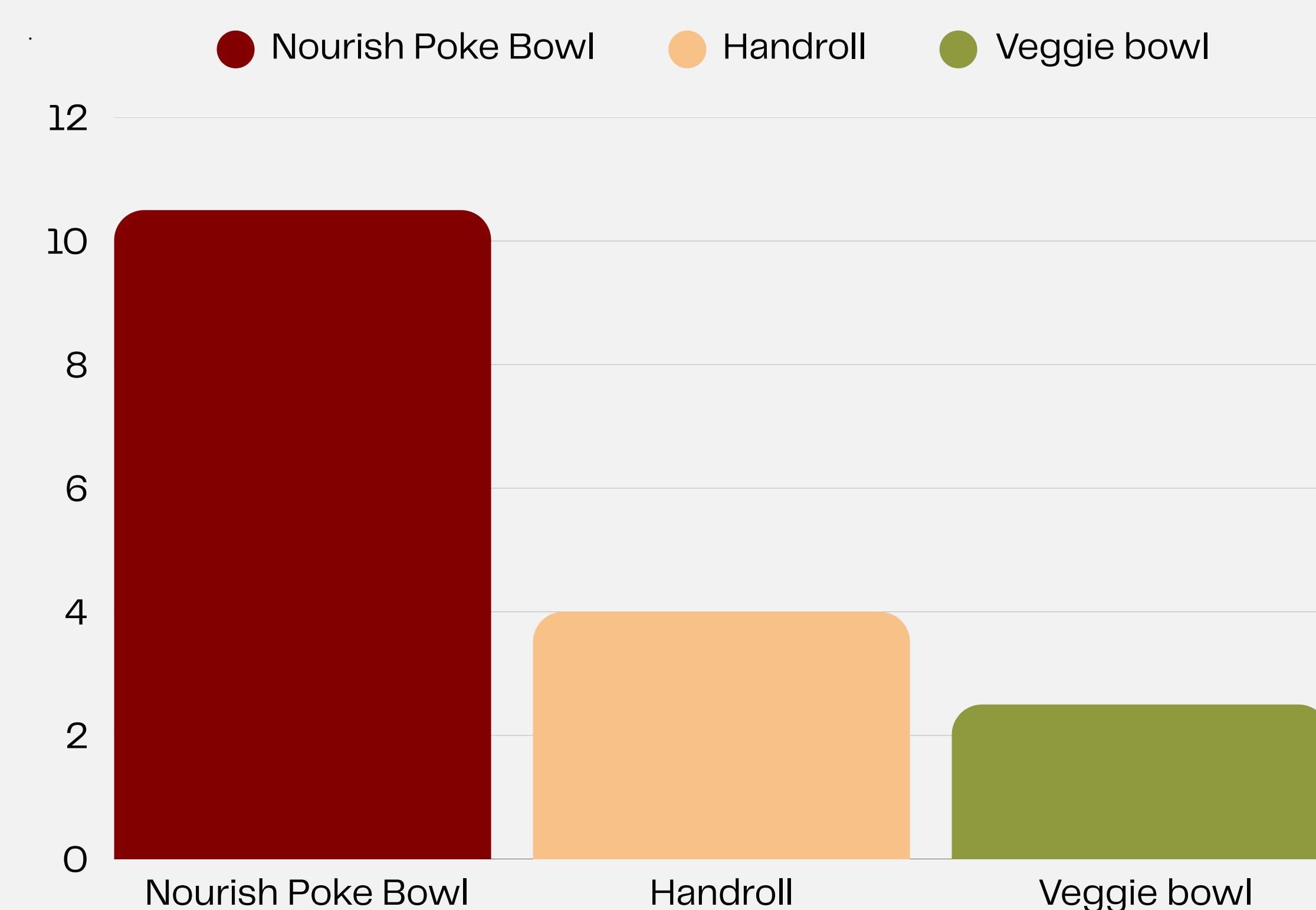


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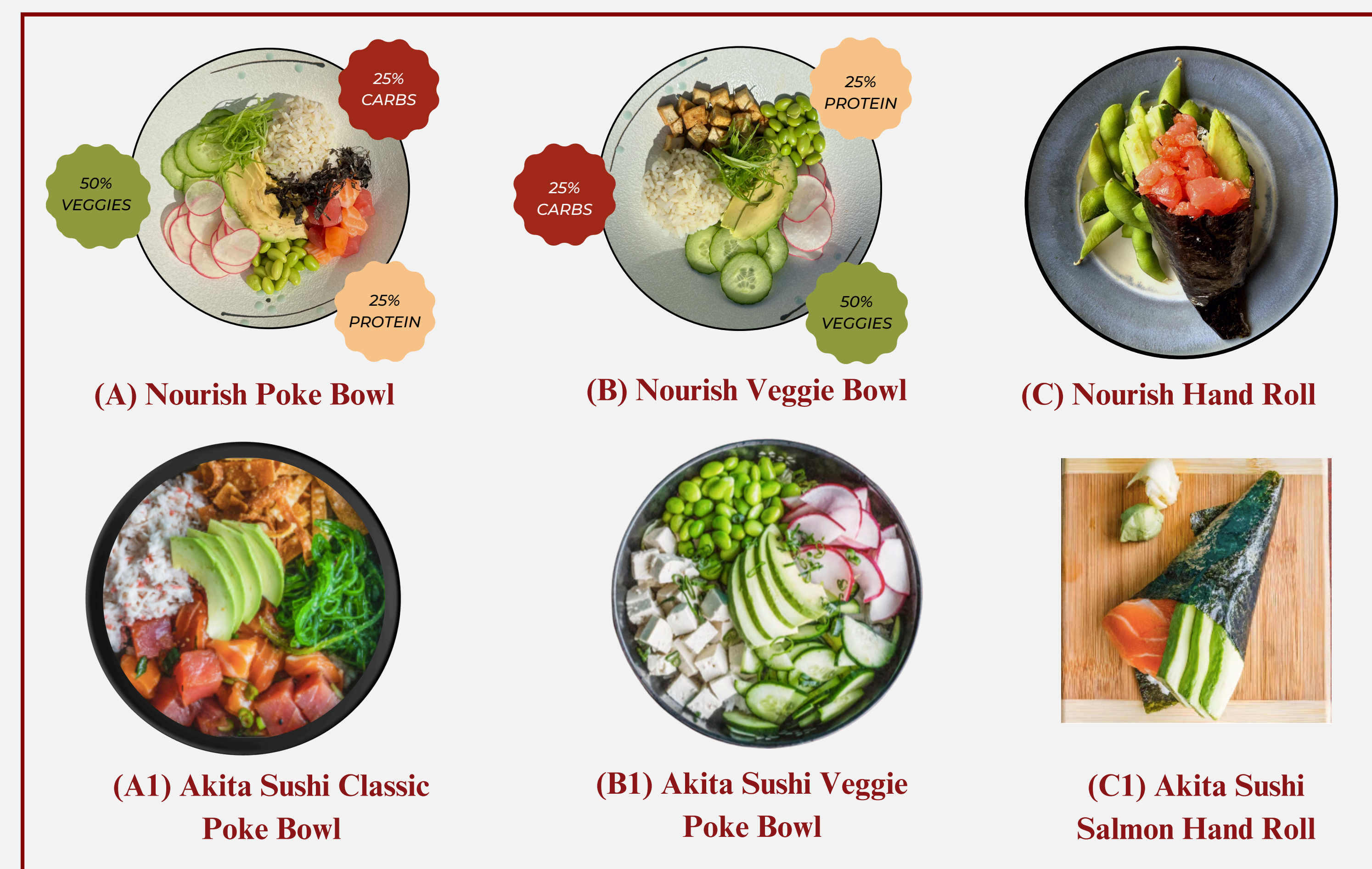


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Future Directions

- Collaborate with additional local food vendors to offer a broader range of culturally-tailored, balanced meals, addressing diverse dietary preferences
- Increase outreach through more food truck events, cooking classes, and digital resources to continue promoting healthy eating within Asian American communities
- Conduct follow-up surveys and studies to assess the long-term health outcomes of participants who engage in the NOURISH initiative
- Continue to refine menu items based on event feedback to increase popularity, such as enhancing flavors or offering additional protein options

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