

## *An Oregon Healthy Food in Health Care Roundtable*

# **Building a Sustainable Food Service:**

## **Setting Goals & Measuring Results with the Green Guide for Health Care**

September 23, 2009

Kaiser Permanente Town Hall, Portland, OR



**Presented by** Health Care Without Harm

**Presented With Support From:** Kaiser Permanente Northwest, Health Care Without Harm Food Alliance, Oregon Physicians for Social Responsibility and Oregon Tilth

### **Roundtable Notes**

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#### **Roundtable Welcome**

*Sandra Kelly, Regional Food Service Director, Kaiser Permanente Northwest*

#### **Overview of Health Care Without Harm and the Healthy Food in Health Care Initiative**

*Emma Sirois, Oregon Program Director, Health Care Without Harm*

- **Health Care Without Harm Mission:** To transform the health care industry worldwide, without compromising patient safety or care, so that it is ecologically sustainable and no longer a source of harm to public health and the environment.
- **Healthy Food in Health Care Vision:** As places of healing, hospitals have a natural incentive to provide food that's healthy for people and the environment in which we live. Food supply can be met in a variety of ways which have consequences in terms of nutrition, disease risk, public health, environmental health, social and economic well being. These are linked in complex ways. From the way food is grown, to the way it's packaged, shipped, consumed and discarded, hospitals' food purchasing decisions can play an important role, both directly and indirectly, in our ecological health. Health Care Without Harm is working with hospitals to adopt food procurement policies that: provide nutritionally improved food for patients, staff, visitors, and the general public, and create food systems which are ecologically sound, economically viable, and socially responsible.
- **Strategies for Healthier Food in Hospitals - Menu of Options**
  - Antibiotic-free meat/poultry
  - rBGH-free milk
  - Organic and other certified foods
  - Locally-sourcing food
  - Menu Changes
  - Farmers' markets
  - Hospital gardens
  - Certified coffees
  - Fast-food free zone
  - Compost and Reduction of food waste
  - Vending machines
  - Hospital food policy
- **Oregon Healthy Food in Healthcare**
  - Educational and Networking
  - Opportunities for hospital food service
    - Roundtables
    - Facility trainings
    - Website and listserve
  - Workgroups
  - Sustainable Food Supply Chain Strategies and Tools

- Case Studies
- Sustainable Food Procurement Policy Guide
- Marketing and Media Tools
- Project Measurement and Evaluation Tools
- Oregon Menu of Change
- **Fall 2008 Survey – 8 Participating Facilities - 2009 Coming Soon**
  - Sustainable Food Procurement:
    - *Produce*: All reported purchasing from local or third party certified sources, between 10% and 40%
    - *Fluid Milk*: All 8 purchasing 80%-100% of their milk from rBGH free sources
    - *Yogurt and Other Dairy* : Six purchased rBGH free yogurt
    - *Meat* : 5 purchased a percentage of their meat from hormone and antibiotic free sources 10% – 80%
    - *Poultry* : 4 purchased 10%-20% of their poultry from arsenic and antibiotic free sources.
    - *Seafood* : 5 purchased sustainably harvested seafood.
  - Other Sustainability Initiatives:
    - Food Service Ware – Reusable and Biobased
    - Menu Changes - Improving the health and nutrition of their offerings, seasonal menus, room service
    - Farmers’ Markets, Community Supported Agriculture, and On-Site Gardens
    - Healthy Vending
    - Reducing Food Waste
    - Composting Kitchen Waste
    - Sustainable Food Purchasing Policy

**Kaiser Permanente Farmer’s Market Presentation** – Suzanne Briggs, Kaiser Permanente Northwest

**Kaiser Interstate Farmers’ Market**

- Preston Maring was recognized for coming up with the chicken recipe that was eaten today. He was also the founder of first farmer’s market on a hospital campus – Kaiser hospital in California.
- Kaiser in California is all about increasing consumption of fresh fruits and veggies but here (Interstate) the catalyst was to create farmer’s markets in the spirit of bringing the community together.
- 1200 people come to market every week.
- Now, they are working on incorporating SNAPs. They can use Oregon Trail cards. That means \$2500 is coming in from SNAP going to farmers.
- Contact: [www.interstatefarmersmarket.com](http://www.interstatefarmersmarket.com)

**Kaiser Sunnyside Farm Stand**

- Larry Thompson comes to set up a farm stand twice a week on Tuesdays and Thursday. They have done dot surveys to see who is purchasing and amount they purchase. Advertising is very big in getting people to show up.

**Compare and Contrast Farmers’ Markets versus Farm Stands**

- Parking Considerations
- Location on Campus
- Vendor/Customer Ratio
- Number of Days Offered
- Management of Farmers Market
- Collecting Data - Dot Surveys and Crowd Counts
  - [www.oregonfarmersmarkets.org](http://www.oregonfarmersmarkets.org)

**Tour of Kaiser Permanente Interstate Farmers’ Market** – took place at the end of the day.

## Discussion

- Q- What is CSA?
    - Community Supported Agriculture. Before planting season, you pay the farmer so they can plant a certain amount of crops based on this. In return, you get a box every week of the crops you supported. You can usually get better prices on veggies, too. Kaiser wants to work with more farms and put together bags that will come from all farmers instead of just one. The customer comes to the same place every week and picks up the box of produce with recipes and drives home. This really supports farmers and gives them confirmation that people will buy crops.
  - Q- How many people per farmer...what is the minimum ratio?
    - You have to look at the setting of market (where is it?). To break even with 30 vendors in the Portland setting you need at least 1200 people. It also depends on the farmer's expectation.
  - Q- Is it year round?
    - June- September (Stand) and May to September (market)
  - Q- What hours is the farm stand?
    - 10am-5pm
  - Comment- Vendor mix is just as important.
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**Building a Sustainable Food Service –Setting Goals and Measuring Results using the Green Guide for Health Care's Food Service Credits** - Emma Sirois, Oregon Program Director, Health Care Without Harm & Ecole Copen, Sustainable Food Program Coordinator, OHSU Food and Nutrition Services

### Green Guide for Health Care, Food Credit Overview

- What is the GGHC?
  - Self certifying tool kit to steer facilities through greener design, construction *and* operations.
  - Version 1.0 released in 2003 – then Versions 2.0, 2.1 and now 2.2
  - Void in the marketplace of health-care specific green building tool
  - Core content transfer from existing tools (e.g., LEED®) but need to tailor for healthcare
  - Explicit health-based focus
  - Sensitivity to an over-regulated sector --> voluntary best practices with no certification thresholds
  - Reinforces integrated design as essential
  - Bridges design & construction with operational considerations
- Why use the GGHC?
  - Move from tactical to strategic!
  - Framework applies to your whole operation
  - Connects sustainability to health issues
  - Provides potential strategies and technologies
  - Recommends resources
  - Provides tools for measuring, tracking, goal setting and comparing
  - The *New Food Credits!*
- The Food Credits reside in the Operations section of the GGHC
  - 1 – Integrated Operations & Education
  - 2 – Sustainable Sites Management
  - 3 – Transportation Operations
  - 4 – Facilities Management
  - 5 – Chemical Management
  - 6 – Waste Management
  - 7 – Environmental Services
  - 8 – Food Service

- 9 – Environmentally Preferable Purchasing
- 10 – Innovation in Operation
- Each credit is organized into several sections: Credit Intent, health Issues, Credit Goals, Documentation needed, Reference Standards, Technologies and Strategies, Resources.
- There are 8 Food Service Credits and they are:
  - FS Credit 1.1: Sustainable Food Policy and Plan
  - FS Credit 1.2: Nutrition
  - FS Credit 2: Sustainable Food Education and Promotion
  - FS Credit 3: Local, Sustainably Produced Food Purchasing
  - FS Credit 4: Reusable & Non-Reusable Products
  - FS Credit 5: Hospital Supported Agriculture: Food and Farm Linkages
  - FS Credit 6.1: Food Donation and Composting
  - FS Credit 6.2: Food Services Recycling
  - FS Credit 7: Food Vendors
  - FS Credit 8: Chemical Management for Food Services

### FS Credit 1.1: Sustainable Food Policy and Plan

- **Intent:** Create, promote and implement practical sustainable food purchasing policies and plans that support human and ecological health.
- **Credit Goals:**
  - Develop a Sustainable Food Policy:
    - Stakeholder participation and sign off
    - Vision statement that links to the institution's broader mission
    - Adopt the Healthy Food in Health Care pledge (option)
  - Develop a Sustainable Food Plan:
    - Strategies for execution that align with the GGHC food credits
    - Goals indicating what metrics will be tracked and how success will be defined
    - Action plan defining roles/responsibilities
    - Evaluation plan for assessing effectiveness and making adjustments

### Case Study: Applying the GGHC Food Credits at OHSU – Credit 1.1

- Hospital Stats
  - Approximately 542 beds
  - 1050 patient meals per day
  - 8000 retail transactions per day
  - 9000 employees
  - \$6 million food budget
  - \$12 million in retail & catering sales
  - Self Op 1996
- Credit Score 1 point
  - Vision statement complete
  - Adopted and implemented HCWH pledge
  - Health Care Without Harm (HFHC) Pledge - Signed in 2007
- The Policy & Plan, Define Vision - *Originally developed in Sept 200, Currently being revised for formal adoption.*  
Available at: [www.ohsu.edu/farmersmarket](http://www.ohsu.edu/farmersmarket)
  - OHSU Food and Nutrition Services department is committed to adopting operational practices that:
    - Integrate health, research and service through ethically sound practices, doing no harm.
    - Prevent disease and promote health and healing, based on scientific research.
    - Provide educational services to patients, staff, visitors, and the general public.
    - Establish ecologically sound, economically viable and socially responsible principles.

- Demonstrate an understanding of the inextricable links between human, public and ecosystem health.
  - Establishing Policy & Criteria
    - Development of Criteria
      - Started with General Departmental Policy
      - How do we define sustainable? Still in progress!
        - Meeting the needs of the present without compromising the ability of future generations to meet their own needs.
      - What are our ideals?
      - Have not adopted officially, but helped guide us.
      - The next step for OHSU is a plan in December to formulate sustainability committee
  - Identify priorities
    - Emory University model for sustainable procurement- Within each food category, define priorities.
    - Prioritize by source & agricultural practices. For example:
      - Source: Within 150 miles vs. within your state vs. regional
      - Ag practices: Certifications vs. USDA label claims
    - Important Certifications:
      - Food Alliance, Organic, Fair Trade, Certified humane raised and handled, Animal welfare approved
    - Important USDA Label Claims:
      - Non-therapeutic antibiotics used
      - No Arsenic in feed
      - No added hormones
    - OHSU Priorities – if all costs and availability were equal:
      - Source:
        - 1<sup>st</sup> priority: within 150 miles of Portland or Oregon Grown
        - Next priority: Grown in Oregon, Washington, or Northern California (down to...)
      - Ag practices- Certification Prioritization:
        - 1<sup>st</sup> priority: Food Alliance
        - Next priority: Organic
        - Next : Fair trade
        - Next : Salmon Safe
        - Next: IPM
        - Review others (rainforest alliance, protected harvest)
      - OHSU Priorities- Beef, Pork, Lamb and other meats
        - Ultimate goal: Certified Sustainable, Pasture raised, Certified Humane, regionally purchased.
        - 1<sup>st</sup> priority: Grass-Fed
        - Next : Food alliance
        - Next : No non-therapeutic abx used- in feed or water (or injected)
        - Next : no added hormones
        - Next : “Approved Certified Humane Raised and Handled” or “Animal Welfare
        - Next : Regionally Grown
        - Next : Organic
      - OHSU Priorities- Poultry
        - Ultimate goal: Certified Sustainable , Certified Humane, regionally purchased.
        - 1<sup>st</sup> priority: Food Alliance
        - Next : Organic
        - Next : No non-therapeutic abx used- in feed or water (or injected)
        - Next : No arsenic in feed or water

- Next : “Certified Humane Raised and Handled” or “Animal Welfare Approved”
  - Next : Regionally Grown
- OHSU Priorities- Seafood
  - Ultimate goal: On “Best Choices” or “Good Alternatives ” list from West Coast Seafood Watch Guide- or certified by Marine Stewardship Council
  - 1<sup>st</sup> priority- Seafood watch guide- “best” or “good alternative” list
  - Next: eliminate all items on “avoid” list
- OHSU Priorities - Other Categories:
  - Fruits and Vegetables
  - Eggs
  - Dairy
  - Grains and legumes
  - Grocery, Domestic- canned, frozen
  - Grocery, Imported- canned, frozen
  - Prepared foods
  - Grocery
  - Comments on biobased foodservice ware
- Plan- Implementing the Policy
  - Initial Assessment
  - Contact all distribution sources- ask for reports to measure baseline purchases.
  - Identify current sustainably procured items.
  - Best methods for action?
    - Incremental increases of sustainable purchasing in each category?
  - PSU model:
    - Baseline: 30% annual average of total cost of sales, increasing at 2% per year.
    - 30 % for fruit and vegetables, increasing 2% per year
- OR
- Mass change each year in fewer categories?
- Plan should also include:
  - Increased volume of purchasing from farmers market
  - Required tracking from distributors- ask for quarterly reports.. And to track criteria you are looking for. (source, certifications)
  - Develop Internal tracking systems for sustainable procurement
  - Plan to change menus to address seasonality
  - Waste reduction programs – compost, recycling
- Draft Plan
  - Short term 1-2 years
    - Identify low hanging fruits:
      - Beef:
        - Balanced Menu Challenge- reduce red meat 20% in 12 months.
        - Began contacting different ranchers to look at Grass-fed
      - Revising menus- moving to roomservice.
      - Look at sustainable products for roomservice menu
      - Fruits & Vegetables readily available- identify specific items to change to sustainably procured.
      - Deli meats?
      - Boxed lunches?
  - Mid term 3-4 years
    - Increase percentage goals by \$ spent
    - Changing menus- catering, retail.

- Longer term 5-7 years
  - Menus reflect ultimate desires, cost allowing.

### Tools and Resources for Credit 1.1

- Guide to Developing Sustainable Food Procurement Policies and Plans (In Binder)
- On-line companion resource at : [www.sustainablefoodpolicy.org](http://www.sustainablefoodpolicy.org)
- HCWH Healthy Food in Health Care Pledge (In Binder) – If you are interested in signing contact Emma Sirois for more information and support.
- Sample Hospital Sustainable Food Plan – from Fletcher Allen, VT (In Binder)

### Discussion

- Q- What does natural mean?
  - Natural is not something that is enforced so really it means nothing. When used on labeling it refers to the processing of that food (no artificial flavors added, etc.) not the growing methods used. Get specific with choices you and your company make and look for ‘third party certified’ labels and USDA/FDA approved labels on the foods you purchase.

### Table Questions

- What opportunities do you see to implement Credit 1.1?
  - Have developed policy.
  - Education of employees and visitors.
  - Marketing what we are doing.
  - Make the commitment and stick to it.
- What challenges do you foresee with implementing Credit 1.1?
  - Cost of bioware.
  - Implementation.
  - Getting commitment and support from administrators
  - Making the commitment and sticking to it.
  - Time and effort.
- How can the Oregon Healthy Food in Health Care project support you in working on Credit 1.1?
  - Locate vendors with competitive pricing
  - Providing ongoing sources of information, website links.
  - Templates, examples or other programs on website.
  - Speaker to come talk at our Food Forum.

### FS Credit 3: Local, Sustainably Produced Food Purchasing

- **Intent:** Improve human and ecological health through purchase of local and sustainably produced food products.
- **Credit Goals:**
  - Achieve minimum percentages of food/beverage purchases
    - Approved to carry an independent third party certified eco-label
    - Approved to carry a label claim allowed by USDA or FDA
    - Locally sourced from ranches and processing facilities within a 200 mi radius
  - *Incremental Success is rewarded (15%, 25%, 50%)*

### Case Study: Applying the GGHC Food Credits at OHSU – Credit 3

- Credit Score ? Points
  - Still need to do baseline- so don't know how many points yet!
- However, here are some of the things we are doing:
  - Retail Food
    - Kobos - local roaster, Fair-trade, organic. Includes Café Feminino line: \$1 per pound goes back to “battered” women from Peru.

- Sunshine Dairy- Bovine Growth Hormone Free milk. Renewable energy from wind and biogas used to make their products.
  - Dave's Killer Bread - Locally made, Organic Bread
- Sustainable, Local Meat and Poultry
  - Sudan farms from Canby, OR: local lamb raiser - provided us with 2,400 lbs last year
  - Chicken in patient meals 2 x a week: Free range, no hormones, no antibiotics
  - Misty Isle Farms Beef: No added hormones, no antibiotics, feed tested for pesticide
- It's All Good Natural Food Store Offering Healthy Options
  - 425 square feet
  - ~475 different products
  - ~\$500,000 per year
  - Purchasing Preferences:
    - Organic
    - Locally Grown & Produced
    - Gluten-Free
    - GMO-Free
    - High Fructose Corn- Syrup Free
    - Vegan
    - rBGH- Free
    - Trans-Fat Free
    - Coloring & Dye-Free
    - Low Sodium

### Tools and Resources – Credit 3

- GGHC Technical Brief on Sustainable Food (In Binder)
- Sustainable Food Procurement Tracking Tool for Operators (Available Electronically)
- Sustainable Food Procurement Identification Tool for Suppliers (Available Electronically)
- Questions to ask suppliers/producers (Available Upon Request)
- Food Hub (Upcoming Presentation)
- Demonstration of the Tracking and Product Identification Tools that will be sent to attendees electronically – for more information or to receive electronic versions of the tool contact Emma Sirois
  - Sustainable Food Procurement Tracking Tool – for Foodservice Operators
  - Sustainable Food Product Identification Tool – for Suppliers

### Discussion

- Q- Talk about cost being equal.
  - Cost is not equal. The way our budget system work is if we get it in there, its in the budget next year. We look at our priorities. We want to follow our health care mission. These are very well compromises that we need to make. We convince them that we need it.
- Comment- When you make these changes, you're not adding food, you're getting rid of foods that aren't desirable. We could be reducing meat product over all.
- Comment - You can reduce amount of meat purchased and use that money to have sustainable raised ground beef. Using whole foods can help you reduce food costs as well. Look at the whole system.
- Q - It seems there are two places of resistance: production staff and patients' wants. How do you overcome that?
  - Surveys and it is in part of our responsibility to provide healthy foods. Regarding production, retraining is key. They all went to culinary schools and they have been trained but now we need to retrain them. An example is soup stocks. Once this is the norm, it carries forward.

## Table Questions

- What opportunities do you see to implement Credit 3?
  - Tracking tools will help to track.
  - Tracking tools will help to measure success so our administration can know what we are doing.
  - Food safety – smaller number of providers/producers – safer food
  - Public pressure in leading suppliers to provide more local products
- What challenges do you foresee with implementing Credit 3?
  - Knowing which suppliers have which products.
  - Keep asking questions of suppliers
  - Getting the price point we need
  - Having to use approved providers/vendors, contract bound
- How can the Oregon Healthy Food in Health Care project support you in working on Credit 3?
  - Developing relationships and list of farmers – interested in Food Alliance certified

## FS Credit 5: Hospital Support Agriculture: Food & Farm Linkages

- **Intent:** Support local and regional food production by increasing its visibility in the community and strengthening local agriculture infrastructure.
- **Credit Goals:**
  - Create programs that support the following:
    - Processing and Season Extension Develop and support relationships with at least one local farm, not-for-profit farming organization, and/or meat or produce processing facility to extend the seasonal availability of local food in the facility.
    - Food Service Procurement - Coordinate with local farm to match planting decisions with purchasing intentions prior to growing season.
    - Farmers Markets - Host and promote local or onsite farmers markets.
    - Food Box - Actively promote Community Supported Agriculture (CSA) food box programs. Host CSA pick up locations on-site.
    - Hospital Garden or Hospital Farm - Support on-site or off-site hospital owned food producing garden(s) and/or farm(s).
    - Urban Garden Program – Provide direct or in-kind support for not-for-profit urban food producing community garden organization(s).
    - Conference and Meeting Food Policy – Develop and implement a policy requiring sustainable purchases at all facility-sponsored or -hosted conferences and workshops.

## Case Study: Applying the GGHC Food Credits at OHSU – Credit 5

- Credit Score 1 point
- Activities
  - Direct Farm Purchases
    - Coordinate with farm to plan for production each year
    - Tom Herron, Growing life Farm, West Linn, 12-18 crops from local farmer
    - Working with Farm Direct for Retail Salad Bar in 2009
  - OHSU Farmer's Market - Host an on-site farmers market
    - \$2,524.00 in local produce from farmer's market in 2008.
    - Contributed over \$60,000 to local agricultural economy.
    - Served approx 27,300 people with fresh, local, sustainably grown foods throughout 2008.
    - Selection Guidelines [www.ohsu.edu/farmersmarket/2009selectionguidelines.pdf](http://www.ohsu.edu/farmersmarket/2009selectionguidelines.pdf)
    - Idea they are working towards: purchase all remainders of produce when farmers market day is at end.
  - Support on-site food producing garden- food goes to Ronald McDonald house.
    - Response to budget cuts – no funds for watering.
    - 9 raised planters, 1 in-ground garden

- Volunteer Effort- started June 2009

### Tools and Resources – Credit 5

- Farmers’ Markets and CSA’s on Hospital Grounds, HCWH Factsheet (In binder)
- Case Study: On-Site Farmers’ Markets, Kaiser Permanente (In Binder)
- Food Hub (Upcoming Presentation)

### Discussion

- Q Is there an issue with preparation in the kitchen if you buy food from the market?
  - One of the biggest obstacles is having to have a creative cook that is willing to do something like that. If I could do something like send me an email by Friday of what you have an abundance of so we can buy it from you. That would work.
- Comment: It also takes space in kitchen for storing and cooking.
- Comment: Advertise!!! With the market basket, I send out a letter Tuesday to customers and they respond by Thursday night. Then I call the farmers Friday morning with the orders so they know what to bring the following Tuesday.

### Table Questions

- What opportunities do you see to implement Credit 5?
  - NW – local, manufacturer criteria
  - Need panel/group to evaluate products yearly
  - Need to choose number of manufactures per items
  - Better communication with farmers
  - We know exactly how much we need of certain items per day – we can tell the farmers this
  - Planters – department responsibility
- What challenges do you foresee with implementing Credit 5?
  - Price
  - Volume of purchases
  - Need yearly nutritional data sheets
  - Spec’s
  - Farmers not telling us what they’ll have until “too late” to plan for it
  - Finding the time to do all this
  - Time to devote to planning and implementation
- How can the Oregon Healthy Food in Health Care project support you in working on Credit 5?
  - Write specs for each category
  - Who is eligible, who is not – manufacturer
  - Yearly book showing specs and who is eligible to purchase from
  - Show origin of products on purchase sheets

### Resources & Contacts

- Health Care Without Harm: [www.noharm.org/food/issue](http://www.noharm.org/food/issue)
- Green Guide For Healthcare: [www.gghc.org](http://www.gghc.org)
- Practice GreenHealth: [www.practicegreenhealth.org](http://www.practicegreenhealth.org)

**Buying Direct from Local Producers – A Demonstration and Discussion of Food Hub** - Deborah Kane, Vice President, Food and Farms, Ecotrust and Erika Polmar, Food Hub Project Manager, Ecotrust

### Food Hub, What is it?

- FoodHub is an online directory and marketplace that makes it easy and efficient for buyers and sellers of regional food to find one another and conduct business.

### Why join the Food Hub network?

- For Hospital Buyers
  - Save time identifying local producers that meet your criteria. Ability to identify growers and producers that meet your needs and purchasing preferences (proximity, growing and producing methods, etc.)
  - Use to identify growers and producers for direct purchasing
  - Use to identify growers and producers that meet procurement criteria – and then work with main-line distributor to purchase product from those growers/producers
  - Use to identify growers/producers to solicit for participation at hospital farmers' markets, farm stands and community supported agriculture (CSA) programs
  - Use to identify products for special events – maybe you need a parking lot of local pumpkins for a fall festival!
- For Sellers – To interact with potential buyers; great market opportunity.
- Food hub makes it possible to get a lot of points for GGHC! Supports the FS Credits 3 and 5 for increasing local and sustainable food procurement and development of direct farmer/grower/producer relationships.

#### FoodHub offers:

- **A comprehensive catalogue** of buyers and sellers. One stop shopping for retail grocers, to schools, institutional buyers, caterers, restaurants, bakeries, food processors, manufacturers, farms, ranchers, fishermen, vintners, artisan producers of specialty items, and more.
- **Profiles:** FoodHub online business profile allows buyers to provide detailed information including what types of products they are interested in, preferred purchasing and delivery methods.
- **Sophisticated searches:** Ability to view available products through a variety of filters including sustainability criteria, location and more.
- **Streamlined communication:** Message center to facilitate communication between buyers and sellers. Offers templates for business transactions, such as template RFPs.
- **Product request:** Feature that allows users to post special, one time requests.

#### How to join:

- Will be live on November 1<sup>st</sup>, 2009
- Several hospitals have already joined to help prepopulate the database. Thank you OHSU and Providence.
- Roundtable participants will receive information on registration/subscription details soon. Can alternately visit: [www.foodhub.net](http://www.foodhub.net)
- Tell your colleges about the FoodHub. If you know growers and producers that would be interested let them know as well.

#### Discussion

- Q- Regarding the website, what do the miles to left of farm names mean?
  - It calculates miles from where your business is compared to the farm.
- Q- Will you put other farms on the website that are not in Portland area?
  - We will accept records from anywhere. We launch first in Pacific NW.
- Q- How do you evaluate price?
  - FoodHub has 3 different service levels. This is level one, where you can contact your first three choices. Service level 2, where we are not at yet, would allow you to place order and buy - so you will have some opportunity to do one to one transactions. Level 3 will do one-to-many transactions, where you can order from different farmers but get the produce in one delivery. Level 2 and 3 are a ways off.
- Q- Can we email several people at once?
  - Yes.
- Q- Is there a fee?
  - \$100/year
- Q- Do you envision managers of farmer's market getting on here?
  - Yes, the feature is not on here right now but will be soon. Kind of like a guest pass because you wont be buying or selling.
- Q- Is there a way for the buyers to identify preferences?

- A-I encourage you to use only preferences that are a “must” or you will minimize searches that come back about you. Once you have search results on a product you can view that list through several different filters including location (distance), growing methods (such as third party certifications like USDA Organic and Food Alliance Certified).

**Hospital Project Update: rBGH Free Dairy** - Rick North, Campaign for Safe Food, Oregon Physicians for Social Responsibility

**RBGH in Milk and Milk Products**

- rBGH – The “Big Three” Problems
  - Harm to cows
  - Antibiotic resistance
  - Cancer
- The typical cow lives about 2 lactation cycles when injected with rBGH. A cow not injected with rBGH will live 7-9 years and will have lactation cycles throughout their life.

**The Growing Opposition**

- “Health Care Without Harm opposes the use of rBGH (rBST) . . . due to its adverse impacts on animals and potential harm to humans.”
- Ron Davis, past president of AMA: “Hospitals should . . . use milk produced without recombinant bovine growth hormone . . .”
- American Nurses Association
- Consumers Union, Center for Food Safety
- Oregon and Washington Out in Front

**Pioneers in rBGH free products:**

- Lochmead
- Nancy’s Yogurt
- Sunshine

**Dairies Going rBGH-free – last four years:**

- Alpenrose
- Andersen
- Darigold
- Eberhard
- Fred Meyer (fluid milk)
- Safeway (fluid milk)
- Tillamook
- Umpqua
- Wilcox
- Yami

**Nationwide Ripple Effect**

- 55 of largest 100 dairies completely or partially rBGH-free
- Dean Foods, Kraft, Land O’ Lakes
- Retailers – Starbucks, Wal-Mart, Chipotle

**Where We Are Now**

- Fluid milk – 60% – 75% rBGH-free
- Yogurt – 75% rBGH-free by Dec. 31
- Cheese, ice cream, butter the final frontiers

**Health Care Without Harm Sign – on Letter to GPO’s, Distributors**

- Early Signers
  - OHSU – Steve Hiatt, Eecole Copen
  - Good Shepherd – Nancy Gummer

- St. Charles – Bend and Redmond, Pioneer – Mark Petersen
- Kaiser Sunnyside – Sandra Kelly

#### What We Ask

- Hospitals – Please Sign on (Oct. 9)
- GPO's, Distributors – Please Listen and Act

#### Discussion

- Q-How about aiming at the GPO's themselves and not just distributors?
  - Yes, the information/letter will be sent to the GPO and distributors used by healthcare facilities across the nation.
- Q-What does GPO stand for?
  - Group Purchasing Organization- handles purchasing for a business

#### Hospital Project Update: Procurement Workgroup: Sustainable Meats/Poultry/Seafood Project - Gretchen Miller, Oregon Physicians for Social Responsibility

#### Workgroup Includes:

- Providence (Portland, St. Vincent's, Milwaukie)
- OHSU
- Kaiser Permanente (Sunnyside, Interstate)
- Legacy (Good Samaritan)
- Good Sheppard
- Health Care Without Harm
- Oregon Physicians for Social Responsibility
- Food Alliance

#### Activities to Date:

- Meetings (3) to develop strategies, report results and share resources
- Development of a measurement tool for assessing baseline for procurement of sustainable meat, poultry and seafood
- Each participating facility has completed their baseline assessment

#### Next Steps:

- Development of individual procurement plans – based on assessment and facility goals and priorities. Process: Individual support from HFHC Advisory Team members.
- Development of collaborative strategies to increase procurement (and supply of) sustainable meat, poultry and seafood. Process: Group process utilizing quarterly meetings. Strategies proposed and underdevelopment:
  - **Balanced Menu Project** – Piloting and Implementation (reducing meat on menu; purchasing sustainable foods; impact cc footprint; impact sustainability/health of food system)
  - **Poultry Project** - quantification of usage and interest in sustainable poultry; letter to suppliers and producers; discussions with producers; discussions with suppliers
  - **Seafood Assessment Project**
  - **List** of sustainable, local/regional producers
  - **Buyer – Grower/Producer meeting**
  - **Green Chef Event** – challenge local hospital chefs to create dishes that feature sustainable products

#### Discussion

- Invited participating facilities to report on current status and impact of workgroup participation on their procurement process.
- Eecole from OHSU shared that completing the meat, poultry and seafood baseline was not challenging but getting reports from distributors was key.
- Invited others to participate – individualized support and workgroup meetings quarterly.