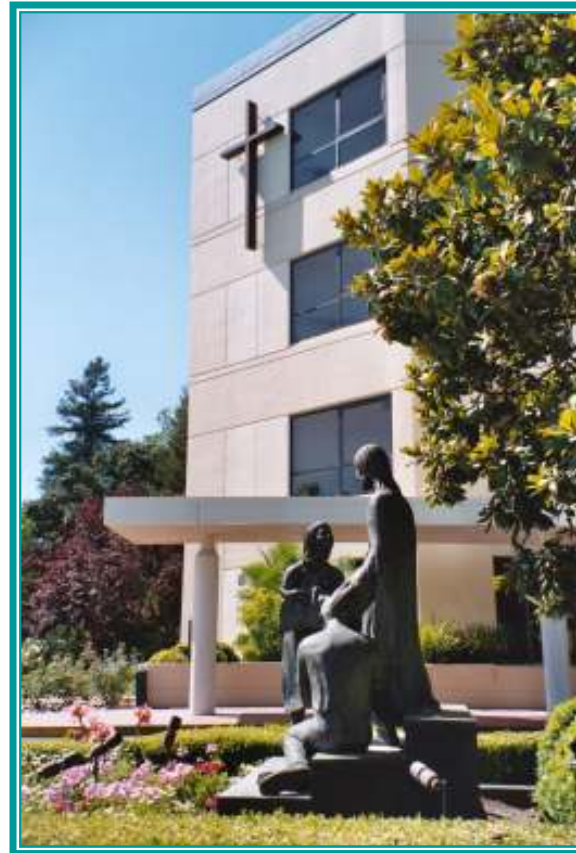


BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.



ST. JOSEPH
HEALTH SYSTEM
SONOMA COUNTY

Your health. Your future. Our passion.

Santa Rosa Memorial Hospital: 225 Beds

Petaluma Valley Hospital: 60 beds

Linda Hansen, CDM, CFPP, Director of Nutrition Services
St. Joseph Health System, Sonoma County
Linda.Hansen@stjoe.org

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

CAFETERIA CHANGES



Began with simple changes in The Creekside Café

- We could offset increased food cost with appropriate pricing
- No dietary restrictions



	Sustainable Proteins	Vegetarian Entrées
Prior to 2008	0%	8%
Post “Balanced Menus” 2008	5%	32%
Increases:	5%	24%

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

VEGETARIAN AND VEGAN ENTREES

EXAMPLES ♣ Tofu Stir Fry ♣ Lentil Stew ♣ Spicy Sesame Noodles

♣ Vegetarian Chick Peas ♣ Stuffed Tomatoes W/Couscous ♣ Bean and Rice Stew

♣ Asparagus, Leek And Gruyere Quiche ♣ Cheese Polenta ♣ Brazilian Black Beans

♣ Quinoa, Corn & Black Bean Stew ♣ Bean & Kale Ragu ♣ Risotto Stuffed Acorn Squash

□ *Vegetarian entrees very well accepted by customers, in fact our change was partly based on customer demand*

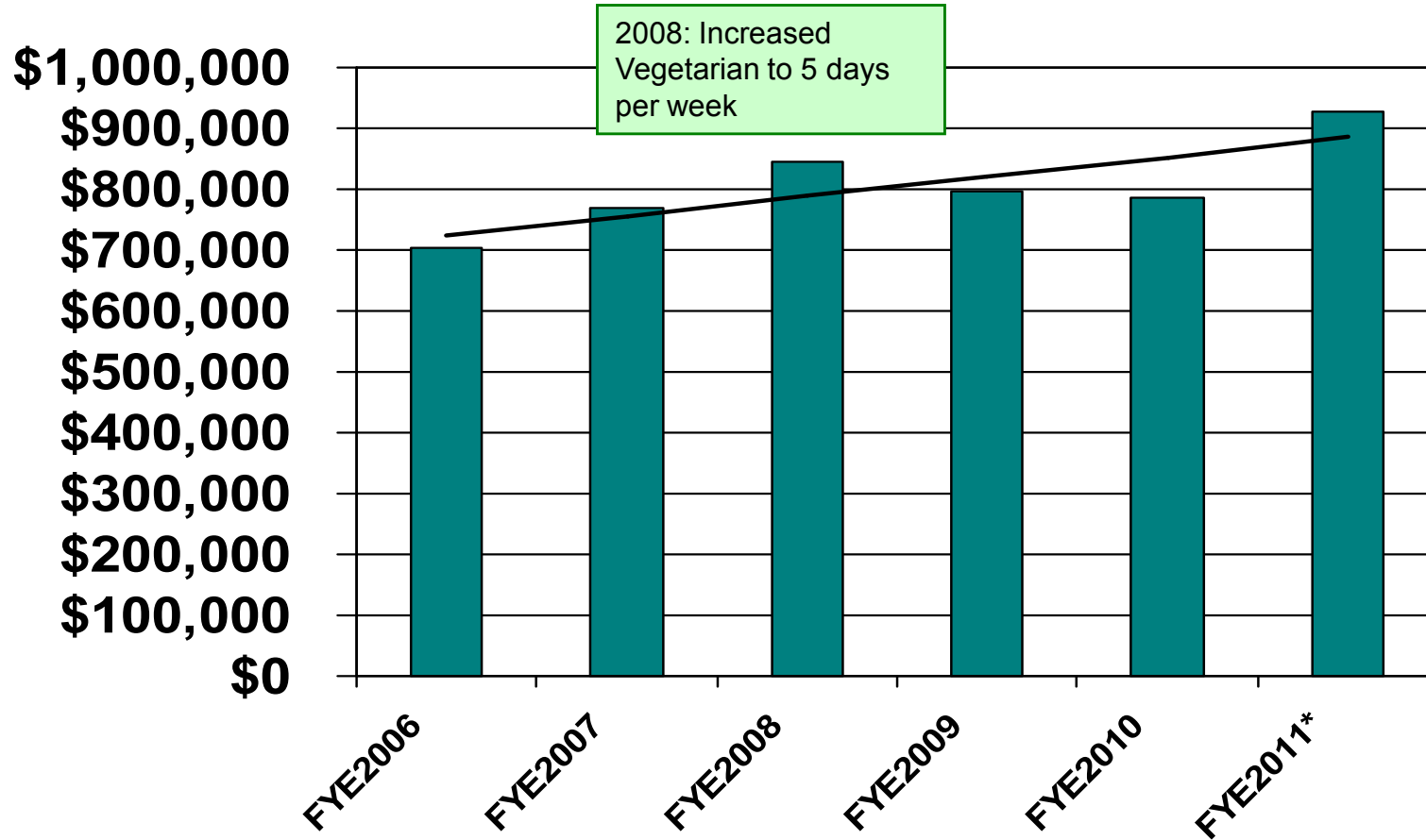
□ *Almost 5,000 pounds less meat prepared per year in Café*



BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

CREEKSIDE CAFÉ REVENUE TREND



BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.



PATIENT TRAYLINE

- ❑ Next we looked at our Patient Menu and decided upon 3 courses of action to achieve a “Balanced Menu” for patients
 - 1- to increase vegetarian entrées
 - 2- to replace unpopular or difficult to prepare meat entrées with vegetarian entrées or casseroles containing less meat
 - 3- to use the cost savings to replace as many meat entrées as possible with sustainably raised beef or poultry
- ❑ **Goals were to increase patient satisfaction, lower our carbon footprint and maintain current supply cost per meal**

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

CHALLENGES

- ❑ Procurement:
 - ❑ 35-50% cost increase for sustainable proteins
 - ❑ Current suppliers did not offer local grass-fed beef, free-range chicken, local rice or local vegetables
 - Locality information was not available for meat or produce
 - We used local vendors which is challenging because of managing multiple purchase agreements
- ❑ Clinical Nutrition
 - Concerns about our mostly elderly patients' acceptance of vegan dishes and the effect of less consumption on healing
 - The vegan & legume recipes we proposed were lower in protein than traditional meat entrées and difficult to “spread” across multiple diets
 - *For this round of changes we stuck with more traditional lacto-ovo vegetarian entrees that include cheese and dairy*

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

ADVANTAGES

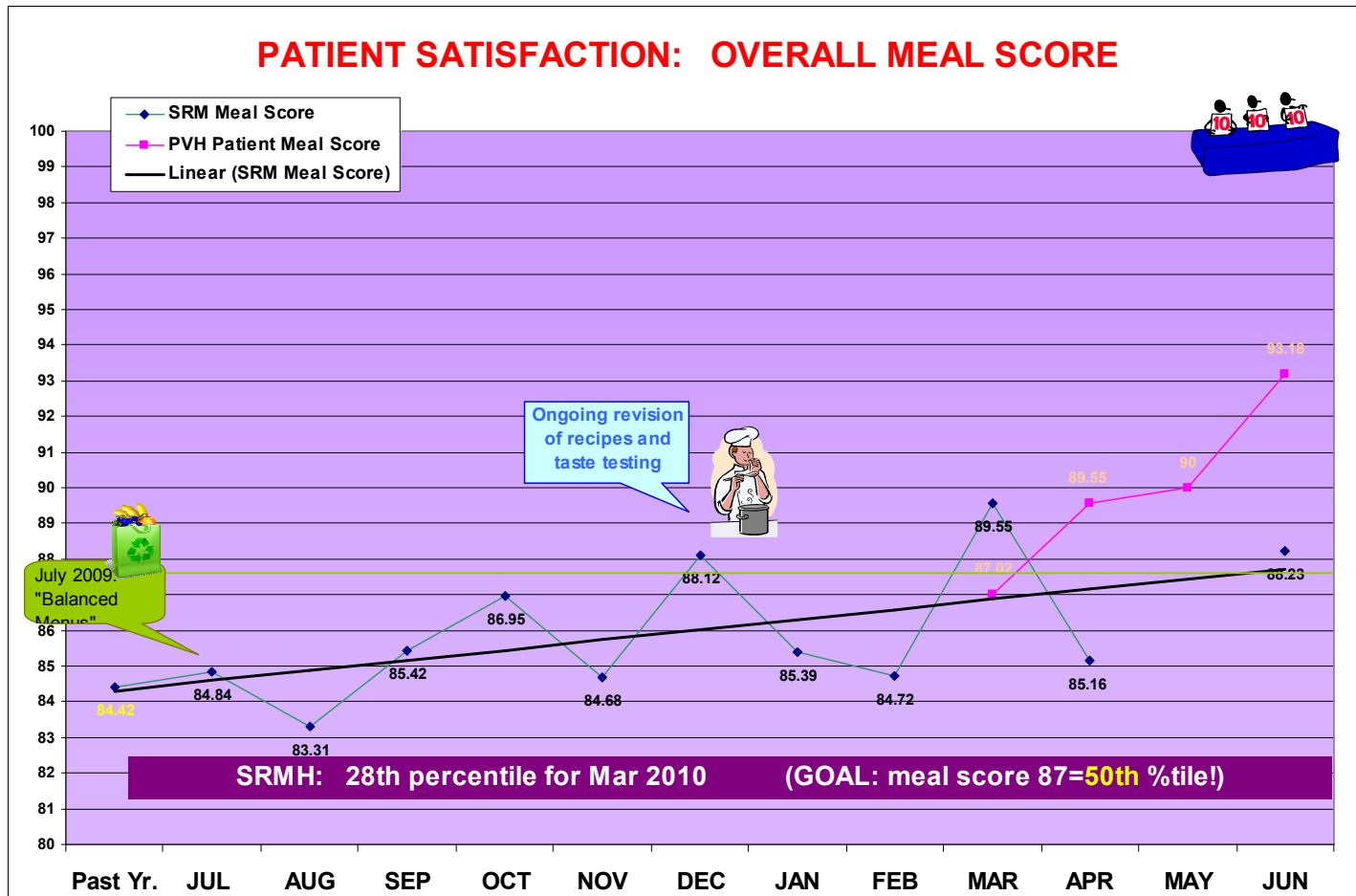


- Vegetarian entrees cost about 50% less than meat entrees**
- Mitigated increased cost of sustainable proteins by using lesser cuts of meat, casseroles (Meatballs, Baked Ziti Pasta, Braised Chuck vs. Tri tip)**
- By switching our “first choice” (default) selection to existing vegetarian entrees we were able to prepare 100 less servings of meat for those meals**
- Forecast showed a \$5,000 savings/year. We used half of that to incorporate local vegetables and rice into the menu cycle**

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

ACHIEVED GOAL OF INCREASING PATIENT SATISFACTION



BALANCED MENUS

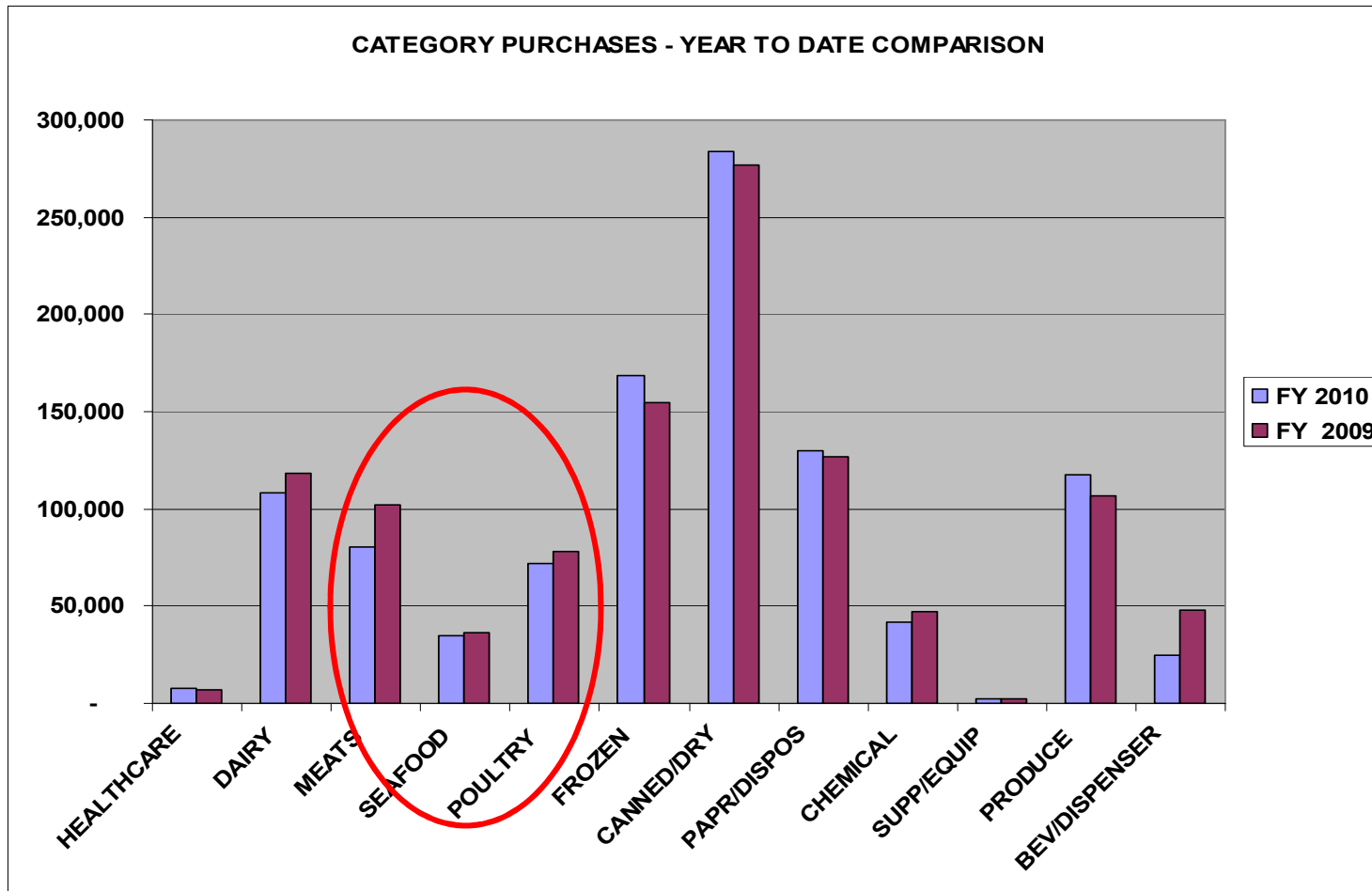
Serve healthy food. Mitigate climate change. Reduce costs.

PATIENT COMMENTS: June, July 2010

- “The food was very good and healthy.”
- “The food was much better this time and I was delighted to see that seasonal and local produce was used as much as possible. I still remember the wonderful serving of fresh sautéed spinach and the fresh fruits and lettuce... Please note that food might be more important to me than others - I'm a chef and culinary instructor.”
- “I would like you to know that the food served to me was OUTSTANDING. The food was so good that for the first time I looked forward to meals. I still can't believe how great the meals were.”***

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

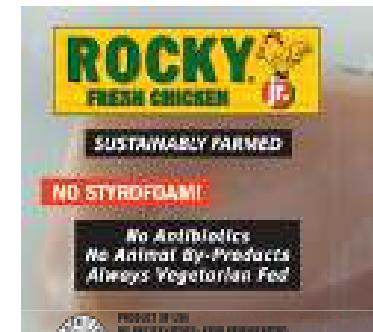
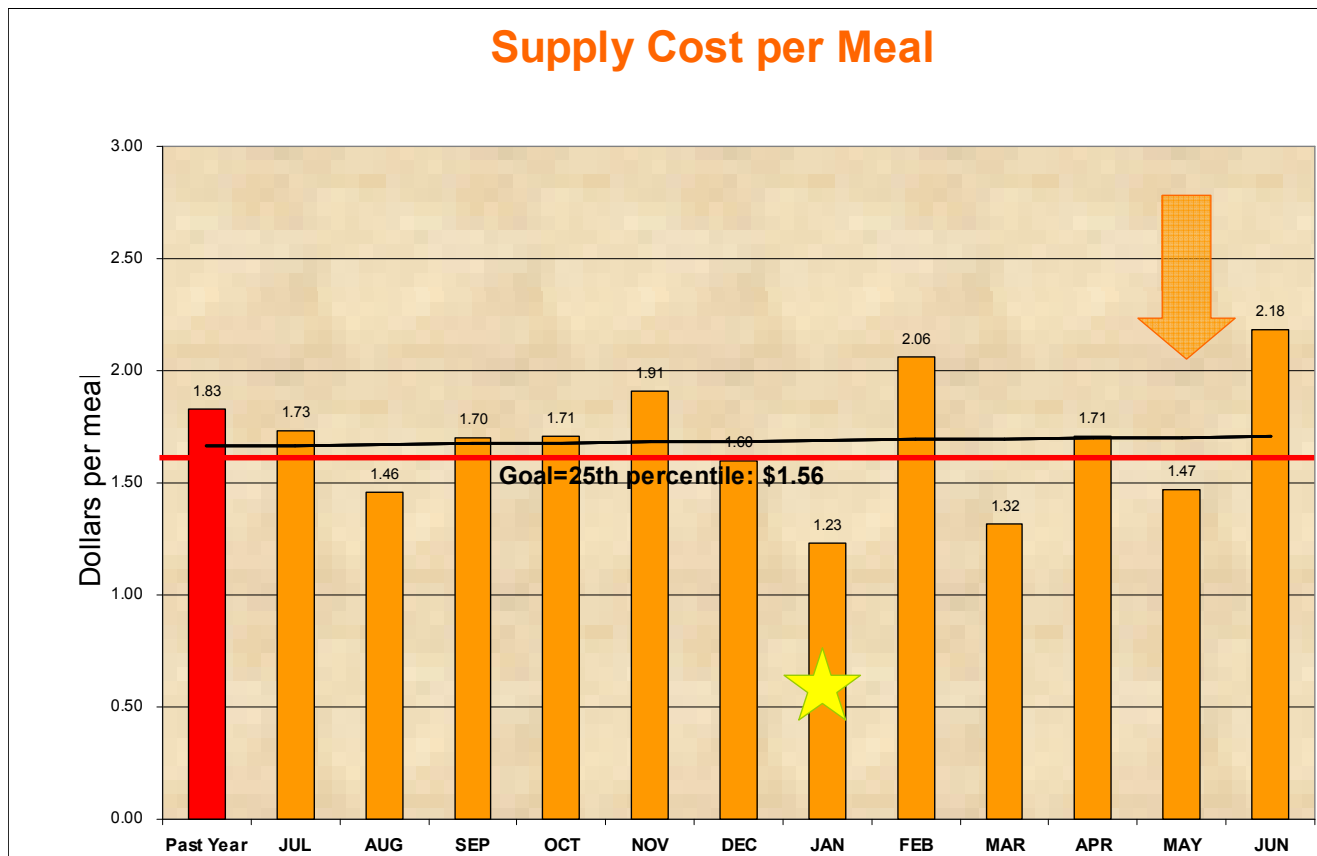


Meat,
Seafood,
Poultry
purchases
declined
from 2009
to 2010:
SRMH

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

ACHIEVED GOAL OF MAINTAINING SUPPLY COST PER MEAL



BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

Santa Rosa Memorial Hospital

PRODUCT CATEGORY	FY 2010	FY 2009*	INCREASE/DECREASE OVER PRIOR YEAR	% OF CATEGORY TO TOTAL PURCHASES	INDUSTRY AVERAGE %	VARIANCE INDUSTRY TO ACTUAL % PURCHASES	% INFLATION Jun 10
MEATS	80,192	102,260	-21.58%	7.49%	11.73%	-4%	8.57%
SEAFOOD	34,760	36,701	-5.29%	3.25%	3.14%	0%	7.12%
POULTRY	71,608	78,398	-8.66%	6.69%	9.76%	-3%	-1.08%

Annual Svgs: \$30,799

Source: Quarterly Business Review, Sysco

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

Petaluma Valley Hospital

PRODUCT CATEGORY	FY 2010	FY 2009*	INCREASE/ DECREASE OVER PRIOR YEAR	% OF CATEGORY TO TOTAL PURCHASES	INDUSTRY AVERAGE %	VARIANCE INDUSTRY TO ACTUAL % PURCHASES	% INFLATION Jun 10
MEATS	13,847	17,604	-21.34%	7.05%	11.73%	-5%	8.57%
SEAFOOD	5,846	6,136	-4.73%	2.98%	3.14%	0%	7.12%
POULTRY	13,680	16,725	-18.21%	6.97%	9.76%	-3%	-1.08%

Annual Svgs: \$7,092

Source: Quarterly Business Review, Sysco



BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

California, Local and Organically grown products



California, Local and Organically grown products are indicated by ***CA***, ***L***, and ***O*** next to the item description on invoices and price lists.

- 430010 HERBS, BASIL ***CA*** *grown in California
- 540003 BFBL, HONEY WILDFLOWER 1/2 GAL ***L*** *local within 150 miles from S. San Francisco
- 360158 BFBL, ORG MICRO INDIAN MUST ***L*O*** *Locally grown and Certified Organic.
- 426310 ORG, TOMATOES MIXED HEIRLOOM ***O*** *Certified Organic

This information allows us to report your percentages of California, Local and Organic products purchased on a monthly basis

Sample Customer Usage from 6-1-10 to 6-30-10

Product	California	Local (within 150 miles)	Organic	Conventional	Total Cases
Cases Sold	673	365	290	301	1619
Percent	41.57%	22.54%	17.29%	18.59%	100%

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

ACHIEVED GOAL OF DECREASING CARBON FOOTPRINT

Patient Trayline	Sustainable Protein	Vegetarian
Prior to Balanced Menus	0%	14%
Post Balanced Menu	20%	20%
Increase per category:	20%	6%



Based on the “Food and Diet Greenhouse Gas Emissions Calculator” from HCWH, Santa Rosa Memorial will reduce GHG emissions by almost 200 tons by reducing meat on patient menus by 7,400 pounds/year (~26%).

BALANCED MENUS

Serve healthy food. Mitigate climate change. Reduce costs.

MARKETING AND EDUCATION

- A “Balanced Menu” pamphlet from Health Care Without Harm was distributed throughout the hospital to educate staff, visitors, physicians and patients on the rationale for the changes.
- An informational bookmark that explains the health benefits of more vegetarian meals and meals made from sustainable proteins is sent on patient meal trays to continue the education process.
- Articles placed in “Noon News,” “Connections” and other communications within the hospital
- Shared pamphlets and bookmarks at meetings and events in the community

