



Environmentally Preferable Purchasing: Food Technical Brief

Green Guide for Health Care™ Food Service Credits 1-7

Overview

Major shifts in the U.S. food system over the last century impact human health and the environment. While total farm acreage has declined, farm size has increased and generally focuses on the production of a single crop or animal, contributing to the decline in production of diverse food crops necessary to meet people's nutritional needs. In the U.S., the typical food item now travels between 1,500 and 2,400 miles from farm to plate. This system separates the growers from the consumers, increases opportunities for food contamination and loss of nutrients during transportation, and needlessly contributes to climate change and other hazardous emissions. While this industrial food system initially contributed to higher yields, productivity has declined and serious long-term impacts on human and environmental health have become apparent.

Overuse of effective antibiotics has led to an impending global crisis in antibiotic resistance. As bacteria become increasingly resistant to one or multiple antibiotics, it will become more difficult and expensive to treat common bacterial infections. Antibiotic overuse occurs in both human medicine and agriculture. Independent experts such as the World Health Organization and the U.S. Institute of Medicine have identified antibiotic use in agriculture as a major contributor to bacterial resistance in humans.

GGHC v2.2 revised 2008 Food Service section encourages healthy food purchasing for health care facilities in several ways: 1) adopting a sustainable food policy and plan; 2) educational outreach both to facility staff and the surrounding community; 3) local, sustainably produced food purchasing; 4) use of reusable and environmentally preferred non-reusable food service ware items; 5) support of local farms, farmers' markets, and community supported agriculture; 6) food donation and waste reduction; 7) alignment of food vendor options with the facility's healthy, sustainable food program. The ideal sustainable food plan would incorporate all these criteria. However, the sustainable food industry is in its infancy in many regions of the U.S. Recognizing that the *Green Guide's* food credits are integrally related, approaches to their implementation have been separated to assist facilities located in areas where the infrastructure for only one or two of the criteria are available.

The Challenges

A holistic, ecological approach to food purchasing is a new concept for institutional food purchasers who may be unfamiliar with the relationship between the health care facility's mission to promote health and the health impacts of the U.S.'s current food production and distribution systems. Similarly, dietitians are only now beginning to approach diet from a broader ecological health perspective.

Access, product sourcing, and seasonality present other obstacles to the implementation of environmentally preferable food purchasing policies. Farmers' markets and/or onsite and community gardens are challenged by shorter growing seasons in northern climates. Locating adequate space for farmers' markets and gardens on health care sites may prove challenging in urban areas. Many hospitals aggregate purchasing through group purchasing organizations (GPOs). Facilities may be "locked" into existing contracts with their GPO or may not have access to organic products. Lack of familiarity with local sources of certified organic food, food safety concerns, and availability of a steady supply might present obstacles to establishing a reliable farm-to-facility supply stream. In many cases, health care

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facilities are not designed to accommodate on-site food preparation. Kitchens must be redesigned or renovated to process fresh food for patients and for use in the cafeteria.

Best Practices

Sustainable Food Policy and Plan (GGHC FS Credit 1)

Engage stakeholders who will contribute to the success of the policy:

- a. **Identify leadership, management, staff, customer and stakeholder needs and interests.** What issues and potential outcomes will inspire engagement? What barriers (real or perceived) will limit enthusiasm and participation?
 - b. **Engage institutional staff and leaders at all levels.** People in management, involved in planning and budgeting, in operations, in purchasing, or on the front line can either help or hinder efforts. Be sure to touch base early in the process to understand and address their concerns, to hear their suggestions, and to solicit their participation.
 - c. **Highlight the benefits.** Let your leadership and staff know about the many benefits that may be created for your organization through the development and implementation this policy and plan.
 - Institutionalizing grassroots purchasing initiatives.
 - Building awareness and support by decision-makers, budget holders and staff.
 - Clarifying goals, expectations and the limits of initiatives.
 - Facilitating communication with suppliers, employees, students/patients, and the public
 - Establishing a framework and tools to drive purchasing decisions.
 - Specifying and justifying bidding and contracting provisions.
 - Creating and rationalizing incentives for change by food and food service suppliers.
 - Addressing policy and other barriers that hamper many projects.
 - Creating mechanisms to collect and assess cost and performance data to guide efforts.
 - Providing a clear path for increasing scope and impact.
 - d. **Identify sustainability champions.** Who has a personal or professional interest, the position and the skills to advocate for and lead this effort?
 - e. **Involve key stakeholders.** Your institution will not make its move to sustainability alone. If there is a contracted food service provider, a contracted distributor, or other long-term supply relationships, those companies should also be involved as partners. There may also be local, regional or national non-profit organizations that can provide information or assistance and should also be involved.
2. Identify Opportunities for Impact:
- **Quick Impact:** Identify easy product changes that you can promote to gain support for your efforts. For example, switch to fair trade, organic coffee.
 - **Greatest Impact:** Identify product changes that would make the greatest impact toward achieving your goals. For example, switching to seasonal, local produce would demonstrate your commitment to supporting local agricultural economies. Switching to sustainably produced meats would make a significant impact on the environmental footprint of your institution's purchasing.
3. Make the most of the policy and plan development process:

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4. **Support from key stakeholders:** As important as the content of the policy is the ownership and commitment of leaders and staff at all levels. The policy must have the backing of senior management. Responsibility for its implementation must be allocated to staff who understand and accept its importance and are empowered to see it through. And the policy must be communicated throughout the organization, and to all suppliers and constituents.
5. **Vision statement:** The vision outlines the institution's interest in supporting a more sustainable food system and its connection to that system. This statement ties directly to the overall mission of the institution. It focuses on values and desired outcomes.
6. **Strategies for execution:** Strategies for realizing the vision may include the addition of new opportunities for customers and staff to learn about and access healthy, sustainably-grown food such as on-site farmers markets. Food service operations may establish purchasing preferences that are reflected in guidelines and specifications provided to purchasers. Purchasing staff request information from service providers, wholesalers, food processors and farmers and ranchers about the origin and nature of products. Information and claims about products are evaluated to categorize and qualify purchases.
7. **Goals:** Clear goals help to track and report success. Goals may include the implementation of new educational or food access programs in a given time frame, followed by a clear indication success of the new program. Food service purchasing goals may be expressed as percentage of total purchases assigned for categories such as fresh produce, dairy products, meat products, environmentally preferable disposable service ware, etc.
8. **Action plan:** The action plan establishes clear expectations for the institution and staff, as well as for service providers and wholesale vendors. It is specific about who will do what when to ensure that the institution meets or exceeds its targets.
9. **Evaluation plan:** The plan specifies means and process for evaluating effectiveness. The plan considers both internal benefits for the institution and, to the degree this can be measured, external benefits for farmers, farm laborers, farm animals, local communities and the environment as they relate to the vision. The plan also specifies means and process for making adjustments to the plan when necessary.

Local, Sustainably Produced Food Purchasing (GGHC FS Credit 3)

Food purchasing is governed by several certification and labeling mechanisms depending on the product type. The list below describes the purpose and scope of the major programs currently available to help guide food service purchasing departments.

- **Bird Friendly-**This independent third party certification program only applies to products that are Certified Organic and is used primarily to verify that coffee has been produced using shade management practices. <http://www.si.edu/smbc>
- **Certified Humane Raised and Handled-**A consumer certification and labeling program which indicates that egg, dairy, meat or poultry products have been produced with the welfare of the farm animal in mind. Farm animal treatment standards include: Allow animals to engage in their natural behaviors; Raise animals with sufficient space, shelter and gentle handling to limit stress; Make sure they have ample fresh water and a healthy diet without added antibiotics or hormones. Producers also must comply with local, state and federal environmental standards. Processors must comply with the American Meat Institute Standards, a higher standard for slaughtering farm animals than the Federal Humane Slaughter Act. www.certifiedhumane.com
- **Certified USDA Organic-**Products must meet the federal organic standards as determined by a USDA-approved certifying agency. Organic foods cannot be grown using synthetic fertilizers,

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chemicals, or sewage sludge; cannot be genetically modified; and cannot be irradiated. Organic meat and poultry must be fed only organically-grown feed (without any animal byproducts) and cannot be treated with hormones or antibiotics. In order to bear the USDA “Certified Organic” seal, a product must contain 95 to 100 percent organic ingredients. Products that contain more than 70 percent, but less than 94 percent organic ingredients can be labeled “Made with Organic Ingredients,” but cannot use the USDA “Certified-Organic” seal. Organic ingredients can be listed on the packaging of products that are not entirely organic. www.ams.usda.gov/NOP/indexNet.htm

- **Fair Trade Certified™**- Fair Trade standards aim to ensure that farmers in developing nations receive a fair price for their product, and have direct trade relations with buyers and access to credit. They encourage sustainable farming practices, and discourage the use of child labor and certain pesticides. To bear the label, products must be grown by small-scale, democratically organized producers. Fair Trade Certified products include coffee, hot chocolate, tea, candy, chocolate, sweeteners, fruit, rice and grains. TransFair USA is the third-party certifier of Fair Trade goods in the US. It is one of twenty members of Fairtrade Labeling Organizations International, the umbrella organization that sets the certification standards. www.transfairusa.org
- **Food Alliance Certified**-A certification and labeling program that addresses socially and environmentally responsible agricultural practices. Food Alliance certification distinguishes farmers and ranchers who: Provide safe and fair working conditions; Ensure healthy and humane care for livestock; Do not use hormones or nontherapeutic antibiotics; Do not produce genetically modified crops or livestock; Reduce pesticide use and toxicity; Conserve soil and water resources; Protect and enhance wildlife habitat; and, Demonstrate continuous improvement. www.foodalliance.org
- **Grass Fed**-Meat products derived from ruminant animals, e.g. beef cattle, dairy cattle, and lamb, may be approved to carry the USDA “grass-fed” label claim if the animal was fed a diet of grass and/or forage throughout its lifetime, with the exception of milk consumed prior to weaning. Animals cannot be fed grain or grain by-products and must have continuous access to pasture during the growing season (last frost in spring to first frost in fall). Use of hormones or antibiotics is not addressed. <http://www.usda.gov>
- **Marine Stewardship Council**-The Marine Stewardship Council (MSC) is a non-profit organization that promotes responsible fishing practices. The MSC label assures buyers that products come from a well-managed fishery and have not contributed to overfishing. The three principles of the MSC certification standard are: 1) The condition of the fish stocks (examines if there are enough fish to ensure that the fishery is sustainable); The impact of the fishery on the marine environment (examines the effect that fishing has on the immediate marine environment including other non-target fish species, marine mammals and seabirds); 3) The fishery management systems (evaluates the rules and procedures that are in place, as well as how they are implemented, to maintain a sustainable fishery and to ensure that the impact on the marine environment is minimized). www.msc.org
- **Raised Without Antibiotics/No Antibiotics Administered**-These USDA approved label claims imply that no antibiotics were administered to the animal at any point during its life. If an animal becomes sick and requires treatment, it should be segregated from other animals and sold as a conventional meat product. [http://www.fsis.usda.gov/Fact_Sheets/Meat & Poultry Labeling Terms/index.asp](http://www.fsis.usda.gov/Fact_Sheets/Meat_&_Poultry_Labeling_Terms/index.asp)
- **Raised Without Antibiotics that Cause Antibiotic Resistance in Humans**-This USDA approved label claim implies that no antibiotics except ionophores, a class of antibiotics not considered to contribute to the development of antibiotic resistance, were administered to the animal at any point during its life. Ionophores are only approved for use in poultry production. http://www.fsis.usda.gov/Regulations/Use_of_Ionophores/index.asp
- **Raised without added hormones/No hormones added**-This USDA approved label claim implies that no added hormones were given to the animal at any point during its life. Most meaningful when

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used on beef or lamb products since the use of added hormones is prohibited in poultry and pork production. http://www.fsis.usda.gov/Fact_Sheets/Meat_&_Poultry_Labeling_Terms/index.asp

- **Protected Harvest-** Protected Harvest is a non-profit organization that independently certifies farmers for ecologically based practices in nine different management categories: Field scouting, Information sources, Pest management decisions, Field management decisions, Weed management, Insect management, Disease management, Soil and water quality, and Storage management. In order to qualify for certification, growers must stay below an established total number of “Toxicity Units” per acre and avoid use of certain high-risk pesticides. Chain-of-custody audits are implemented to ensure the integrity of Protected Harvest’s certification. www.protectedharvest.org
- **Rainforest Alliance Certified-**The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. The Rainforest Alliance Certified seal is found on coffee, cocoa, chocolate, bananas, orange juice, guava, pineapple, passion fruit, plantains, macademia nuts and other tropical products. On certified farms, rainforest is conserved, workers are treated fairly, soil and water quality are not compromised, waste is managed efficiently, chemical use is dramatically reduced and relations with surrounding communities are strong. www.rainforest-alliance.org/index.cfm
- **Salmon Safe-**A certification and labeling program that aims to recognize farm and other land use operations that contribute to restoring stream eco-system health in important native salmon fisheries of the Pacific Northwest. Farms are evaluated by independent experts who certify the use of agricultural practices that promote healthy streams and wetlands, including chemical management, erosion control, water use and proper animal farming. <http://www.salmonsafe.org/>

Antibiotics

Health care facilities in the U.S. actively promote reducing antibiotic overuse in clinical settings. As such, they are the ideal messengers to increase public awareness of the dangers associated with the non-therapeutic use of antibiotics in the food supply posed by antibiotic resistance.

Target beef, pork and poultry products raised without antibiotics given to animals in the absence of diagnosed disease.

- Seek out a “champion” among the facility’s medical staff to help pass a food purchasing policy that supports hospital purchase of poultry and meat products raised without use of antibiotics in the absence of diagnosed disease. All medical staff should take an interest in this issue, because it is core to patient care. Furthermore, many medical organizations and public health organizations have already passed resolutions supporting an end to non-therapeutic antibiotic use in poultry and meat production.
- Work with your GPO and food supplier to identify sources of poultry and meat products raised without use of antibiotics in the absence of diagnosed disease. The primary challenge in procuring poultry and meat products that meet this criterion is receiving verifiable information about production methods. However, the industry is moving in the direction of antibiotic reduction. Several companies including Bon Appetit Management Co., Compass USA, Inc. and Chipotle Mexican Grill have established procurement policies that limit the use of antibiotics by their poultry and meat suppliers. As pressure grows on major poultry and meat producers to reduce and eliminate antibiotic use, more supply meeting this criterion will likely enter the market, improving price and availability.
- Effective implementation of an antibiotic-focused purchasing policy requires: 1) understanding how industrial agriculture uses antibiotics; 2) working with the facility’s distributor and GPO to access supply; and, 3) establishing purchasing specifications using resources such as Health Care Without Harm and Keep Antibiotics Working. See the Resources section for more information about these organizations.

Implementation

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- Identify which certification system is most appropriate and most readily available to the facility.
- Develop mechanisms and templates through the food service department to identify which products in the current purchasing plan meet the local/certified criteria.
- Develop a list of applicable replacement foods that are carried by current distributors and/or the facility's GPO.
- Request that the facility's GPO provide replacement local or organic/certified food products to reach the desired threshold outlined in the GGHC Food Service credit. Consider using the regional GPO meeting as a forum for requesting organic/certified food products. These meetings provide direct contact with the GPO and distributors and often attract other facilities that may show an interest in EPP food purchasing.
- Many facilities face a perceived challenge in locating local food products. However, a wide variety of local foods may already form part of the current food purchasing order. Ask the facility's distributor to provide information on food sourcing and to increase sourcing from local producers. Invite local sustainable farming organizations to the facility and ask for their support in connecting with local producers.

Cost Containment

Some certified foods may cost more than their non-certified alternatives; however, pricing depends on location, season, suppliers and other factors. Cost containment is a constant challenge within health care facilities, and food service is no exception. Some facilities have found that local sourcing is actually less expensive or cost neutral than sourcing through their broadline distributor. Strategies to address cost issues include:

- Work with the local media and community leaders to frame the issue of increasing the facility's food budget to accommodate local organic foods as investing in community health and the local economy.
- The facility may raise prices slightly to cover the additional cost of local and sustainable food. In many cases, these products sell faster than their conventional alternatives because they taste better.
- Consider raising prices in the cafeteria on non-certified foods to subsidize the extra cost of purchasing certified foods.
- Perhaps the most successful, and most overlooked, strategy is identifying certified organic products with signage. Signs such as table top tents that advertise organic apples, fair trade coffee, or "John's" carrots, help tie the facility to the local community and educate patients, staff and visitors about the food purchasing program.
- It is now becoming more common to find distributors willing to provide educational assistance (such as tabletop tents, or producers posters) and to identify product sourcing information to their customers. Include a product sourcing disclosure requirement in your GPO and/or distributor bidding process.

Hospitals Supported Agriculture: Food and Farm Linkages (Food Service Credit 5)

Unhealthy diets and lack of access to fresh fruits and vegetables have a detrimental impact on health. By supporting local food production, health care facilities can provide access to fresh, good tasting food, reduce air pollution and greenhouse gas emissions by reducing "food miles" (distance food is transported), and support the social-economics of nearby farming communities.

Farmers' Markets

Onsite farmers' markets are a low-cost strategy providing direct financial support for local farmers' markets.

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A wide variety of educational materials are available (see Resource section) describing health care farmers' markets and keys to success. In particular, the "Farmers' Markets on Hospital Grounds" fact sheet available on the Health Care Without Harm website (www.noharm.org) provides additional details and resources on this topic. Primary challenges to success are: site limitations, lack of internal support, and establishing farmer support (due to competing farmers' markets).

Benefits include:

- Positive publicity
- Differentiation from competitors
- Better employee morale
- Better employee health
- Added patient satisfaction
- More visible nutrition education
- Improved community relations

Three primary models exist:

- *Internally Focused* – An internally focused market primarily serves staff, patients, and visitors. These markets are more likely to be located in the interior of a hospital campus, less visible to the passing community, and help achieve the organization's goals of promoting employee health and well being.
- *Externally Focused* – An externally focused market serves the greater community as well as staff, patients and visitors. These markets are best suited to hospitals located in cities or town centers where foot traffic, parking, and public transportation are accessible. Such markets are useful for extending a wider public health message and offering health promotion activities to the community surrounding the hospital.
- *Dual-Purpose* – A dual-purpose market serves the internal needs of hospital food services as well as individual customers. In addition to customer sales at the market, the farmers selling at these markets establish purchasing relationships with the hospital food services department.

Implementation

- Secure internal support at the health care institution.
- Determine the goal(s) you want to achieve through hosting the market: i.e., employee wellness, improved community access to fresh produce, etc.
- Identify a site to hold the farmers' market.
- Investigate insurance and permit requirements.
- Identify potential day(s), time(s) and seasonal duration.
- Identify growers/vendors.
- Address logistical issues such as setup, cleanup, and signage needed on market day.
- Advertise the new market and conduct outreach to desired customers.

Farmer-Consumer Links

Two models of farm-to-consumer systems predominate:

- *Community supported agriculture (CSA)* – Members or "share-holders" of the farm or garden pledge in advance to cover the anticipated costs of the farm operation and farmer's salary. In return, they receive shares in the farm's bounty throughout the growing season. By direct sales to community members who have provided the farmer with working capital in advance, growers receive better prices for their crops, gain a level of financial security, and are relieved of much of the burden of marketing.

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- *Farmers' food box programs* – Farmers drop off a weekly food supply without using the CSA model. Potential drop off sites include: childcare centers, local schools and/or other sites where families regularly visit.

Implementation

- Help advertise within the facility to staff.
- Provide convenient weekly farm box drop-off sites.
- Facilities can purchase a specific number of weekly boxes or CSA shares and provide to those patients and employees with limited access to fresh produce, local daycares, schools, or other facilities that serve populations with limited access to fresh food.
- Provide in-kind support to limited local CSA budgets with marketing, transportation, drop-off sites or other public support.
- Consider using the facility's wellness program to offset the cost of these programs and to get the word out.

Farms and Gardens

Support an on-site food producing garden and/or urban food producing garden programs accessible to the public. In many urban areas, vacant lots have been converted into urban gardens. Studies have shown that urban gardens have a measurable impact on nutrition and community cohesiveness. Access to community gardens is an important strategy for improving fresh vegetable consumption in urban settings. On-site health care facility gardens also provide opportunities for community education in addition to offering a source of produce for the facility and/or local community. The primary obstacles faced by some community garden initiatives include limited space and short growing seasons.

Implementation of On-Site Gardens

- Secure internal support at the health care institution.
- *Identify Goals* – Will the garden produce cut flowers, herbs, or food? Will it be primarily educational, or will it supplement cafeteria or patient food? Will products be used internally or given to the community? Is the garden a place of respite to be used as a healing space? Will the garden be accessible to staff and/or patients?
- Identify the site, financing, labor, etc.

Experience has demonstrated that on-site gardens generate tremendous internal support, particularly when accessing volunteer labor. Rooftop gardens may be appropriate in urban settings and other campuses with limited grounds.

Off-site Gardens

Many communities have urban garden space set aside for community use, through city services or local not-for-profit community organizations.

- Consider providing financial or in-kind support to existing community gardens.
- Consider donating space on the facility property for a community garden.
- Facilitate converting urban lots for the purposes of community gardens.

Benefits

Health

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Each year 20 to 30 million pounds of antibiotics (including related antimicrobials) are used in agriculture, representing about 7-10 times the total antibiotics used in human medicine by volume. Industrialized food systems that produce poultry, swine, beef, and farmed fish routinely use antibiotics as growth promoters rather than to treat identified disease. The practice of feeding antibiotics to healthy animals can compromise antibiotic resistance to bacteria that cause human infections.

Widespread pesticide use in industrial-scale food production exposes farm workers and their families to dangerous chemicals, often at levels that exceed established “safety” limits. Longer-term, low-level pesticide exposure has been linked to an array of chronic health problems including: cancer, birth defects, neurological, reproductive, and behavioral effects, and impaired immune system function.

Ecologic

Pesticide drift, field dust, waste burning, toxic gases from degrading manure, and diesel exhaust from food transportation are all factors of food production that contribute to air pollution. Additionally, transportation-related CO₂ emissions contribute to greenhouse gas burdens. Commercial fertilizers and pesticides contaminate ground water in many locales. Large-scale animal feedlot operations contribute to water pollution by introducing biologically active hormones, nitrates and other breakdown products of untreated animal waste directly into waterways.

Economic

The overwhelming perception in the marketplace is that environmentally preferable food products are more expensive than conventional foods. The knowledge that the societal cost of non-certified foods is “hidden” through impacts to public resources such as land and water is often not a strong enough argument to increase food service budgets. In many markets, however, health care facilities can use their purchasing power to establish contracts for EPP foods at or below the cost of conventional products.

Case Study

A wide variety of case studies and materials are available at www.healthyfoodinhealthcare.org.

Fletcher Allen Health Care (FAHC), Burlington, VT

(Adapted, with permission, from “Healthy Food, Healthy Hospitals, Healthy Communities: Stories of Healthcare Leaders Bringing Fresher, Healthier Food Choices to their Patients, Staff and Communities,” Institute for Agriculture and Trade Policy, <http://www.iatp.org/foodandhealth>. Also available at www.healthyfoodinhealthcare.org.)

For 10-15 years, Fletcher Allen Health Care (FAHC), a private non-profit health care system based in Burlington, VT, has been buying food and disposing of food waste using practices that benefit patients, staff, the local economy and the environment. The hospital purchases many local and sustainably produced food items including organic produce, rBGH-free milk, and fair-trade coffee. It also composts its food waste. Starting in 2006, a new patient menu focused on the use of local, fresh foods.

FAHC’s food service staff purchases local products through their contracted supplier, U.S. Foodservice, such as Cabot Creamery cheeses. Though they are limited in what they can buy outside of their contract with U.S. Foodservice, they currently use several local suppliers and distributors. For several years, they purchased fresh, organic vegetables directly from a local farm.

In addition to local cheese and produce, FAHC serves rBGH-free milk and offers organic and fair-trade coffees from a Vermont-based supplier. Local establishments are promoted by inviting chefs to the cafeteria to promote a recipe. Local vegetables are available in season for employees to purchase twice a week from an on-site farmstand.

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The costs associated with FAHC's food purchasing policy vary by product. For instance, they pay a premium for organic produce and some local products; however, they were able to negotiate a competitive contract for rBGH-free milk.

Diane Imrie, FAHC director of nutritional services, touts the benefits of their environmentally preferable food purchasing policy as contributing to the development of a sustainable local community and improving patient health.

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Allen Memorial Hospital, Waterloo, IA

(Adapted, with permission, from “Healthy Food, Healthy Hospitals, Healthy Communities: Stories of Healthcare Leaders Bringing Fresher, Healthier Food Choices to their Patients, Staff and Communities,” Institute for Agriculture and Trade Policy, <http://www.iatp.org/foodandhealth>. Also available at www.healthyfoodinhealthcare.org.)

As of May 2005 when the “Healthy Food, Healthy Hospitals” report was published, each summer since 1999, Allen Memorial Hospital in Waterloo, Iowa sponsored a weekly farmers market on the hospital grounds at minimal cost to the hospital and great benefit to the staff and surrounding community. The market served hospital staff and patients but was started mainly to fill a community need. The community around the hospital is very diverse and comprised predominantly of multifamily homes with little space for gardens. Transportation for area residents is very limited.

The market was an outgrowth of a community needs survey conducted by a group of nursing students for a community health course at Allen College, a sister organization of Allen Memorial Hospital. The market was sponsored by the MAPLES Neighborhood Association, which consists of several partners, including Allen Memorial Hospital, Mt. Carmel Senior Housing Project, Prairie Park Housing Project, Logan Middle School, the local emergency medical service and St. Paul’s Church. The market provided regionally produced fruits, vegetables, and baked goods.

Vendors paid a fee to fund advertising the market as well as other area markets. Educational materials, blood pressure screenings and other types of community medical services were also provided at the market.

Proyecto Jardín, Los Angeles, CA

*(Excerpted, with permission, from the Center for Food and Justice paper, *Farm to Hospital: Promoting Health and Supporting Local Agriculture*, http://departments.oxy.edu/uepi/cfj/publications/farm_to_hospital.pdf.)*

Proyecto Jardín is a community garden located on a piece of land adjacent to and owned by White Memorial Hospital in East Los Angeles. Dr. Robert Krochmal, a part-time resident at White Memorial, convinced hospital authorities to make the vacant property available for a community garden. Dr. Krochmal has engaged a group of community members to design, construct and manage the vegetable and medicinal herb garden. These community participants serve as a core constituency for health promotion activities in the urban Boyle Heights neighborhood where the garden is located. Proyecto Jardín has become a community space that hosts seasonal and community events and children’s activities, in addition to planting and harvesting activities. The garden occasionally serves as an open-air classroom for a nearby school. Unlike most community gardens, Proyecto Jardín does not have individual plots. Planting and harvesting of the entire garden is open to everyone.

Resources

In addition to the resources noted in the Green Guide for Health Care, the following may offer additional guidance:

Alternative Farming Systems Resource Center, www.nal.usda.gov/afsic/csa/.

Center for Food and Justice, *Farm to Hospital: Promoting Health and Supporting Local Agriculture*, <http://departments.oxy.edu/uepi/cfj/>.

Consumers Union Guide to Eco Labels (Certified Foods), <http://www.eco-labels.org/home.cfm>.

Eat Well Guide – A directory of local sustainably raised food, <http://www.eatwellguide.org/>.

Kaiser Permanente Farmers' Market Guide, <http://www.noharm.org/details.cfm?ID=1112&type=document>.

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Health Care Without Harm. A spectrum of resources and case studies relevant to sustainable food in healthcare, antibiotic overuse, case studies, farmers markets, etc., www.healthyfoodinhealthcare.org

Institute Agriculture and Trade Policy's Food and Health Program, *Healthy Food, Healthy Hospitals, Healthy Communities*, May 2005. Stories of health care leaders bringing fresher, healthier food choices to their patients, staff, and communities, <http://www.environmentalobservatory.org/library.cfm?refid=72927>.

Keep Antibiotics Working, <http://keepantibioticsworking.com/>.

Prevention Institute, *Cultivating Common Ground: Linking Health and Sustainable Agriculture*, A report identifying shared public health interest by both healthcare and the sustainable agriculture community, <http://www.noharm.org/details.cfm?ID=990&type=document>.

Produce to the People, A case study of the first-ever farmer's market linked to a hospital. Dr. Preston Maring tells how and why local producers are partnering with the Kaiser Permanente Medical Center in Oakland, CA, <http://xnet.kp.org/permanentejournal/spring04/produce.pdf>.

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Last update 6/27/2008.