“HEALTHY” Institutions and Consumers as Buyers
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Presentation

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Presentation Outline

- Welcome
- NGFN Overview
- Green Guide for Health Care
- GGHC Case Study
- Reboot Your Life
- Questions and Answers
- Upcoming Opportunities, etc.
Presentation Outline

- Welcome
- NGFN Overview
  Marty Gerencer
  *Manager, National Good Food Network*
- Green Guide for Health Care
- GGHC Case Study
- Reboot Your Life
- Questions and Answers
- Upcoming Opportunities, etc.
Moving more **good food** to more people

John Fisk, PhD
Director, Wallace Center at Winrock International

Marty Gerencer
Manager, National Good Food Network
NATIONAL GOOD FOOD NETWORK: VISION
NATIONAL GOOD FOOD NETWORK: VISION
NATIONAL GOOD FOOD NETWORK: VISION
NATIONAL GOOD FOOD NETWORK: VISION

Increase small- and medium-sized grower viability
Add economic vitality to rural and urban areas
Reach children and families where they live
NATIONAL GOOD FOOD NETWORK: **Activities**

ngfn.org/sysco2009
NATIONAL GOOD FOOD NETWORK: GOALS

Supply Meets Demand
• There is abundant good food (healthy, green, fair and affordable) to meet demands at the regional level.

Information Hub
• The National Good Food Network (NGFN) is the go to place for regional food systems stories, methods and outcomes.

Policy Change
• Policy makers are informed by the results and outcomes of the NGFN and have enacted laws or regulation which further the Network goals.
NATIONAL GOOD FOOD NETWORK: LOCATIONS
NATIONAL GOOD FOOD NETWORK: STRUCTURE

Advisory Council

- Institute for Agriculture and Trade Policy
- American Friends Service Committee
- Michael Fields Agricultural Institute
- Good Natured Family Farms
- Food Alliance
- Appalachian Sustainable Development
- Sustainable Food Lab
- SCALE, Inc.

- SYSCO-Grand Rapids
- Karp Resources
- WellSpring Management
- Agriculture and Land-Based Training Association
- Leopold Center for Sustainable Agriculture
- Farm to Table / Southwest Marketing Group
- NE Sustainable Agriculture Working Group
- Center for Food and Justice at Occidental College
NATIONAL GOOD FOOD NETWORK: STRUCTURE

Regional Teams

West
• Agriculture and Land-Based Training Association, Salinas, CA
• Center for Food and Justice at Occidental College, Los Angeles, CA

Southwest
• Farm to Table / Southwest Marketing Network, Santa Fe, NM
• American Friends Service Committee, Albuquerque, NM

Southeast
• Appalachian Sustainable Development, Abingdon, VA

Northeast
• Northeast Sustainable Agriculture Working Group, Belchertown, MA
• Sustainable Food Lab at The Sustainability Institute, Hartland, VT

Midwest
• Leopold Center for Sustainable Agriculture, Ames, IA
• Sysco and NGFN Partnership Regions: Grand Rapids, Kansas City area and Chicago
John Fisk
Director, Wallace Center at Winrock International

Marty Gerencser
Manager, National Good Food Network

www.ngfn.org
contact@ngfn.org
231/638-2981
Presentation Outline

• Welcome
• NGFN Overview
• Green Guide for Health Care

Jamie Harvie
Executive Director, Institute for a Sustainable Future
Founder, Healthy Food in Health Care

• GGHC Case Study
• Reboot Your Life
• Questions and Answers
• Upcoming Opportunities, etc.
"Healthy" - Institutions and Consumers as Buyers of Good Food
Green Guide for Health Care Food Credits
National Good Food Network Webinar

Jamie Harvie, P.E.  harvie@isfusa.org
Institute for a Sustainable Future  www.isfusa.org
Regenerative Healthcare Network  www.regenerativehealthcare.org
What is the GGHC?

- Self certifying tool kit to steer facilities through greener design, construction and operations.

- Version 1.0 released in 2003 – Review of Versions 2.0, 2.1 and now 2.2

- Operations launched in 2009
2002 ASHE Green Healthcare Construction Guidance Statement

1. Protect the immediate health of building occupants.

2. Protect the health of the surrounding local community.

3. Protect the health of the global community and natural resources.
geographic distribution

Green Guide for Health Care Website Registrants

top ten countries with international website registrants

1. Canada  
2. Australia  
3. United Kingdom  
4. India  
5. France  
6. Malaysia  
7. Argentina  
8. Brazil  
9. South Africa  
10. Portugal

18,000+ website registrants  
• every state in the U.S.  
• every Canadian Province  
• 500 new registrants/month  
• 100+ countries

Last updated April 2008
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<td>3 – Water Efficiency</td>
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<td>4 – Energy &amp; Atmosphere</td>
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<td>10 – Innovation in Operation</td>
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**operations section**

15 - 114
FS Credit 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
Intent: Create, promote and implement practical sustainable food purchasing policies and plans that support human and ecological health.

CHW recognizes that “healthy food” describes not only nutritional quality, but equally by a food system which is ecologically sound, economically viable, and supportive of human dignity and justice, and so; CHW aspires to develop a healthy food system.

• Food policy Vision Statement or
• Healthy Food in Health Care Pledge

FS Credit 1: Sustainable Food Policy and Plan
Intent
Create, promote and implement sustainable food purchasing policies and plans that support human and ecological health.

Achieve FS Credit 1.1: Sustainable Food Policy and Plan

AND

• minimum of one fresh fruit option at each patient meal and at lunch and dinner, provide a fresh green salad and a minimum of one non-starch fresh vegetable option.

• whole grain options for minimum 50% of grains and breads

• one protein-balanced vegetarian menu option during each meal.

FS Credit 1.2: Food Nutrition
AND a minimum of four of the following practices:

- **Wholesome Soup**: all patient and cafeteria soups are made from scratch (excepting canned legumes and tomatoes).

- **Meat Free Option**: Cafeteria and patient food meat-free one day per week.

- **Trans Fats and Healthy Oils**: Eliminate all products that contain trans fats AND, create a heart-healthy oils purchasing policy.

- **Fried Food Elimination**: Eliminate deep fried foods from patient menus and cafeteria.

- **Nanotech Foods**: Develop and implement a policy requiring disclosure and elimination of nanotech additives.

- **Food Color and Additives**: a purchasing policy and program to eliminate food additives.

- **Healthy Vending and Snacks**

- **Promote Breast Feeding**
Intent: Create awareness among staff, patients, visitors, service providers, vendors and the community of hospital food service initiatives around sustainability through education programs and constant reinforcement of the benefits to human health.

Hold Educational Event

Post Vision in Facility and on Website

FS Credit 2: Sustainable Food Education and Promotion
Education

• Upon hire and annually, 1 educational event targeted to the food service department explicitly explaining the link between human health and food production.

• Hold a minimum of 1 educational event annually targeted to hospital employees

And......

FS Credit 2: Sustainable Food Education and Promotion
Healthy Sustainable Food Promotion

(Annually 3 of the following):

• Post and annually update a signed copy of the facility’s Food Policy in a visible site within the hospital and on the hospital website explicitly explaining the link between human health and food production.

• Establish and maintain a program to inform cafeteria consumers of specific product offerings that are seasonal, organic, locally grown, sustainably grown/produced, etc.

• Establish and maintain a program to inform patients.

• Host special events targeted to patients, employees, and hospital visitors that promote the facility’s sustainable food products and initiatives.

• Hold special events (onsite or offsite) targeted to the larger community highlighting the facility’s commitment to supporting healthy, local, seasonal, organic, and sustainable foods and food systems.
Intent: Improve human and ecological health through purchase of local and sustainably produced food products.

Support certified and locally produced food products

Credits 3.1, 3.2, 3.3

FS Credit 3: Local, Sustainably Produced and Food Purchasing
Credit Goals

- Credit Goals
  - Measurable
    - Approved to carry one or more of the listed independent third party certified ecolabels and/or
    - Carry one of the listed label claims allowed by USDA or FDA and/or
    - Farms, ranches, and production/processing facilities located within a 200-mile radius of the facility
  - Flexible
  - Reward Incremental Success (15, 25, 50 percent)

FS Credit 3: Local, Sustainably Produced and Food Purchasing
# Eco-labels

## Reference Table: Third Party Certified Eco-Labels

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<tr>
<th>Products</th>
<th>Animal Welfare Approved</th>
<th>Bird Friendly</th>
<th>Certified Humane Raised &amp; Handled</th>
<th>Certified USDA Organic</th>
<th>Fair Trade Certified</th>
<th>Food Alliance Certified</th>
<th>Marine Stewardship Council</th>
<th>Protected Harvest</th>
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# Label Claims

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<td>“Raised without added hormones” or “No hormones added”</td>
<td>beef and lamb only</td>
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<td>“No genetically engineered ingredients”</td>
<td>products made from corn, soy, canola or their derivatives</td>
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<td>“rBGH-free”, “rBST-free”, or something to this effect “our farmers pledge not to use rBGH or rBST”/”Our famers pledge not to use artificial hormones”</td>
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<tr>
<td>“Grass-fed”</td>
<td>products from ruminants such as beef cattle, dairy cattle, lamb</td>
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Local Sourcing Strategies

• Direct relationships

• May be able to use state local food marketing programs*

• Processed foods >50% by weight

• Independent family farms/ranches or cooperatives/networks

FS Credit 3: Local, Sustainably Produced and Food Purchasing
Intent
Support environmental stewardship of virgin resources by purchasing reusable and non-reusable products.

• Eliminate single-use bottled water sales inc. vending/meetings and conferences.

• In cafeteria provide easy access to water derived from local public water supply.

• Provide reusable water containers (for purchase or free)

• Provide clear signage indicating nearest local publicly accessible water fountain.

FS Credit 4.4
Bottled Water Elimination and Public Drinking Water Access
Intent: Support local and regional food production by increasing its visibility in the community and strengthening local agriculture infrastructure.

CSAs Food Box Program

Sponsor Farmers Markets

FS Credit 5: Hospital Supported Agriculture: Food and Farm Linkages
Credit Goals – (minimum of 3 innovation for extra 2)

• **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.
Intent: Support food security programs, soil restoration, and waste reduction through food service donation and composting programs.
Credit Goals

• Develop and implement a food donation program

• Develop and implement a food waste composting program

• Develop and implement food donation and food waste composting written management plans

• **Estimate** and track pounds of donated food

• Provide controlled areas to facilitate easy removal of food waste, consistent with an Integrated

**FS Credit 6.1: Food Donation and Composting**
Intent: Reduce solid waste disposal in landfills and incinerators generated by the food service department through recycling.

Credit Goals

• Glass, metal and plastic
• Corrugated boxes, boxboard and paper
• Shrink wrap (bagged or baled)
• Return pallets to vendors for reuse.

FS Credit 6.2: Food Service Recycling
RESOURCES

- Health Care Without Harm Food Workgroup
  www.healthyfoodinhealthcare.org

- American Dietetic Association Hunger and Environmental Nutrition Dietary Practice Group
  www.hendpg.com/

- FoodMed Conference
  www.foodmed.org

- Healthy Food Pledge
  www.noharm.org/us/food/pledge

- Green Guide for Healthcare
  www.gghc.org

- GGHC Food Service Credits
  www.noharm.org/us/food/resources#GGHC

- Pesticides in Produce
  www.foodnews.org
Presentation Outline

- Welcome
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- Green Guide for Health Care

**GGHC Case Study**

Eecole Copen MS, RD, LD  
*Sustainable Food Programs Coordinator & Farmers Market Manager*  
*Oregon Health & Science University*

- Reboot Your Life
- Questions and Answers
- Upcoming Opportunities, etc.
BUILDING A SUSTAINABLE HOSPITAL FOOD SERVICE
EECOLE COPEN, SUSTAINABLE FOOD PROGRAMS COORDINATOR
Hospital Stats

- Approximately 542 beds
- 1250 patient meals per day
- 8000 retail transactions per day
- 12,000 employees
- $8 million food budget
- $12 million in retail & catering sales
- Self Op since 1996
Healthy Food in Health Care Pledge

This Healthy Food in Health Care Pledge is a framework that outlines steps to be taken by the health care industry to improve the health of patients, communities and the environment.

As a responsible provider of health care services, we are committed to the health of our patients, our staff and the local and global community. We are aware that food production and distribution methods can have adverse impacts on public environmental health. As a result, we recognize that for the consumer who eats it, the workers who produce it and the ecosystems that sustain us, healthy food must be defined not only by nutritional quality, but equally by a food system that is economically viable, environmentally sustainable, and supportive of human dignity and justice. We are committed to the goal of providing local, nutritious and sustainable foods.

Specifically, we are committed to the following healthy food in health care measures for our institution. We pledge to:

- Increase our offering of fruits and vegetables, nutritionally dense and minimally processed, unrefined foods and reduce unhealthy (fruits and saturated) fats and sweetened foods.
- Implement a system to identify and adopt sustainable food procurement: begin where fewer barriers exist and immediate steps can be taken, such as the adoption of 24/7less milk, fair trade coffee, or selections of organic and/or local fresh produce in the cafeteria.
- Work with local farmers, community-based organizations and food suppliers to increase the availability of fresh, locally-produced food.
- Encourage our vendors and/or food management companies to supply us with food that is produced in systems that, among other attributes, eliminate the use of toxic pesticides, prohibit the use of hormones and non-therapeutic antibiotics, support farmers and farm worker health and welfare, and use ecologically protective and restorative agriculture.
- Communicate to our Group Purchasing Organizations our interest in foods whose source and production practices (e.g., protect biodiversity, authentic and hormone free, local, pesticide use, etc.) are identified, so that we may have informed consent and choice about the foods we purchase.
- Develop a program to promote and source from producers and processors which uphold the dignity of family, farmers, workers and their communities and support sustainable and humane agriculture systems.
- Educate and communicate within our system and with our patients and community about our nutritious, socially just and ecologically sustainable healthy food practices and procedures.
- Minimize and beneficially reuse food waste and support the use of food packaging and products that are ecologically protective.
- Report annually on implementation of this pledge.

Name: ____________________________ Title: ________________________________

On behalf of (indicate your department, facility or system): ________________________________

Address: __________________________

City: __________________ State: ______ Zip: ______

Phone: __________________ Email: __________________ Date: ______

Signature: __________________________

*Please send me a clean copy of the pledge with signature line only. We would like to have it framed and displayed.

To submit your pledge, this form should be faxed or mailed to Heart Care Without Harm:
HCWH* Healthy Food in Heart Care Pledge * 1901 N. Moore Street, Suite 509 * Arlington, VA 22209
Phone: 703-343-3030 * Fax: 703-343-3008 * www.NoHarm.org
Consulting for individual hospitals
Roundtables for hospital foodservice discussions
Bring in the farmers
Bring in the distributors
Develop tools, accessible online
Where we look for guidance:

- Green Guide to Health Care (GGHC)
- Guide to Developing Sustainable Food Procurement Policy
- Health Care Without Harm Fact Sheets
- USDA Dietary Guidelines
- Non profits
- Food Routes
- Leopold Center for Sustainable Agriculture
Develop 5-year Strategic Plan for Sustainability, 2010

- Reviewed GGHC credits- great benchmarks
- Outline of plan follows FS Credits

1.1: Sustainable Food Policy and Plan
1.2: Nutrition
2: Sustainable Food Education and Promotion
3: Local, Sustainably Produced Food Purchasing
4: Reusable & Non-Reusable Products
5: Hospital Supported Agriculture: Food and Farm Linkages
6.1: Food Donation and Composting
6.2: Food Services Recycling
7: Food Vendors
8: Chemical Management for Food Services
Developed a **Sustainability Policy Steering Committee** whose participants co-created a 5-year plan to establish:
- Which goals fit our operation?
- How do we get there in 5 years?
- Assigned action steps and timeline to managers.
FS Credit 1.2 continued

Food Nutrition

- **Trans Fats and Healthy Oils**: Eliminate all products that contain trans (partially hydrogenated) fats* and fully hydrogenated fats; AND, create a heart-healthy oils purchasing policy and modify all recipes to use cooking oils high in monounsaturated and polyunsaturated fatty acids.
  
  *“Zero Trans Fats” should be the goal when total elimination is not possible.

- **Fried Food Elimination**: Eliminate deep fried foods from patient menus and cafeteria.

- **Nanotech Foods**: Develop and implement a policy requiring disclosure and elimination of nanotech additives in food, nutritional supplements and food serviceware and packaging by food service contractors, food distributors, food producers, food processors and General Purchasing Organizations (GPOs).

- **Food Color and Additives**: Develop and implement a purchasing policy and program to eliminate from cafeteria and regular patient meal food service processed food products containing food additives including artificial coloring and flavoring in accordance with the Center for Science in the Public Interest’s Food Additives Avoid List. [http://www.cspinet.org/reports/chemcuisine.htm](http://www.cspinet.org/reports/chemcuisine.htm)

- **Healthy Vending and Snacks**: 100% of facility-wide vending machines and Cafeteria Pre-packaged snacks offer:
  
  - Minimum 75% (by quantity) nutritionally healthy foods as defined by the Chula Vista Healthy Vending Policy (with PI modifications).
  
  - Minimum 20% (by quantity) sustainable foods in accordance with FS Credit 3: Local, Sustainably Produced Food Purchasing.

- **Promote Breast Feeding**: Develop and implement a breastfeeding program as outlined in the UNICEF/WHO’s document “The Ten Steps to Successful Breastfeeding for Hospitals” and eliminate the standard practice of free formula giveaways.
## Nutrition Standards

### Preference for the following:

<table>
<thead>
<tr>
<th></th>
<th>Short Term (12 months)</th>
<th>Mid Term (2-3 yrs)</th>
<th>Long Term (4-5 yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>• Review the research to determine benefits and harms of GMO’s</td>
<td>• Develop a template letter indicating the facility’s interest in disclosure of foods with GMO’s based on review of research. Start with major distribution: FSA, US Foodservice, UNFI, Charles, Apple. Request labeling of these items in electronic catalogues, especially during contract renewal negotiations.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Find new products to replace all retail products containing trans-fats. Keep those necessary if no adequate replacement found. (e.g. Salads, Entrees, Soups, Vegetables (sides), Desserts, and Grab &amp; Go.) Modify all recipes to use cooking oils without trans-fats. &quot;Zero Trans Fats&quot; should be the goal when total elimination is not possible.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>• Review the research to determine benefits and harms of trans-fats</td>
<td>• Develop a template letter indicating the facility’s interest in disclosure of foods with trans-fats. Request labeling of these items in electronic catalogues, especially during contract renewal negotiations. Search for patient products as priority that do not have trans-fats and fully hydrogenated fats. Keep necessary products for patients that have no adequate replacement. Decrease # of retail products with trans-fats by 50%. Create a heart-healthy oils purchasing policy. Modify all recipes to use cooking oils without trans-fats. &quot;Zero Trans Fats&quot; should be the goal when total elimination is not possible.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Baseline assessment of products containing trans-fats and ingredients of partially hydrogenated oils</td>
<td>• Find new products to replace all retail products containing trans-fats. Keep those necessary if no adequate replacement found. (e.g. Salads, Entrees, Soups, Vegetables (sides), Desserts, and Grab &amp; Go.) Modify all recipes to use cooking oils without trans-fats. &quot;Zero Trans Fats&quot; should be the goal when total elimination is not possible.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Review of sat fat replacements- are some more sustainable than others?</td>
<td>• Find new products to replace all retail products containing trans-fats. Keep those necessary if no adequate replacement found. (e.g. Salads, Entrees, Soups, Vegetables (sides), Desserts, and Grab &amp; Go.) Modify all recipes to use cooking oils without trans-fats. &quot;Zero Trans Fats&quot; should be the goal when total elimination is not possible.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>• Review baseline assessment of # of items</td>
<td>• Eliminate fryers for patient foods</td>
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</table>

**OHSU Health & Science University**
Achieve a minimum percentage (15, 25, 50%) of annual combined food and beverage purchases from any combination of the following sources:

- Third party certified eco-labels And/Or
- Label claims allowed by USDA or FDA
### Our Plan: Purchasing Credit

#### III. Local, Sustainably Produced Food Purchasing

**GGHC FS Credit 3.1-3.3**

**Intent**

Improve human and ecological health through purchase of local and sustainably produced food products. Ultimate Sustainability Goals (USG) for each food category listed in Appendix A.

<table>
<thead>
<tr>
<th>Item - Refer to Purchasing Preferences</th>
<th>Short Term (12 months)</th>
<th>Mid Term (2-3 yrs)</th>
<th>Long Term (4-5 yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Poultry (fresh, Frozen)</strong></td>
<td>• Consider any options where the increase in cost $\leq 15%$ (as an average)</td>
<td>• 25% of retail poultry meets USG</td>
<td>50% of retail poultry meets USG</td>
</tr>
<tr>
<td></td>
<td>• Identify which chicken to change on patient menu that will get us to 50%</td>
<td>• 100% of all poultry on patient menu meets USG</td>
<td>50% of cuts are diversified (using poultry that meets USG?)</td>
</tr>
<tr>
<td></td>
<td>(5oz chicken breast, Ground chicken, saled chicken)</td>
<td>• Decrease # of recipes with boneless breast (by 50 %?)</td>
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<tr>
<td></td>
<td>• Feasibility study (cost and supply) for conversion of retail patient poultry purchases</td>
<td>• Increase # of recipes with Bone-in (by 50 %?)</td>
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<tr>
<td></td>
<td>• Feasibility study for conversion of remainder of patient poultry purchases</td>
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<td></td>
<td>• Communicate preference and discuss pricing for USG poultry in retail</td>
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<td></td>
<td>• Identify menu items that use IQF breast (most expensive and most predominately used cuts) to figure out how to diversify</td>
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<td></td>
<td>• Identify other cuts that we don’t use that are also easy to find to diversify</td>
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<td></td>
<td>(Note: Currently use 600#/wk of IQF breast= 30,000#/yr)</td>
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<tr>
<td><strong>Eggs</strong></td>
<td>• Complete analysis of whole and hard cooked eggs to assess current sustainable practices - Check if Wilcox is FA certified (note: 9 cases)</td>
<td>• 100% of eggs meet USG</td>
<td></td>
</tr>
</tbody>
</table>

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**Oregon Health & Science University**

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# Credit 3: Third Party Certified Eco-labels

## Reference Table: Third Party Certified Eco-Labels

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## General Label Claims

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<tr>
<th>Label Claim</th>
<th>Food Category</th>
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<tr>
<td>&quot;Raised without antibiotics&quot; or &quot;No antibiotics administered&quot;</td>
<td>poultry and meat</td>
</tr>
<tr>
<td>&quot;Raised without antibiotics that cause antibiotic resistance in humans&quot;</td>
<td>poultry</td>
</tr>
<tr>
<td>&quot;Raised without added hormones&quot; or &quot;No hormones added&quot;</td>
<td>beef and lamb</td>
</tr>
<tr>
<td>&quot;No genetically engineered ingredients&quot;</td>
<td>products made from corn, soy, canola or their derivatives</td>
</tr>
<tr>
<td>&quot;rBGH-free&quot;, &quot;rBST-free&quot;, or something to this effect &quot;our farmers pledge not to use rBGH or rBST&quot;/&quot;Our farmers pledge not to use artificial hormones&quot;</td>
<td>milk, butter, cheese, yogurt, ice cream, sour cream, cottage cheese</td>
</tr>
<tr>
<td>&quot;Grass-fed&quot;</td>
<td>products from ruminant animals such as beef cattle, dairy cattle, lamb</td>
</tr>
</tbody>
</table>
1st priority: Do no harm: Human health
2nd priority: Optimize health of the human and do no harm to the environment.

Regionally grown:
- GGHC - sourced from within a 200-mile radius
- OHSU - within 200 miles or Oregon

Categories and Priorities:
- Poultry (turkey, chicken) and Pork - Major health issue: Antibiotics (abx) used to prevent infection of animals in conventional production may decrease abx effectiveness in humans; Arsenic, found in poultry feed and used for growth promotion, feed efficiency and improved pigmentation in conventional poultry production may increase risk of cancer in humans.
  - 1st priority: Organic (because prohibits abx in pork production) (ask supplier about arsenic use- no label claim addresses this).
  - Next priority: Food Alliance
  - Next priority: “Certified Humane Raised and Handled” or “Animal Welfare Approved”
  - Next priority: No antibiotics added
  - Next priority: Regionally grown
## Action Plan

### III. Local, Sustainably Produced Food Purchasing

#### GGHC FS Credit 3.1-3.3

<table>
<thead>
<tr>
<th>What is the 12 month objective?</th>
<th>Action steps</th>
<th>Who is accountable for this action?</th>
<th>Finished product due date (month/year)</th>
</tr>
</thead>
</table>
| 50% chicken on patient menu meets USG. | 1. Consider any options where the increase in cost \( \leq 15\% \) (as an average)  
2. Identify which chicken to change on patient menu that will get us to 50% (5oz chix breast, Ground chix, salad chix)  
3. Feasibility study (cost and supply) for conversion of retail patient poultry purchases  
4. Feasibility study for conversion of remainder of patient poultry purchases  
5. Communicate preference and discuss pricing for USG poultry in retail  
6. Identify menu items that use IQF breast (most expensive and most predominately used cuts) to figure out how to diversify  
7. Identify other cuts that we don't use that are also easy to find to diversify. (note: Currently use 600#/wk of IQF breast= 30,000#/yr) | 1. Scott & Urbano  
2. Urbano  
3. Joy (# of new items ordered) & Scott  
4. Scott  
5. Steve, Escole, Scott  
6. Urbano  
2. July 2011  
3. July 2011  
4. July 2011  
5. Jan 2012  
6. Sept 2011  
7. Sept 2011 |
| Eggs | 8. Complete analysis of whole and hard cooked eggs to assess current sustainable practices - Check if Wilcox is FA certified (note: 9 cases whole- pasteurized from Davidson Farms, hard- |
### Sustainable Food Procurement Tracking Tool

#### Food Service Credits 3.1 - 3.3 - Local, Sustainably Produced Food Purchasing

**Credit Goals:**

- 3.1: 15% Purchases Sustainably Produced and/or Locally Produced
- 3.2: 25% Purchases Sustainably Produced and/or Locally Produced
- 3.3: 50% Purchases Sustainably Produced and/or Locally Produced

---

#### Meat/Poultry/Seafood Procurement Tracking

| Food Type                | Product Detail (Example: cut, brand, grower, supplier or other info you wish to track) | Sustainability Label/Category | USDA/FDA Label Claims | Record Sustainable Purchases by Purchase Amount
|--------------------------|--------------------------------------------------------------------------------------|------------------------------|-----------------------|------------------------------------------------------
|                          |                                                      | Third Party Certifications  |                       | Baseline Year if tracked | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Local |
| Beef                     |                                                      | USDA certified Organic      |                       |                        |             |             |             |             |       |
| Example - Ground meat    | Carman Ranch, Fulton Provision/Syco             | X                            |                       | X                      | $50.00      | $50.00      |             |             |       |
| Hamburger Patty          |                                                      |                              |                       |                        |             |             |             |             |       |
| Ground Meat              |                                                      |                              |                       |                        |             |             |             |             |       |
| Roast                    |                                                      |                              |                       |                        |             |             |             |             |       |
| Stew Meat                |                                                      |                              |                       |                        |             |             |             |             |       |

| Total Sustainable Beef Purchases | $0.00 | $0.00 | $0.00 | $0.00 | $0.00 |
| Total Beef Purchases (Report all beef purchases made during the reporting month - those identified as sustainable and conventional) | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! |
| % of Total Beef Purchases Sustainable | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! |
OHSU Sustainability in Action
Other GGHC Credits

- Farmers Market/ Market Basket
- Natural foods store- It’s All Good
- Retail- Coffee, Bread, Milk, Hazelnuts
- Garden of Healthy Delights
- Composting food waste
- Purchasing compostable food service ware
- Greening our chemical profile
- Legislation & letter writing
Farmers Market

SNAP & WIC Accepted
**Market Basket - Online Purchase**

- **Veggie Basket - $12**
  - Minto Island Growers - Organic
  - 1 bunch Leeks
  - 1 head Broccoli
  - 1 bunch Kale
  - Greenville Farm
  - 2 Delicata Squash
  - 4 Corn
  - 2 Tomatoes

- **Fruit Basket - $8**
  - May’s Produce
  - 1 pint strawberries
  - 1 pint plums
  - Thompspon Farms
  - 2 apples

- **Add ons**
  - $5- Bread - Gabriels Bakery
  - $6- Hummus - The Hummus Stop
  - $7- Meat - Meadow Harvest
Preference for Fair Trade, Organic and locally grown products.

- Gluten-Free offerings
- GMO-Free
- High Fructose Corn Syrup-Free
- Vegan offerings
- rBGH-Free
- Trans-Fat Free
- Coloring & Dye-Free
- Low Sodium

~ 425 square feet
~ 475 different products
~ $550,000 per year
Sunshine Dairy - Bovine Growth Hormone Free milk. Renewable energy from wind and biogas used to make their products.

Kobos - local roaster, Fair-trade, organic. Includes Café Feminino line: $1 per pound goes back to “battered” women from Peru.

Dave’s Killer Bread - Locally made, Organic Bread

Sunshine Dairy - Bovine Growth Hormone Free milk. Renewable energy from wind and biogas used to make their products.
Carmen Ranch Beef, Wallowa, OR: Food Alliance Certified, Grass-fed & finished, No added hormones or antibiotics.

Sudan Farms Lamb, Canby, OR: Grass-fed & finished; No added hormones or antibiotics.

Draper Valley Chicken, Mt. Vernon, WA: No added antibiotics. 100% vegetarian diet.
Locally grown.. On campus

Garden of Healthy Delights
Closing the Food System Loop
PAMTA

- Congress introduced the Preservation of Antibiotics for the Medical Treatment Act (HR 1549), which would require the FDA to re-review the approvals it previously issued for animal feed uses of the seven classes of antibiotics that are important to human medicine.

- OHSU signs-on to letter from health institutions and professionals (organized by HCWH) urging legislative support.
Institutions such as OHSU have a great deal of leverage to help shape industry standards. OHSU is raising the bar to help create a brighter, more sustainable future for all.

Join us.. Together it’s easier.
Resources & Contacts

Health Care Without Harm
www.noharm.org/food/issue

Green Guide For Healthcare
www.gghc.org

Practice GreenHealth
www.practicegreenhealth.org

Case Study Publication:
noharm.org/lib/downloads/food/Menu_of_Change.pdf
Presentation Outline

- Welcome
- NGFN Overview
- Green Guide for Health Care
- GGHC Case Study
- Reboot Your Life
  
  Joe Cross
  *Founder, Reboot Your Life*

- Questions and Answers
- Upcoming Opportunities, etc.
Fruits & Vegetables:
The Key to Health & Vitality
We are facing a global epidemic…

According to the World Health Organization, over 1 billion adults are overweight globally and over 300 million are obese.
In 2008, 68% of the U.S. population were classified as overweight or obese.

By 2018, U.S. healthcare costs attributable to obesity are expected to reach $344 billion, accounting for more than 21% of the nation’s direct healthcare spending.
Why Are We So Fat & Sick??

The World Health Organization says: “The key causes are increased consumption of energy-dense foods high in saturated fats and sugars, and reduced physical activity.”
So what are we going to do about it?

You’re a part of the NGFN… you know diet is EVERYTHING and it’s as simple as incorporating more fruits and vegetables into our diets. We need to:

- Build awareness of the benefits of fruits and vegetables.
- Provide tools and information to help increase consumption.
- Provide community and support to facilitate change.
Based on the principal that eating more fruits and vegetables will improve your well being, Reboot Your Life will serve as the catalyst for a wellness movement by providing tools and information and creating community.

To that end, we have just launched our powerful documentary film *Fat, Sick & Nearly Dead* and [www.jointhereboot.com](http://www.jointhereboot.com).

(My Part!)
Building Awareness: *Fat, Sick & Nearly Dead*

Part road trip, part wellness manifesto, the feature length documentary *Fat, Sick & Nearly Dead* is the uplifting story of two men whose chance meeting and struggle to overcome the same rare disease saves one life, and changes another for good.
Providing Tools & Community: www.jointhereboot.com

Customized Reboot Programs, Nutritionist Support, Daily Meal Plans and Community Tools
The Ultimate Goal!!

Going from 5% → 10%

- Current US Consumption of Fruits & Vegetables
  5% of Total Calories

- Reboot Target US Consumption of Fruits & Vegetables
  10% of Total Calories
Thank You!
Presentation Outline

- Welcome
- NGFN Overview
- Green Guide for Health Care
- GGHC Case Study
- Reboot Your Life
- Questions and Answers
- Upcoming Opportunities, etc.

Jamie Harvie
GGHC

Eecole Copen
OHSU

Joe Cross
Reboot Your Life

Jeff Farbman
Moderator
Webinars are Archived

TOPICS!

http://ngfn.org/webinars
NGFN Webinars

- 3rd Thursday of each month
- 3:30p EST (12:30p PST)

- May 5  “Bonus” Webinar
  Fair Food: Growing a Healthy, Sustainable Food System for All

- May 19
  Food Hubs: Viable Regional Distribution Solutions

http://ngfn.org/webinars
Please let us know about your Food Hub!

(or look on the home page of ngfn.org)
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