

Putting Our Best Food Forward: A Sea of Possibilities

Leveraging County Food Purchasing for Health, Local Economies and the Environment



Chloë Waterman

“GOVERNMENTS HAVE FEW SOURCES OF LEVERAGE OVER INCREASINGLY GLOBALIZED FOOD SYSTEMS, BUT PUBLIC PROCUREMENT IS ONE OF THEM.

When sourcing food for schools, hospitals, and public administrations, governments have a rare opportunity to support more nutritious diets and more sustainable food systems in one fell swoop.”

OLIVIER DE SCHUTTER

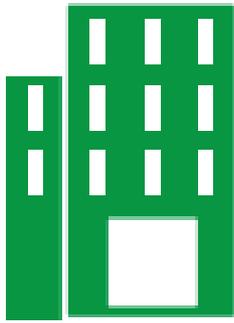
Former U.N. Special Rapporteur on the Right to Food (2014)



\$\$



Stadiums



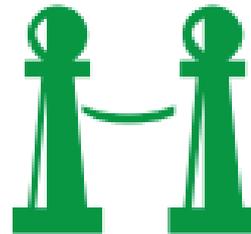
County meetings



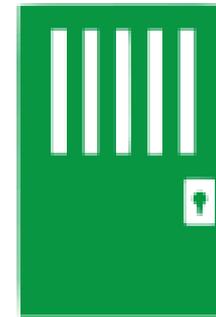
Airports



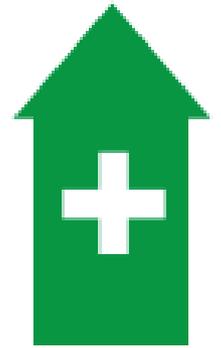
Park vendors



County events



Correctional facilities



Hospitals



NUTRITION



LOCAL ECONOMIES



ANIMAL WELFARE



VALUED WORKFORCE



ENVIRONMENTAL SUSTAINABILITY

Why values-based procurement?

- Provides economic, health, and environmental benefits
- Directs public dollars into local economies and aligns policy with purchasing
- Meets growing demand for local, healthy, and sustainable food



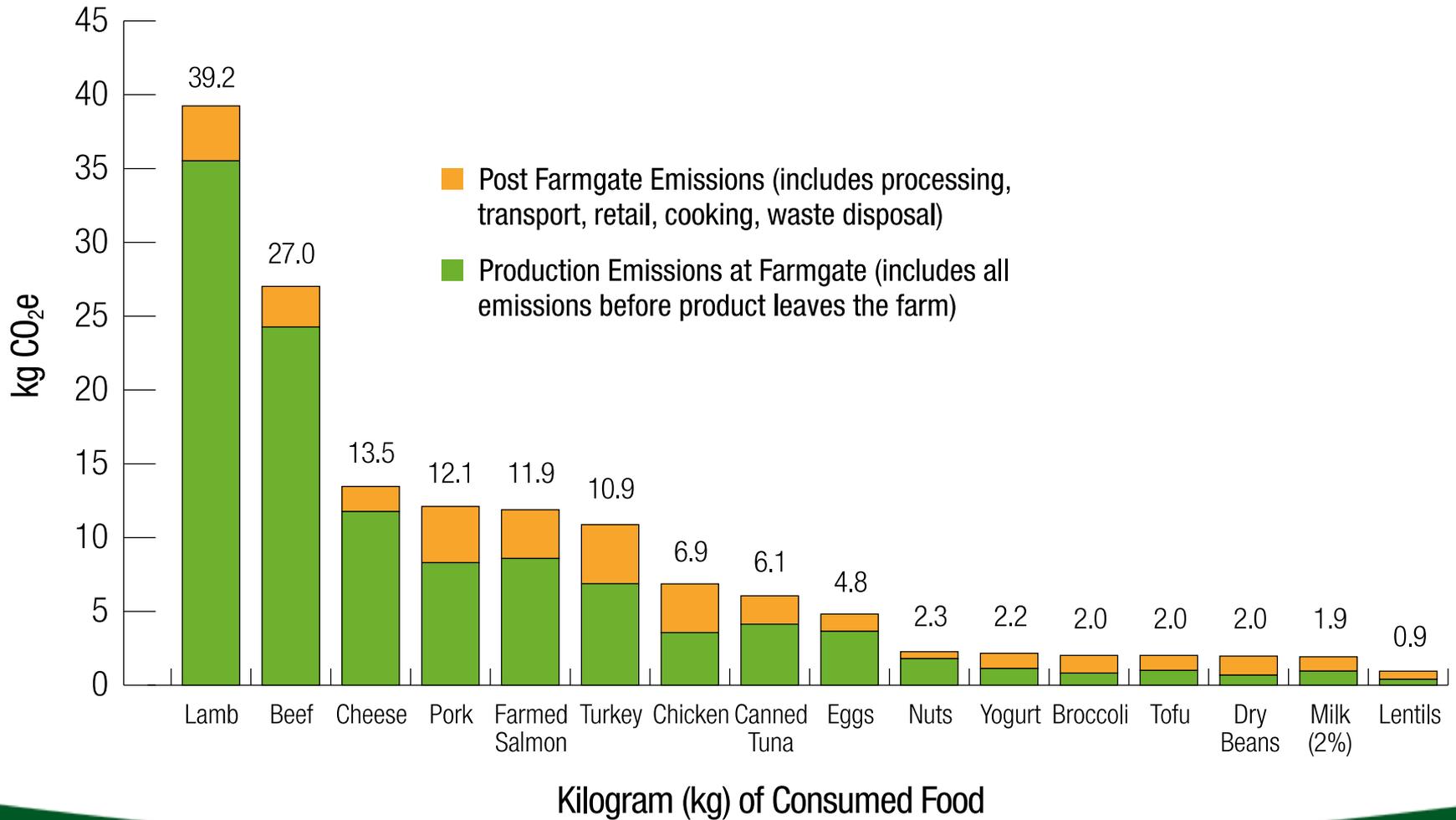


PURCHASING PROGRAM

LOCAL • HUMANE • HEALTHY • SUSTAINABLE • FAIR

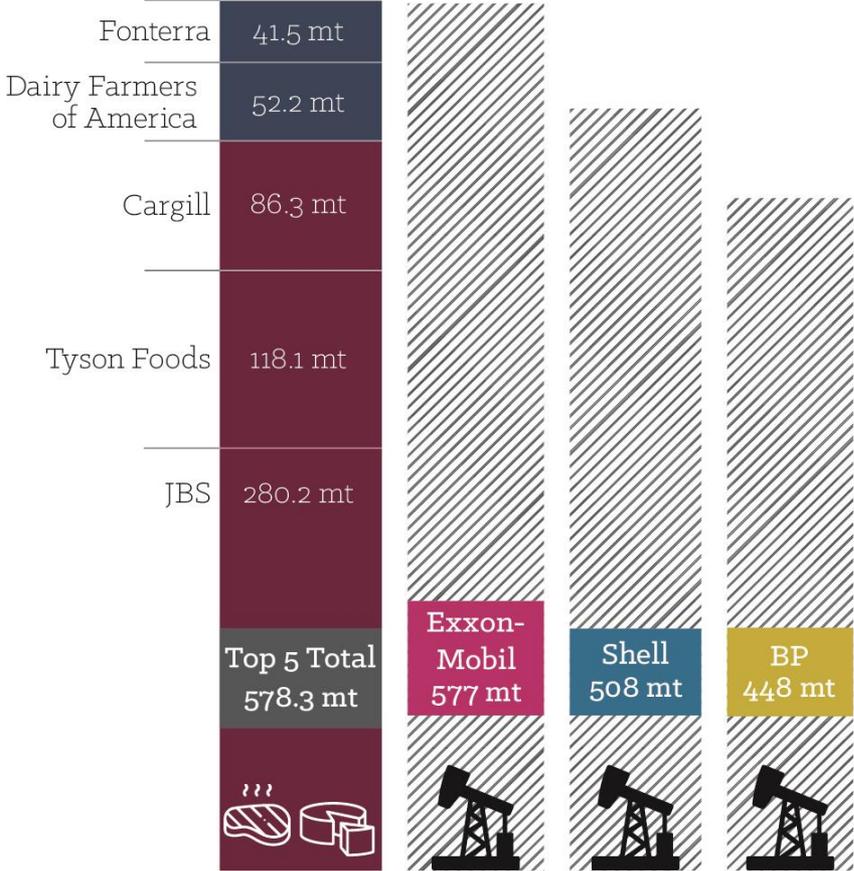


Not all protein is created equal



Source: Environmental Working Group

The top 5 meat and dairy companies combined emit more greenhouse gases than ExxonMobil, Shell or BP



Sources: GRAIN & IATP. See Appendix, Methodology Note, section B; Griffin, Dr. Paul, "The Carbon Majors Database: CDP Carbon Majors Report 2017," Climate Accountability Institute, 2017, <http://bit.ly/carbon-majors-report>.

World Health Organization Says Processed Meat Causes Cancer

📅 Oct 26, 2015



The International Agency for Research on Cancer (IARC) has classified processed meat as a carcinogen, something that causes cancer. And it has classified red meat as a probable **carcinogen**, something that probably causes cancer. IARC is the cancer agency of the World Health Organization.

Processed meat includes hot dogs, ham, bacon, sausage, and some deli meats. It refers to meat

that has been treated in a way that makes it more palatable or

Meat as Much a Cause of Obesity as Sugar and Fats, Study in 170 Countries Finds

AUGUST 9, 2016



BY **CAROLINA HENRIQUES** IN NEWS.



Processed red meat linked to higher risk of heart failure, death in men

American Heart Association Rapid Access Journal Report

June 12, 2014 | Categories: Heart News

Study Highlights

- Men who regularly eat moderate amounts of processed red meat such as cold cuts (ham/salami) and sausage may have an increased risk of heart failure incidence and a greater risk of death from heart failure.
- Researchers recommend avoiding processed red meat and limiting the amount of unprocessed red meat to one to two servings a week or less.

Embargoed until 3 p.m. CT/4 p.m. ET THURSDAY, JUNE 12, 2014

DALLAS, June 12, 2014 — Men who eat moderate amounts of processed red meat may have an increased risk of incidence and death from [heart failure](#), according to a study in *Circulation: Heart Failure*, an American Heart Association journal.

Processed meats are preserved by smoking, curing, salting or adding preservatives. Examples include cold cuts (ham, salami), sausage, bacon and hot dogs.

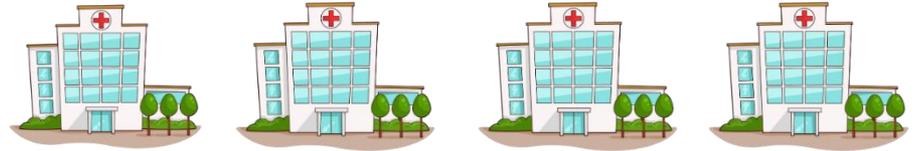
Healthy & climate-
friendly

=

Plant-forward

	FOOD	IMPACT (GHG emissions per gram of protein)	COST (Retail price per gram of protein)
LOW	Wheat		\$
	Corn		\$
	Beans, chickpeas, lentils		\$
	Rice		\$
	Fish		\$\$\$
	Soy		\$
	Nuts		\$\$\$
	Eggs		\$\$
MEDIUM	Poultry		\$\$
	Pork		\$\$
	Dairy (milk, cheese)		\$\$
HIGH	Beef		\$\$\$
	Lamb & goat		\$\$\$

Source: Adapted from Protein Scorecard. (2016). World Resources Institute.
Retrieved from www.wri.org/resources/data-visualizations/protein-scorecard



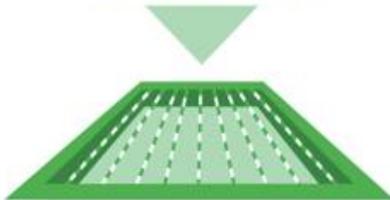


FOOD SHIFTS MATTER

Over 2 years, Oakland Unified School District reshaped its menu with fewer animal foods and more protein-rich legumes and vegetables. This shift generated considerable **water** and **climate benefits**, and **cost savings**:



SAVED 42million
GALLONS OF
WATER



63
OLYMPIC SIZED
SWIMMING POOL



14% REDUCTION
IN THE
CARBON FOOTPRINT
OF ITS ENTIRE FOOD PURCHASES



15,000
TREES PLANTED



1.5million
FEWER MILES DRIVEN



87 SOLAR SYSTEMS INSTALLED
ON THE SCHOOL DISTRICTS' ROOFS

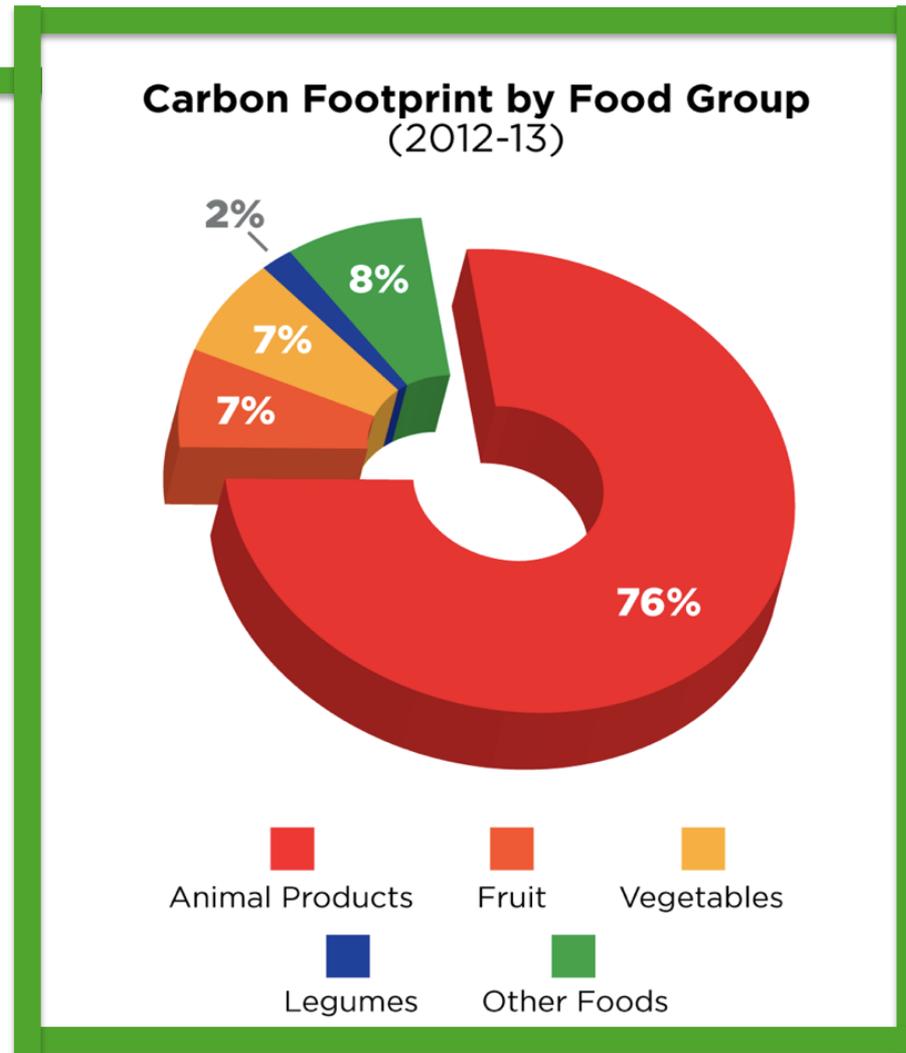


COST
SAVINGS

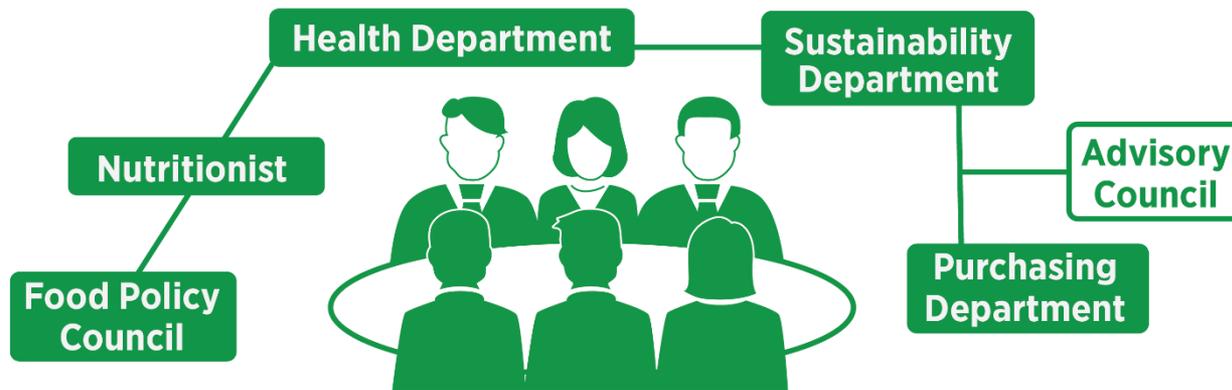
\$42,000



Animal Products Dominate OUSD's Footprint



STEP 1: Establish a working group



STEP 2: Enact a climate-friendly food procurement policy

Find A Vehicle + Find a Mechanism



Standalone food procurement policy

Green purchasing policy

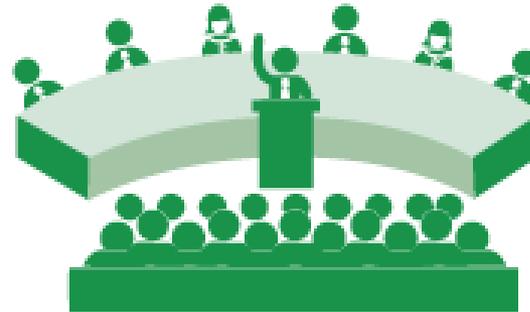


Climate action plan

Food or wellness policy



Executive order or ordinance



Integrate into existing policy

Non-binding resolution



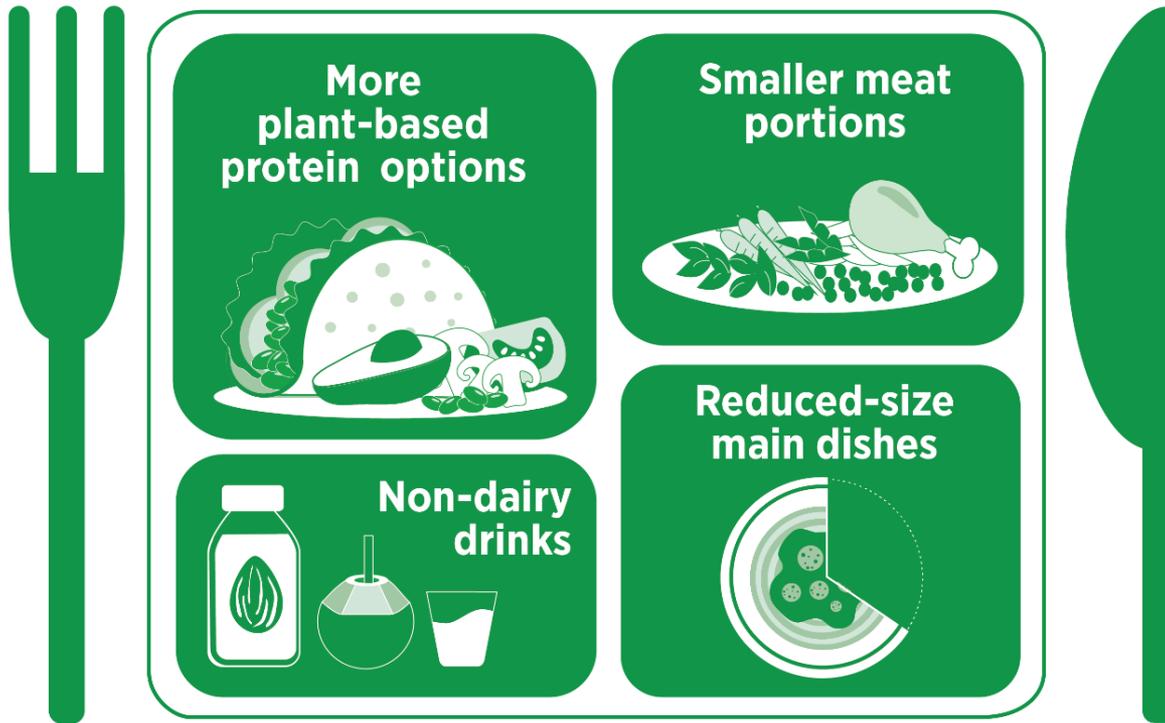


EAT S.M.A.R.T.

S.M.A.R.T. STANDS FOR:

- Ⓢ maller amount of meat
- Ⓜ inimise intake of junk food/empty calories
- Ⓐ n increase in organic
- Ⓡ ight sort of meat and vegetables
- Ⓣ ransport efficient

STEP 3: Develop climate-friendly food standards





LIVE WELL
SAN DIEGO

STEP 5: Update bid solicitations & contracts



**Integrate
climate-friendly
food standards**



**Identify top priority
commodity, food service,
and concession contracts**



**San Francisco
International
Airport**

Tenant must feature:

1. Displays that promote healthy eating and good environmental stewardship
2. Visible food preparation areas
3. Portion sizes which support good health
4. Portion-appropriate menu items for children

Tenant must use:

5. Low- or non-phosphate detergents
6. Un-bleached paper products and compostable To Go containers and utensils

To the very greatest extent possible, Tenants must use:

7. Organic agricultural products from the Northern California region
8. Agricultural products that have not been genetically modified
9. Organic or all-natural meat from animals treated humanely and without hormones or antibiotics
10. rBST-free cheese, milk, yogurt and butter
11. Cage-free, antibiotic-free eggs

STEP 6: Track and report progress

Reduced purchases of



45,000 lbs
Beef



15,000 lbs
Pork



30,000 lbs
Cheese



35,000 lbs
Chicken



100 million gals of water saved



1.7 million lbs of CO₂ avoided



2 million fewer miles driven

\$\$\$
Saved!

Increased purchases of

Lentils &
beans



Nuts &
seedst



Whole
grains



Veggies



Lower GHG
emissions

Fewer Resources



PESTICIDES



FERTILIZER



Less land & water

More \$\$ for
sustainable food
purchasing

MEAT OF THE MATTER:

A MUNICIPAL GUIDE TO CLIMATE-FRIENDLY
FOOD PURCHASING



[https://foe.org/resources/
meat-of-the-matter/](https://foe.org/resources/meat-of-the-matter/)

[Click to edit text](#)



Thank you!



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MARYLAND Farm to School

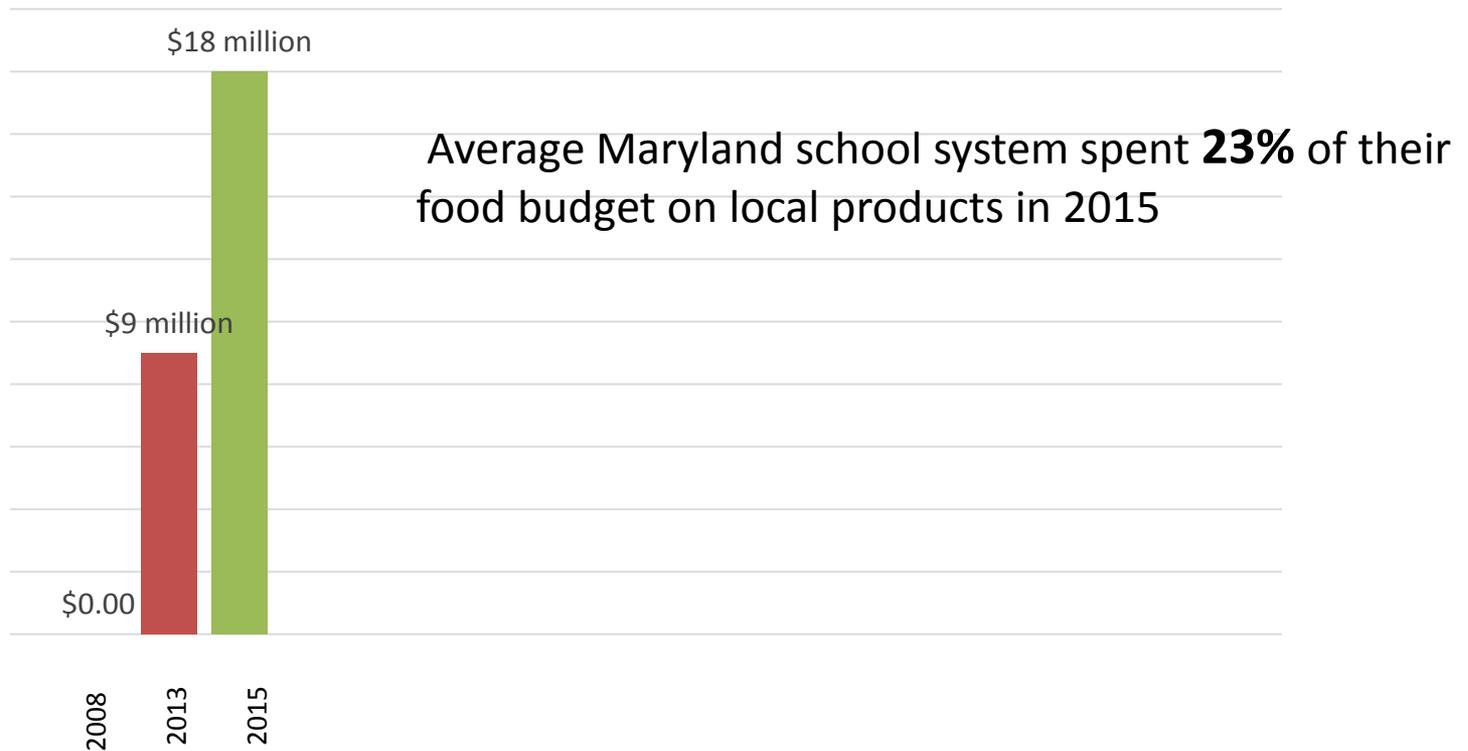


Maryland Farm to School

Jane Lawton Farm to School legislation passed in 2008 to facilitate and promote the sale of farm products grown in the State of Maryland to Maryland schools in consultation with the State Department of Education and school foodservice directors in compliance with applicable procurement requirements

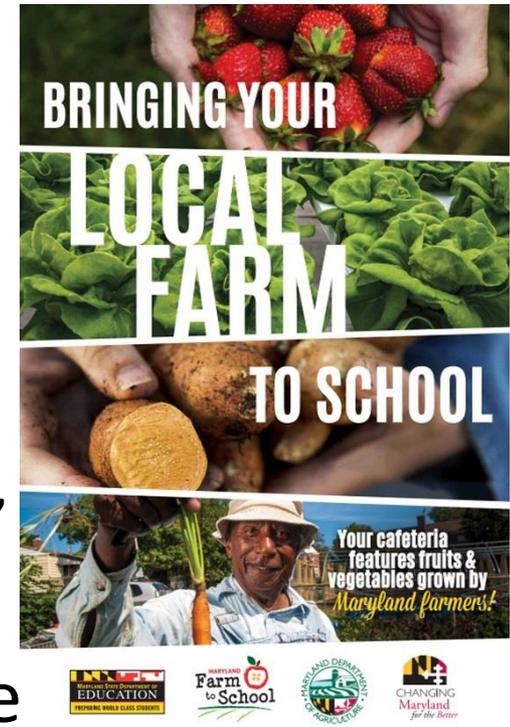


Maryland School Food Local Purchases



Methods of buying local food

- Direct from the farm
- Produce auctions
- Dairy cooperatives\processors
- Distributors
 - Approx. 8 school systems have incorporated “buy local when feasible” into their procurement contracts
- Foodservice Management Companies
- USDA Foods., i.e. commodity foods



Maryland Homegrown School Lunch Week

- 2018 Kick-Off event at Carroll County Public Schools
 - Eldersburg Elementary on September 20
- Maryland Homegrown School Lunch Week
 - September 24-28, 2018



MARYLAND Farm to School

Watermelons



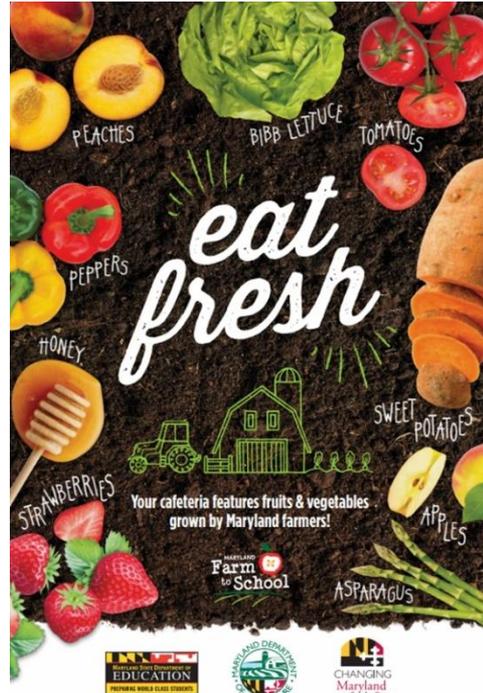
MEET THE FARMER



The Jackson family owns and operates Emily's Produce on the Eastern Shore. The Jackson family has been farming in Dorchester County since 1878!

- Watermelons are 92% water.
- Early explorers used watermelons as canteens.
- Watermelons are cousins to cucumbers, pumpkins, and squash.
- You can buy Maryland-grown watermelons at farm stands, grocery stores, and farmers markets from July to September.
- ★ Watermelons are a good source of potassium, and a very good source of vitamins A and C.

www.marylandfarmtoschool.org
Maryland Department of Agriculture, www.mda.maryland.gov



PEACHES
BIBB LETTUCE
TOMATOES
PEPPERS
HONEY
STRAWBERRIES
SWEET POTATOES
APPLES
ASPARAGUS

eat fresh

Your cafeteria features fruits & vegetables grown by Maryland farmers!

MARYLAND Farm to School



CHANGING Maryland for the Better

Questions?

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