

# Healthy Food in Healthcare

## Just Food Summit

December 1, 2007



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# Objectives

- Link between Health and Agriculture
- Innovative Hospitals
- Distribution Strategies
- Implementation for Healthy Food in Healthcare



# Linking Agriculture and Health



# Decline of Nutrient Rich Food

- On a per-calorie basis, high-energy, low nutrition “junk” foods tend to be cheaper than those lower in fats and sugars
- Consumption
  - ✓ 25% of US adults consume 5+ servings of fruits and vegetables per day
  - ✓ Only 2% school age children meet Pyramid recommendations



# Issue: Nutrient Dilution Effect

- Yield enhancing methods tend to *decrease* nutrient density

Trends in 43 crops 1950-1999

- Calcium                    ↓ 16%
- Vitamin C                   ↓ 20%
- Riboflavin                   ↓ 38%
- Iron                            ↓ 15%

---Donald R. Davis University of Texas



# Organic Production

- Organic fruit and vegetables contained up to 40% more antioxidants which could cut the risk of cancer and heart disease
- Equivalent of eating an extra portion of fruits and vegetables
  - Professor Carlo Leifert, Newcastle University
- Strategic Organic Purchases
  - Milk, Potatoes & Apples –
    - NY Times, “5 Easy Ways to Go Organic,” 10/22/07



# Marketing Trends



# Marketing Trends



Cleaning up: how business is  
tackling climate change  
The Economist, June 2<sup>nd</sup> - 8<sup>th</sup> 2007



Eating Better Than Organic  
by John Cloud



# Healthcare Facilities





# Health Care Purchasing Overview

- **Food Service-** Self Operated or Contracted (Sodexo and Aramark)
- **Prime Vendor-** broad line distributor (Sysco, US Food Service)
- **Group Purchasing Organization (GPO)-**
  - control costs and leverage buying power (Broadlane, Amerinet)
  - 80-90% on contract, flexibility with produce



# Issues for Healthcare Facilities

- Strict food budgets- buy at lowest price
- Buys pre-cut and packaged produce
- Prime-vendor contracts
- Rebate incentive
- Accustomed to year round ordering
- Food Safety- traceability and accreditation

A woven basket filled with fresh vegetables, including carrots, onions, eggplants, and leafy greens, resting on a bed of green grass. The text "Innovative Healthcare Facilities" is overlaid in white serif font across the center of the basket.

# Innovative Healthcare Facilities



# Menu of Options

- Locally-sourcing food
- Farmers' markets
- Organic and other certified foods
- Hospital food policy
- Vending machine use
- Compost and reduction of food waste
- Non therapeutic antibiotics in meats
- rBGH-free milk



# Fletcher Allen Health Care, VT

- First to sign pledge in New England
- rBGH free milk, cheese & yogurt
- Seasonal Menu
- Source from local farms
- Healthy City Farm Cart- Youth Run
- Food Composting for 10 yrs

### Building a Healthy Community

As a member of the Vermont Fresh Network, Fletcher Allen has committed to working directly with at least three farms in the area. Here are two local farmers who have helped us provide fresh, local food to our patients and visitors.

**Chip Morgan, owner of Wood Creek Farm in Bridport, has bred on a farm at his home. Just five years ago he started Wood Creek Farm. Wood Creek raised over 40,000 pounds of beef. "Our farm is a place that is concerned with quality" said Morgan. "We buy healthy steers through the Vermont Beef Grower Association. No hormones or antibiotics are used."**

*"Fletcher Allen shows their interest in agriculture, the local economy and good food by buying their food from local farmers."*  
— Chip Morgan, Wood Creek Farm

**Jon McGowan is director of the Healthy City Program, an eight-week program at the Intervale that teaches at-risk teens how to work on a farm, while advocating for healthier food options at Vermont school cafeterias. The program grows and sells produce to local organizations, including Fletcher Allen.**

*"The connection between Fletcher Allen and the Intervale is a natural one — we are both promoting healthy communities."*  
— Jon McGowan, Healthy City Program

**Fresh & Local**

*Guess what's on the menu at Fletcher Allen!*

Today's patient or visitor at Fletcher Allen Health Care can order food that is fresh, organic and local: fare such as free-range turkey with organic vegetables, and locally raised ground beef with fresh tomatoes and lettuce. This is all part of an effort to provide food for our patients and employees that is not only nutritious, but also is produced in a way that is good for our environment and community. That's a tall order for a health care organization that serves over 1,000,000 meals a year!

*Inside: See how we do it*



# Baystate Health, MA

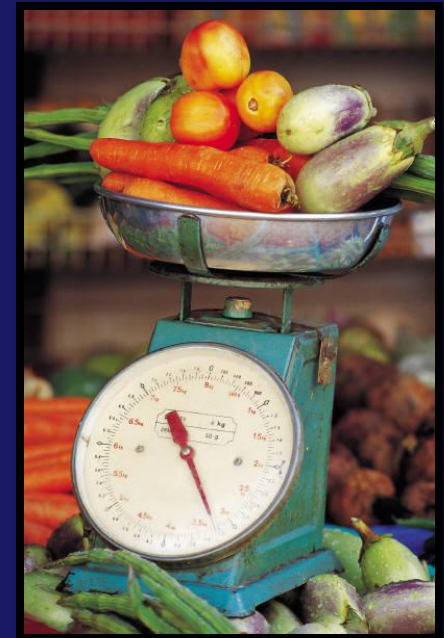
- Signed Healthy Food Pledge
- Be a Local Hero: Buy Locally Grown
- Sourcing from Local Farms
- Vending Machines
- rBGH- Free Milk





# Kaiser Permanente, CA

- **Farmers Markets**: 12 Medical Centers
- **Locally Sourcing Foods**: 19 Hospitals purchasing produce from smaller sustainable farms through Growers Collaborative (CAFF)
- **Food Policies**: Locally sourced foods, hormone/antibiotic free animal products, sustainably harvest foods, vending machines, and reduced waste practices
- **rBGH free dairy**







# Hospital Food Project: London, England

## Food Policy:

- 4 hospitals purchased 10% of their food purchases from local sustainable foods

## Implementation:

- Develop seasonal menus
- Work with distributors to source from local farms
- Education to hospitals: Farm Tours, promotional events with farmers at the hospitals



[http://www.sustainweb.org/hospital\\_index.asp](http://www.sustainweb.org/hospital_index.asp),

[http://www.sustainweb.org/pdf/hosp\\_dist\\_rep.pdf](http://www.sustainweb.org/pdf/hosp_dist_rep.pdf)

# Distributors and Distribution





# Distribution Overview

- **Centralized distribution**
  - scale, efficiency and profitability (barrier for local farmers)
- **Consolidate supply from farmers**
  - Even out fluctuations in production, grades, quality, price
- **Options:** create or use existing distributors



## Distributor's Recommendations

- Mid-Scale farmers - reliable, consistent supply
- Create demand from healthcare facilities
- Find out primary and secondary distributors the institution uses



# Farmers & Farming



# Farmer Assessment

- Size:
  - commercial or direct-marketing
- Types of crops and seasonality charts
- Production methods:
  - Organic, Third Party Certified
- Collaborator and Community Oriented



# Sourcing from Local Farmers



- Matching the size of farmer with the size of the institution
  - Currently or previously wholesaling
  - packing standards, liability insurance, and experienced
  - Acreage: 20-150+ acres

# Farmers Market: Direct Market Farmer





A close-up photograph of a hand holding a single green apple above a woven basket filled with various apples. The basket contains several green apples, a few yellow-orange apples, and several red apples. The background is dark and out of focus, showing some green leaves and a tree branch. The word "Implementation" is overlaid in a large, white, serif font across the center of the image.

# Implementation



# Implementing Healthy Food in Healthcare

- Finding new suppliers
- Making sure suppliers reach appropriate standards
- New suppliers need efficient distribution and invoicing systems.<sup>1</sup>
- Marketing and Education

<sup>1</sup> Hockridge, Emma and Jeanette Longfield. October 2005. Interim Report. Getting more sustainable food into London's hospitals: Can it be done? Is it worth it? 5.



# Challenges → Opportunities

## Challenges

- Prime Vendor Contracts
- Mainline Distribution
- Matching size of farm to institution
- Price
- Menu Selection



# Conclusion

- Match the appropriate farm to hospital
- Educate hospitals about seasonality
- Develop relationships- Farm Tours
- Start with Pilot Projects





# Websites

- **Health Care Without Harm:**  
[healthyfoodinhealthcare.org](http://healthyfoodinhealthcare.org)
- **Sustainable Food Policy:**  
[foodalliance.org/sustainablefoodpolicy](http://foodalliance.org/sustainablefoodpolicy)
- **Hospitals for a Healthy Environment:**  
[www.h2e-online.org](http://www.h2e-online.org)
- **Green Guide For Healthcare:** [www.gghc.org](http://www.gghc.org)