Local and Sustainable Food Procurement
Best Practices from Northeast States

Webinar & Discussion
April 2014
Audio and Recordings

• Participants are muted. Communicate technical questions (about sound, etc.) through the Question box in your GoToWebinar application.

• This presentation will be recorded, and shared through email and online.
Questions?

Submit questions at any time by typing them into the GoToWebinar Questions box.

We will compile and answer them...

• After each presenter and
• At the end of the webinar with discussion.
Who is RPN?

Responsible Purchasing Network (RPN) is an international membership-based network of buyers dedicated to socially responsible and environmentally sustainable purchasing.

- Technical Assistance
- Purchasing Guides
- Model Policies, Contracts, and Bid Specifications
RPN Webinars

**Previous**

- Purchasing for Climate Protection
- Compostable Food Service Ware
- Fair Trade Product Procurement
- Public Procurement of Green Cleaning Products

**In the works**

- Hardware Supplies
- Disinfectants
- Recycled and Low-VOC Paint
- Green Electronics

... and many more!
Thank you

Project supported by the John Merck Fund

Webinar collaboration with Farm to Institution New England (FINE) and American Farmland Trust (AFT)
Setting Context:
State Food Procurement 101

Sarah Church, RPN
The Goal: A Thriving, Sustainable Regional Food System

Benefits...
- Economy
- Environment
- Public Health
Why State Procurement?

- Power of centralization – local governments can buy from state contracts
- Long-term commitments
- Non-school institutions buy in summer months

The good news...
- Policies in place... follow-up needed!
State Procurement Basics

Purchasing Process

• Centralized procurement – one state office
  - Bid solicitations – lowest bidder wins
  - Points can be awarded

• Local government agencies can buy from central contracts
  - The state can help find the best deals and selection
  - WIN/WIN: state can make 1%

• Agency procurement – decentralized
  - Might get bids
  - Might get three or more competitive offers
  - Might purchase like a restaurant
State Procurement Basics

Food & Food Services

- **Grocer contracts**
  - *One in each state, largest commodity (product) contract. But many agencies buy fresh food elsewhere*

- **Bulk commodity contracts:** Eggs, dairy, bakery, meat, dry goods, fish
  - *Success when markets match up (VT)*

- **Service contracts**
  - *$150,000 to $3.5 million. Could flexibly add local products, accommodate variety*
Introducing...

Jane Slupecki
Connecticut Department of Agriculture
Audience Poll

In what ways have you worked with state agencies?

VOTE NOW
Audience Poll

In what ways have you worked with state agencies?
Connecticut Department of Agriculture

Farm-To School Program – Exploring New Markets
News from Connecticut
The State of the State’s Agriculture

- There is high demand for CT Grown from our state residents
- There are about 85 decent size/large wholesale farmers in CT
- Most are vegetable growers, followed by apple growers
- We have state statutes, to help increase the use of CT Grown
- We need and trying to grow more farmers and
- We need more formal and informal aggregation and distribution

Sec. 22-26e. Governor’s Council for Agricultural Development is charged with implementing strategies to increase the purchase of CT Grown by CT residents to 5% of their food purchases by 2020.
Getting Involved Makes a Difference – Large State Contract

- $20 Million dollar contract
- CT DAS has monthly meeting of contract users / Quarterly reports / Reports to the Legislature
- CT DAS has statutory obligation but also is fully supporting the expansion and identification of CT Grown and CT Made purchases
- Discovered opportunity buy clause for small purchases
Still a Ways to Go – Large State Contract

- Contracted firm requires GAP and insurance from farmers and processors with no guarantee of purchase
- Contracted firm has very difficult process to follow to become a vendor for protein, like beef
- We need aggregation to get into this size contract
- For the most part, contract users obligated to use lowest priced items
- There were discussions about subsidizing the purchase of CT Grown — but has not been seriously moved forward beyond discussion stage
Getting Involved Makes a Difference – CT’s Three Town Contract

- Valued at about a $1 Million dollar contract
- Monthly meeting of contract users with Prime Vendor - Cheshire, New Milford, and Wolcott and HPC
- CT Dept. of Administrative Services supports the writing, bidding, awarding and management of the contract for the towns
- Had language to encourage CT Grown and CT Made purchases, liked CT raw ground beef
- Inspired the state law change to add proteins to the mix
- Saved the towns money!
Still a Ways to Go – CT’s Three Town Contract

- Primary Vendor/Contract awardee misinterpreted our language on CT beef
- CT farmer, slaughter houses and processors need to work to create larger volume for contracts like this to facilitate purchases (aggregation of properly processed product)
- Contract users did not add produce to contract because CT loves DoD Fresh Program
CT schools have put $3.8 million into this program this year

- Both CT DAS and CT DoAg encourage CT farmers to sell to the contractor, to help bring that money back to CT economy
- Many of our farmers seem not to have the desire to get involved
- Farms who have done this have had a good experience
Had a small gathering with 3 schools, 5 farmers, and others:

1. One school has a processing kitchen and van willing to contract with farmers to grow product and pick up produce
2. Second school willing to pick up the produce at the farm
3. Third school says I am small but I want to work with you
4. Farmers seemed more comfortable in a smaller, informal setting

The best part was that CT’s 2014 USDA Farm to School Grant recipient, Ledge Light Health District, UCONN, and DoAg was there to hear all the dialogue, ready to support them.
Cooperation Between FSMC Customer and the State Keeps the Changes Going!

1. Large Food Service Management Company (FSMC) asked how their schools are to participate in CT’s farm to school program
2. I say show me the CT Grown!
3. Leads to meetings with Marketing Rep and a Vice President of Chartwells
4. Leads to meetings with the produce vendors for the firm
5. Leads to more pressure to label CT Grown in the invoicing that shows up on the food service director’s desk
And Going!

It is all about CT partnerships and cooperation, trust, and communication. The ideas never end:

- CT DAS brought in national speakers to help schools to write produce contracts that meet the USDA requirements and could help purchase local
- Farmers starting to create small aggregating partnerships
- Jane determined to build a network of beef producers and slaughter houses and processor so we can do a pilot project for protein

- FoodCorps Maddie and Jane had a great conversation with a Hartford produce processor and it sparked another new idea to preserve food for the winter..
Welcome to the Connecticut Farm-to-School Program

Participating Schools & Districts | Participating Farmers

Farm-to-School Promotional Materials & Programs

Other Links | Publications | Wholesalers

Contact Us
Thank You!

Jane Slupecki
CT Dept. of Agriculture
Marketing Division
165 Capitol Avenue, Room 129
Hartford, CT 06106
(860) 713-2588
Introducing...

Mark Izeman
Natural Resources Defense Council &
New York Food Metrics Law
Food Procurement in New York
April 9, 2014
“Wait—did you procure that worm humanely?”
NRDC is a national environmental and public health organization founded in 1970.

US offices in New York City, Chicago, Los Angeles, San Francisco, and Washington, DC.
A Brief History of Green Procurement

- 1976 – RCRA → EPA Guidelines
- 1992/93 - Energy Star and LEED
- 1990s - Federal Executive Orders
- 2000s – State and City Actions
Procurement & Regional Food Infrastructure
New York City and State Metrics Bills

• Diverse Coalition of Advocates
• Constitutional Issues
• Budgetary Concerns
Next Steps for NY Food Procurement

- Concrete Purchasing Targets
- Sustainability Criteria
School Food Procurement

The Urban School Food Alliance

- New York City, Los Angeles, Chicago, Dallas, Miami, and Orlando
- 3 million meals a day
- 530 million dollars in purchasing each year
Mark Izeman
Senior Attorney
Director of the New York Program
mizeman@nrdc.org
(212) 727-4453
Coalitions & Collaboration
Across the Region

www.ResponsiblePurchasing.org
Introducing...

Mark Curran
Black River Produce, Vermont
Mark Curran
Owner / Entrepreneur
North Springfield, VT
• Wholesale food distribution including:
  – Conventional and Organic Produce
  – Seafood
  – Local Meats
  – Dairy and Refrigerated
  – Specialty Dry Goods
  – Floral
• 2012 Sales $56,697,430
• 2013 Projected Sales $65,000,000
• Over 150 local producers
• 27% of annual sales are “local” product
• 75% Foodservice (Restaurants / Institutions) / 25% Independent Retail (Natural Food Stores)
• 160 employees, full benefits program with healthcare and 401K
• 2013 Opened USDA meat processing facility
• 2014 Complete $9.5 million local meat slaughter and processing facility
Questions?
Discussion & Q&A

To submit questions, type into the Question box in your GoToWebinar application.
Opportunities for...
Expanding Food Procurement

Implementation
• Increased communication with vendors
  ➔ Shared vendors (Sysco, Reinhart, Garelick Farms)

• Use model bid solicitation language
  ➔ See RPN Report – use specs, bid sheet strategies, vendor questionnaires

Policy
• Apply minimum requirement for local purchasing
  ➔ Develop local farm relationships, require tracking
Audience Poll

What will be a priority next step to increase state procurement of local and sustainable food?

VOTE NOW
Audience Poll

What will be a priority next step to increase state procurement of local and sustainable food?
Questions?

Discussion & Q&A

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Additional Resources

- REPORT: *Local and Sustainable Food Procurement by New England State Governments – Barriers and Recommendations*

- IN THE WORKS: Guidelines for Local, Sustainable and Healthy Food Procurement

Download at
www.ResponsiblePurchasing.org/Resources/Local_Food
Thank You

...for joining us, and for your valuable work to advance local and sustainable food systems.

Stay in touch!
www.ResponsiblePurchasing.org
Sarah@ResponsiblePurchasing.org
# Policies and Practices

## Implementation

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<thead>
<tr>
<th>Policies</th>
<th>Practices</th>
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<tbody>
<tr>
<td><strong>CT</strong></td>
<td>In-state</td>
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<td><strong>Organic</strong></td>
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<tr>
<td><strong>MA</strong></td>
<td>In-state</td>
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<td></td>
<td><strong>Organic</strong></td>
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<tr>
<td><strong>VT</strong></td>
<td><strong>In-state plus 30 miles</strong></td>
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<tr>
<td><strong>NY</strong></td>
<td>In-state</td>
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Definitions of “Local”
In Policy and Practice

<table>
<thead>
<tr>
<th>State</th>
<th>Definition</th>
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<tbody>
<tr>
<td>CT</td>
<td>Tracks CT Grown and regional</td>
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<tr>
<td>VT</td>
<td>Local = within Vermont plus 30 miles</td>
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<tr>
<td>NY</td>
<td>Coming soon: seasonal tracking for NY produced</td>
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