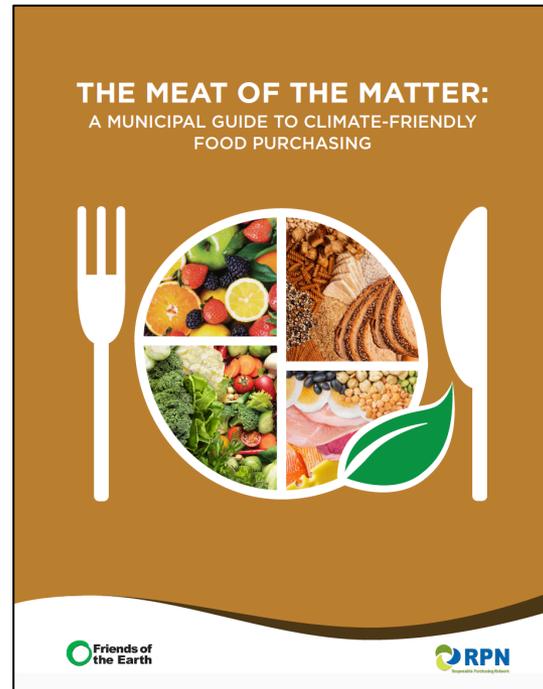


The Meat of the Matter: A Municipal Guide to Climate-Friendly Food Purchasing



FOE/RPN Webinar
December 13, 2017

The Meat of the Matter Resources on RPN's Website

RPN
Responsible Purchasing Network

Because Every Purchase Matters

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- Bee-Friendly Purchasing
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- Furniture
- Green Building Supplies
- Imaging Equipment
- Packaging
- Paint (Architectural)
- Paint (Traffic)
- Rechargeable Batteries
- Sustainable Food**

Responsible Purchasing Network (RPN) is an international network of buyers dedicated to socially responsible and environmentally sustainable purchasing. Our membership program and consulting services provide institutional purchasers with cutting edge procurement tools and resources designed to save money, conserve resources, reduce waste, and improve efficiency.

To learn about membership benefits and consulting services, please [click here](#).

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FOE/RPN WEBINAR
THE MEAT OF THE MATTER:
A MUNICIPAL GUIDE TO CLIMATE-FRIENDLY FOOD PURCHASING
 Wed, Dec 13, 2017
 11:00am - 12:30pm PST / 2:00pm - 3:30pm EST
[REGISTER NOW](#)

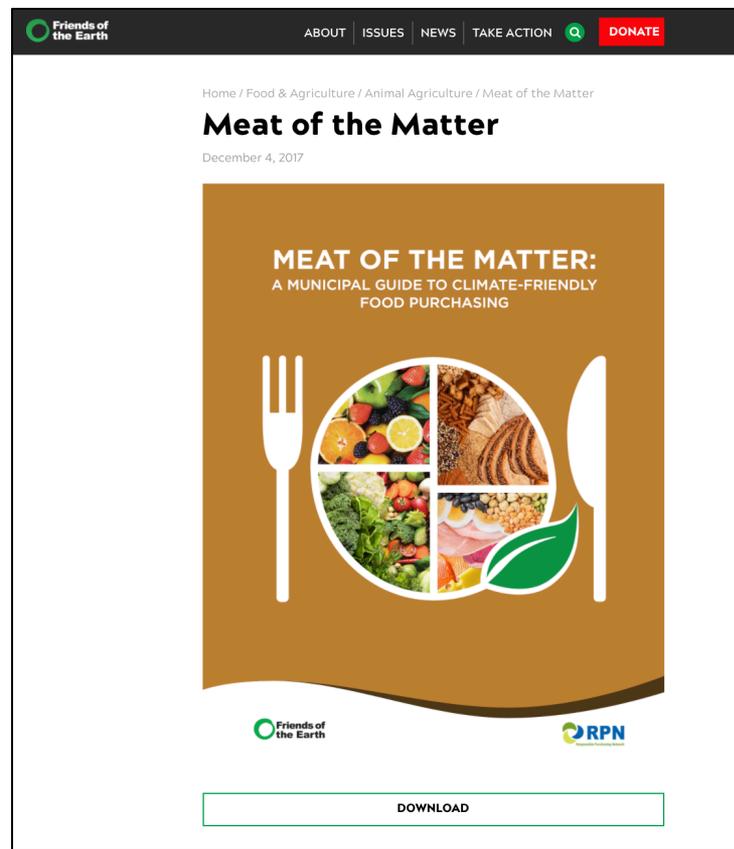
Cities and counties can fight climate change by offering less meat in institutional food service operations. Municipalities that already do so are realizing a triple win: promoting health, protecting the planet, and saving money.

This webinar will highlight recommendations from *The Meat of the Matter: A Municipal Guide to Climate-Friendly Food Purchasing*, a new resource developed by the Responsible Purchasing Network.

RPN Highlights



The Meat of the Matter Resources on Friends of the Earth's Website



- Read the [full report](#)
- Read the [executive summary](#)
- Read the [press release](#)
- Read the [model climate-friendly food purchasing policy and standards](#)
- Read the [letter from groups urging municipal leaders to take action](#). Add your organization's name [here](#).

<https://foe.org/resources/meat-of-the-matter/>

Today's Audience: ~350 Registrants

- **23% - Local Governments**
- **21% - Higher Education**
- **18% - Nonprofit Organizations**
(Advocates, Community Service Organizations)
- **11% - State Agencies**
- **11% - Businesses** (Buyers, Sellers, Consultants)
- **6% - Federal Agencies** (EPA, CDC, USDA, Parks)
- **6% - Healthcare Facilities**
- **2% - Schools (K-12)**
- **1% - Tribal Governments**

Presenters



Chloe Waterman
Senior Food Campaigner
Friends of the Earth



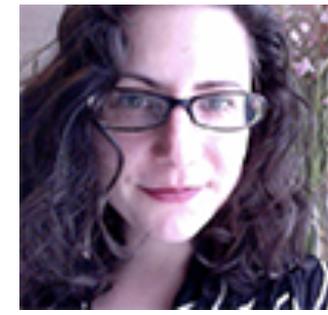
Alicia Culver
Executive Director
RPN



Naomi Billups
Public Health Nutrition Manager
San Diego County, CA



Steve Cohen
Manager, Food Policy & Programs
City of Portland, OR



Sarah Church
Sustainability Project Manager
Alameda County, CA

Audio and Recordings

- **Participants are muted.**
- **This presentation will be recorded.**
- **The slides and recording will be posted on RPN and FOE's websites.**
- **Please fill out the survey following the webinar.**

Questions?

Submit questions for presenters or the moderator at any time by typing them into the GoToWebinar **QUESTION BOX.**



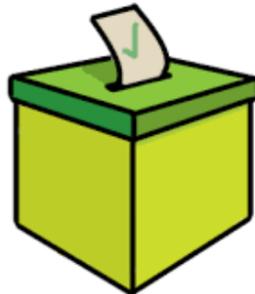
We will compile and answer them...

- After each presenter *and*
- At the end of the webinar

Polling Question #1

Does your jurisdiction or organization promote the purchase of local and/or sustainable food in your policies and practices?

VOTE NOW



Meat of the Matter:

The Case for Municipalities to Fight Climate Change through Food Purchasing



December 13, 2017

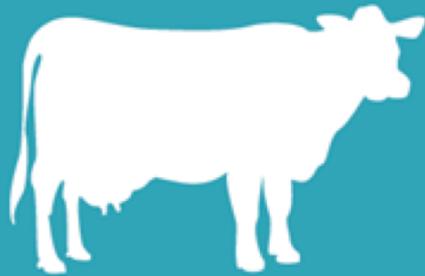
Chloë Waterman

Why shift towards plant-based food purchasing?





14.5 percent of global emissions:



Livestock sector

>



Exhaust from
all vehicles

#WFD2016 | Source: chathamhouse.org/publication/changing-climate-changing-diets

climate **nexus**

THE TOP MEAT AND DAIRY CORPORATIONS EMIT MORE GHGS THAN EXXON, SHELL OR BP



Top 5 Meat and Dairy Companies 578 Mt



Exxon 577 Mt



Shell 508 Mt

BP 448 Mt



Top 3 Meat Companies 484 Mt

TOP 5 MEAT AND DAIRY EMITTERS

1 JBS

2 TYSON

3 CARGILL

4 DAIRY FARMERS OF AMERICA

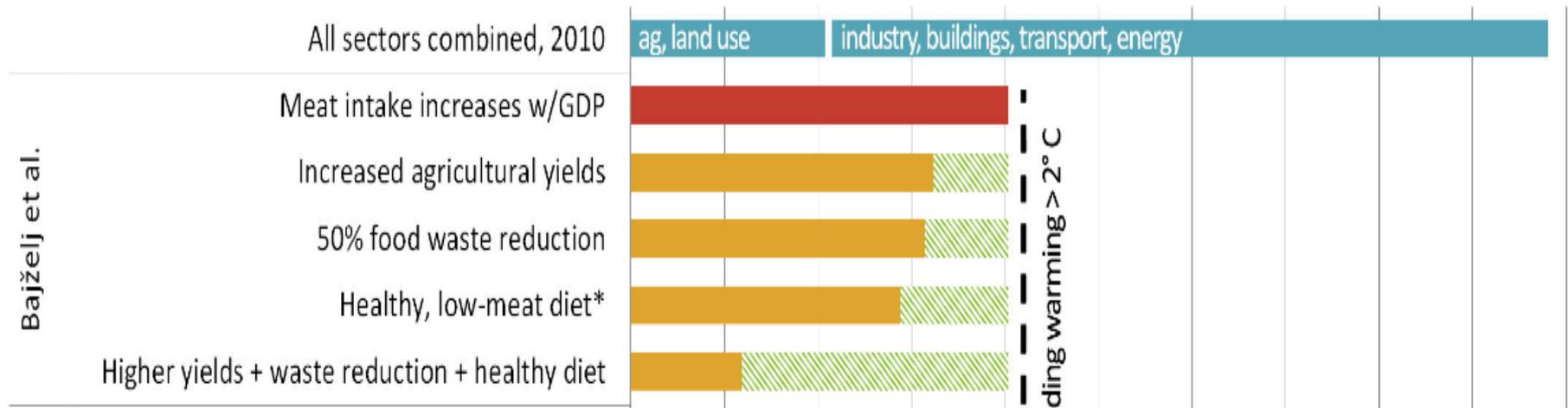
5 FONTERRA GROUP

Source: GRAIN/ IATP/ Carbon Majors Report (2016)

Grafik: CAEPSELE.DE

GHG emissions from food production alone are projected to nearly exceed the Paris Agreement threshold

Figure 2: 2050 agriculture-related emissions scenarios











Climate-friendly

=

Plant-forward

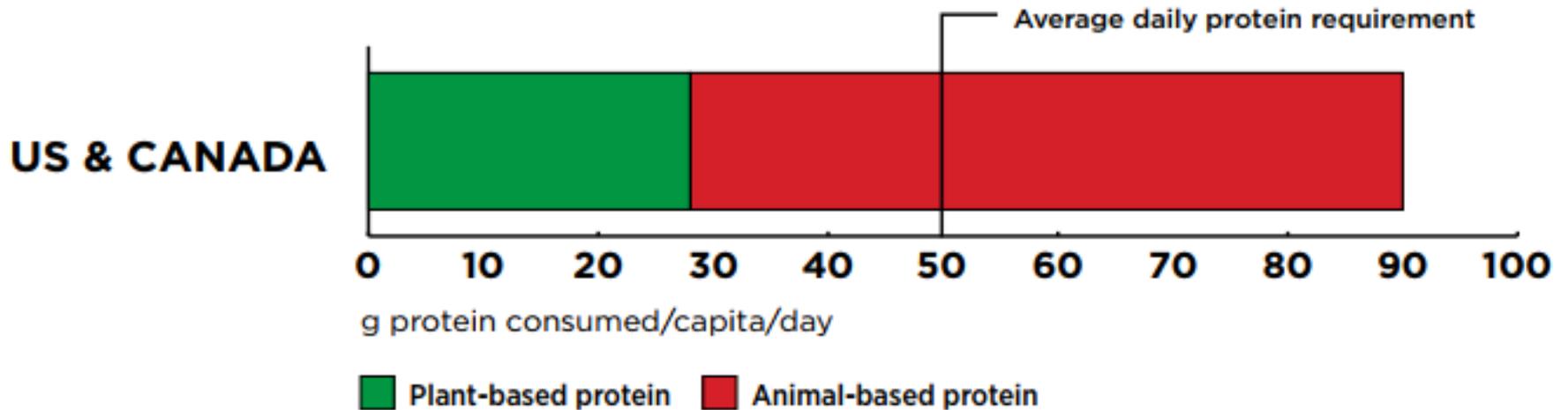


Scientific Report of the 2015 Dietary Guidelines Advisory Committee

Advisory Report to the Secretary of Health and Human Services
and the Secretary of Agriculture

“The major findings regarding sustainable diets were that **a diet higher in plant-based foods...** and lower in calories and animal based-foods is **more health promoting** and is associated with **less environmental impact.**”

People are eating more protein than they need in the U.S.



Source: Adapted from People Are Eating More Protein than They Need – Especially in Wealthy Regions. (2016). World Resources Institute. Retrieved from www.wri.org/resources/data-visualizations/protein-scorecard

**2015 Dietary Guidelines Report
calls for more plants and less meat
for healthier people and planet**



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

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.

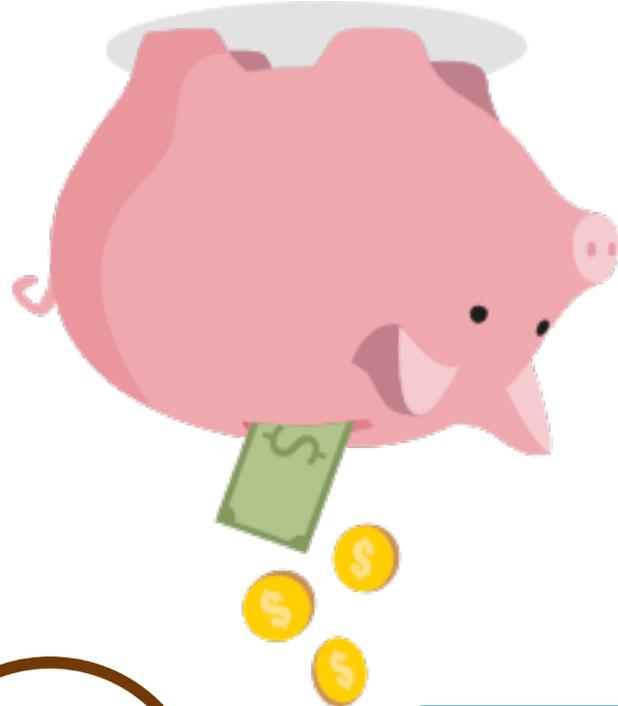
Embargoed until 3 p.m. CT/4 p.m. ET THURSDAY, JUNE 12, 2014

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.

	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		\$\$\$





FARMERS & COMMUNITIES

FAIR PRICES FOR FARMERS CREATE ALTERNATIVE MARKETS TO BIG AGRIBUSINESS

SUPPORTS LOCAL RANCHERS, SUSTAINABLE MEAT BUSINESSES & GOOD JOBS



CLEANER AIR & WATER



LESS EXPOSURE TO HARMFUL PESTICIDES & CHEMICALS

30%

70%



MUSHROOMS, VEGGIES, LEGUMES AND GRAINS ARE A GOOD SOURCE OF FIBER, MICRO-NUTRIENTS AND IMMUNE BOOSTING ANTIOXIDANTS.

HEALTH

GRASSFED BLENDED BURGERS

HIGHER IN...
OMEGA 3s, VITAMIN E,
LINOLEIC ACID

LOWER IN...
CALORIES, SATURATED FAT, CHOLESTEROL,
& TOXIC PESTICIDE RESIDUES

NO ADDED GROWTH HORMONES OR MISUSE OF ANTIBIOTICS



MORE HUMANE TREATMENT & LIVING CONDITIONS FOR ANIMALS



ANIMAL WELFARE

REDUCES IRRIGATED WATER USE

REDUCES WATER POLLUTION
NO TOXIC PESTICIDES & FERTILIZERS IN OUR WATER

ENVIRONMENT

PROTECTS SOIL, BIODIVERSITY & HABITAT FOR BEES, BUTTERFLIES & OTHER CRITTERS



CARBON IS SEQUESTERED AS SOIL ORGANIC MATTER, BUILDING HEALTHY SOILS

Vegan is going mainstream, trend data suggests

By Elizabeth Crawford

17-Mar-2015 · Last updated on 17-Mar-2015 at 20:41 GMT



43



11 COMMENTS

MEAT+POULTRY

Consumer animal welfare concerns increase

APRIL 24, 2017 · BY MONICA WATROUS

theguardian

Vegans, vegetarians and now...
reducetarians



INDEPENDENT

INDY/EATS

FLEXITARIANISM PREDICTED AS KEY

FOOD TREND FOR 2017



**Shrinking the Carbon and
Water Footprint of School Food:**
**A RECIPE FOR
COMBATING
CLIMATE CHANGE**
A pilot analysis of Oakland Unified School District's Food Programs
BY KARI HAMERSCHLAG AND JULIAN KRAUS-POLK
FEBRUARY 2017

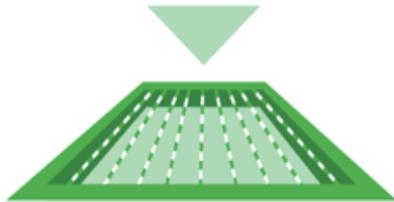


FOOD SHIFTS MATTER

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

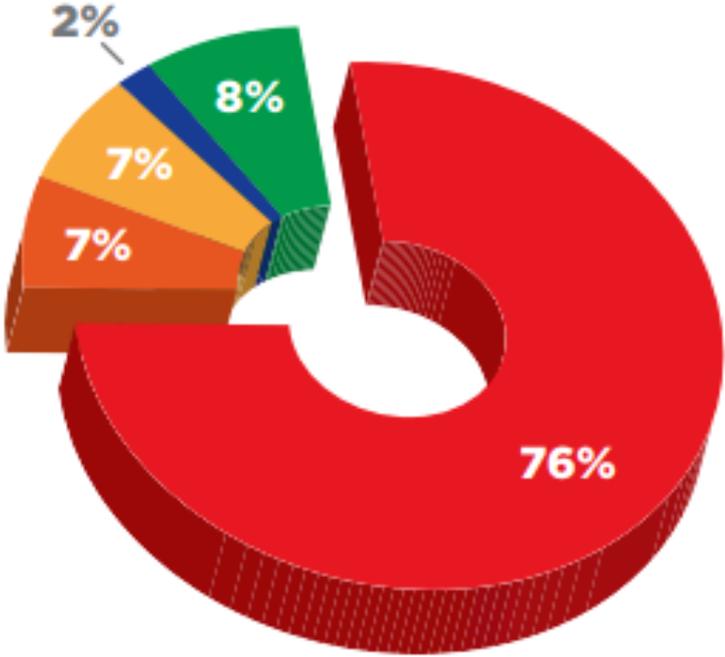


COST
SAVINGS

\$42,000



Carbon Footprint by Food Group (2012-13)



- Animal Products
- Fruit
- Vegetables
- Legumes
- Other Foods

“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)

Thank you!



Chloë Waterman



cwaterman@foe.org



[@chloewaterman](https://twitter.com/chloewaterman)

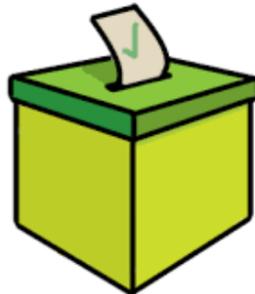
[@foe_us](https://twitter.com/foe_us)

foe.org

Polling Question #2

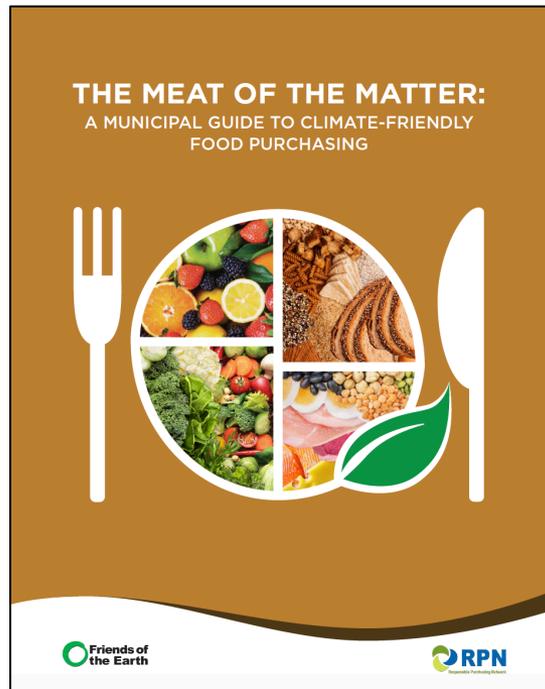
Has your jurisdiction adopted healthy or environmentally sustainable food standards or procurement policies?

VOTE NOW



The Meat of the Matter: A Municipal Guide to Climate-Friendly Food Purchasing

December 13, 2017



Alicia Culver
Executive Director
RPN

Climate-friendly Food Procurement Steps

Step-by-step guide to climate-friendly food procurement

Phase I: Pass a climate-friendly food procurement policy and/or standards

Step 1: Establish a working group

Step 2: Enact a climate-friendly food procurement policy

Step 3: Develop climate-friendly food standards

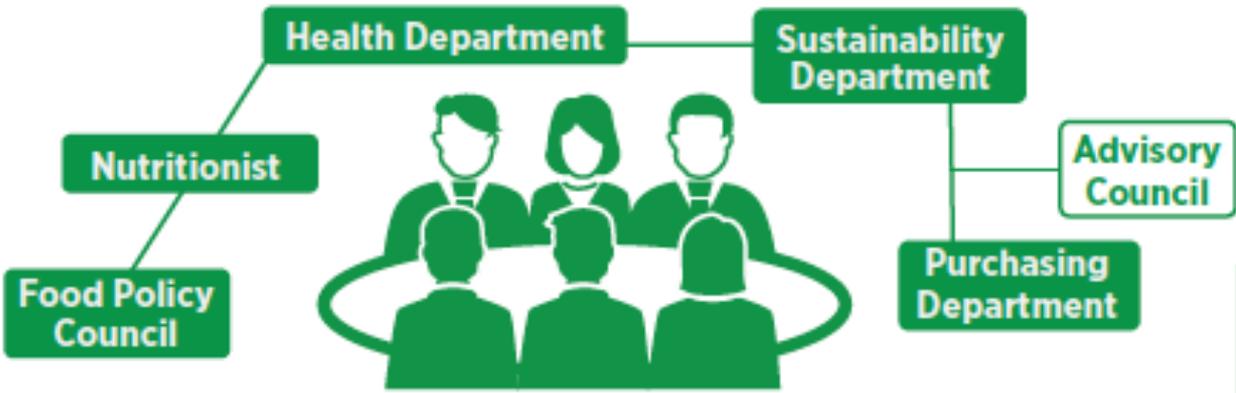
Phase II: Implement the policy and/or standards

Step 4: Develop a plan for communications and staff training

Step 5: Update bid solicitation and contract language

Step 6: Track and report progress

STEP 1: Establish a working group



Research and Identify potential food venues



STEP 2: Enact a climate-friendly food procurement policy

Find A **Vehicle** + Find a **Mechanism**

Find A Vehicle

- Standalone food procurement policy
- Green purchasing policy
- Climate action plan
- Food or wellness policy

Find a Mechanism

- Executive order or ordinance
- Integrate into existing policy
- Non-binding resolution



"Because most emissions are emitted during production, our best opportunity to reduce our carbon footprint through food choices is by eating more fruits and vegetables and less meat and dairy."

— Seattle, WA's [Climate Action Plan](#)⁹⁸



Model Sustainable Food Procurement Policy

APPENDIX A

Model climate-friendly food purchasing policy and standards

Background:

This model policy and corresponding standards are geared toward reducing embedded greenhouse gas emissions associated with municipal food purchases or foods served on municipal property.¹ The model climate-friendly food purchasing policy includes several components: a model ordinance or executive order, policy targets, definitions, food standards and model tracking language for contracts. Jurisdictions may choose to adopt all these components in one policy vehicle, though most likely they will be adopted through distinct processes. For instance, the standards, which address which food is served as opposed to food purchased, may be adopted by municipalities without a formal purchasing policy. In some cases climate-friendly provisions could be integrated into existing health or nutritional standards.² This model policy and standards are offered with the understanding that municipalities face varying financial and political limitations and may choose to pursue only certain aspects of this policy or enact the policy through an incremental approach that applies to a limited number of entities purchasing or serving food. This policy was developed by Friends of the Earth and the Responsible Purchasing Network with feedback from a range of knowledgeable individuals and organizations (see the Acknowledgements). We welcome feedback and look forward to seeing how municipalities adapt this for their particular circumstances.

1. Model ordinance or executive order

WHEREAS [city/county] recognizes the importance of supporting the health and safety of its employees and community, preserving and protecting our planet for future generations, and promoting the vitality of our economy;

WHEREAS the food sector is a significant contributor to global greenhouse gas (GHG) emissions, with livestock production accounting for 14.5% of global GHG emissions, and the United Nations recognizing that "Livestock are one of the most significant contributors to today's most serious environmental problems;"

WHEREAS food represents a significant portion of a municipality's consumption-based GHG emissions but is not currently addressed in [city/county's] climate action planning;

WHEREAS greenhouse gas emissions from plant-based protein foods such as beans, lentils, peas and tofu are considerably lower than those from beef, pork, cheese and other animal products;

WHEREAS a diet high in plant-based foods and low in meat is recognized by leading experts to reduce risks of cardiovascular disease, obesity, hypertension and diabetes, and more than two thirds of adults and nearly a third of children and teens are overweight and obese in the United States, and obesity is associated with a higher risk of various health ailments including heart disease and type-2 diabetes;

WHEREAS Americans eat, on average, significantly more meat and significantly less plant-based food than is recommended by the Dietary Guidelines for Americans jointly developed by the United States Department of Agriculture and the Department of Health and Human Services;

WHEREAS [city/county] can reduce its greenhouse gas emissions and improve the health and well-being of its employees and community residents by purchasing and serving less meat and more plant-based food in facilities operating on municipal property; now, therefore

APPENDIX B

Additional considerations for a broader sustainable food procurement policy

Reducing meat and dairy purchases is a core, measurable strategy to mitigate consumption-related climate impacts that also has clear benefits to human health. At the same time, reducing meat and dairy purchases may save money that can be used to purchase more sustainable food that is locally or regionally produced,¹ organic² or third-party-certified grass-fed³, fair trade or humane. Given that some municipalities will want to address climate-friendly food procurement in conjunction with broader sustainability goals, we have included suggested policy language, purchasing targets and definitions for those other sustainability criteria. The certifications included in this model policy have been endorsed by The Center for Good Food Purchasing and/or Real Food Challenge based on a comprehensive community consultation process. In Appendix C, we provide additional background on several of the third-party certifications for animal products that have been endorsed by these organizations. The language below can be incorporated into the climate-friendly purchasing policy and standards (see Appendix A) depending on a municipality's goals and resources.

1. Sustainable food procurement policy language

Additions to the model climate-friendly food procurement policy above are italicized.

WHEREAS supporting local food production helps protect farmland, build a prosperous local economy and can reduce transportation- and urban-sprawling-related greenhouse gas emissions;

WHEREAS organic agricultural practices and certified organic products eliminate chemical pesticide

and fertilizer use and can have important climate benefits, including reduced energy use and carbon sequestration;

WHEREAS the overuse of antibiotics in livestock contributes to antibiotic resistance in humans, a public health crisis that kills at least 23,000 people each year according to the U.S. Centers for Disease Control and Prevention;

WHEREAS many species of fish are overfished or caught or farmed in ways that harm marine life or the environment;

WHEREAS third-party certified food products such as American Grassfed Association Certified by A Greener World 100% grassfed, Animal Welfare Approved, Global Animal Partnership Steps 3-5+ and Certified Humane Raised and Handled promote higher animal welfare practices and do not allow for the routine use of antibiotics;

WHEREAS ecological certifications such as Rainforest Alliance, Protected Harvest, Food Alliance, Grasslands Alliance and USDA Transitional Organic require production practices that are beneficial to the environment;

WHEREAS Fairtrade USA, Ecocert Fair Trade Certified, Fairtrade America, Fair for Life, FairWild, Hand in Hand, Equitable Food Initiative and Food Justice Certified demonstrate a commitment to fair trade or fair labor practices;

WHEREAS Seafood Watch has developed a set of "best choice" recommendations for fish and seafood that are well-managed and caught or farmed in ways that cause minimal harm to habitats or other wildlife;

Climate Action Plans Encouraging Reduced Meat Consumption



STEP 3: Develop climate-friendly food standards

More plant-based protein options

Smaller meat portions

Non-dairy drinks

Reduced-size main dishes

Reference Third-Party Certifications in Your Standards

APPENDIX C

Meaningful third-party certifications for animal products

Municipalities can use money that is saved from purchasing fewer conventional meat and dairy products to buy third-party certified products that can deliver broader health, fair labor, animal welfare and environmental sustainability benefits. The third-party certifications listed below include the top credible, most widely available and rapidly growing third-party certifications for animal products that have been endorsed by either the Real Food Challenge or the Center for Good Food Purchasing. Both of these organizations have vetted these certifications through a comprehensive community consultation process. Local governments can request third-party certified products from their existing distributors or secure new vendors that offer a greater supply of these products.

Organic

 **USDA ORGANIC:** No GMOs, synthetic pesticides or fertilizer used to grow the feed. No antibiotics or hormones added. Animals have access to outdoors. Sheep, cows and lambs must have access to pasture, though there are no meaningful animal welfare standards.

Animal welfare

 **ANIMAL WELFARE APPROVED:** Continuous access to pasture or range. No feedlots. Cage confinement, hormones, growth promoters and routine antibiotics prohibited. Standards extend to breeding animals, transport and slaughter.

 **CERTIFIED HUMANE RAISED AND HANDLED:** Continuous outdoor access for ruminants. Cage confinement, hormones and routine antibiotics prohibited. Outdoor access not required for birds and pigs, but minimum space allowance and bedding required for indoor

environments. Feedlots permitted with better than conventional standards. Standards extend to breeding animals, transport and slaughter.

 **GLOBAL ANIMAL PARTNERSHIP** (Steps 3 and above): Applies to animals raised for meat (not eggs or milk) and applies to transport but not breeding or slaughter. No hormones or routine antibiotics. Step 3: No cages and crates. Outdoor access required but not pasture. Step 4: Access to pasture required. Step 5: Feedlots prohibited. Step 5+: Animals must spend entire lives on one farm.

Grass-fed

 **AMERICAN GRASSFED ASSOCIATION:** Allows cows, sheep and goats continuous access to pasture. 100% of the feed must be grass/forage, no feedlots. Use of hormones and antibiotics prohibited.

 **CERTIFIED GRASSFED by AGW:** Animal Welfare Approved and cows, sheep and goats continuously have access to pasture throughout their entire lives.

Multi-category

 **RAINFOREST ALLIANCE:** Applies to crops and cows only. No mistreatment of workers. Must meet a certain number of a range of targets in the areas of biodiversity conservation, natural resource conservation, employment conditions and wages and occupational health and safety. For cows, destruction of forests, protected areas or other natural ecosystems is prohibited. Hormones and routine antibiotics prohibited. Must meet a certain number of a range of targets in the areas of sanitation, animal welfare, land degradation and herd genetics.

Leverage Purchasing Power by Changing Food-Related Contracts

“The City invests over three million dollars in food-related contracts each year. We can use those dollars to support food that is healthy, local, and sustainably produced, ensuring that our purchasing and contracting dollars support food production that preserves our health and our environment.”

– Seattle, WA’s Food Action Plan

Table 1: Areas of municipal authority over food

Municipality-controlled spending:

- Public hospitals, senior centers, nursing homes and health clinics
- Jails, juvenile homes and other correctional facilities
- Caterers that service municipal events
- Staff meetings

Municipality-controlled food venues:

- Cafeterias, concessions, restaurants and vending machines in municipal office buildings
- Airports and convention centers
- Parks, sports stadiums and recreational facilities
- Museums, zoos and aquariums
- Sponsored events
- Food trucks

Spheres of municipal influence:

- Pre-K-12 public schools
- Community colleges
- Restaurants and food businesses (e.g., members of a green or sustainable business program)

Action Planning

“Sustainability plans are key. While the contract language confirms that all parties are committed to sustainability in the services provided, the plan further defines how sustainability will be applied in practice. It also provides an opportunity for all parties to be brought in on the details and timetable of implementation, which is crucial for complex environments like food service.”

– Sarah Church, Sustainability Project Manager,
County of Alameda, CA

Action Planning



Decide which contracts and venues are priorities

- **Commodity contracts**
- **Service agreements**
 - **Concessions**
 - **Custodial food service operations**
 - **Public meetings**
 - **Vending machines**

Update Bid Solicitation and Contract Language

- Create boilerplate language for all food-related contracts
- Reference you jurisdiction's (or organization's) food procurement policy
- Create specifications that reflect your nutrition and sustainability standards
- Explain how bids will be evaluated to reward vendors that can help you meet your sustainable food procurement goals
- Ask vendors questions about their experience offering climate-friendly foods
- Require vendors to track and report their activities and impacts

Sample Contract Language

Sample Green Solicitation/Contract Language: Cafeteria & Food Services

NOTE: This document contains sample solicitation/contract language that may be used as a starting point for greening your acquisition. While this represents one potential approach, it is important to tailor the environmental goals and requirements to each individual acquisition. The excerpts below are organized into typical sections of a solicitation or contract. The language is not suitable for all circumstances and is intended to be a guide – not a template. It is not meant to replace any internal, agency-specific language or requirements.

Contents

Specifications/Performance Requirements	2
Sustainability Plan	2
Use of Green Products	2
Green Products Report	3
Sustainability in Concessions	3
Recycling/Waste Minimization and Management.....	4
Energy and Water Conservation	4
Education and Promotion	4
Applicable FAR Clauses and Provisions	6
Instructions to Offerors.....	7
Sustainability Plan	7



Communications and Staff Training

- Communicate policy, standards, procedures and action plan
- Identify audience: staff, vendors, other stakeholders
- Provide culinary training: involve chefs and dieticians
- Design menus that feature plant-based meals
- Provide sample recipes and signage
- Provide links to sustainable-certified products

Tracking and Reporting

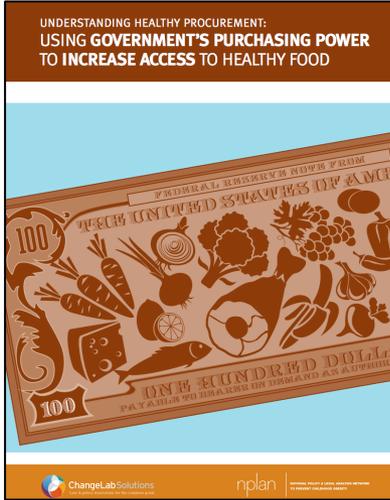
- **Include tracking and reporting requirements in your policies, bid solicitations and contracts**
- **Require vendors to track and report weight and dollar amounts of meat and dairy products**
- **The Guide points to several online tools that can make tracking the carbon footprint of food service operations easier**



Additional Resources

A Guide to Developing a Sustainable Food Purchasing Policy

Association for the Advancement of Sustainability in Higher Education
 Food Alliance
 Health Care Without Harm
 Institute for Agricultural Trade and Policy
 Oregon Center for Environmental Health



Local Food Procurement Policies

Background
 Encouraging government and other institutions to purchase locally grown food can strengthen the local food system. It establishes new institutional markets for local producers, maximizes the freshness and quality of food served by these agencies, and can support improvements to local food infrastructure, such as distribution and processing facilities.

Supporting the local food economy can also have important economic, quality of life, and environmental benefits. Benefits include preserving farmland and training the next generation of farmers. Living-wage jobs develop through food production, processing, and sales. New markets of institutional food service providers are created.

Because approximately 50% of food is consumed away from home¹, institutions that provide meals, snacks, vending and beverage choices can have a role in improving diets. Offering more fruits and vegetables leads to an increase in the choice and consumption of these foods. It ensures that people have access to a diet that helps them meet the [Dietary Guidelines for Americans](#). Beyond providing additional food choices, institutional bulk food purchases provide an opportunity over time to impact our food system as a whole. Organizations that might adopt healthy and local food procurement policies include local governments, school districts, colleges and universities, restaurant and food service organizations, hospitals, correctional facilities, youth providers, and private businesses.

State governments, school districts, and private business have adopted locally grown food purchasing policies or practices in recent years. There are few examples of local governments who have passed these policies, making this a real opportunity for leadership in Washington state. By establishing such practices, organizations can use their food purchasing power to support the local food economy, offer healthier options for their customers, and in the long run, improve the environment.

A number of resources are available on other institutional purchasing of local food, specifically Farm to School. For information on Farm to School programs, please visit the [WYDA Farm to School Toolkit](#).

Recommendation: Support institutional procurement policies that encourage purchases of locally grown food products.

Local and Sustainable Food Procurement by New England

State Governments:

Barriers and Recommendations

January 2014

Questions/Contact Info

Alicia Culver

Executive Director

Responsible Purchasing Network

510-367-3676

alicia@responsiblepurchasing.org





COUNTY OF SAN DIEGO'S *EAT WELL PRACTICES:*

*LEVERAGING FOOD STANDARDS TO ADDRESS HEALTH,
SUSTAINABILITY, AND ECONOMY*

*The Meat of the Matter: A Municipal Guide to
Climate-Friendly Food Purchasing*

Dec 13, 2017







Government should
not be a contributor

AMERICANS SPEND MORE ON HEALTHCARE
AND LESS ON FOOD THAN ANY OTHER HIGH-
INCOME NATION...

...YET, THE U.S. HAS HIGHER RATES OF
CHRONIC DISEASE AND OBESITY, AND A LOWER
LIFE EXPECTANCY.

JUSTIFICATION FOR DELIVERING

- Staff wrote for Centers for Disease Control and Prevention's (1422) grant opportunity to Development and Implement Nutrition Standards
- Board of Supervisors included development of Nutrition Standards in State of the County address
- Board of Supervisors directed staff to develop Standards



JuliAnna Arnett
Food System Specialist

CORE TEAM



Dr. Dean Sidelinger
Executive for Health & Human
Services Agency



MEALS OFFERED BY THE COUNTY OF SAN DIEGO

≥ 10 Million Meals



SAN DIEGO COUNTY AGRICULTURE

SMALL FARMS: #1 (5,732)

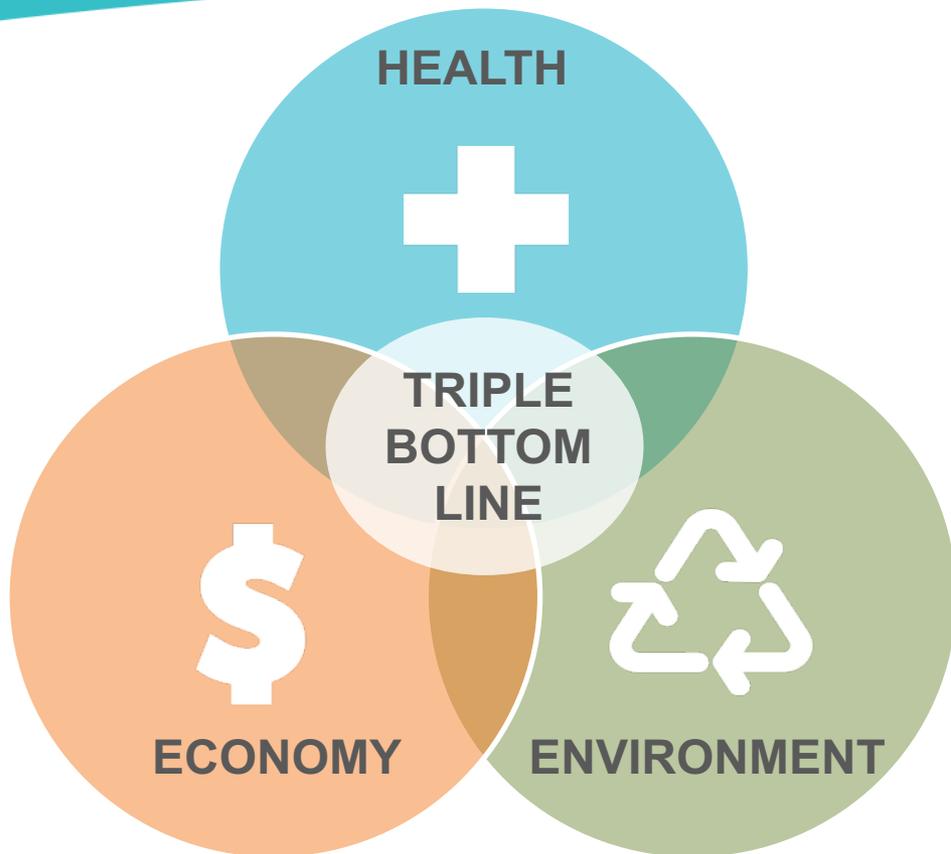
ORGANIC FARMS: #1 (363)

≥ 125 DIFFERENT FOOD CROPS

FISHERMEN'S MARKET

"NEARLY PERFECT" WEATHER

**LEADERS IN SUSTAINABILITY
AND CONSERVATION**



HEALTH:

Healthy diets are linked to **better health outcomes**: lower rates of heart disease and stroke, obesity, type 2 diabetes, and cancer.

ECONOMY:

Local purchases can return **2x as much money** to local economy as conventional purchases.

ENVIRONMENT:

Creating standards that align with County of San Diego environmental policies can **reduce waste**.

Less processed, freshly prepared meals and beverages; more plant-based options; less meat, better meat; local; and sustainable options



Congregate/custodial meals

Cafeterias/cafés

Group homes/home-delivered meals

Meetings/events

Vending machines (updating Healthy Vending Machine Policy)



PHILOSOPHY OF FOOD



FRESH, MINIMALLY PROCESSED, HEALTHY FOODS



PHILOSOPHY OF FOOD



REAL FOOD, LOCALLY GROWN



PHILOSOPHY OF FOOD



**LOCALLY CAUGHT AND RAISED FOODS,
INCLUDING FOODS FROM OUR OCEAN**



PHILOSOPHY OF FOOD & FOOD ENVIRONMENTS



**REUSABLE SERVEWARE AND “TO GO” CONTAINERS,
FOOD WASTE REDUCTION AND RECOVERY**



2015-2020 STRATEGIC PLAN

VISION: A region that is Building Better Health, Living Safely and Thriving
Live Well San Diego

MISSION: To efficiently provide public services that build strong and sustainable communities

VALUES: Integrity, Stewardship and Commitment

STRATEGIC INITIATIVES: By focusing our priorities through Strategic Initiatives we will continue to advance the County's Vision of *Live Well San Diego*

HEALTHY FAMILIES:

San Diego County has fully optimized its health and social service delivery system to make it an industry leader in efficiency, integration and innovation

- Promote the implementation of a service delivery system that is sensitive to those individuals who have been affected by traumatic circumstances

Every resident has the opportunity to make positive healthy choices that reduce preventable deaths

- Strengthen the local food system and support the availability of healthy foods, nutrition education, and nutrition assistance for those who need it

The County makes health, safety and thriving a focus of all policies and programs through internal and external collaboration

- Pursue policy change for healthy, safe and thriving environments with a special focus on residents who are in our care or rely on us for support
- Leverage internal communication resources, resource groups, and social media to enhance employee understanding of *Live Well San Diego*

SUSTAINABLE ENVIRONMENTS:

San Diego is a vibrant region with planning, development, infrastructure and services that strengthen the local economy

- Provide and promote services that increase consumer and business confidence

The region is a leader in protecting and promoting our natural and agricultural resources, diverse habitats and sensitive species

- Enhance the quality of the environment by focusing on sustainability, pollution prevention and strategic planning

Cultivate a natural environment for residents, visitors and future generations to enjoy

- Foster an environment where residents engage in recreational interests by enjoying parks, open spaces and outdoor experiences

All residents engage in community life and civic activities

- Create and promote diverse opportunities for residents to exercise their right to be civically engaged and finding solutions to current and future challenges

SAFE COMMUNITIES:

Make San Diego the most resilient community in America

- Encourage and promote residents to take important and meaningful steps to protect themselves and their families for the first 72 hours during a disaster

Make San Diego the safest urban county in the nation

- Plan, build and maintain safe communities to improve the quality of life for all residents
- Expand data-driven crime prevention strategies and utilize current technologies to reduce crime at the local and regional level

All San Diego youth are protected from crime, neglect and abuse

- Strengthen our prevention and enforcement strategies to protect our youth from crime, neglect and abuse

The regional criminal justice system achieves a balance between accountability and rehabilitation

- Fully implement a balanced-approach model that reduces crime by holding offenders accountable while providing them access to rehabilitation

OPERATIONAL EXCELLENCE:

San Diego is the best managed county in the nation

- Align services to available resources to maintain fiscal stability

San Diego County is the best in the nation for providing exceptional customer service

- Provide modern infrastructure, innovative technology and appropriate resources to ensure superior service delivery to our customers
- Strengthen our customer service culture to ensure a positive customer experience

San Diego County is the best place to work in the nation

- Develop, maintain and attract a skilled, adaptable and diverse workforce by providing opportunities for our employees to feel valued, engaged and trusted

- *Live Well San Diego*
- *Live Well San Diego* Food System Initiative
- 2015-2017 County of San Diego Operational Plan Objective
- 2015-2020 County of San Diego Strategic Plan
- *Let's Move!* Cities, Towns, & Counties
- High Diversion Plan
- Climate Action Plan



- Meal Requirements: Title 22, Title 15, School Breakfast Program, National School Lunch Program
- Local, state, and federal food standards
- Local, state, and national school and hospital best practices
- 2015-2020 Dietary Guidelines for Americans
- Pan American Health Organization Nutrient Model (processing classification)



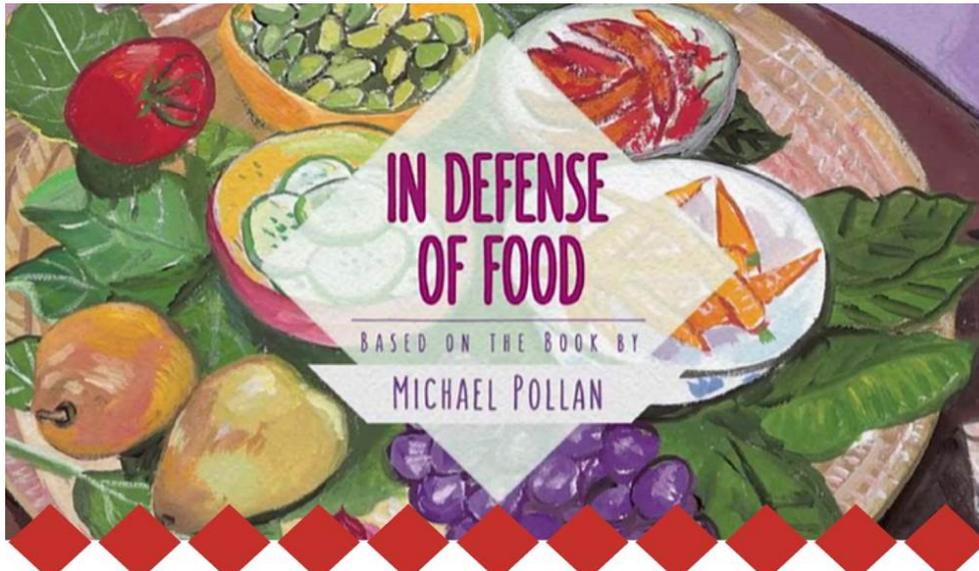
Special Thanks:
Sarah Church &
Kari Hamerschlag



Meet Well Pledge:

Five major areas in which your worksite can live well & improve the culture within for internal & external meetings, trainings and events

1. **HEALTHY food and beverage options** (Offer plant-based or vegetarian option(s) whenever food, including entrees, is served)
2. **FOOD SAFETY**
3. **GREEN AND ZERO WASTE MEETINGS**
4. **BE ACTIVE**
5. **SMOKE-FREE ENVIRONMENT**
6. **LACTATION ACCOMMODATIONS**



Too Good To Waste: **Avocados**



Store: Store unripe on the counter. Once ripe, refrigerate up to 5 days. Keep pit in cut avocados and rub with lemon or oil to reduce browning.

Peel and puree, adding 1/2 tsp. lemon juice for each avocado before freezing in an airtight bag.

Cook: Eat raw or grilled. Grill half an avocado cut side down, coated lightly in oil, for 2-3 min, then stuff with your favorite ingredients.

Use it up: Add to sandwiches, salads, smoothies, egg dishes or baked goods. Spread on toast. Use in a pasta sauce with lemon, garlic, oil and basil
... and compost the rest.

For CalFresh information, call 2-1-1. Funded by USDA SNAP-Ed, an equal opportunity provider and employer. Learn more at www.LiveWellSD.org

 **LIVE WELL**
SAN DIEGO 



Meet Well Pledges required by Executives

Live Well San Diego Advance adherences to Meet Well criteria = Meet Well conference packages being developed for different venues across County

Meatless Mondays, The Impossible Burger, blended burger, Harvest of the Month, educational materials, etc.

Implementation of the Good Choice and Good Food Purchasing Program

Inclusion of Eat Well Practices in:

- Request for Proposals (RFP's) for Senior meals, Emergency Child Welfare Shelter, and Concessions
- RFP's and result executed contracts for Psychiatric Hospital, and County Food Distribution Services



Training and Education

Contractor shall **offer healthy, local, organic, and sustainable menu planning** and recipe development services for food services and green education and marketing programs and products, including cleaning products, Green Seal Certification, non-toxic, compostable, recycled, recycled content, or reusable.

Data and Reporting

Contractors shall provide monthly **reporting of all local or organic items** that were ordered and delivered and all food purchased through this contract as originating from the following categories:

- **San Diego County** (San Diego Grown 365) - grown, raised, or landed within San Diego County
- **Regional** - grown, raised, or landed within 250 miles of San Diego County boundary and within California
- **California** - grown, raised, or landed within California

COUNTY OF SAN DIEGO FOOD DISTRIBUTION CONTRACT



Product Traceability – total amounts and subsections of local and sustainable

- **Local Produce** including produce origins, processor, net price paid to farmers per unit.
- **Imperfect produce or seconds**
- **Local and sustainable meats (lbs/type of meat)** including processing facility
- **Local and sustainable fish and seafood** including origin and processor
- **Local fluid milk**
- Total sustainable product order
- **Food service container** purchase for single use (recyclable, recycled content, compostable, non-recyclable) or reusable.

Waste Reduction and Diversion – track tons or volume of waste sent to landfill and recyclables

Labeling

- California Thursdays
 - Harvest of the Month
 - San Diego Grown 365
- Definitions of local, sustainable, etc. are provided in the contracts.



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&

Meghan Murphy, Food System Specialist

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http://www.healthyworks.org/content/healthyworks/en/FocusAreas/HealthyEating/eat_well.html



City of Portland

Sustainable Food Program

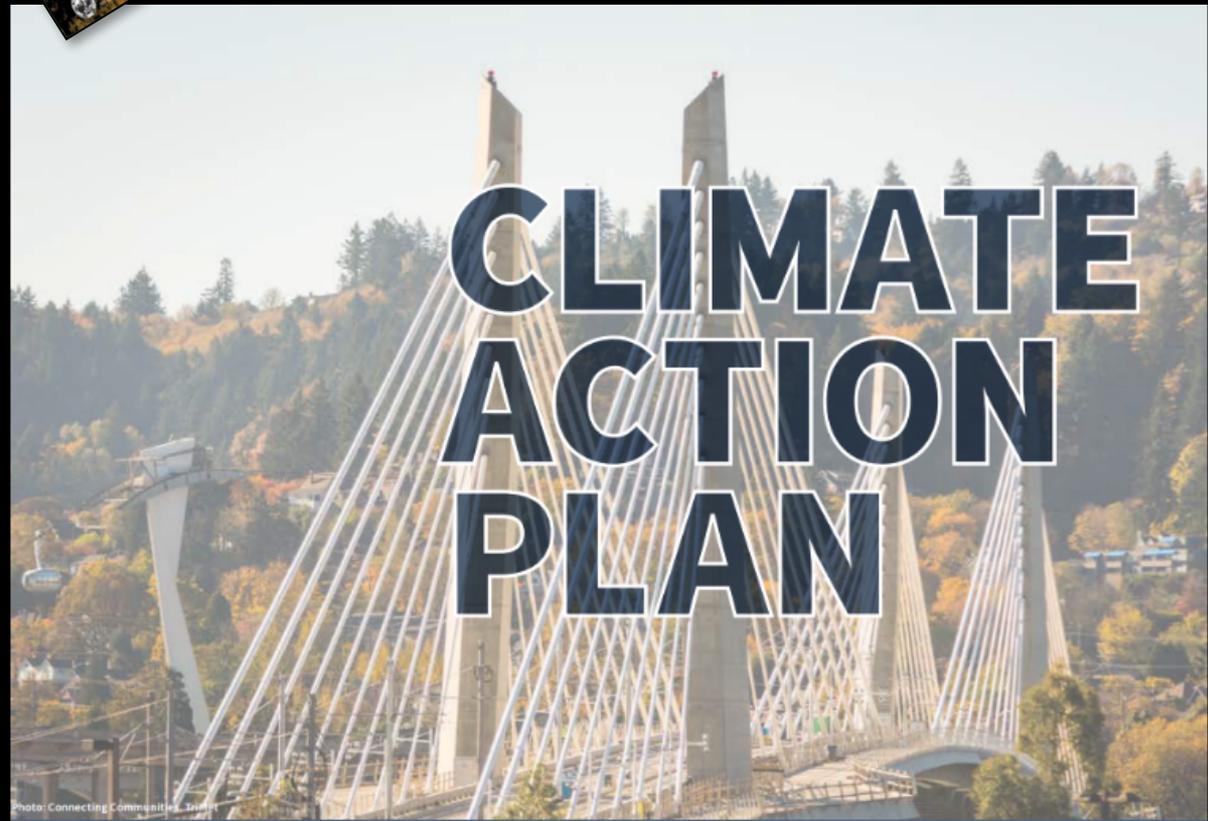
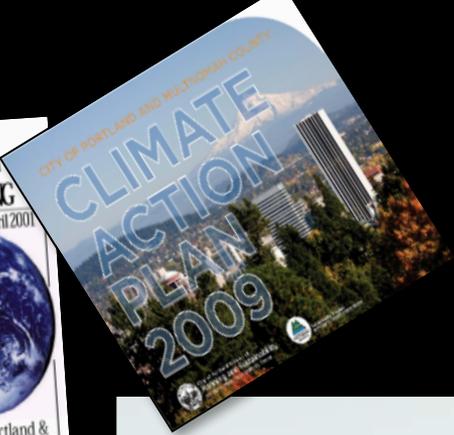
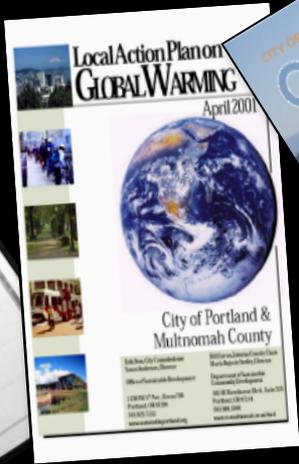
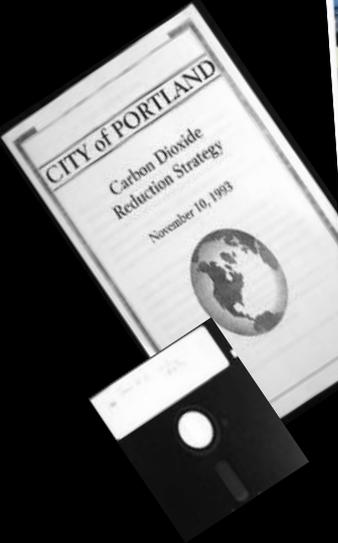
The Meat of the Matter:
A Municipal Guide to Climate-Friendly Food Purchasing

December 13, 2017



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.

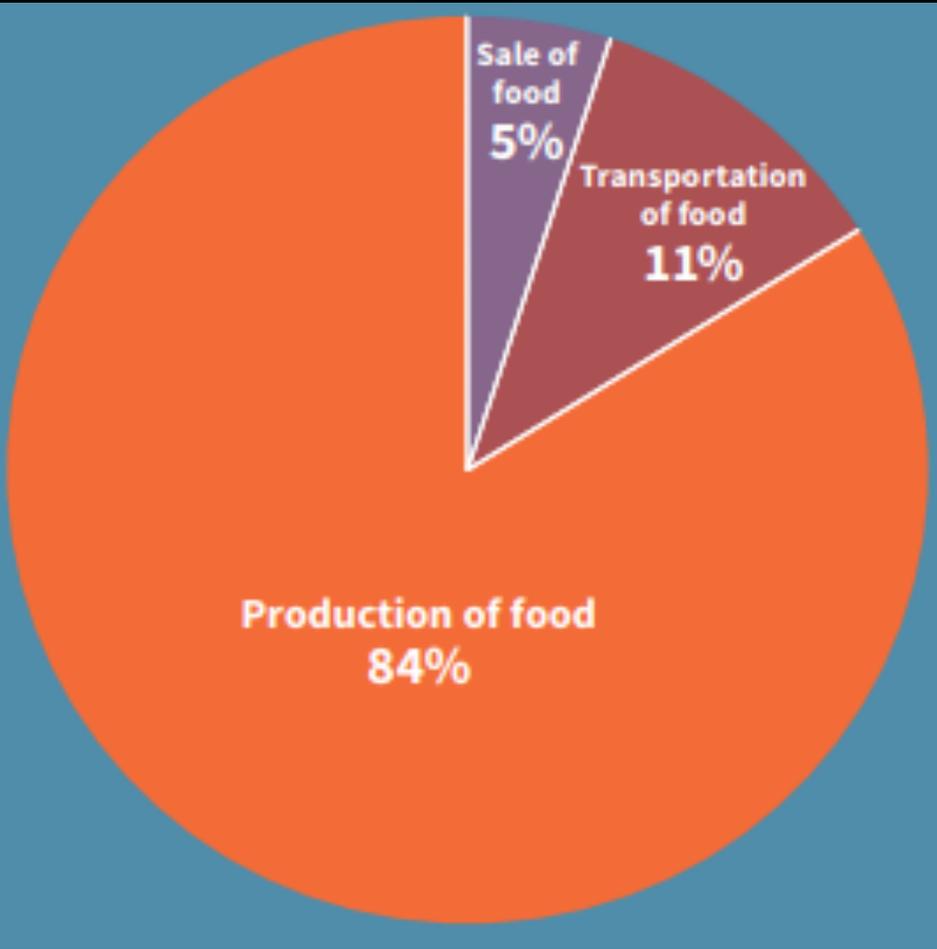




C40 Award For Best Climate Action Plans & Inventories Project 2016

JUNE 2015 LOCAL STRATEGIES TO ADDRESS CLIMATE CHANGE



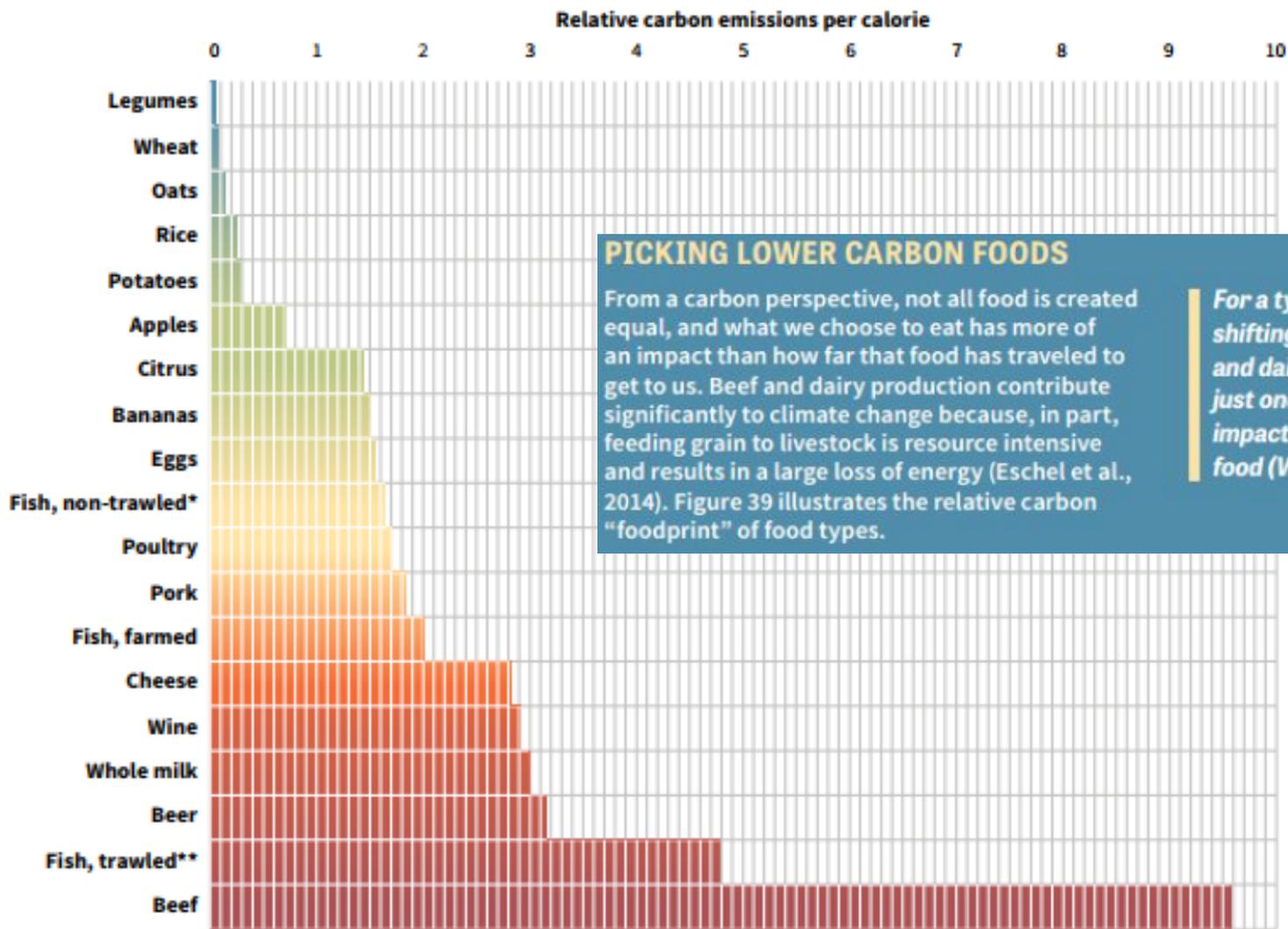


Producing and processing food is more carbon-intensive than the emissions from transporting food

Supporting a strong local food system has many benefits, both for the economy and the community, but from a carbon perspective the type of food tends to be a much more significant factor than where it comes from.

About 84 percent of the carbon emissions from food come from production, while 11 percent come from transportation of the food (supply-chain transport, as well as final delivery transport) (Weber and Matthews, 2008).

Food choice is a key factor in carbon emissions



PICKING LOWER CARBON FOODS

From a carbon perspective, not all food is created equal, and what we choose to eat has more of an impact than how far that food has traveled to get to us. Beef and dairy production contribute significantly to climate change because, in part, feeding grain to livestock is resource intensive and results in a large loss of energy (Eschel et al., 2014). Figure 39 illustrates the relative carbon “foodprint” of food types.

For a typical American household, shifting consumption of red meat and dairy to other protein sources just one day per week has the same impact as buying all locally sourced food (Weber and Matthews, 2008).

Figure 39. Carbon emissions from food choice, by calorie. Prepared by: Accuardi, Zachary (2016, forthcoming), see References for primary sources. *e.g., wild salmon **e.g., red snapper

FOOD AND AGRICULTURE

2030 OBJECTIVE 12 Reduce the consumption of carbon-intensive foods and support a community-based food system.

Residents of Multnomah County can reduce the impact of food choices on climate change — and improve personal, environmental and economic health — by choosing “low-carbon” foods, such as fresh fruits and vegetables. Lifecycle analysis shows that beef, cheese, pork and farmed salmon generate the most carbon emissions per ounce (Environmental Working Group, 2011).

Although eating locally produced food has a smaller impact than choosing low-carbon food, the consumption of local food can reduce local transportation emissions, strengthen the local economy, help preserve the region’s agricultural land base and support a community-based food system that can reshape our relationship with food.

ACTIONS TO BE COMPLETED BY 2020

- 12A Outreach and Education** — Include healthy, low-carbon food choices and food waste in public and business outreach efforts. Work with partners to support efforts to encourage plant-based diets, including Meatless Monday campaigns.
- 12B Partnerships and Engagement** — Create collaborative partnerships with community-based organizations and affinity groups, including low-income populations and communities of color, to:
- Promote healthier, low-carbon diets.
 - Encourage local food production.
 - Support affordability and access to healthier foods through neighborhood food buying clubs and co-ops.
 - Reduce food waste.
- 12D Policies and Programs** — Develop policy and equitably provide programmatic resources to:
- Increase the production and consumption of home-grown and locally sourced food by supporting farmers markets and community supported agriculture.
 - Create policies and practices to encourage the purchase of healthy, low-carbon and minimally processed foods for public meetings, events and facilities.

List of Catering Suppliers

The following table lists suppliers that are frequently used for BPS events and other caterers that responded to a request for information regarding their business' sustainable or green practices in August 2009. Please note this is not a comprehensive list of sources in the area.

Supplier	Recycling	Reusable Dishware	Compostable Serviceware	Buffet-style Service	Avoid Indiv. Packaging	Local & Organic Food	Donate Food?	Sust. Transport.	Business Ownership	S@W (or similar)	Non-dairy	Vegetarian	Vegan	Trays	Sugar-free	Gluten-free	Payment Type	Delivery fee / min order requirements (if applicable)
Phresh Organic Catering (503) 313-0488	•	•	•	•	•	•	•	•	L		•	•	•	•		•	P-card Invoice	\$250.00 min order; \$25.00 delivery fee
Artemis Foods (503)233-8539 email	•	•	•	•	•	•	•		L	•	•	•	•	•		•	P-card	\$500 min order; \$15 delivery charge
Bridge City Cafe (Formally Paradise Bakery) (503) 335-3370	•	•	•	•	•	•	•		L		•	•	•	•		•	P-card	\$35.00 min order; \$10.00 delivery fee
Catering at its Best (503) 238-8889 email	•	•	•	•	•	•	•		L	•	•	•	•	•		•	P-card	\$15 min order; ;\$15 delivery charge
Catering for a Cause (503) 972-9531 email	•	•	•	•	•	•	•		L	•	•	•	•	•			P-card	
Courtyard Cafe &																		

Food Purchaser Interview Questions
Discussion w/ Natasha @ BPS – Wed, 11/16

1. For what types of events or meetings do you typically order food or beverages?
All staff, most events with stakeholders
2. How often do such events occur?
All staff – monthly, others vary. 1x-2x/month.
3. Who else in your office places food or beverage orders?
Julie O, Wing, or Bill Beamer, Karen (rarely)
4. Who typically chooses from where the food will be ordered?
Depends on staff member – sometimes order what they request, sometimes I offer options
5. What is the average size of an event for which you order food or beverage?
 The largest? **Comp Plan Party City Hall - 250**
 The smallest? **8 people stakeholder meeting**
6. What is the typical budget per person for such events?
\$8-12/person – does depend on where ordering from.
7. What, if any, dietary or allergy considerations are taken into account when ordering food or beverages?
Meat & Veggie, other dietary constraints notified in advance
8. Are there any rules, formal or informal, you follow when ordering food or beverages?
9. Please rate the following areas on their level of importance when choosing a food or beverage provider:

+

	1 Not important	2 Less important	3 Somewhat important	4 important	5 Very important
Ease of ordering	1	2	3	4	5 <-
Proximity to event	1	2	3	4	5
dietary needs					
Price	1	2	3	4	5 <-
Uses reusable containers & wares	1	2	3	4	5
Local business	1	2	3	4	5
Local ingredients	1	2	3	4	5
Organic ingredients	1	2	3	4	5
Healthy	1	2	3	4	5
Delivery	1	2	3	4	5 <-
Pickup	1	2	3	4	5
leftovers/wares					
Success in the past	1	2	3	4	5
Tastes good	1	2	3	4	5
Reliability	1	2	3	4	5

10. Are there any other factors you consider when ordering food or beverage that were not included?
Minority/Women/Emerging Small Business
11. What are the most common types of food ordered?
The "Pizza Circuit," Elephants (cost a little more, but they're worth it, use durables, etc). Ingallina's for off-site events (don't do durables but good enough that people will eat it), Portland Sandwich Co.

Healthy People | Healthy Planet

City of Portland Food Purchasing Guidelines

The Healthy People, Healthy Planet food purchasing guidelines were developed to encourage City of Portland employees to make healthy and sustainable choices when using public dollars for City-sponsored meetings, trainings, and events. The guidelines meet sustainability goals, particularly those outlined in the City's Climate Action Plan, promote equity, and support personal and environmental health.

Food choice is a key factor in addressing sustainability and reducing carbon emissions. From a carbon perspective the type of food we choose is a more significant factor than where it comes from. In particular, meat, dairy, and processed foods have a higher carbon footprint than plant-based proteins made from beans, nuts, and soy. Lower-carbon foods are also better for our health.

Sustainable food purchases also provide opportunities to address social equity. These guidelines support local and emerging businesses, particularly those owned by women and entrepreneurs of color.

Food Choices

- Emphasize plant-based meals that minimize or eliminate meat and dairy offerings.
- Include locally grown, seasonal, and organic ingredients when possible.
- Offer vegetables, fruit, and whole grains, and avoid processed foods with salt, added sugars, and fats.
- Provide options for those with dietary restrictions.

Social Equity

- Support emerging businesses and neighborhood vendors owned by women and entrepreneurs of color.
- Prioritize culturally appropriate food.

Sustainability Measures

- Order the right amount of food to prevent leftovers.
- Serve smaller portions to prevent food waste, such as cutting sandwiches, pizza, and pastries into smaller portions.
- Offer bite-sized foods that don't require dishes or silverware.
- Use durable dishware when possible.
- Provide pitchers of water instead of bottled beverages.
- If using disposable products, use those that contain recycled content.
- Order coffee from vendors using reusable carafes, bulk containers for condiments and creamers, and, if possible, ask attendees to bring their own mug.
- Offer coffee and tea that is socially and environmentally responsible.
- Prefer caterers that use low-impact delivery systems such as bike delivery.



Sustainability at Work

Providing free tools and expertise to achieve your goals

Sustainability at Work offers free:

- Personalized guidance
- Information on tax incentives, rebates, grants and purchasing options
- Green team support
- Composting and recycling resources



Get credit for your green practices with Sustainability at Work certification!



Sustainability at Work

Food

COMPLETED

Vegetarian and/or vegan meals are available.	<input type="checkbox"/>
Seafood is purchased from sustainable sources (Marine Stewardship Council or Seafood Watch).	<input type="checkbox"/>
Food is purchased from certified organizations working for environmental and economic justice throughout the supply chain (Food Alliance , Fair Trade USA , etc.).	<input type="checkbox"/>

Reduce, Reuse, Recycle

COMPLETED

Food scraps are monitored, and actions are taken to reduce food waste.	<input type="checkbox"/>
Excess edible food is donated to staff and/or food donation program.	<input type="checkbox"/>
Food scraps are composted.	<input type="checkbox"/>
Cooking fats, oils, and grease are recycled.	<input type="checkbox"/>
Reusable dishware, silverware, and cups are provided for customers and employees.	<input type="checkbox"/>
Major paper supplies (paper towels, toilet paper, to-go containers) are made with recycled content.	<input type="checkbox"/>
Specials are listed on a chalk/white board or shared verbally rather than printed.	<input type="checkbox"/>
Electronic alternatives to paper are used whenever possible (invoicing, payroll, orientation materials, etc.).	<input type="checkbox"/>
Purchasing decisions (food & beverage, office supplies, décor, etc.) take environmental impact into account.	<input type="checkbox"/>
Green-certified cleaning products are used in areas not used for food prep.	<input type="checkbox"/>
Sustainable catering practices are offered to customers (minimal packaging, buffet style serving, etc.).	<input type="checkbox"/>
Food and/or supplies are delivered in reusable containers.	<input type="checkbox"/>

SECTOR-BASED EMISSIONS INVENTORY

A sector-based emissions inventory allocates carbon emissions primarily among the local residential, commercial, industrial and transportation sectors according to energy use of each sector.

Read more on pages 30–35

CONSUMPTION-BASED EMISSIONS INVENTORY

A consumption-based emissions inventory attributes carbon emissions based primarily on the local consumption of goods and services, regardless of where those goods were produced.

Read more on pages 36–41

CARBON EMISSIONS DON'T CARE ABOUT JURISDICTIONAL BOUNDARIES

If a Portlander purchases a new iPhone that was manufactured in China, the sector-based inventory would attribute the emissions from the production of the iPhone to China — where the carbon emissions were produced.



However, a consumption-based inventory would attribute those same carbon emissions to the ultimate consumer in Portland — where the demand for the product was created.





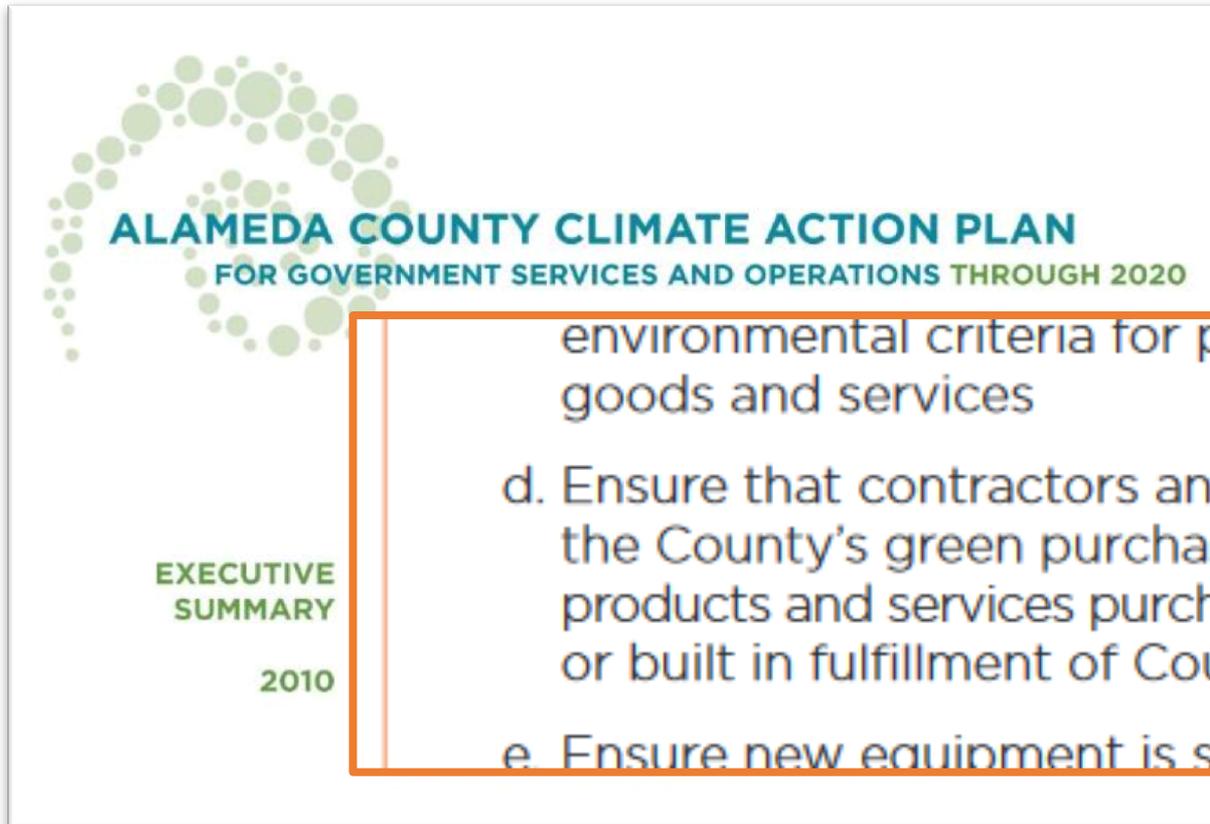
Steve Cohen
steve.cohen@portlandoregon.gov

Specifications for Sustainability in Jail Food Service



Sarah Church, Sustainability Project Manager

Climate Goals



ALAMEDA COUNTY CLIMATE ACTION PLAN
FOR GOVERNMENT SERVICES AND OPERATIONS THROUGH 2020

EXECUTIVE SUMMARY
2010

environmental criteria for procurement of goods and services

d. Ensure that contractors and vendors apply the County's green purchasing standards to products and services purchased, manufactured, or built in fulfillment of County contracts

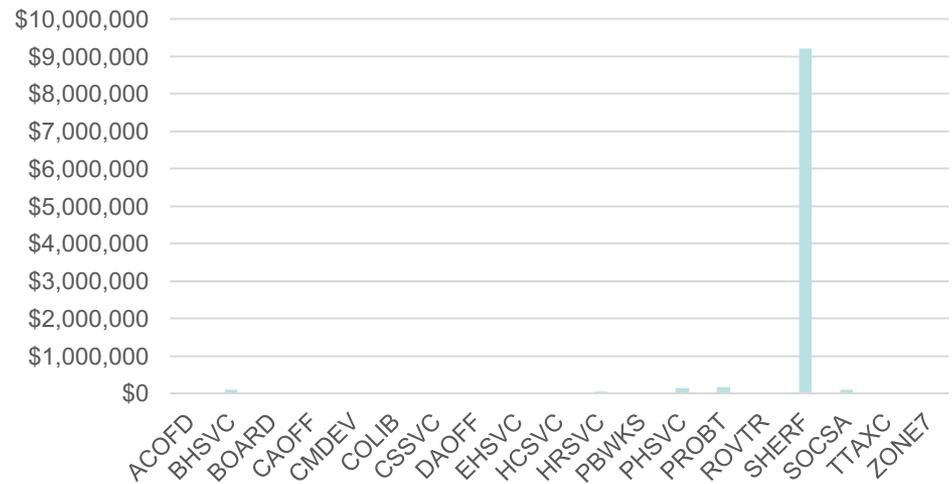
e. Ensure new equipment is set up with the

Supply Chain Inventory

**Santa Rita Jail
Food Service**

Category	Sum of mt CO2e
Community-Based Organizations	87,400
Construction and Maintenance	42,134
Business services	16,222
Office Supplies & Equipment	13,322
Transportation	12,801
Food	4,032

Annual Food Expenditures by Agency



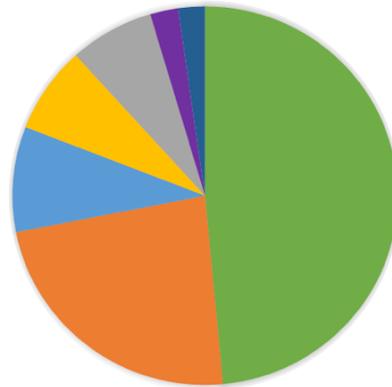
Alameda County's Santa Rita Jail

- 5th largest in nation
- Groundbreaking solar (2002) and SmartGrid (2012)
- Landscaping: recycled water & grazing goats





Green Jail



**Food as High
Priority**



Our Strategy: Sustainability Plan

- In contrast to specifications, vendor questionnaire, or other strategies
- Crafted after contract award
- Engages stakeholders beyond supplier
- Allows for discovery and continual goal-setting



Why a Sustainability Plan?



- Complexity of correctional environment
- Context with multiple owners – GSA, Sheriff, Aramark
- Complexity of food service category (food procurement + operations)
- Multiple goals – GHGs, water, waste, energy, toxics, local food, human rights, etc.

Ambitious But Open Parameters

Sustainable Initiatives

Alameda County is vitally interested in address the social and environmental impacts of our supply chain. It is ACSO's objective for the food service contractor to support this mission by developing a Sustainable Food Service Action Plan (the Plan) that identifies strategies, goals and metrics that will measurably reduce the impacts associated with all aspects of this contract.

- Due 60 days after contract start
- Develop in consultation with Sheriff's Office and General Services
- Vendor to report quarterly
- Update plan annually

Identified Priority Impacts

...Examples of efforts the contractor shall address [in the Plan] include, but are not limited to:

1. Packaging waste minimization
2. Food waste minimization
3. Other waste minimization
4. Surplus food diversion
5. ~~Recycling and composting~~
6. Food sourcing to minimize GHGs
7. Food sourcing to assure no human rights abuses
8. Conservation of energy & water
9. Additional practices

Summarized. Bid excerpt available:

<http://www.acgov.org/sustain/what/purchasing/success/foodservice.htm>



Food Sourcing to Minimize GHGs



- Local food purchasing – focusing on fresh produce
- Shifting proteins – testing recipes



Lessons Learned So Far

- Consider nutritional requirements
- Consider competing priorities
- Build relationships and listen! (Sustainability Plan helps)





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