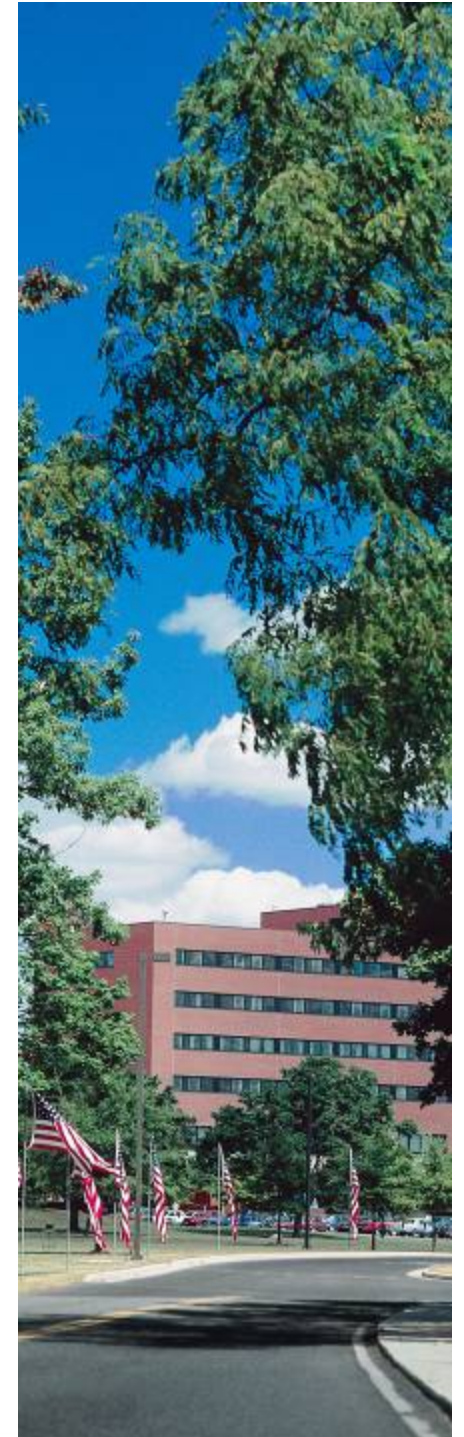


# The Scoop

Barbara Hartman, MS, RD, LD

- ✦ Martinsburg VAMC
- ✦ Food procurement
- ✦ Earth Day special meal
- ✦ Farm to hospital pilot 06
- ✦ Other efforts
- ✦ Involving top management



# Where It All Started

Happy hour

Eskimo Joe's, Stillwater, OK



# Martinsburg, WV Veterans Affairs Medical Center

- 157 VAMCs
- 860 outpt clinics

Martinsburg:

- ADC 502
- 1,260 outpt/day
- 1600 meals/ME day



# Wheels Started Turning at Prime Vendor Contract Training



- ✦ Contract allows local purchases of produce, milk, bread, & ice cream
- ✦ VA to support small, minority and/or veteran owned businesses
- ✦ Variance from contract



# Celebrating Earth Day

In honor of Earth Day  
Martinsburg VA Medical  
Center is serving you an  
"Earth Day" meal. We  
hope you enjoy this special  
meal.

Fernando O. Rivera  
Director  
Martinsburg VA Medical  
Center

Our Earth Day Menu features  
mostly organic or locally grown  
foods:

Wolf Neck Farms Sirloin Steaks,  
or  
Meatloaf

Glazed Baby Carrots

Oven-Roasted Russet Potatoes

Spring Tossed Salad

Blueberry Hill Farm Blueberry  
Shortcake

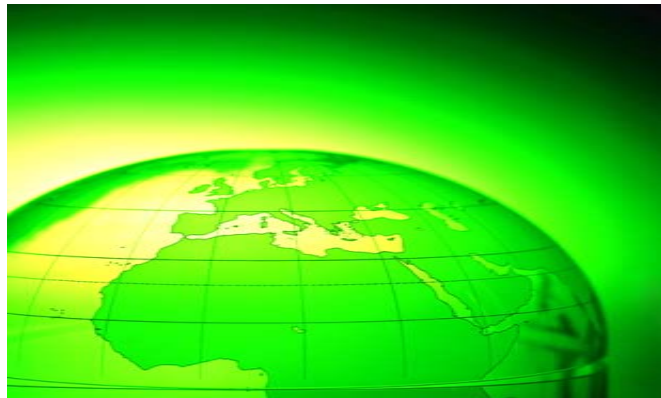
Dairy Maid Milk

Schmidt Bakery Whole Wheat  
Dinner Rolls

# Celebrating Earth Day



Did you know your food choices affect the health of the Earth?



Visit your nearest farm market!

Brought to you by  
Nutrition & Food Service

Choose food that has minimal impact on the Earth:

- Locally grown foods require less gasoline to transport, are fresher and tastier, and help keep our community healthy and our local farmers in business.

- Meat raised without antibiotics and hormones helps to keep our water clean and decrease antibiotic resistance.

- Organic produce raised without synthetic pesticides and herbicides keeps soil and farm workers healthy.

## **VA Partnering for a Sustainable Environment on Earth Day and Every Day**

**Did you know our food choices affect the Earth in addition to our own health?**

**The average food item travels 1500 miles from farm to plate. Food purchased from local farmers is often fresher and tastier because it is allowed to ripen in the field before being picked.**

**By purchasing food from local farmers you can help to:**

- **keep farmers in business**
- **preserve farm land**
- **save energy by avoiding long distance travel**

**The use of antibiotics as feed additives in meat production is a major contributor to the spread of antibiotic resistance. Buying meat that was produced without the use of antibiotics can help to reduce the threat of antibiotic resistance and keep antibiotics working.**

**Large quantities of synthetic pesticides and herbicides are used in conventional farming. Buying organic produce helps to keep you, our waterways and farm workers healthy.**





## Food Specification - Tomato

- TOMATO, US #1 5X6 2 LAYER BOX FRESH
- Description: 5X6, fresh, vine ripened, red tomatoes
- Characteristics: Fresh, mature, firm. **Grown and harvested within 50 mile radius of Martinsburg, WV. Certified USDA organic preferred, but not essential.**
- Verification: vendor must be prepared to show written documentation of USDA organic certification upon request, if applicable.
- Quantity: 30 TOMATOES/LAYER, 2 layers
- Packaging: 2 layer box, fresh
- Ave Net Weight: 20.00 LB

# Farm to Hospital

- ✦ Pilot
- ✦ In search of a farmer
- ✦ Start talking in early winter
- ✦ Easy and flexible with a fall back
- ✦ Farmer opted out early May



# Our Hero

## Redbud Organic Farm



Haroun Hallack,  
owner

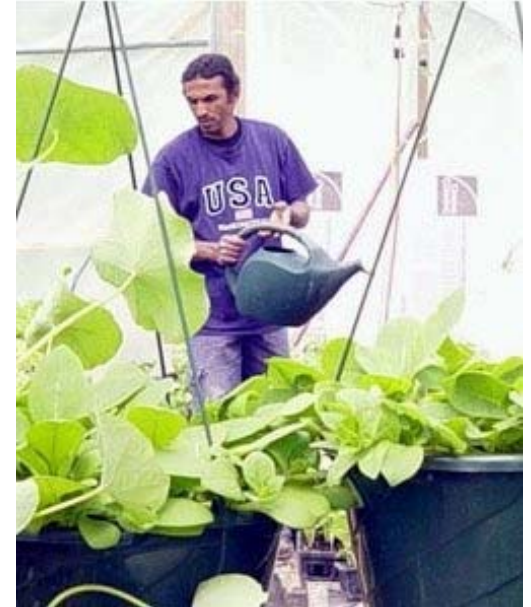
A farmer with *Vision*



# Visit to Redbud Farm

## What to look for:

- ✓ Well attended fields
- ✓ Farm workers appeared healthy
- ✓ Packing area clean, cooler
- ✓ Hand washing area
- ✓ Food grade packing boxes & bags



# The Plan

- Continue ordering with Food Pro
- Tuesday delivery from Redbud
- 3-4 day lead time on items harvested
- Delete that item from usual produce order
- Delivery charge
- Invoice to fiscal





# The Launch

- ✦ Talk to staff, RDs, and upper management
- ✦ Looked at evaluation method
  - Cost comparison
  - Veteran taste testing
  - Veteran satisfaction survey
- ✦ Project got off to very good start...

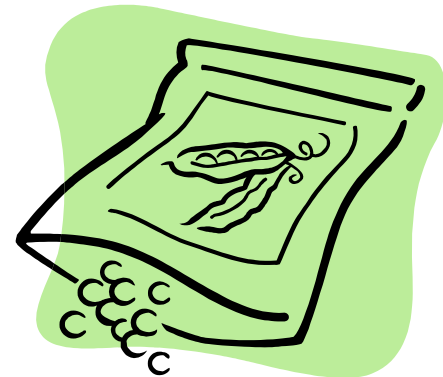
# The Best Laid Plans of “Camels” and Men Can Have Bumps

- ✦ Drought set in
  - worst Haroun had seen
  - well got critically low
  - lost half of the plants
- ✦ Less business than hoped for
- ✦ Evaluation done informally
- ✦ Successful



# New and Improved Farm to Hospital 2007

- ✦ Seed catalogue to VAMC
- ✦ 3-4 crops for “wholesale”
- ✦ Redbud to open new field for VAMC
- ✦ Formal evaluation



# What Else Can We Do?

## ✦ Organic produce

- start with 3 items
- from usual distributor
- least cost difference

## ✦ Locally raised beef

- Trial first ½ steer
- Quarterly and Earth Day



# Talking to the Top Dogs

- Show what others are doing
- What do they value
- Use their buzz words
  - innovation
  - patient satisfaction
  - GEMs
  - performance measure: healthy community
- PR
- Short and simple



# Summary:

## Start Small and Start

- ✦ Look for low hanging fruit:
  - Special event
  - Know your GPO contract
  - HCWH food pledge
  - Farm to hospital – get the right farmer – be flexible
  - Growers co-op. food alliance
  - Keep staff and mgt informed
- ✦ Set goals, don't get discouraged
- ✦ Ease into budget
- ✦ Measure progress with data
- ✦ **HAVE FUN!**

# Most Used Websites

- ✦ Healthcare Without Harm.  
[www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org)
- ✦ Hospitals for a Healthy Environment  
[www.h2e-online.org](http://www.h2e-online.org)
- ✦ Hunger and Environmental Nutrition DPG  
[www.HENdpg.org](http://www.HENdpg.org)
- ✦ Farm to School [www.farmtoschool.org](http://www.farmtoschool.org)
- ✦ Community Food Security Coalition  
[www.foodsecurity.org](http://www.foodsecurity.org)