

# Getting Started on Healthy Food

Healthy Food in Health Care Roundtable  
JHU Center for a Livable Future  
January 2007

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# Overarching Goal

## **Sustainable food system**

- Ecologically sound
- Economically viable
- Socially responsible

# A Role for Health Care

- Increase access
- Increase market
- Develop voices within health care that advocate for more sustainable food production systems

“Prevention isn’t just something that happens in the doctor’s office....Our members cannot be healthy if the communities they live in are not healthy.”

Loel Solomon, Ph.D., Kaiser Permanente, National Director  
Community Health Initiatives  
Nutrition-A Fresh Approach  
Health Leaders Media 12/2004

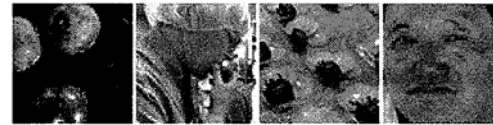
# Kaiser Permanente

- Farmers' Markets
- Comprehensive Food Policy
- National, interregional, interdisciplinary food group
- Sustainable food addendum
- Vending guidelines/ Healthy Picks team
- Food Med
- Local food pilot
- More

## **Chez Kaiser's food revolution**

**Hospital experiment putting locally grown produce on patients' plates**

- Carol Ness, Chronicle Staff Writer  
Sunday, August 6, 2006



A cherry tomato seems hardly the stuff of revolution.

# Catholic Healthcare West



- Community garden
- Food & Nutrition Service Vision Statement
- Local/ regional produce
- Healthy Food in Health Care Pledge
- rBGH-free milk
- Fair trade coffee survey and pilot
- GPO education

# St. Luke's Hospital-MN



- Organic food
- Compost food waste
- rBGH-free milk
- Fair trade coffee
- Holiday tea
- Signed Pledge
- Lake Superior fish
- Next steps

# Bartels Lutheran Home-Iowa

- ~25% local
- Beef without hormones or nontherapeutic antibiotic use
- Signed Pledge
- Healthcare Caterer 9/06
- Next steps



# Fletcher Allen Medical Center- VT

- Compost food waste
- Organic
- rBGH-free milk
- Fair trade coffee
- Patient menu focus on fresh and local
- Farm stand
- Signed Pledge
- Biobased disposables
- Work highlighted in FSD  
9/15/2006



# Good Shepherd Medical Center- OR



- Whole foods and scratch cooking
- Organic
- rBGH-free milk
- Locally grown
- Meats produced w/out hormones or non-therapeutic abx
- Biobased disposables
- Signed Pledge

# Benefits

- Positive Publicity
- Differentiation from competitors
- Better employee morale
- Added patient satisfaction
- More visible nutrition education
- Improved community relations

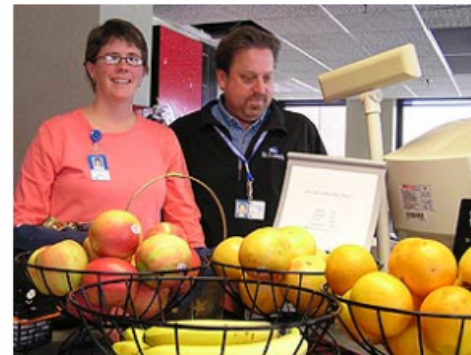
## Duluth hospital goes organic

by [Stephanie Hemphill](#), Minnesota Public Radio

November 23, 2005

*Most people think one of the unpleasant things about hospitals is the food. That boring mush that passes for a meal. The white bread, the processed meat, the jelly. Could it possibly be good for you? In Duluth, two hospital food managers are trying to change all that. They're adding organic fresh fruits and vegetables to the menu. It's a beginning move in what could change the hospital dining experience.*

Duluth, Minn. — St. Luke's is the smaller of Duluth's two hospitals. Their motto is, "We try harder." Several years ago, the hospital put two chefs in charge of the housekeeping, laundry, and food.



Two gourmet chefs managing the kitchen at St. Luke's Hospital in Duluth are adding organic vegetables to the menu. (MPR photo/Stephanie Hemphill)

very seriously.

In the kitchen, there's the usual stoves and dishwashers, and a long assembly line where workers fill trays for patients, based on what's ordered.

"The patient fills out the menu, indicating what entrée and salad and beverage they want," says Mark Branovan. "Then, as the tray moves down the conveyor belt, they look at the menu and put on the appropriate products." Branovan was a gourmet at restaurants in California's wine country. In that part of the world, they take their fresh fruits and vegetables

# Getting Started

# Venues for Change



- Patient food
- Cafeteria
- Catering
- Vending Machines
- Franchises
- Employees benefits



# Menu of Options: Steps to Healthier Food in Hospitals

## Healthy Food in Health Care A Menu of Options

Current food production and distribution systems have wide ranging impacts on the quality of ecosystems and their communities. For example, pesticides, large animal feedlot operations and fertilizer overuse pollute our air and water. Agriculture related occupational health and socio-economic impacts to rural communities resulting from the decline of family farms are a growing concern. And as the quantity of calories, fat, salt, sweeteners, and meat and dairy products is increased in our food supply and quantity of vegetables and grains decreased, nutrition suffers.

Hospitals and health systems have opportunities to help prevent these and other food-related health concerns by modeling good nutrition in their institutions and by influencing how food is produced and distributed. Through its food purchasing decisions, the U.S. health care industry can promote health by providing more fresh, good tasting, nutritious food choices for patients, staff and the community. And by supporting food production that is

### **1. Start a conversation about healthy food.**

The health care industry is beginning to recognize that healthy food is defined not only by nutritional quality, but how and where it is raised, grown, processed and distributed. As with any other successful initiative, a food program requires a multi-disciplinary team including food and nutrition services, purchasing, administration, nursing and clinicians. Other potential members include public affairs, ethics and quality improvement. Consider the development of a food "team," which explores the new understanding of healthy food and how your institution or system can get involved.

### **2. Contract with a GPO, Distributor or Food Service Provider that Supports Healthy Food**

The quality of food available within health care facilities is significantly

# Sign the Healthy Food in Health Care Pledge

“We pledge to encourage our vendors...to supply us with food that is, among other attributes, produced without synthetic pesticides and hormones or antibiotics given to animals in the absence of diagnosed disease....”

## Healthy Food in Health Care



### A Pledge for Fresh, Local, Sustainable Food

**N**utrition-related chronic diseases are placing new demands on an already overburdened health care system, and taking their toll on human productivity and quality of life. Our current large-scale, industrial food system favors animal products and highly-refined, preservative-laden, calorie-dense foods, rather than fresh fruits and vegetables, whole grains, and other high fiber foods important for health. It is a system misaligned with dietary guidelines. Moreover, the way our food is produced and distributed impacts our health and the environment in which we live. For example:

#### Antibiotic Resistance

The routine use of antibiotics contributes to growing antibiotic resistant bacteria. Each year 20 to 30 million pounds of antibiotics (including related antimicrobials) are used in agriculture—by volume, about 7-10 times the total antibiotics used in human medicine. Industrialized food systems that produce poultry, pork, beef, and farmed fish routinely use antibiotics to promote economic rather

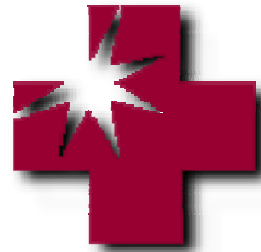
than animal health, and transport animals over long distances, often an average of 1,500 miles to reach its destination. Through the use of diesel and other fossil fuels, vehicles unnecessarily contribute to global warming. Fertilizers and pesticides contaminate groundwater in many locales and some pesticides have been found regularly in rainfall. Large-scale animal facilities contribute to water pollution when untreated animal waste releases biologically active hormones, nitrate and other toxic breakdown products into waterways.

#### Worker Health and Safety

Widespread pesticide use in industrial-scale food production exposes farm workers and their families to dangerous chemicals, often at levels that exceed established 'tolerance' limits. Longer-term, low-level pesticide exposure has been linked to an array of chronic health problems including cancer, birth defects, neurological, reproductive, and behavioral effects, and impaired immune system function. Industrialized meat packing is recognized as one of the most dangerous occupations in terms of occupational safety.

# Establish a Hospital Food Policy

- Develop a broad, integrated food policy that can then guide your facility's future efforts.



**Catholic Healthcare West**



**KAISER PERMANENTE®**

# Kaiser Permanente

## Vision:

Kaiser Permanente aspires to contribute to the creation of healthy food systems reflecting practices that are ecologically sound, economically viable, culturally appropriate and socially responsible.

# Catholic Healthcare West

## CHW FOOD & NUTRITION SERVICES VISION STATEMENT

*CHW recognizes that food production and distribution systems have wide ranging impacts on the quality of ecosystems and their communities, and so;*

*CHW recognizes that healthy food is defined not only by nutritional quality, but equally by a food system which is economically viable, environmentally sustainable and which supports human dignity and justice, and so;*

*CHW aspires to develop a healthy food system.*

# Establish Purchasing Preferences

- Informally
- Formally
  - Letters to suppliers/ distributors/ GPOs
  - RFIs
  - RFPs
  - Contracts



September 14, 2006

Mr. Rich Rowland  
US Foodservice  
P.O. Box 436  
755 Pierce Road  
Clifton Park, NY 12065

Dear Rich,

As a health care provider, we believe it is important to model a preventive health approach through the food we purchase and service. Such an approach recognizes potential impacts to our patients, staff and visitors, and to local and global communities from the way in which food is produced and distributed. On behalf of our organization, I have recently signed the "Healthy Food in Health Care Pledge". Signing this pledge acknowledges our intention to pursue the measures outlined, as we are able. This endeavor is not an easy task, and will take time and effort to implement, but is of extreme importance for the long term health of the people that we serve. It is my hope that US Foodservice will be able to help us investigate and pursue some of the measures, as we move forward. As we work on this together, please feel free to share both this letter and the Pledge (enclosed) to the manufacturers that you represent.

Thanking you in advance for your commitment to participate in this project with us.

Sincerely,

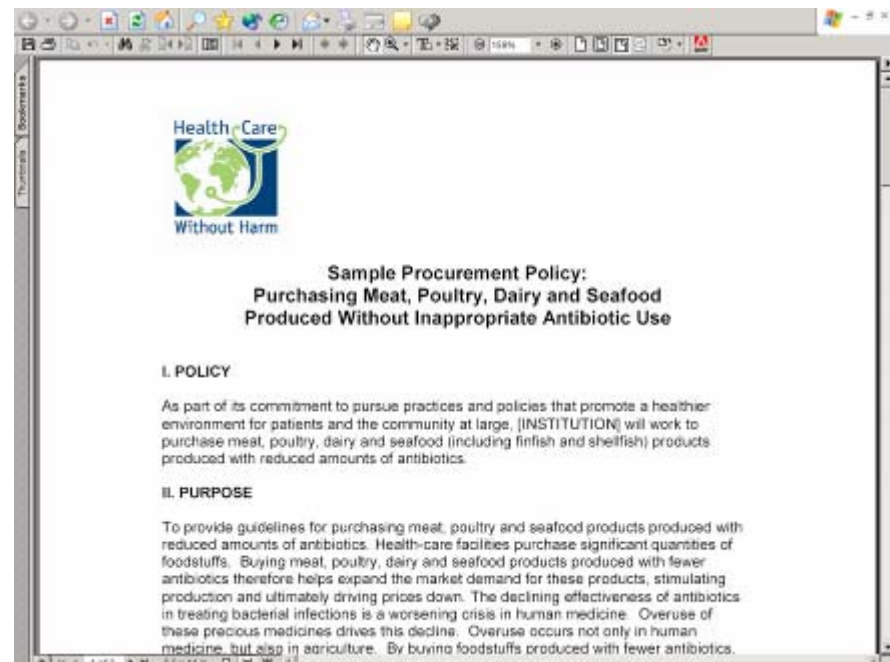
Diane Imrie, MBA, RD  
Director of Nutrition Services

# Target a specific issue/ practice

- Non-therapeutic use of antibiotics in poultry and meat production
- Use of rBGH in dairy production
- Local
- Fairly traded

# Antibiotics Use

- Agricultural Resistance...What Health Care Systems Can Do
- Sample Procurement Policy
- Producers lists and resources
- Poultry primer and purchasing guide



# rBGH-free Dairy

- HCWH Position Statement on rBGH
- Guide to Sourcing Dairy Products Produced w/out rBGH
- Supplier lists

## A Purchasing Guide to Sourcing Dairy Products Produced Without rBGH



Purchasers can take the following steps to source dairy products produced without the use of the dairy drug recombinant bovine growth hormone (rBGH, generally referred to as BGH, also called rBST or Posilac (the brand name of the drug)).

### Step 1: Focus your non-rBGH purchasing

Some suppliers may wish to meet your request but may not have a supply of non-rBGH products in place. Purchasers should determine before they contract suppliers their preferred timeline for phasing out any current rBGH-raised dairy products. For many dairies that do not have a current supply of non-rBGH milk, phasing in such products can take between 6-12 months or longer for

# Fairly Traded

- Coffee is the U.S.'s largest food import and second most valuable commodity after oil.
- Most coffee is grown in developing countries under conditions that require clear-cutting and heavy use of pesticides and where agricultural workers are often underpaid.



# Local Foods

September 13, 2006

## **Hospital Buys Local for Healthy Food, Economy**

*Staff, customers rave over fresh food and friendly farmers*

By Diane Conners

Great Lakes Bulletin News Service

**TRAVERSE CITY** — Spring pasta stir-fry with fresh-picked Norconk Farm asparagus. Summer salad with greens, sautéed beef tips, and plump Bardenhagen Farm blackberries. Fall salad of mixed greens and slow-roasted pork with sautéed apples from the Steimel Bros. Farm.



MLUI

“A dietician for 25 years, Ms. McCain sees connecting people to local food as a critical part of her responsibilities. ‘To me, that is what a dietician should do-connect people to sources of high quality food...’”

“Ms. McCain hopes that some day Munson can make purchases of local farm products a routine course of business for all meals...the best way to do that, she said, is to start slow and learn how to cost effectively fold local purchases and food preparation into the hospital system.”

# Possible Sources of Local Food

- Farm → Hospital
  - Individual
  - Grower Cooperatives
- Farm → Local Distributor → Hospital
- Farm → Broadline Distributor → Hospital
  - SYSCO, US Foods, etc.



# Address Multiple Criteria

- Create your own
- Use one or more existing certification systems/ ecolabels



# Overall Purchasing Strategies

- Decide on goals/ criteria
- Learn what is already available via existing suppliers
- Express a preference for purchasing fresh, locally grown, and sustainable food from your vendors.
- Work with GPOs
- Investigate the percentage of foods that can be purchased outside your vendor contract.



# NEWS RELEASE

**FOR IMMEDIATE RELEASE: April 24, 2006**

**Contact:** Stacy Malkan, 510-848-5343, ext. 105 ;

[smalkan@hcwh.org](mailto:smalkan@hcwh.org)

Jamie Harvie, 218-525-7806; [harvie@isfusa.org](mailto:harvie@isfusa.org)

**Also see:**

[Healthy food info](#)

## **HOSPITAL PURCHASING GROUP SIGNS DEAL WITH MAJOR ORGANIC FOOD DISTRIBUTOR**

*Top healthcare systems commit to buying nutritious, sustainable food at CleanMed 2006*

April 20, Seattle - More than 2,000 hospitals in the U.S. now have access to natural and organic foods, thanks to a deal announced today between MedAssets, a leading group purchasing organization for the health care industry, and United Natural Food Incorporated (UNFI), the largest publicly traded wholesale distributor to the natural and organic foods industry. The deal, which is the first contract between a major health care buyer and organic food distributor, reflects the growing demand in the health care industry for healthy food options.

MedAssets purchased more than \$200 million worth of food and supplies for 2,400 hospitals in the U.S. in 2005. "This deal is tremendously important because it demonstrates the growing awareness in the health care industry about the health impacts of current large-scale agribusiness practices," stated Jamie Harvie, Healthy Food Coordinator for Health Care Without Harm (HCWH), an international coalition working to reduce the environmental impact of the health care industry.

# Other GPOs

“Organic are beginning to have a big impact on our operations...More and more, our members are looking to us to apply our national resources to more localized solutions.”

Denise Rubin, Novation

FOODSERVICE DIRECTOR, 11/15/2006

“We’ve seen significant requests for organic items...the requests are centering around milk and vegetable categories.”

Christopher Mantel, Consorta

FOODSERVICE DIRECTOR, 11/15/2006

# Farmers' Markets

- Benefits
  - Provide fresh produce to staff, visitors, and patients.
  - Support efforts to incorporate healthy foods into diets by increasing availability of fresh, locally-grown foods.
    - Generate goodwill in a community, support local growers, and create new community partnerships.
    - Can be authorized to accept food stamps and WIC coupons, thereby increasing accessibility to healthy food in low-income populations.



# KP Farmers' Market Patron Survey

- April 2006: On-site farmers Markets in 24 Kaiser facilities
- 47% of patrons who are KP members\* try to schedule clinical appointments on market days
  - \* of 270 self-identified members, only 136 responded to this item



- 61% report having increased their intake of fruits & vegetables “a little” or “a lot”

Source: Unpublished data. KP Farmers' Market Patron Survey, 2005

# Tools

## Farmers' Markets on Hospital Grounds

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Unhealthy diets and limited access to fresh fruits and vegetables adversely affect the health of many Americans. Precisely because they are important community and health institutions, hospitals and hospital systems are in a unique position to treat both diet-related illness and address their root causes.

Increasingly, hospitals are demonstrating leadership in health promotion by hosting farmers' markets and farm stands on site as a way to make farm fresh, locally grown produce and other foods more readily available. For example, Allen Memorial Hospital in Waterloo, Iowa has operated a seasonal farmers' market since 1999 to increase their community's access to fresh produce. Duke University Medical Center in Durham, N.C. began operating a seasonal market as part of their employee health benefit

- HCWH Farmers' Markets on Hospital Grounds
- KP Manual
- Case studies

# Hospital Gardens

- Foster a sense of community and pride in hospital staff
- Offer a place of respite for patients and staff.
- Serve as demonstration gardens to educate the community about organic growing methods, integrated pest management, and the variety of foods that can be cultivated in a small urban space.
- Produce healthy food for patient or cafeteria menus. Cut flowers can be sold or used in your facility.



# Dominican Hospital's Garden

- Dominican Hospital, Santa Cruz, CA
- Idea grew from a conversation between the storeroom coordinator and the grill chef for the Dominican Food Services
- Starting at 1000 sq. ft. with plans for expansion, now supplies the cafeteria with fresh seasonal foods and herbs featured in the daily menu
- A local high school participates in care for the garden – many of the supplies, funds and labor for the project have been donated by Dominican Hospital



# Operation ReachOut Southwest

- Community garden
- Works w/ Bon Secours of Maryland Foundation
- Community members learn organic growing practices
- Improve access to healthy food
- Plans for expansion

# Compost, Divert and Reduce Food Waste

- Space limitations will dictate what type of composting method a health care facility can adopt.
- While not strictly “food waste,” the purchase of recycled napkins, the use of paper or compostable dish ware for “take-out,” and recycling of kitchen cans and bottles are other ways in which hospitals are improving their environmental performance.



# Compostable Disposables

- Compostable food service related products available include:
  - Plates, bowls, hot and cold cups and lids
  - Flatware
  - Straws
  - Packaging and to-go containers (clamshells)
  - Bags



# Other

- Become a fast-food free zone
- Provide more healthy choices in vending machines
- Partner with a CSA



# Start a Conversation About Healthy Food

- Create a multi-disciplinary food committee or “team” composed of staff from:
  - Food and nutrition services;
  - Purchasing;
  - Administration;
  - Nursing, and clinicians;
  - Other - public affairs, ethics and quality improvement personnel.



# Baby Steps

“It started slowly: from salad greens, to organic carrots and other vegetables, and whole fruits to patients as part of the meal. It’s taken a good year, baby steps at a time, to where our cafeteria customers and visitors could select organically grown whole fruit.”

Mark Branovan, St. Luke’s Hospital

# Cost

"What we're discovering is, it's a perception that doing the right thing is more expensive," Gummer says. "It's not a reality. . . . I haven't been a month over budget, on food or anything else."

Even if it were, a hospital comes out ahead, Gummer says. "When you're looking at food costs and health costs, you can't look at, 'How much per pound am I paying?' You have to look at the whole picture. Healthier people use less health-care resources."

# Additional Tools and Assistance

- Help to draft organization specific policies
- Provide “experts” for Grand Rounds, food teams
- Work with GPOs and distributors
- Provide educational tools such as fact sheets and case studies
- Help to draft contract language
- Communication network for health care providers

**[healthyfoodinhealthcare.org](http://healthyfoodinhealthcare.org)**

- 1.1 Organic Food
- 1.2 Antibiotic-free meat
- 1.3 Food Safety

## Credit 1: Food (3)

Support  
organic and  
locally  
produced food  
products

Sponsor  
Farmers  
Markets on site



# environmental purchasing

# Credit 2: Waste Management (1): Food Waste Reduction



Waste management plan



Recycle



Divert 75% of food waste for  
animal food or composting

Food waste collection system  
and facilities for  
implementation





# FoodMed 2007-Boston

The Second Conference on Healthy Food in Healthcare

## Breakout Tracks:

- Obesity and the Food System
- Protecting Antibiotics through Sustainable Food Procurement
- Sustainable Meat Production and Nutrition
- Food Waste Management
- Implementing Farmers Markets and Onsite Gardens
- Understanding Food Certification
- Food Miles and How to Purchase Local
- Healthy Vending and Catering
- Case Studies

For more information,  
questions contact us at:  
[info@foodmed.org](mailto:info@foodmed.org)

foodmed.org



## FoodMed 2005

The First Conference on Healthy Food in Health Care  
Oakland, California | November 17



Lunchtime Keynote



Marion Nestle  
➤ [Click here for her bio](#)

Morning Plenary Keynote



Fred Kirschenmann

“It is important that we recognize the connection between a healthy earth and healthy human beings...If we don't have a healthy planet, we won't have healthy human beings.”

Sr. Mary Ellen Leciejewski

Ecology Program Coordinator, Catholic Healthcare West

Hospitals Go Organic for Patients Sake

The Associated Press, 9/24/2006