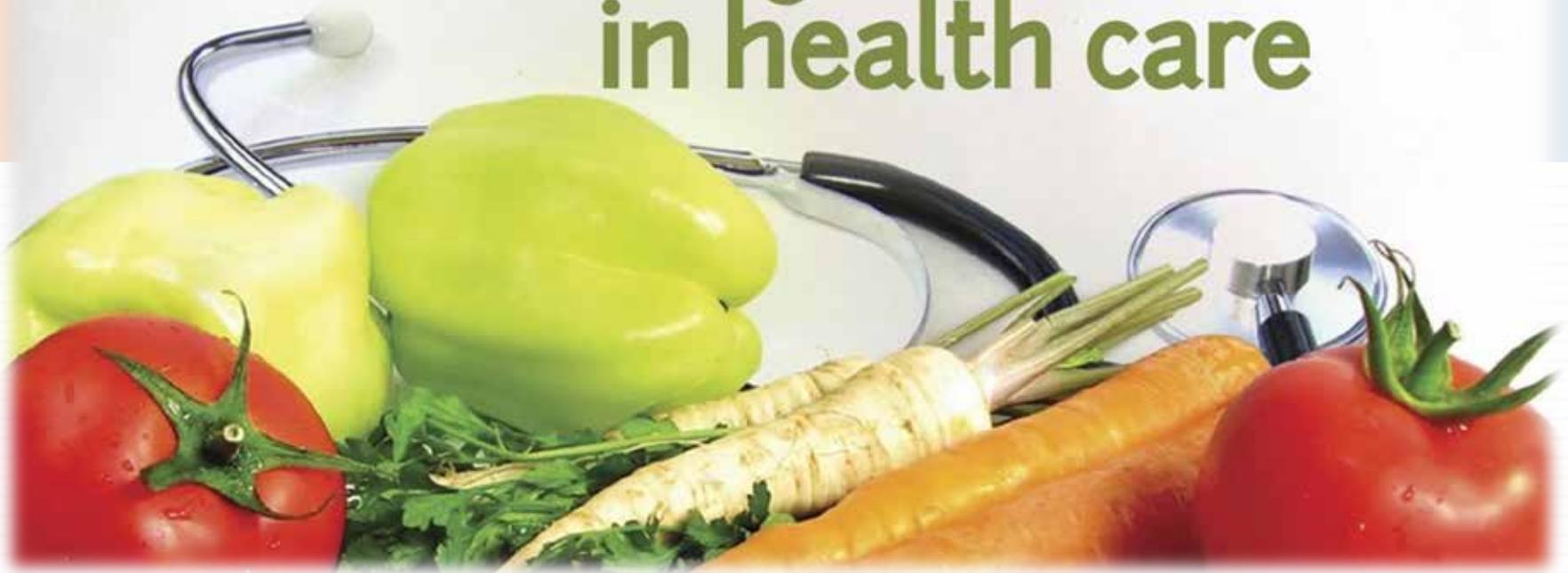


Healthy Food in health care



**Michigan Green Healthcare Conference
Food & Nutrition Track
Detroit, MI
September 12, 2013**

Healthy Food in Health Care



Food suppliers have control over health, environment,

From the consumer can play an ecological role

Healthy Food in Health Care Pledge

This Healthy Food in Health Care Pledge is a framework that outlines steps to be taken by the health care industry to improve the health of patients, communities and the environment.

As a responsible provider of health care services, we are committed to the health of our patients, our staff and the local and global community. We are aware that food production and distribution methods can have adverse impacts on public environmental health. As a result, we recognize that for the consumers who eat it, the workers who produce it and the ecosystems that sustain us, healthy food must be defined not only by nutritional quality, but equally by a food system that is economically viable, environmentally sustainable, and supportive of human dignity and justice. We are committed to the goal of providing local, nutritious and sustainable food.

Specifically, we are committed to the following healthy food in health care measures for our institution. We pledge to:

- Increase** our offering of fruit and vegetables, nutritionally dense and minimally processed, unrefined foods and reduce unhealthy (trans and saturated) fats and sweetened foods.
- Implement** a stepwise program to identify and adopt sustainable food procurement. Begin where fewer barriers exist and immediate steps can be taken, such as the adoption of rBGH free milk, fair trade coffee, or selections of organic and/or local fresh produce in the cafeteria.
- Work** with local farmers, community-based organizations and food suppliers to increase the availability of fresh, locally-produced food.
- Encourage** our vendors and/or food management companies to supply us with food that is produced in systems that, among other attributes, eliminate the use of toxic pesticides, prohibit the use of hormones and non-therapeutic antibiotics, support farmer and farm worker health and welfare, and use ecologically protective and restorative agriculture.
- Communicate** to our Group Purchasing Organizations our interest in foods whose source and production practices (i.e. protect biodiversity, antibiotic and hormone use, local, pesticide use, etc) are identified, so that we may have informed consent and choice about the foods we purchase.
- Develop** a program to promote and source from producers and processors which uphold the dignity of family farmers, workers and their communities and support sustainable and humane agriculture systems.
- Educate** and communicate within our system and with our patients and community about our nutritious, socially just and ecologically sustainable healthy food practices and procedures.
- Minimize** and beneficially reuse food waste and support the use of food packaging and products that are ecologically protective.
- Report** annually on implementation of this Pledge.

Name: _____ Title: _____

On behalf of (indicate your department, facility or system): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Please send me a clean copy of the pledge with signature line only. We would like to have it framed and displayed.

To submit your pledge this form should be faxed or mailed to Health Care Without Harm.
 HCWH • Healthy Food in Health Care Pledge • 12355 Sunrise Valley Drive, Suite 680 • Reston, VA 20191
 Phone: 703-660-9790 • Fax: 703-660-9795 • www.NoHarm.org



which increase the risk, public health and well being.

is

packaged, shipped, making decisions directly, in our



HHI CHALLENGES

The HHI Challenges are a data-driven platform designed to help healthcare organizations commit to sustainability goals and track their environmental efforts.

+ Engaged Leadership

+ Healthier Food

+ Leaner Energy

+ Less Waste

+ Safer Chemicals

+ Smarter Purchasing

 [VIEW FULL RESOURCE LIBRARY](#)

 [VIEW DISCUSSIONS](#)

HHI- Healthier Food Challenge

Healthier Food Challenge

Baseline

Facility (or system) has signed the Healthy Food in Health Care Pledge OR has formally adopted a sustainable food policy.

Level

1

Commit to **one** of the following categories: Balanced Menu Challenge, Healthy beverages or Local and/or sustainable foods.

Level

2

Commit to **two** of the following categories: Balanced Menu Challenge, Healthy beverages or Local and/or sustainable foods.

Level

3

Commit to **three** of the following categories: Balanced Menu Challenge, Healthy beverages or Local and/or sustainable foods.

Leading Communities to a Healthier Future



Healthier Foods



How to Guide

This guide is designed to provide a step-by-step approach to implementing the HHI Challenges and submitting data for this Initiative.



Food & Nutrition Track

- **Session 1 Purchasing Locally: Michigan Food Hubs & Beyond**
- **Session 2 Preserving Antibiotics through Balanced Menus & Food Policies**
- **Session 3 Implementing a Healthier Beverages Initiative**

Michigan Hospitals have committed to Healthier Hospitals Initiative Food Challenge

Bronson Methodist Hospital
Borgess Health
Metro Health Hospital
McLaren Northern
Sparrow Hospital – Main Campus

Spectrum Health:

Spectrum Health Blodgett Hospital
Spectrum Health Butterworth Hospital

William Beaumont Hospitals:

Beaumont Hospital – Royal Oak
Beaumont Hospital – Troy
Beaumont Hospital – Grosse Pointe

Detroit Medical Center – Vanguard:

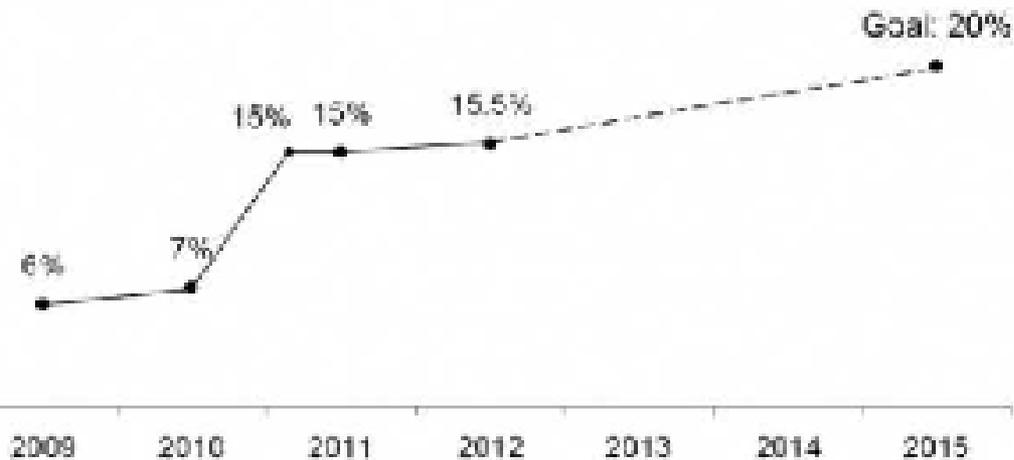
Huron Valley Sinai Hospital
Sinai-Grace Hospital
Surgery Hospital
Harper/Hutzel Women's Hospital
Rehabilitation Institute of Michigan
Children's Hospital of Michigan

HHI- Local/Sustainable Food Measurements

Local/Sustainable Food Challenge:

Increase the percentage of local and/or sustainable food purchases by 20 percent annually over baseline year OR achieve local and/or sustainable food purchases of 15 percent of total food-dollar purchases, within three years (Measure=dollars)

Sustainable Food Spend



HHI – Data Portal & Entry at Institute for Healthcare Improvement

Measure Data Entry : HealthyFoods_% Local/Sustainable

Back

Enter Data for HealthyFoods_% Local/Sustainable : Hospital Y

Measures: HealthyFoods_% Local/Sustainable

Series: Hospital Y

Goal Line: 20.0000

Time Period	dollars spent on local and/or sustainable foods	total dollars spent on food	Annotation Type	Annotation
Q 1 - 2010	<input type="text"/>	<input type="text"/>	None	<input type="text"/>

SAVE

Measure Data Entry : HealthyFoods_% Local/Sustainable

Back

Enter Data for HealthyFoods_% Local/Sustainable : Hospital Y

Measures: HealthyFoods_% Local/Sustainable

Series: Hospital Y

Goal Line: 20.0000

Time Period	dollars spent on local and/or sustainable foods	total dollars spent on food	Annotation Type	Annotation
Q 1 - 2010	<input type="text"/>	<input type="text"/>	None	<input type="text"/>

SAVE

- The enrollee has control over the time period of the data, Dollars spent on local and/or sustainable foods, Total dollars spent on food, and any annotation or comments about a particular data entry. As data is entered over time it will be plotted on a line graph to show trends and runs.
- Hospitals can enter data as it is acquired, whether that be monthly or annually.
- A chart preview will be generated below the data entry portals.

Session A

Purchasing Locally: Michigan Food Hubs & Beyond

Food Hubs, purchasing locally & Michigan Farm to Institution Network

Christine Quane, Wholesale Market Coordinator, Eastern Market

Maureen Husek, MA, RD, Director of Nutrition & Retail Services, Beaumont Hospital-Royal Oak

John Miller, System Director, Culinary Wellness, Henry Ford Health System

Michigan Farm to Institution Network

20% by 2020

By 2020...

Goal 1: Michigan institutions will source 20 percent of their food products from Michigan growers, producers and processors.



VISION AND GOALS

We envision a thriving economy, equity and sustainability for all of Michigan and its people through a food system rooted in local communities and centered on good food.

By 2020, we believe we can meet or exceed the following goals:

1. Michigan institutions will source 20 percent of their food products from Michigan growers, producers and processors.
2. Michigan farmers will profitably supply 20 percent of all Michigan institutional, retailer and consumer food purchases and be able to pay fair wages to their workers.
3. Michigan will generate new agri-food businesses at a rate that enables 20 percent of food purchased in Michigan to come from Michigan.
4. Eighty percent of Michigan residents (twice the current level) will have easy access to affordable, fresh, healthy food, 20 percent of which is from Michigan sources.
5. Michigan Nutrition Standards will be met by 100 percent of school meals and 75 percent of schools selling food outside school meal programs.
6. Michigan schools will incorporate food and agriculture into the pre-K through 12th grade curriculum for all Michigan students and youth will have access to food and agriculture entrepreneurial opportunities.

Michigan Good Food

CHARTER EXECUTIVE SUMMARY

Barely into a new millennium, the need for a thriving economy, equity and sustainability for all of Michigan and its people rings truer than ever. As part of achieving these goals, we need to grow, sell and eat "good food" – food that is healthy, green, fair and affordable.

By reemphasizing our local and regional food systems, alongside the national and global ones, we have an opportunity to create a system based on good food in Michigan and achieve a healthier, more prosperous and more equitable state.

Consider the irony:

- Michigan has the second most diverse agricultural production in the country, and yet 59 percent of our residents (distributed across each of our 83 counties) live in a place that has inadequate access to the food they need for a healthy daily diet.
- Currently, it is often easier to buy food from another continent than from a farmer in or near your community.
- Consumer interest in local and farm-direct foods is growing rapidly, and yet mid-sized farms are disappearing at an alarming rate and many farms cannot support themselves without off-farm work.

GOOD FOOD means food that is:

Healthy
It provides nourishment and enables people to thrive.

Green
It was produced in a manner that is environmentally sustainable.

Fair
No one along the production line was exploited during its creation.

Affordable
All people have access to it.

Adapted from the W.K. Kellogg Foundation

WHAT IS THE MICHIGAN GOOD FOOD CHARTER?

The Michigan Good Food Charter presents a vision for Michigan's food and agriculture system to advance its current contribution to the economy, protect our natural resource base, improve our residents' health and help generations of Michigan youth to thrive. The charter outlines a sequence of steps we can take over the next decade to move us in this direction.

We need to enact policies and strategies that make it just as easy to get food from a nearby farm as from the global marketplace and that will assure all Michiganders have access to good food and all Michigan farmers and food businesses have entrepreneurial opportunities.

Photo by Cara Maple.



MHA – Healthy Food Hospitals

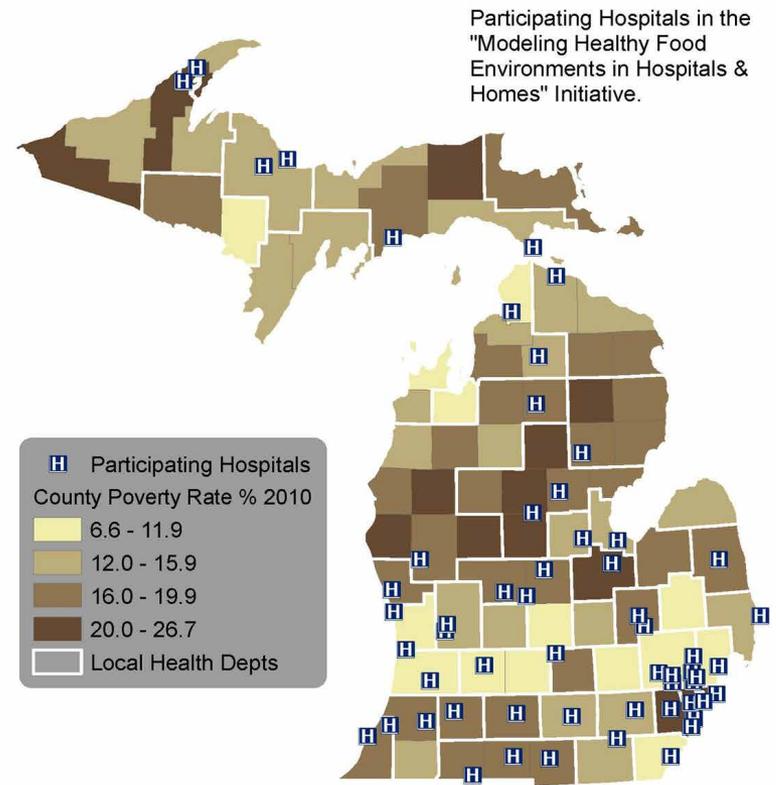
As of May 2012, 117 of Michigan's 143 acute care hospitals had pledged to purchase 20% of their food from Michigan by 2020 through the Healthy Food Hospitals initiative. Nine hospitals have already reached this mark.

12 hospitals, aggregated annual food budget greater than \$17.1 million, or nearly 9.5 million meals served shifted just 10% of purchases...

à \$5.4 million would stay in the local economy

Percent of Households in Poverty, by County, Michigan 2010

Local Health Departments & Participating Hospitals, June 2011



Henry L Miller; June 21, 2011
Poverty Data Source: US Census Bureau

Other model states

10%
BUILDING NORTH CAROLINA'S LOCAL FOOD ECONOMY
Farm To Fork

Join the 10% Campaign
a Center for Environmental Farming Systems initiative

Home Our Partners Learn More Events

In Season



[View Seasonality Chart and check out our](#)

Here's How It Works

Join us in support of North Carolina's farmers, businesses and communities.

- ✓ Pledge to spend 10 percent of your existing food dollars locally
- ✓ We'll email you with a few simple questions each week
- ✓ We'll track your progress, and you'll see our progress statewide

Sign Up Now

Watch Us Grow

6641 people
and **869** businesses
spent **\$41,022,228** locally
Since July 2010.

Help us build North Carolina's local food economy by joining the campaign and

Product Promotions- Example Toolkit

Tour: Apple Packaging & Storage Facility

The Michigan Apple Toolkit:

- Michigan Apple Purchasing Guide
- Michigan Apple Purchasing Institution Testimony
- Michigan Apple Inventory Calculator (pre/post)
- Educational Signage
- Patient Tray Educational Template



2009 – 10 PRODUCE AVAILABILITY

ON AVERAGE, FOOD IN THE UNITED STATE HAS TRAVELED MORE THAN 1,300 MILES; MORE SPECIFICALLY, AN APPLE IN MICHIGAN HAS TYPICALLY TRAVELED OVER 2,000 MILES. MICHIGAN PRODUCE AND DISTRIBUTION COMPANIES HAVE RECOMMENDED THE BEST WAY TO PROCURE MICHIGAN APPLES – START A CONVERSATION WITH YOUR SALES REPRESENTATIVE TODAY!

Sysco (Grand Rapids):

- Contact your representative (MA) for their Michigan Produce Items (MIPROD)
- Weekly lists are updated and available if you login as a customer on the Sysco website; the site also features flyers, maps, and stories about farmers supplying Sysco.

Apple Inventory for 2009-10:

Item	Approx. Selling Season	Pack	Item Code
Apples Fuji Mich.	Oct. – May	40#/100 ct	6671889
Apples Fuji Mich.	Oct. – May	1/16 lb.	7916776
Apples Braeburn Mich.	Oct. – May	40#/100 ct	6671893
Apples Empire Mich.	Oct. – May	40#/100 ct	6671574
Apples Gold Delicious Mich.	Sept. – May	40#/100 ct	6671558
Apples Gold Delicious Mich.	Sept. – May	40#/100 ct	7916602
Apples Jonathan Mich.	Sept. – May	40#/100 ct	7125350
Apples Jonathan Mich.	Sept. – May	1/16 lb.	7916651
Apples Red Delicious Mich.	Sept. – May	40#/ 88 ct	6671646
Apples Red Delicious Mich.	Sept. – May	1/16 lb.	7916681
Apples Red Delicious Mich.	Sept. – May	40#/100 ct	6671657
Apples Red Delicious Mich.	Sept. – May	1/16 lb.	7916663
Apples Red Delicious Mich.	Sept. – May	40#/113 ct	6671750
Apples Red Delicious Mich.	Sept. – May	40#/138 ct	6671707
Apples Rome Mich.	Sept. – May	40#/100 ct	7125376
Apples Gala Fresh Mich.	Sept. – May	40#/100 ct	6671495
Apples Gala Fresh Mich.	Sept. – May	1/16 lb.	7916648
Apples Macintosh Mich.	Sept. – May	40#/100 ct	6671489
Apples Macintosh Mich.	Sept. – May	1/16 lb.	7916616
Apples Honeycrisp Mich.	Sept. – Nov.	40#/100 ct	6671511
Apples Honeycrisp #2 Mich.	Sept. – Nov.	40#/100 ct	7189693
Apples Jonagold Mich.	Sept. – May	40#/100 ct	6671776
Apples Jonagold Mich.	Sept. – May	1/16 lb.	7916699
Apples Ida Red Mich.	Sept. – May	40#/100 ct	6671792
Apples Paula Red Mich.	Aug. – Sept	40#/100 ct	6671469
Apples Paula Red Mich.	Aug. – Sept	1/16 lb.	7916598

Sysco (Detroit):

- Contact your representative (MA) for their Michigan Produce Items (MIPROD)
- Weekly lists are updated and available if you login as a customer on the Sysco website; the site also features flyers and stories about farmers who supply Sysco.

Apple Inventory for 2009-10:

Item	Approx. Selling Season	Pack	Item Code
Apple Gala Frsh Mich.	Sept. – May	1/125 ct	MIPROD
Apple Gold Delicious Mich.	Sept. – May	1/125 ct	MIPROD
Apple Jonagold Mich.	Sept. – May	40#/100 ct	MIPROD
Apple Red Delicious Mich.	Sept. – May	40#/100 ct	MIPROD
Apple Red Delicious Mich.	Sept. – May	40#/138 ct	MIPROD
Apple Red Delicious Mich.	Sept. – May	1/125 ct	MIPROD
Cider Apple Frsh Mich.	Year Round	4/1 gal	MIPROD



Cortland
Mid September



Jonagold
Mid September



Empire
Mid September



Honeycrisp
Mid September



Golden Delicious
Late September

Apple Campaign Results

Prior to Campaign:

- Purchased only 2 varieties – Red and Gold Delicious
- Purchased less than 1,200 Michigan Apples
- Spent less than \$300 on Michigan apples in 2008-09

Outcomes & key learnings:

- Purchased nearly 30,000 apples (25x more apples!)
- Spent over \$3,500 on Michigan apples (nearly 12x more)
- Broadline distributors only carried a few pack size and variety options – this changed after the campaign
- Example: Munson Healthcare (Traverse City)



Michigan Apples in Michigan Hospitals Campaign

This facility is participating in the campaign for the following reasons:

- 🍏 To Reduce “Food Miles”
- 🍏 To Support Michigan’s Economy
- 🍏 To Supply Fresh & Healthy Choices
- 🍏 To Catalyze a Local Food Movement

“Food Miles”
Known as the average distance food travels from farm to table, a study has found local produce travels on average 56 miles, while conventional produce travels 1,434 miles.*

Michigan Green
HEALTHCARE COMMITTEE

*Ponis, Rick, et al. “Food, Fuel, and Revenue.” Leopold Center for Sustainable Agriculture, Iowa State University.

What can we learn?

- What local products has your institution been able to buy?
- How do you know they are local? How do you track purchases?
- What products are you still searching for?

