Putting Our Best Food Forward: A Sea of Possibilities

Leveraging County Food Purchasing for Health, Local Economies and the Environment

Chloë Waterman
"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)
NUTRITION

LOCAL ECONOMIES

ANIMAL WELFARE

VALUED WORKFORCE

ENVIRONMENTAL SUSTAINABILITY

Images from goodfoodpurchasing.org
Why values-based procurement?

- Provides economic, health, and environmental benefits
- Directs public dollars into local economies and aligns policy with purchasing
- Meets growing demand for local, healthy, and sustainable food
Not all protein is created equal

- Post Farmgate Emissions (includes processing, transport, retail, cooking, waste disposal)
- Production Emissions at Farmgate (includes all emissions before product leaves the farm)

Source: Environmental Working Group
The top 5 meat and dairy companies combined emit more greenhouse gases than ExxonMobil, Shell or BP

<table>
<thead>
<tr>
<th>Company</th>
<th>Emissions (mt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fonterra</td>
<td>41.5</td>
</tr>
<tr>
<td>Dairy Farmers of America</td>
<td>52.2</td>
</tr>
<tr>
<td>Cargill</td>
<td>86.3</td>
</tr>
<tr>
<td>Tyson Foods</td>
<td>118.1</td>
</tr>
<tr>
<td>JBS</td>
<td>280.2</td>
</tr>
<tr>
<td><strong>Top 5 Total</strong></td>
<td><strong>578.3</strong></td>
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<table>
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<tr>
<td>ExxonMobil</td>
<td>577</td>
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<tr>
<td>Shell</td>
<td>508</td>
</tr>
<tr>
<td>BP</td>
<td>448</td>
</tr>
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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 that has been treated in some way to slow down or prevent the process of spoiling.
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.

Emargoed 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.
Healthy & climate-friendly = Plant-forward
<table>
<thead>
<tr>
<th>FOOD</th>
<th>IMPACT (GHG emissions per gram of protein)</th>
<th>COST (Retail price per gram of protein)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheat</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Corn</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Beans, chickpeas, lentils</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Rice</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Fish</td>
<td></td>
<td>$$$</td>
</tr>
<tr>
<td>Soy</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Nuts</td>
<td></td>
<td>$$$</td>
</tr>
<tr>
<td>Eggs</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>LOW</td>
<td></td>
<td></td>
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<tr>
<td>Poultry</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Pork</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Dairy (milk, cheese)</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>MEDIUM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beef</td>
<td></td>
<td>$$$</td>
</tr>
<tr>
<td>Lamb &amp; goat</td>
<td></td>
<td>$$$</td>
</tr>
</tbody>
</table>

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 42 million gallons of water**

**14% reduction in the carbon footprint of its entire food purchases**

- **63 Olympic sized swimming pools**
- **15,000 trees planted**
- **1.5 million fewer miles driven**
- **87 solar systems installed on the school districts’ roofs**

**COST SAVINGS**

$42,000
Animal Products Dominate OUSD’s Footprint

CNN Footprint by Food Group (2012-13)

- Animal Products: 76%
- Fruit: 7%
- Vegetables: 8%
- Legumes: 7%
- Other Foods: 2%

Source: Friends of the Earth, Shrinking the Carbon and Water Footprint of School Food, 2017
STEP 1: Establish a working group

- Health Department
- Sustainability Department
- Advisory Council
- Purchasing Department
- Nutritionist
- Food Policy Council
STEP 2: Enact a climate-friendly food procurement policy

Find A Vehicle + Find a Mechanism

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

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

Friends of the Earth
EAT S.M.A.R.T.

S.M.A.R.T. STANDS FOR:

S - Smaller amount of meat
M - Minimise intake of junk food/empty calories
A - An increase in organic
R - Right sort of meat and vegetables
T - Transport efficient
STEP 3: Develop climate-friendly food standards

- More plant-based protein options
- Smaller meat portions
- Non-dairy drinks
- Reduced-size main dishes
STEP 5: Update bid solicitations & contracts

Integrate climate-friendly food standards

Identify top priority commodity, food service, and concession contracts
Tenant must feature:
1. Displays that promote healthy eating and good environmental stewardship
2. Visible food preparation areas
3. Portion sizes which support good health
4. Portion-appropriate menu items for children

Tenant must use:
5. Low- or non-phosphate detergents
6. Un-bleached paper products and compostable To Go containers and utensils

To the very greatest extent possible, Tenants must use:
7. Organic agricultural products from the Northern California region
8. Agricultural products that have not been genetically modified
9. Organic or all-natural meat from animals treated humanely and without hormones or antibiotics
10. rBST-free cheese, milk, yogurt and butter
11. Cage-free, antibiotic-free eggs
STEP 6: Track and report progress

Reduced purchases of:
- 45,000 lbs Beef
- 15,000 lbs Pork
- 30,000 lbs Cheese
- 35,000 lbs Chicken

Increased purchases of:
- Lentils & beans
- Nuts & seeds
- Whole grains
- Veggies

100 million gals of water saved
1.7 million lbs of CO2 avoided
2 million fewer miles driven

$ $$ Saved!
More $$ for sustainable food purchasing

Fewer Resources
Lower GHG emissions
Less land & water

PESTICIDES
FERTILIZER
MEAT OF THE MATTER:
A MUNICIPAL GUIDE TO CLIMATE-FRIENDLY FOOD PURCHASING

https://foe.org/resources/meat-of-the-matter/
Thank you!

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foe.org
Maryland Farm to School

Jane Lawton Farm to School legislation passed in 2008 to facilitate and promote the sale of farm products grown in the State of Maryland to Maryland schools in consultation with the State Department of Education and school foodservice directors in compliance with applicable procurement requirements.
Average Maryland school system spent **23%** of their food budget on local products in 2015.

Source: USDA Farm to School Census
Methods of buying local food

- Direct from the farm
- Produce auctions
- Dairy cooperatives\processors
- Distributors
  - Approx. 8 school systems have incorporated “buy local when feasible” into their procurement contracts
- Foodservice Management Companies
- USDA Foods., i.e. commodity foods
Maryland Homegrown School Lunch Week

• 2018 Kick-Off event at Carroll County Public Schools
  – Eldersburg Elementary on September 20

• Maryland Homegrown School Lunch Week
  – September 24-28, 2018
Questions?

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@MDFarm2School