

# 2024 Forum on Rural Population Health & Health Equity

## Transitioning Hospitals towards Values Based Purchasing and Climate Friendly Food Initiatives with the Oregon Farm to Institution Collaborative

Amber Hansen and Aliza McHugh

# 2024 Forum on Rural Population Health & Health Equity

- Audio has been muted for all participants upon entry
- Moderators will assist with Q+A at the end of the presentation
- Presentation slides will be posted at [ohsu.edu/orhforum](https://ohsu.edu/orhforum)
- Sessions will be recorded and available to attendees
- Please take the session surveys!

# What we plan to cover

- Introductions
- National frame - Health Care Without Harm
  - Addressing food and climate in health care
  - Values based procurement
  - Updated procurement standards
- Discussion
- Regional frame - Oregon Farm to Institution Collaborative
  - Formation
  - Current Projects
  - How to get involved

# Who is in the virtual room?

- **Roles:**

- Clinician/CHW
- CCO
- Government
- Public health
- CBO
- Academia / research
- Funder

- **Job activities:**

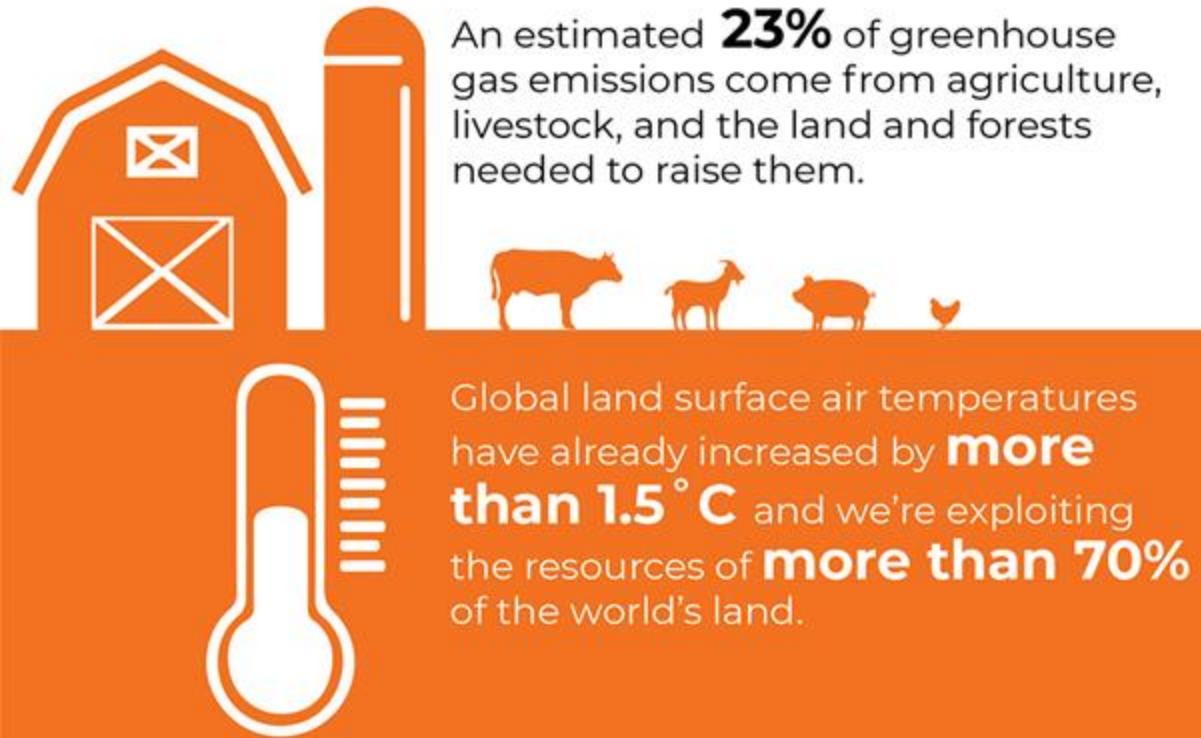
- Purchaser
- Food service
- Produce Rx program
- Producer
- Policy
- Leadership
- Community benefit

A close-up photograph of a pair of dark-skinned hands gently cupping a small, vibrant green plant with several leaves. The background is softly blurred, showing what appears to be a person in a light blue shirt. The overall mood is one of care and growth.

As the only sector with healing as its mission, health care has an opportunity to use its ethical, economic, and political influence to create ecologically sustainable, equitable, and healthy communities.

# Food Related Emissions & Health Care Solutions

## UN Climate Change Report: Food and Land



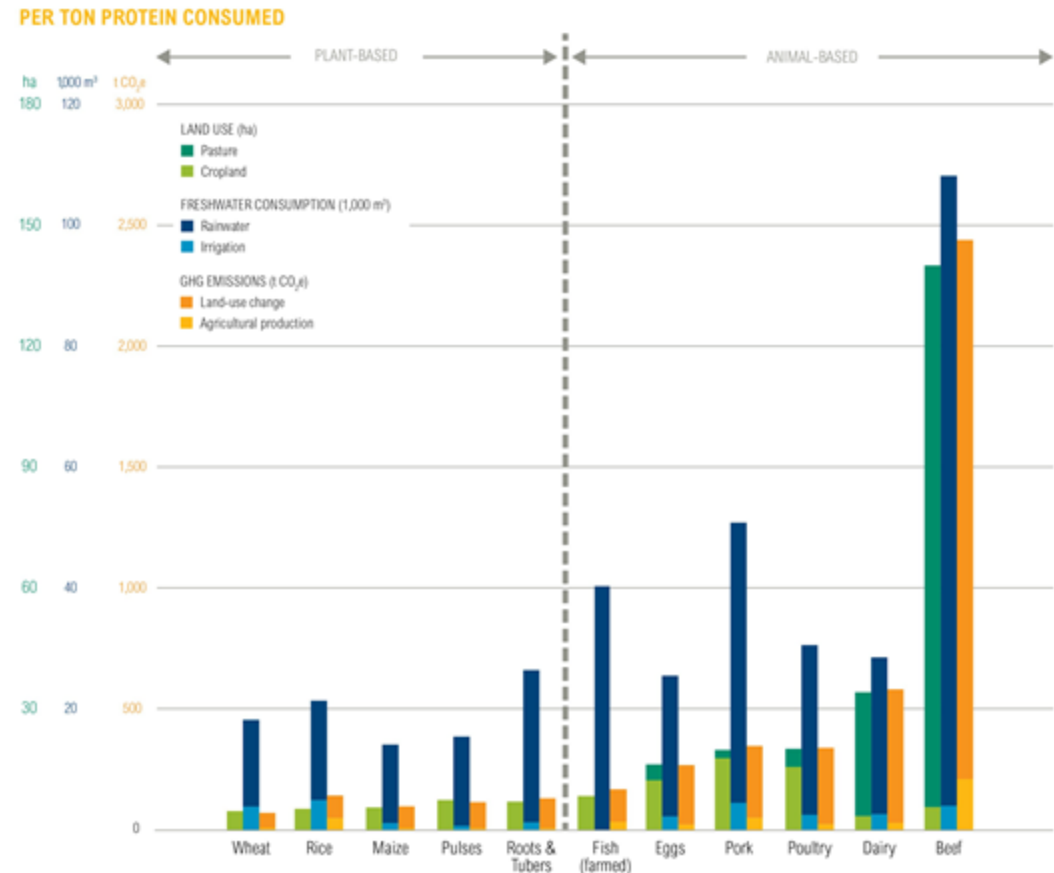
## UN Climate Change Report: Food and Land



# Climate drivers in the food system: Animal agriculture

- Emissions from livestock production ~ 14% global GHGs
- Production of animal proteins consumes 83% of available agricultural land
  - But generates only 18% of the total calories consumed by humans, and 37% of the protein consumed

Animal-Based Foods Are More Resource-Intensive than Plant-Based Foods



# Climate drivers in the food system: Food waste

- 25-30% food wasted globally
  - Less than 3% recovered or composted
- Methane 72 times more potent than CO<sub>2</sub>
- Food waste - 8-10% of greenhouse gas emissions.

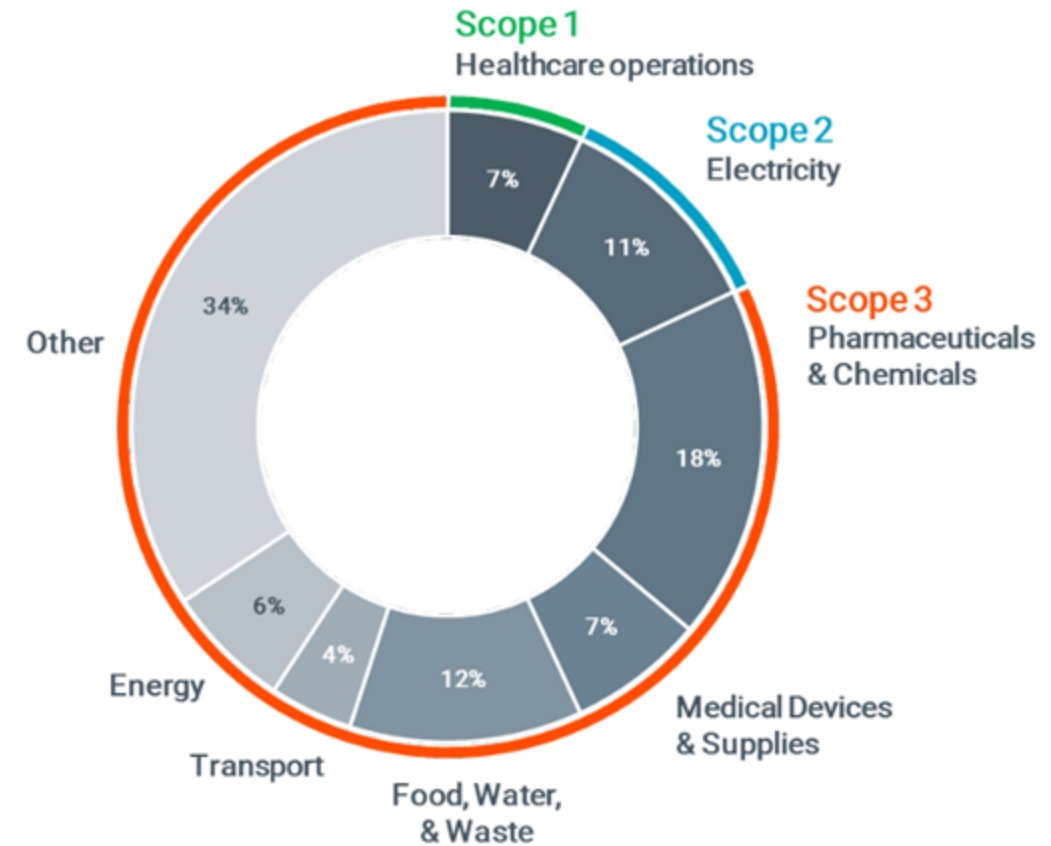




# Why address healthcare food related emissions?

- High % of overall healthcare emissions
- Accessible/measurable intervention
- Visible to employees, patients and community
- Co-benefits of actions - health, food security, resource conservation

Figure 4. U.S. National Healthcare Greenhouse Gas Emissions by GHGP Scopes (2018)<sup>9</sup>



**Source:** Reducing Healthcare Carbon Emissions A Primer on Measures and Actions for Healthcare Organizations to Mitigate Climate Change, AHRQ Publication No. 22-M011 September 2022

# Healthy Food in Health Care Standards





## Strategy highlights

- Purchase products that were produced using environmentally **sustainable** practices.
- Purchase **local** food that is **grown/raised or processed within 250 miles of your institution** (500 miles for meat, poultry, and seafood)
- Purchase local food from **diverse** suppliers such as (but not limited to) women, veterans, persons with disabilities, or people of color.

ACCEPTED FOOD PRODUCT CERTIFICATION AND LABEL CLAIMS	VALUE CATEGORIES			
	ENVIRONMENTAL SUSTAINABILITY	LOCAL SOURCES	SMALL BUSINESS	DIVERSE SUPPLIERS
American Grassfed Association	■		■	■
Animal Welfare Approved by A Greener World	■			
Apparelure Stewardship Council (farmed methods only)	■			
Beef Better	■			
Beef Apparelure Practices (farmed methods only)	■			
Beef Traceably	■			
Certified Grassfed by A Greener World	■			
Certified Humane	■		■	■
Certified Humane - Bare Raced, Free Range & Pasture Raised	■		■	■
Certified Naturally Grown	■			
Certified Regenerative Antibiotic Use (CRAU)	■			■
Demeter Certified Biodynamic	■			
Equitable Food Initiative	■			
Fair Food Program	■			■
Fair for Life	■	■		
FarmVest International	■			
Food Alliance	■			■
Food Justice Certified	■			■
Global Animal Partnership, Step 1	■		■	■
Global Animal Partnership, Step 2	■		■	■
Global Animal Partnership, Step 3	■		■	■
Global Animal Partnership, Step 4	■		■	■
Global Animal Partnership, Step 5, 5+	■		■	■
Global S.A.P. (farmed methods and assessment only)	■			■
Grassroots Alliance	■			
Land to Market We-Bed (formerly Ecological Outcome We-Bed)	■			
Leading Environment and Farming (LEAF)	■			
Marine Stewardship Council (wild caught seafood)	■			
Milk with Integrity	■			
100% Grassfed by Pennsylvania Certified Organic (PCO)	■		■	
Partnership Alliance	■			
Real Organic Project	■			■
Regenerative Organic Certified	■			■
Responsible Fishery Management Certified Sustainable (wild caught seafood)	■			
Salmon Safe	■			
Small Producers Symbol	■			
Sustainability System	■			
USDA Organic	■			■
USDA Transitioning Organic	■			■
WASC Non-Seafood	■			■
WASC Seafood	■			■
WASC Process Verified label claims for antibiotic usage in animal agriculture	■			■
<ul style="list-style-type: none"> <li>• No Antibiotics Ever (NAE)</li> <li>• No Antibiotics Important to Human Health (NAIHH)</li> <li>• No Antibiotics Important to Human Medicine (NAIHM)</li> <li>• No Antibiotics Used Important to Human Medicine (as defined by WHO)</li> <li>• Raised With No Antibiotics Ever (RWNAE)</li> <li>• Raised Without Antibiotics (RWA) or (RWGA)</li> </ul>	■			■
<b>ADDITIONAL PRODUCT ATTRIBUTES</b>				
Local: Priority, cooperatively, or non-profit owned and operated, or if Corp certified, businesses within 250 miles of the institution (500 miles for meat, poultry, and seafood)	■			

*Standard includes certification programs that help buyers to identify organic and regenerative grower - practices that can improve soil health for carbon sequestration and resilience in the changing climate.*

# FOOD WASTE SOLUTIONS

Health care is joining organizations across the country in the goal to reduce food waste by 50% by 2030.



## Strategy highlights

- Conduct a waste audit that will help you identify the sources of wasted food at your facility.
- Reduce plate waste and meal costs and improve patient satisfaction by using a room service model with patient meals.
- Partner with food banks, soup kitchens, shelters or third-party organizations to donate edible, surplus food.

*\$218 billion is spent on food that is never eaten. Food waste source reduction efforts create savings that can be invested in local, sustainable, and diverse purchasing.*

# PLANT-FORWARD FUTURE

## Strategy highlights

- Reduce your carbon & water footprint by reducing animal products purchased.
- Take the Cool Food Pledge.
- Offer whole or minimally-processed, plant-based main dishes at each meal service.

*Food production is responsible for approximately 25% of global greenhouse gas emissions. The Science Based Targets Initiative estimates we need to **reduce emissions from food production by 67% by 2050** in order to avoid catastrophic climate change. Livestock production is responsible for **approximately 14.5%** of global greenhouse gas emissions.*



# NOURISHING COMMUNITIES

## Strategy highlights

- Includes best practices from Delivering Community Benefit: Healthy Food Playbook.
- Focus on improving patient outcomes by reducing diet-related disease and increasing access to healthy foods.



*The connection between public health and our broken food system is evident in the impact it has on our health and those of our families and the cost of our health care system. The four leading causes of death in the country — and largest sources of health care expenditure — are directly linked to food.*

# Discussion

- What is your system/facility doing to address these issues (climate friendly meals, food waste reduction, food insecurity, values based purchasing, etc.)?
  - What relationships have been important to success?
  - How are you measuring impact?
  - What challenges or barriers have you experienced in doing this work?
- What would you like to be doing differently?

# What is Farm to Institution?



Farmers  
food  
service  
workers  
students  
patients



Resilient  
food  
system



Procurement  
Policy  
Organizational  
Norms  
Culture



Shared values  
of  
Equity  
Transparency  
Economic  
Viability  
Environmental  
Stewardship



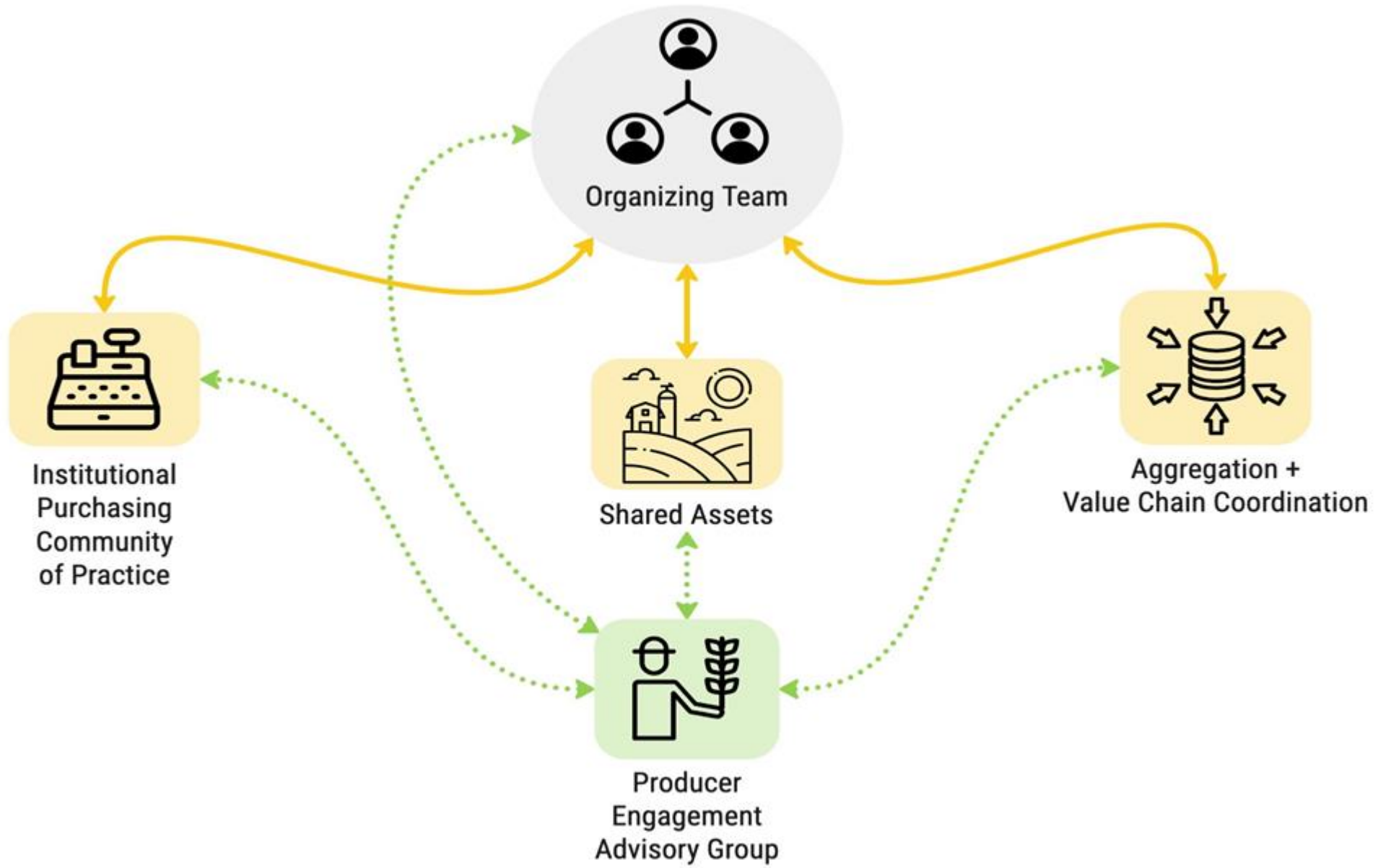
Systems  
thinking of  
diverse  
institutions



# Oregon Farm to Institution Collaborative

*“It’s all about relationships”*

- Formed out of existing Farm to Institution initiatives in the state with the need to unify projects and guidelines
- Regional Food Systems Partnership Grant Goals:
  - Goal 1: Establish a statewide farm to institution collaborative in Oregon
  - Goal 2: Improve efficiencies along the institutional food service supply chain to support more producers
  - Goal 3: Stand up solutions to inequities in farm to institution in Oregon
- Changing procurement by building relationships brings you into values based work & builds community resiliency and decreases reliance on global supply chains!



An aerial photograph of a vast agricultural landscape. The land is divided into numerous irregularly shaped fields, some in vibrant green and others in a golden-yellow hue, suggesting different crops or stages of growth. A winding river or stream flows through the center of the fields. In the lower-left quadrant, a small fire is burning, with a plume of white smoke rising into the air. The overall scene depicts a rural, farming community.

**Tending to & connection to land is an important part of our societal fabric - we need to increase regenerative farmland access to produce food that can be utilized for community health outcomes**

# Land Access

- Land Access is a necessity to be able to supply local food to neighboring communities and as farmland increases in price, affordable land access for new & beginning farmers is important to food access & community resilience
- Institutions are often large landholders - some of it being arable farming land
  - OFIC has a research project in conjunction with Portland State University to map institutional land that may be accessible for farming
- Our Land Access/Shared Assets work group will be working on a pilot project:
  - Launch 1-3 case studies that will place farmers on institutional land, ideally with a procurement plan in place.
  - Sub-project to look at creating incentive framework for institutions and farmers.
  - Create Trainings for institutions on equitable and anti-oppressive land transfer.

# Value Chain Coordination

It can be really challenging to aggregate local, values-aligned food and increase sales to institutions (even those who want to purchase local). Two general approaches emerged from our work group: we need to build new sourcing avenues for institutions (e.g. direct sales with hubs/aggregators/farms via a broker) vs. working with existing large distributors to move more local product:

## **Broad themes for project criteria:**

- Feasibility/capacity/purpose fit
- Level of impact
- Equity & sustainability

## **Projects**

- Larger scale aggregated product pilot
- Interviews with larger distributor(s)

**Participants:** food hubs, food brokers, farmers, strategic consultants

# Institutional Community of Practice

OFIC focuses on building community with intersectional sectors - this group is focused on building knowledge between institutional procurers and support entities (like OHA, public health departments etc.) as well as demystifying some of the procurement practices around food purchasing

## Broad themes:

- Relationship building
- Create shared understanding of local procurement practices
- Development of procurement guidelines - that may eventually be translated into internal or external policy

## Projects

- **Procurement Benchmarking:** Where are institutions when it comes to local purchasing?
- **Procurement Guidelines** for all Oregon institutions
- **Producer Roadmap:** How do producers engage with institutions?
  - In collaboration with Producer Engagement Group

# How can you get involved

- **Research support** - if at an institution being willing to answer some purchasing questions, if a researcher supporting some of our research questions!
- **Participation** - Joining OFIC at large or a work group - if it relates to your scope of work
- **Create your own initiatives** - Looking for opportunities to expand local purchasing or connection to local organizations that focus on community benefit
- **Support Food as Medicine projects** - 1115 Waivers, Veggie Rx, Medically tailored meals

# Q&A

## Contact information:

*Amber Hansen*, Healthy Food in Health Care Northwest Regional Program Manager, [ahansen@hcwh.org](mailto:ahansen@hcwh.org)

*Aliza McHugh*, Oregon Farm to Institution Collaborative Coordinator and Healthy Food in Health Care Northwest Regional Coordinator, [amchugh@hcwh.org](mailto:amchugh@hcwh.org)



# 2024 Forum on Rural Population Health & Health Equity



Thank you to our partners!

