

SPUR

Ideas + Action for a Better City

learn more at SPUR.org

tweet about this event:

@SPUR_Urbanist

#GoodFood



THE CENTER FOR GOOD FOOD PURCHASING

Making Good Food for All Possible.

POWER OF PROCUREMENT



Institutional Food Service =

\$150 Billion

Source: Economic Research Service (ERS). 2017. Market segments.
Washington, DC: US Department of Agriculture.

VALUES SHAPE POLICY & PRACTICE

THE GOOD FOOD PURCHASING PROGRAM IS A COMMITMENT TO:

NUTRITION



ENVIRONMENTAL SUSTAINABILITY



LOCAL ECONOMIES



VALUED WORKFORCE



ANIMAL WELFARE



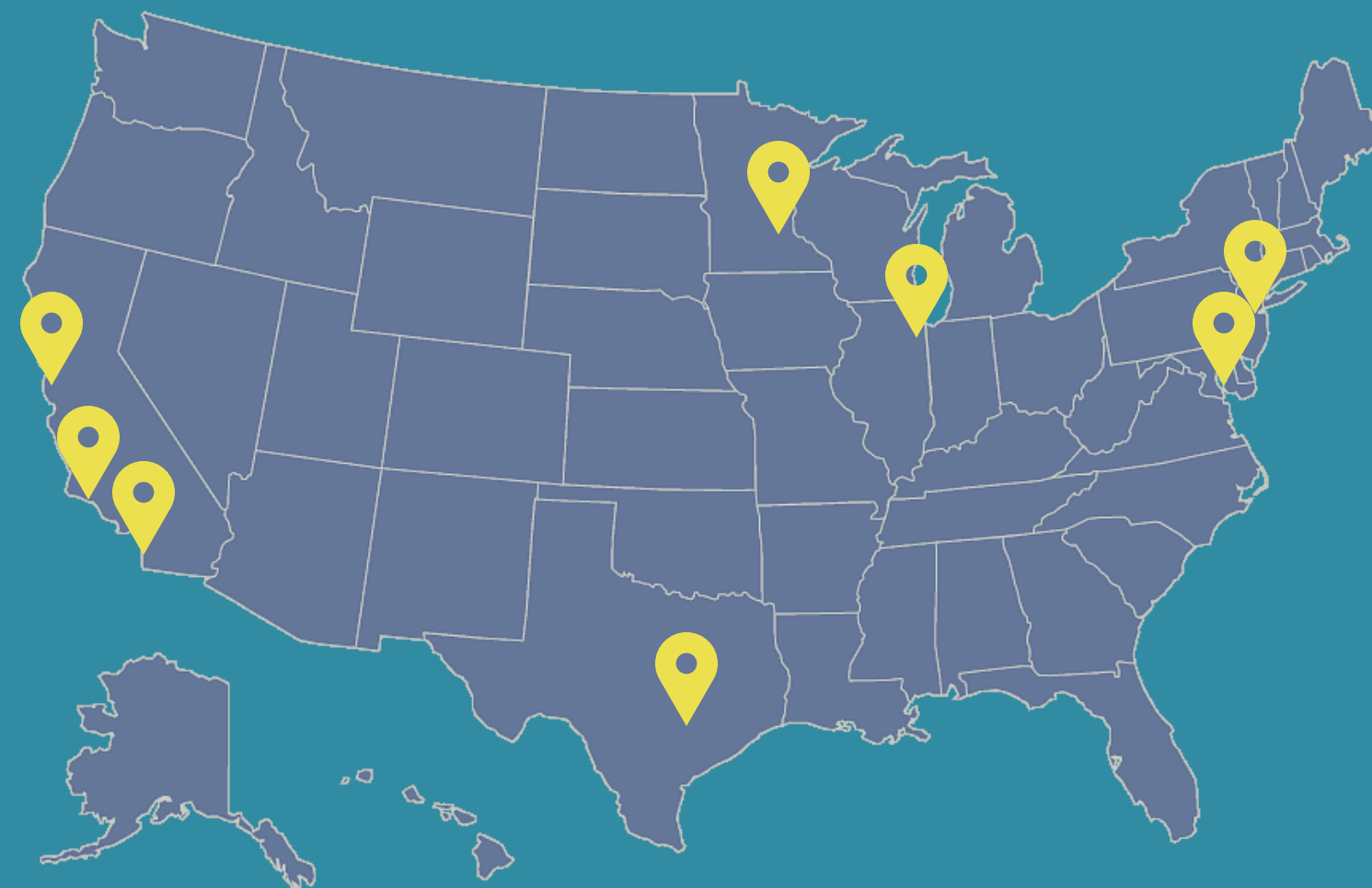
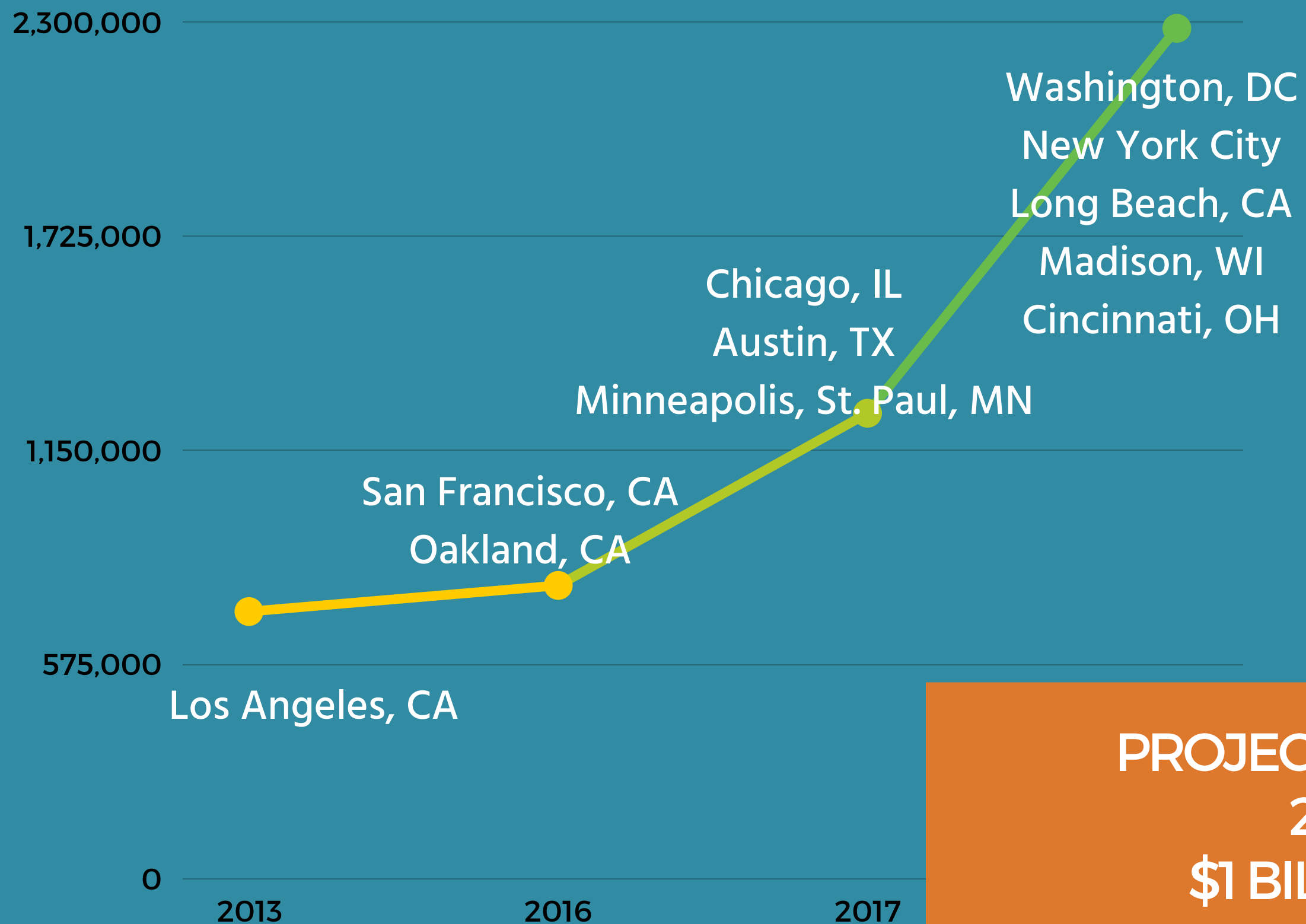
**TRANSPARENCY + VERIFICATION =
MARKET SHIFTS**



**THIS IS
HOW WE**

TRANSFORM OUR FOOD SYSTEM

SCALING UP



PROJECTED NEAR-TERM REACH:
2.3 M DAILY MEALS
\$1 BILLION ANNUAL SPEND

THE GOOD FOOD PURCHASING PROGRAM

- ✓ Assess
- ✓ Set Goals + Make Shifts
- ✓ Track Progress
- ✓ Celebrate Success



OUR STANDARDS



Baseline Standard

An institution must meet at least the baseline in each of five categories.



Certification Based

Standards are based off third party certifications that have been ranked by national experts.



Flexible, Tiered Scoring System

More points are awarded for higher levels of achievement.



Aggregation of Points & Star Rating

Points earned in each category are added together and a star rating is awarded.



GOOD FOOD PURCHASING PROGRAM

Purchasing Standards for
Food Service Institutions

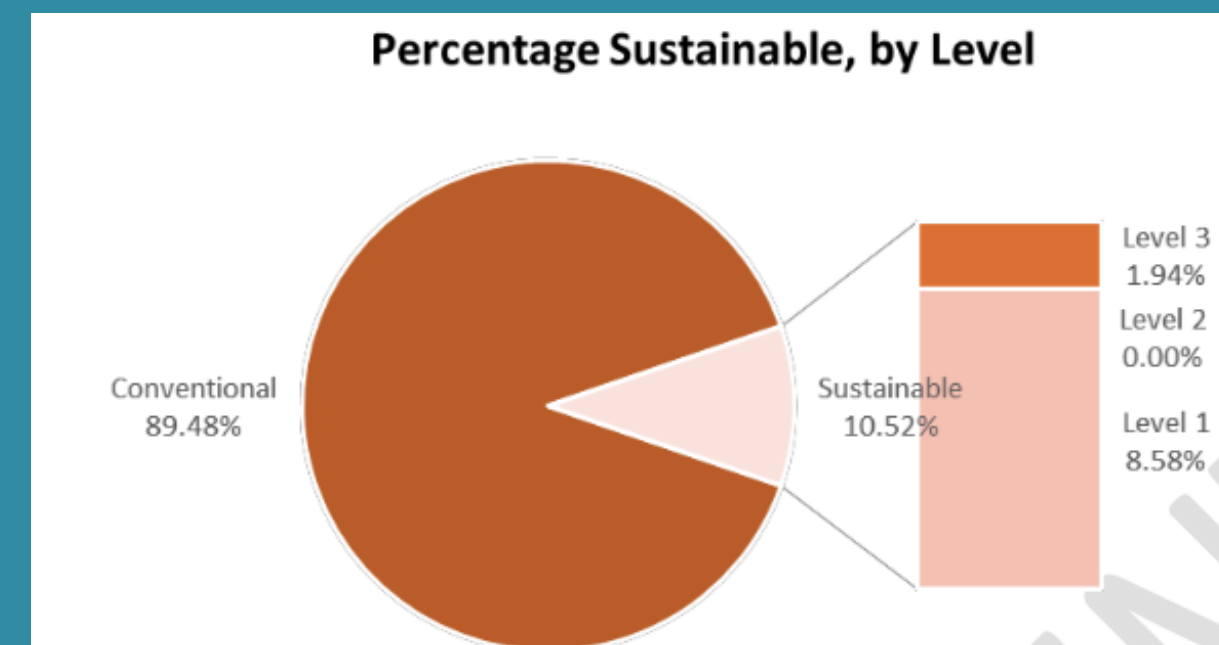
MEASUREMENT & EVALUATION

Inputs

- Food Service Operations Overview
- Baseline Nutrition Assessment
- Signed Supplier Code of Conduct
- Line item food purchasing records for produce, milk & dairy, meat & poultry, grains, and seafood

Sample Baseline Assessment

Good Food Purchasing Baseline Assessment Overview -As of 1/3/2017		Projected Score - Baseline is Met in All Categories
12 Points		15 Points
Local Economies	6 Points	6 points
Environmental Sustainability	0 Points	1 point
Valued Workforce	1 Point	2 points
Animal Welfare	0 Points	1 point
Nutrition	4 Points	4 points
Value Chain Equity & Innovation	1 Point	1 point



Annual Report




17pts.

LOCAL
6pts.


Creating opportunities for businesses in our community to thrive is important to us. Over 50% of our food is purchased from producers in Southern California, including very small farmers, minority-owned businesses, and businesses located in LA County.

SUSTAINABLE
1pt.


Over 15% of our purchases are from producers with high environmental stewardship standards, including pesticide-free and organic practices and minimal use of growth hormones & antibiotics in dairy cattle.

FAIR
6pts.


Over 10% of our food purchases come from suppliers who pay living wages and respect health & safety regulations, and many have a union contract. This is a high bar by industry standards and something we work actively with our suppliers to improve even further.

HUMANE
1pt.


15% of our meat, poultry and dairy products are humanely produced, including 65% of our eggs being cage-free and 10% of our meat being antibiotic-free.

HEALTHY
3pts.


We purchase whole, seasonal fruits and vegetables and minimize added sugars, sodium, and fats. Our most nutritious offerings are featured in high-visibility areas to make healthy choices easy.

Learn more about the program here: goodfoodpurchasing.org

LOS ANGELES UNIFIED SCHOOL DISTRICT

- .74 M daily meals
- \$150 M annual food budget
- 80% of students qualify for free and reduced price school meals



LOCAL ECONOMIES

\$12M in new local produce purchases;
150 new food chain jobs



HEALTHY & SUSTAINABLE

45 M servings of reformulated low-sodium bread without high fructose corn syrup, made from 100% sustainable, local wheat



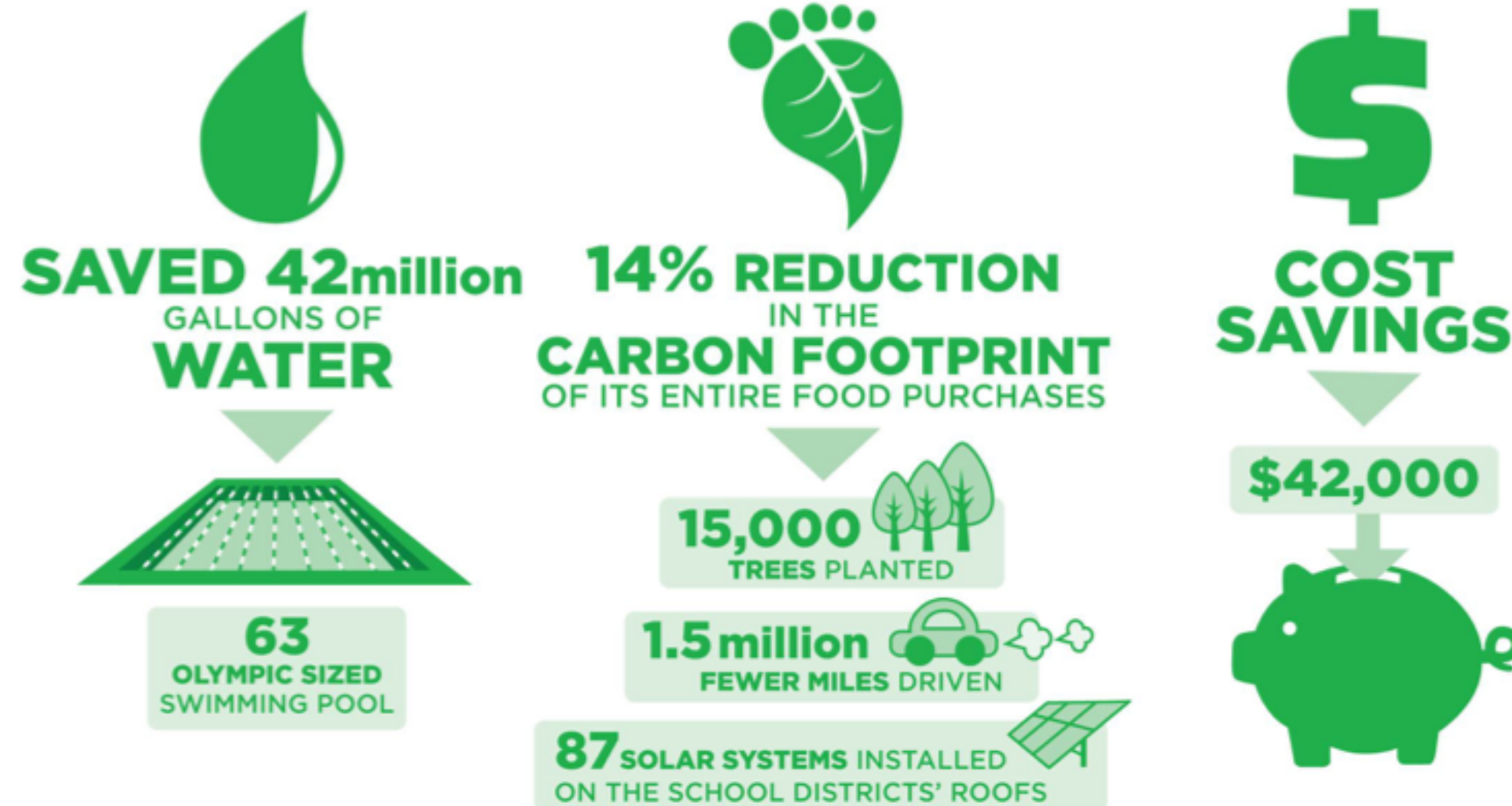
LESS MEAT, BETTER MEAT

28% reduction in meat purchases and >1 B gallon water savings annually;
\$70M contracts for chicken produced without routine antibiotics

LESS MEAT, HEALTHIER FOOD = WATER & CLIMATE BENEFITS & COST SAVINGS

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**:





NATIONAL CAMPAIGN COMMITTEE



ChangeLab
Solutions



DOMESTIC
FAIR TRADE
ASSOCIATION



FARM FORWARD



Friends of
the Earth

HEAL
FOOD ALLIANCE
health • environment • agriculture • labor



JOHNS HOPKINS
CENTER for A LIVABLE FUTURE

ocm

Organization for
Competitive Markets

PolicyLink

REAL
FOOD
MEDIA



Slow Food USA®



UFCW
a VOICE for working America

Union of
Concerned Scientists
Science for a healthy planet and safer world



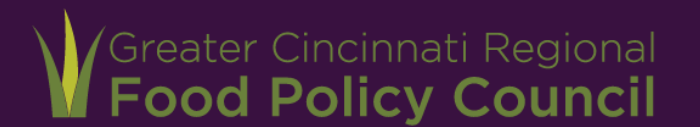
PEER-TO-PEER NETWORK

Austin

Buffalo

Chicago

Cincinnati



Denver

Los Angeles

New York

Northwest Arkansas



Oakland

Philadelphia

San Francisco

Twin Cities Washington D.C.





goodfoodpurchasing.org
goodfoodcities.org
@center4goodfood

THE CENTER FOR GOOD FOOD PURCHASING

Alexa Delwiche

adelwiche@goodfoodpurchasing.org

Good Food Purchasing Policy

San Francisco Unified School District

SNS at a Glance

\$12 million/year

\$10.1M Prepared Meals (Revolution Foods)

\$1.1M Dairy (milk)

\$750,000 Groceries and Produce

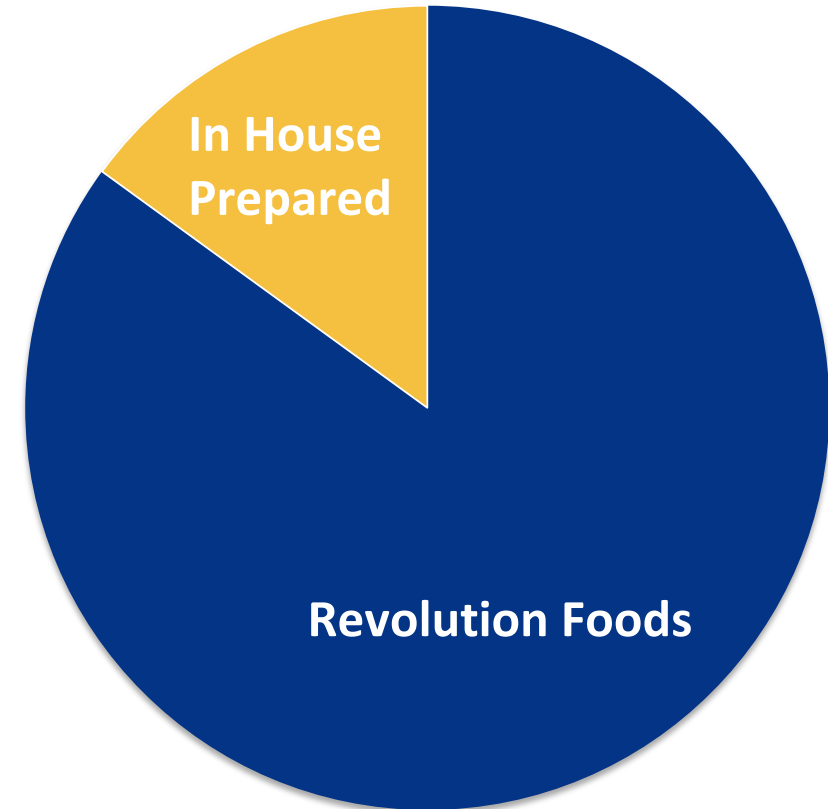


134	Schools and EED
57,000	Students
71	Supper Sites
30	Breakfast Expansion Programs
54	Sites all students eat free (CEP)

MEALS

6.8 million /year

~35,000/day



Why GFPP

VISION

Student Nutrition Services is a student centered, equitable, and financially stable school food eco-system that provides access to and engages all students in eating fresh, healthy food.

MISSION

Every day we nourish our students with quality food and we innovate to strengthen SFUSD's school food eco-system.

VALUES

Student-centered: We put students' needs first.

Accountable: We provide an experience we are proud of.

Good Food: We provide nourishment and meaningful meals.

Wellness: We ensure our community can live healthy lives.

Sustainability: We are responsible with our purchasing and practices.

Equity: We provide a dignified meal experience for all students.

Why GFPP

- ✧ Aligns with our values
 - ✧ Formalizes our commitment
 - ✧ Resources and partnerships
 - ✧ Accountability
 - ✧ Impact!

GFPP in Action: BASELINE

- **It takes time** to capture and analyze information for 100% of our purchase
- Center for Good Food Purchasing provides **technical support, tools and protocols to complete the baseline analysis**
- Metrics rely **on 3rd party verifications**
 - Still building our understanding of what the 3rd party verifications are and how they were chosen by the Center for Good Food Purchasing
 - Not clear what percent of the industry has embraced the 3rd party verifications used by the Center for Good Food Purchasing
 - Exploring how to make a distinction between vendors violating standards vs no evidence they are complying with standards

GFPP in Action: CONTRACTS

4 Contracts

Prepared Meals (\$10.1M)*

Dairy (\$1.1M)

Groceries (\$500 K) *

Produce (\$100 K)

2017 RFQ/P – Strategically Sourced Prepared Meals and Delivery Service

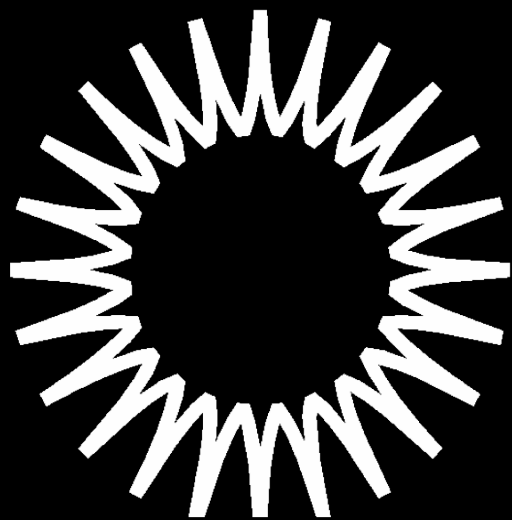
II. BEST VALUE EVALUATION SECTION		Maximum Points
1.	<i>Good Food Purchasing Commitment Level Section</i>	300
2.	<i>Community Tasting Panel Section</i>	300
3.	<i>Experience – Team- Approach Section</i>	250
4.	<i>Overall Responsiveness Section</i>	150
TOTAL POINTS		1000

Lessons Learned

- **Policy is easier than implementation**
- **Partnerships create opportunities**
- **Purchasing power is a valuable tool to support regional food system**
- **Change takes time;**
- **Start of a movement**

Thank You

Lauren Heumann
Heumannl@sfusd.edu



SPUR

Ideas + Action for a Better City

learn more at SPUR.org

tweet about this event:

@SPUR_Urbanist

#GoodFood