

LOCAL FOODS TO LOCAL HOSPITALS

The *Local Foods to Local Hospitals* initiative of Maryland Hospitals for a Healthy Environment (MD H2E) has had a significant impact on developing a new market—the health care industry—for producers of local foods in Maryland and the Mid-Atlantic region. The project used a multi-faceted approach that included outreach, educational and networking events, technical assistance, statewide and national campaigns, resources and tools, and promotion of the successes.

As a result of this project, more hospitals are buying local food on a regular basis and hosting other opportunities for local food sales and education on their campuses, including farmers' markets, produce stands, community supported agriculture (CSA) programs, and farmer exhibit tables and presentations. Across Maryland, 27 hospitals purchased local foods during the 2009 Buy Local Challenge, and close to 30 hospitals, representing more than a third of the state's 74 hospitals, purchased local foods throughout the year. As a result, more than 85 local farmers sold food through health care channels in 2009, either through a distributor, directly to hospitals, or at hospital-based farmers' markets and CSAs.

Creating sustainable changes in the purchasing behaviors of health care institutions is an ongoing process. The *Local Foods to Local Hospitals* project catalyzed engagement by hospital food service personnel and shortened the learning and participation curves for health care institutions in Maryland. The approach taken and lessons learned from this project can be applied and utilized as a model by others throughout the country involved in health care, agriculture, regional local food initiatives, and other industry sectors.

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Final Report

Local Foods to Local Hospitals

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University of Maryland School of Nursing**

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BACKGROUND

An Opportunity for Health Care and for Local Farmers

In the United States, food production occurs primarily on large scale industrialized farms and its distribution involves transporting the food an average distance of 1,500 miles from farm to plate.¹ Food purchased from local farms, by contrast, travels an average distance of 56 miles² which results in several positive effects including: a significant decrease in the environmental impacts including air pollution, carbon emissions, and fossil fuel and energy use; a reduction in the subsequent health effects of pollution including asthma, lung disease, lung cancer and heart disease;³ increased support to local farmers and the local economy; securing land that surrounds communities and an established infrastructure for food production and distribution; supplying fresher, more nutritious and flavorful food^{4,5} to communities since local food is usually picked at peak ripeness.

The health care industry is a major food purchaser in the U.S., spending approximately \$9.7 billion on food and beverages annually⁶ with projections for increased spending. In 2007, total health spending in the U.S. accounted for 16 percent of the gross domestic product⁷ (GDP) and if health care costs continue to grow at historical rates, the share of GDP devoted to health care in the United States is projected to reach 34 percent by 2040.⁸

As places of healing, hospitals have a responsibility to be models of health and well-being for their patients, and for their employees, visitors and surrounding community members. The purchase of local foods that are fresher, more nutritious and better-tasting, is one step that hospitals can take towards fulfilling this responsibility. Additionally, hospitals can be stewards of public, environmental and community health by increasing their purchase of local foods, thus supporting the economic viability of local farmers and the entire community.

An Opportunity to Reduce Waste

Currently, health care facilities in the U.S. generate over 2 million tons of waste each year – approximately 15 percent of which is food waste.⁹ Hospital waste is usually incinerated, causing air emissions and pollutants that have been linked to a variety of public and environmental health effects. In addition, a Cornell University study reported that the United States is losing soil 10 to 40 times faster than the rate of soil renewal, thus putting food quality, food security and environmental quality at great risk.¹⁰ By implementing more environmentally sustainable practices such as reducing their food waste and then composting what remains, hospitals have an opportunity to reduce their waste stream, environmental impact and financial costs, and protect public health. This also applies to reducing waste by returning to chinaware and silverware, or by switching disposables to compostable food service ware. By composting, hospitals can also contribute to creating a nutrient-rich soil amendment which improves soil and plant health, food nutrients and food security. Finally, by composting, the food service staff becomes more aware of where to cut down on food waste, thus saving the hospital additional costs by composting.

The 1st Year of the *Local Foods to Local Hospitals* Project

Local Food Purchasing

The *Local Foods to Local Hospitals* Project of Maryland Hospitals for a Healthy Environment (MD H2E) launched in September 2007 as an initiative to provide healthier local foods in hospitals and support farmers in our region. The project also supported hospitals in starting food waste composting programs. MD H2E collaborated with the Maryland Department of Agriculture and three other agricultural organizations in our region to facilitate local food purchases by hospitals using meetings and roundtables, field trips, newsletters, media events, and a substantial amount of networking and technical assistance. The first year of the program was very successful, resulting in a measurable shift at nearly 20 of Maryland's hospitals towards more local food purchases. Hospitals also promoted the local foods in their menus to their employees, patients, and the surrounding community, established the first hospital farmer's market in Baltimore, and launched food waste composting programs at their facilities.

Three key elements of the program contributed to these successes—the presence of a dedicated staff person who worked closely with the hospital food service professionals; the broader work of the statewide MD H2E program to support Maryland hospitals in implementing environmentally sustainable initiatives; and the national work of the Healthy Food in Health Care campaign by Health Care Without Harm and environmentally sustainable initiatives by Practice Greenhealth. This broader work serves to engage a wide range of hospital personnel to shift purchasing and hospital operations, including that of food service, towards more environmentally sustainable practices. It also supports hospitals in creating multidisciplinary “green teams” to move these programs forward in all hospital departments.

A growing segment of Maryland's farmers are actively seeking more local and regional channels for their products, which also helped our program get off to a strong start. The number of farmers' markets in the state grew from 20 in 1991¹¹, to 74 in 2005¹², 84 in 2008¹³ and more than 100 in 2009.¹⁴ In 2005, Future Harvest—Chesapeake Alliance for Sustainable Agriculture listed 30 farms offering Community Supported Agriculture (CSA) shares in its online directory.¹⁵ That directory is currently being updated, but a new directory online at the Maryland Department of Agriculture's (MDA) website now lists more than 70 CSA farms in the state.¹⁶

Additionally, programs such as those administered by the Southern Maryland Agricultural Commission to assist farmers who want to transition from traditional tobacco farming and keep their land in productive agricultural enterprises have encouraged more small- and medium-sized farms to look not only to consumers but to local schools and institutions, including health care facilities, as outlets for the fresh fruits, vegetables, meats, eggs and dairy products they are now producing.¹⁷

Composting

During the first year of the project, MD H2E worked with hospitals to educate and provide resource information to them on how to launch a composting program, where to locate our region's compost facility and food waste haulers, and criteria for compostable dishware, utensils and To-Go containers used in food service. Lessons learned were also shared in a presentation at our 1st Annual MD H2E Conference.

While three hospitals launched successful composting programs during the first year of the project, several more hospitals were delayed from launching due to the closing of the regional composting facility and the temporary hold on hauling services for several months by one of our region's food waste haulers. Fortunately, a new compost facility opened to keep the existing hospital composting programs running, and this facility eventually launched into full service operations to receive food waste from hospitals throughout the state.

To review the entire final report on the 1st year of the *Local Foods to Local Hospitals* project, visit: www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5080896&acct=gpfsmip.

THE LOCAL FOODS TO LOCAL HOSPITALS PROJECT

How the Project Developed

The **University of Maryland School of Nursing** (www.nursing.umaryland.edu) has been the recipient of a second year of funding, which is the period covered in this grant report, from the United States Department of Agriculture's (USDA) Federal-State Marketing Improvement Program (FSMIP) for the *Local Foods to Local Hospitals* project. **Maryland Hospitals for a Healthy Environment (MD H2E)** (www.mdh2e.org) is a project supported by the University of Maryland School of Nursing. MD H2E is a technical assistance and networking initiative that promotes environmental sustainability at health care facilities throughout Maryland. Initiatives include preventing pollution; reducing the generation of solid, hazardous and special medical waste; virtually eliminating all mercury; recycling; pharmaceutical waste disposal; environmentally preferable purchasing; green building; green cleaning; integrated pest management and local, sustainable food purchases.

MD H2E works in partnership with **Health Care Without Harm (HCWH)** (www.noharm.org) an international, non-profit coalition of organizations working to transform the health care sector into an ecologically sustainable industry that, without compromising patient safety or care, does not do harm to public health and the environment. MD H2E also works in partnership with **Practice Greenhealth (PGH)** (www.practicegreenhealth.org), a national membership and networking organization that offers information, best practices, and solutions for greening the many facets of the healthcare industry from facilities management, design and construction, environmental purchasing, waste management, clean energy, chemicals management, pest management, and much more.

The national **Healthy Food in Health Care** initiative (www.healthyfoodinhealthcare.org) launched by Health Care Without Harm is being implemented on a regional level by MD H2E. This initiative is a campaign to support hospitals in providing foods that are not only more whole and nutritious, but which come from a food system that is ecologically sound, economically viable and socially responsible.

MD H2E submitted the second grant proposal to the USDA FSMIP, with encouragement from the Maryland Department of Agriculture, because of the growing opportunity for both farmers and hospitals in Maryland to receive increased benefits from an expanded local food purchasing

initiative at health care facilities. MD H2E also incorporated a composting initiative into the grant proposal since one of the primary goals of the broader program is to encourage hospitals to reduce and recycle their waste.

The objectives of the Healthy Food in Health Care initiative in Maryland are to:

- (1) Educate food service directors, chefs and food purchasing managers at Maryland's hospitals about the health effects and risks of our industrialized food production and distribution system.
- (2) Provide technical assistance with locating sources of local, sustainably produced foods and with launching farmers' markets and CSAs on hospital grounds.
- (3) Develop promotional campaigns that hospitals can utilize to educate and inform their patients, staff and surrounding community members about these foods and initiatives.
- (3) Educate and provide technical assistance to hospital food service on implementing environmentally sustainable initiatives, including the reduction of waste, energy, water and chemical use in food service.

APPROACH

The *Local Foods to Local Hospitals* project focused on addressing issues of hospital food purchasing and food waste disposal through outreach to both the health care industry and the farming industry, educational and networking events, promotional campaigns, ongoing technical assistance, conference presentations and exhibits, and ongoing communication to share best practices and publicize successes. The details of these methods are described below.

Outreach

Through existing health care channels, MD H2E continued aggressive outreach to hospital food service professionals throughout Maryland to inform them of the Healthy Food in Health Care initiative, invite them to attend conferences and meetings (see Appendix A) and receive our electronic newsletters, and offer individual technical assistance to support them with launching local food initiatives at their facilities. We developed a robust database of hospital food service professionals for ongoing outreach and subsequent programs.

MD H2E also worked directly with farmers, food distributors, agricultural organizations, government agencies and non-profit organizations to inform them of the growing demand for local and sustainable foods by hospitals and to facilitate connections with interested hospitals. People on this "supply side" also received our electronic newsletters and event announcements, and were added to our database.

Education & Networking

Health care professionals, primarily hospital food service directors, chefs, purchasing managers, retail managers and nurses attended our Baltimore Buyer-Grower Meeting and the Buyer-Grower Meeting in Annapolis, MD hosted by the Maryland Department of Agriculture. They

also participated in our campaigns to promote local foods during National Nutrition Month, Earth Day and the Buy Local Challenge.

These health professionals were educated by experienced chefs at the Baltimore Buyer-Grower Meeting on the logistics of buying and using local foods, and on the difference between organic, grass-fed and other forms of sustainable food production practices. They were also informed throughout the year on the national and statewide campaign for Healthy Food in Health Care, calling for healthier, local, sustainably produced foods and environmentally sustainable initiatives to be implemented in health care facilities. Finally, education was also provided via hospital presentations, resource guides, speaking and exhibiting at conferences, and via the Sustainable Food Newsletters (see Appendix B) and the MD H2E Newsletters (see Appendix C) www.mdh2e.org.

In addition to education, our events provided networking opportunities for food service professionals from hospitals and other industry sectors to meet and talk with local farmers, food distributors and food waste vendors.

Our meetings, conferences and newsletters also helped inform farmers, agricultural organizations, county, state and federal government agricultural marketing professionals, extension educators, and food distributors about the national and statewide campaign for Healthy Food in Health Care and the growing demand by hospitals for local and sustainable foods.

Technical Support

On-site hospital meetings and presentations and ongoing one-on-one communication by phone and email provided food service professionals with technical support to implement local sustainable food purchasing, composting programs, and on-site hospital farmers' markets and CSAs. This support also assisted them with promoting their initiatives to their hospital employees, surrounding communities and to the general public through various media strategies.

Campaigns and Programs

The national **Healthy Food in Health Care** campaign (www.healthyfoodinhealthcare.org), implemented on a regional level by MD H2E, provides a framework within which hospital food service professionals can participate.

We encourage hospitals to sign the **Healthy Food in Health Care Pledge**, making a commitment to take gradual steps to provide more nutritious, local and sustainably produced foods at their facilities. (http://noharm.org/us_canada/issues/food/pledge.php).

The statewide **Buy Local Challenge** (www.buy-local-challenge.com) is a week-long annual campaign during the last full week of July that was created by the Southern Maryland Agricultural Development Commission to increase local food purchasing by consumers. MD H2E adopted this campaign to engage hospital food service and hospital employees in purchasing local foods.

Health Care Without Harm also launched the **Balanced Menus Challenge**, a commitment made by hospitals to reduce their conventional meat purchasing by 20 percent over a 12-month period, and increase their purchases of local, sustainably produced meat (i.e. beef, pork & poultry). (http://noharm.org/us_canada/issues/food/menus.php).

In preparation for **National Nutrition Month** in March and **Earth Day** on April 22nd, MD H2E reminded hospitals that this was a great opportunity to promote local, sustainable foods to hospital employees, host local farmers to build relationships with employees and food service staff, increase visibility and promotion of their initiatives, and engage their marketing and public relations departments in promoting their initiatives throughout their hospital and to the public through local and regional media channels.

The broader MD H2E program engages hospital staff, from a wide variety of different hospital departments, in many environmentally sustainable initiatives. These staff members encourage their food service staff to participate in their greening initiatives, which include providing more local, sustainable foods at their facilities. This has also occurred in reverse, where leading food service directors and chefs have launched and coordinate hospital green teams & initiatives.

Resources and Tools

2009 Baltimore Buyer-Grower Directory and Resource Guide

(www.marylandsbest.net/pdf/baltimore_buyer_grower_directory_2009.pdf or Appendix D).

This directory and resource guide was created in print and online format for hospitals, distributors, other buyers and farmers to use to connect with each other to discuss local food purchases. This comprehensive directory provided information about the growers, including their available foods, farming practices, capacity to grow more, and availability to participate in farmers' markets and CSAs. Information about the buyers included their preferences on products and farming practices, their interest in contractual farming agreements, and interest in hosting farmers' markets and CSAs. A comprehensive resource guide of related information, initiatives and organizations was included in this directory to provide buyers, farmers, organizations and agencies with resources to expand their programs.

MD H2E also gave hospitals seasonal harvest charts, seasonal recipes, guides on how to launch farmers' markets and CSAs, and lists of composting facilities and food waste haulers. (see "Additional Information Available" section below, or Newsletters in Appendix B, for resources).

We created and disseminated a variety of local food marketing tools via email and in our newsletters, including cafeteria point-of-sale signs, patient tray cards & bookmarks, buttons, table tents, sign-up sheets and flyers for the "Buy Local Challenge." (see Appendix B – Sustainable Food Newsletter – Fall 2009, Section 1, Page 4).

Promotion of the Successes

The hospitals' successes and best practices were promoted in the following:

- Sustainable Food Newsletters
- MD H2E Newsletters*

<http://cms.h2e-online.org/stateprograms/current-programs/maryland-h2e/resources>

- HCWH website www.healthyfoodinhealthcare.org
- Presentations at hospital meetings and conferences
- Press releases to the media (see Appendix E)

* The Maryland Hospital Association mailed a hard copy of each MD H2E Newsletter to all of the CEOs at Maryland's hospitals.

The best practices at Maryland's hospitals are also used as models and case studies for successful implementation of local food purchasing and composting when providing one-on-one technical assistance and giving presentations to other hospitals.

COLLABORATORS

Collaborators that we continued to work with on this grant include:

Maryland Department of Agriculture - a government agency whose mission is to provide leadership and support to agriculture and the citizens of Maryland by conducting regulatory, service, and educational activities that assure consumer confidence, protect the environment, and promote agriculture.

Future Harvest-CASA (Chesapeake Alliance for Sustainable Agriculture) - a non-profit organization that promotes profitable, environmentally-sound and socially-acceptable food and farming systems that work to sustain communities.

Maryland Organic Food and Farming Association - a non-profit organization that promotes organic farming, education and consumer interest for clean food and environments.

Southern Maryland Agricultural Development Commission - a quasi-governmental, non-profit organization dedicated to the promotion of farm goods and services, land preservation, and transitioning the 5 Southern Maryland counties away from a tobacco-based economy, and towards the economic development of the region's farms and natural-resource based communities.

The following partners also provided significant collaborative support:

Health Care Without Harm created the national Healthy Food in Health Care campaign to implement local sustainable food purchasing and composting initiatives by utilizing the Healthy Food in Health Care Pledge and the resource documents which provided the scientific information, purchasing guides and examples of best practices at hospitals around the country.

Maryland Hospital Association provided support by promoting the hospitals' successes in its newsletters.

University of Maryland School of Nursing provided significant support throughout this project by supplying the office space, computer, phone, supplies, IT support, and media and

communications support.

RESULTS – EDUCATION AND PROMOTION ON LOCAL FOOD PURCHASING AND COMPOSTING

Conferences, Meetings & Campaigns Hosted by MD H2E

- **February 2009: 2009 Baltimore Buyer-Grower Meeting**

Over 150 people attended this free educational and networking event for farmers and buyers. It consisted of:

- Presentations on the logistics of buying local food – given by chefs from a hospital and a restaurant, and by the food service director of the Baltimore City Public School system
- A presentation on the difference between organic, grass-fed and sustainable – given by the Maryland Department of Agriculture
- An open facilitated discussion between farmers, buyers, chefs, distributors, local organizations and government agencies to address the barriers and identify solutions for a local food system in our region
- An expo of farmers at which buyers discussed local food purchasing for 2009 and nurses discussed with farmers the possibility of hosting them at new farmers' markets at their hospitals

Attendees included farmers from our region and buyers from hospitals, restaurants, schools, grocery stores, caterers, distributors & more. Representatives from local government agencies and non-profit organizations also attended including:

- Baltimore City & Baltimore County Public Schools
- Baltimore City & Baltimore County Health Departments
- Baltimore County Department of Economic Development
- Baltimore County Office of Planning
- Baltimore Urban Agriculture Task Force
- Future Harvest – Chesapeake Alliance for Sustainable Agriculture
- Johns Hopkins Center for a Livable Future
- Maryland Department of Agriculture
- Maryland Department of Education
- Restaurant Association of Maryland
- University of Maryland Cooperative Extension

The agenda for this Baltimore Buyer-Grower Meeting is listed in Appendix A.

- **March – July 2009: Hospitals host farmers for presentations & exhibit tables**

At least four hospitals in Maryland and DC hosted farmers at their facilities to give a presentation or have exhibit tables in their cafeterias. This helped to educate employees on the importance of eating local foods and build the relationship between the farmers and hospital food service purchasers for future local food purchases. The hospital presentation also educated hospital employees about Community Supported Agriculture programs and gave them a face-to-face opportunity to ask the farmer questions about how to participate. Hospitals often hosted farmers during campaigns including National Nutrition Month, Earth Day, and the Buy Local Challenge.

- April 2009: Meetings with three Southern Maryland hospitals**
 MD H2E and the Southern Maryland Agricultural Development Commission met with food service directors and their colleagues at all three of the hospitals in Southern Maryland to discuss local food purchases from Southern Maryland farmers, launching farmers' markets and CSAs, and signing the Healthy Food in Health Care Pledge.
- June 2009: Grow It Eat It Campaign**
 MD H2E partnered with the Grow It Eat It campaign www.growit.umd.edu & the Community Greening Resource Network of the Parks & People Foundation in Baltimore www.parksandpeople.org/greening/resource-network to engage hospital employees in growing their own food at home and to encourage hospital employees, Green Teams & Food Service Departments to start a garden or a salad box on hospital grounds. The Grow It Eat It campaign is a joint venture of the Master Gardener program of Maryland Cooperative Extension <http://mastergardener.umd.edu/> and the Home & Garden Information Center www.hgic.umd.edu.
- June 2009: How to Get Started Growing Food – from Backyard to Balcony**
 MD H2E worked with the Baltimore Nutrition Group throughout 2009 to support their educational series of monthly meetings. MD H2E established the June 2009 speaker, Chrissa Carlson, Gardening for Nutrition Educator, Maryland Cooperative Extension to speak about how to start growing food, and promoted the meeting to the MD H2E hospital contacts and other community members.
- July 2009: Good Food, Good Medicine – A Physician Brings “Produce to the People” at Kaiser Permanente Hospitals**
 Preston Maring, MD, Associate Physician-in-Chief at Kaiser Permanente Medical Center and W. K. Kellogg Foundation Food and Society Policy Fellow showed how he and Kaiser Permanente launched hospital farmers' markets, CSA's and local food purchasing in the food service departments. Close to 25 health professionals and select farmers attended this event hosted at University of Maryland Medical Center and co-sponsored by The Maryland State Medical Society – MedChi. For event flyer, see Appendix A.
- July 2009: Buy Local Challenge**
 27 hospitals in MD & DC participated in the statewide Buy Local Challenge www.buy-local-challenge.com by either buying and serving at least 1 local food a day during Buy Local Week, from July 18 - 26, 2009, and/or by engaging their employees in taking the pledge to eat at least 1 local food each day for a week.

MD H2E worked collaboratively throughout the year with the founder and host of the Buy Local Challenge, the Southern Maryland Agricultural Development Commission (SMADC), (also one of the collaborators with MD H2E) to design their campaign and their online registration form to go beyond engaging only consumers, but to also accommodate institutions such as hospitals, schools, government agencies and businesses. As a result, these institutions were able to sign up to take the Buy

Local Challenge and have their employees sign up and be counted towards a total number of employees participating from their institution.

MD H2E created a friendly competition between the hospitals such that the hospital with the highest percentage of employees participating in the Buy Local Challenge would receive recognition in the MD H2E and Maryland Hospital Association (MHA) newsletters and in the press release that would be sent to the media.

- **August 2009: Balanced Menus Challenge**

One hospital took the national Balanced Menus Challenge launched by Health Care Without Harm (http://noharm.org/us_canada/issues/food/menus_challenge.php) to reduce their meat purchasing by 20 percent over a 12-month period and begin to purchase more local, sustainably produced meat. A second hospital expressed an interest in signing the challenge as well.

- **Modeled Local, Sustainable Foods at Meetings and Conferences**

MD H2E modeled local and sustainably produced food for lunch at the 2009 Baltimore Buyer-Grower Meeting, and prepared to do the same at our annual MD H2E conference on Environmental Excellence in Health Care.

Presentations and Exhibitions at Conferences

- **Health Care Professionals & Farmers Share Lessons Learned at Conferences**

MD H2E engaged hospital food service directors, chefs, nurses, other health care professionals, and farmers in giving presentations at meetings and conferences to share their lessons learned in local food purchasing by hospitals, launching farmers' markets and CSAs on hospital grounds, and composting food waste.

Conferences and meetings where health care professionals and farmers presented in 2009 include:

- 2009 Baltimore Buyer-Grower Meeting
- Future Harvest – Chesapeake Alliance for Sustainable Agriculture – Annual Conference
- Johns Hopkins Bayview Medical Center
- MD H2E's 2nd Annual Environmental Excellence in Health Care Conference

For Conference & Meeting Agendas – see Appendix A.

- **MD H2E Gave Presentations and Exhibited at Conferences and Meetings in 2009**

- 2009 Baltimore Buyer-Grower Meeting
- Buy Fresh Buy Local / FoodRoutes – National Teleconference
- Carroll Hospital Center - Nutrition Committee
- Central Maryland Vegetable Growers Meeting
- CleanMed 2009

- Cultivating Sustainability Conference - Washington & Lee University, Lexington, VA
- Future Harvest – Chesapeake Alliance for Sustainable Agriculture - Annual Conference
- Green Team Meetings at multiple hospitals
- Maryland Dietetic Association – Annual Meeting
- Maryland Master Gardeners – Monthly Meeting
- Maryland Organic Food and Farming Association – Annual Conference
- Maryland Patient Safety Conference
- MD H2E’s 2nd Annual Environmental Excellence in Health Care Conference
- University of Maryland School of Nursing – Epidemiology Class
- University of Maryland School of Nursing – Green Bag Lunch Series
- US Foodservice Regional Expos 2009 - Greenville & Asheville, NC

Electronic Outreach and Education

MD H2E has two electronic newsletters: the Sustainable Food Newsletter & the MD H2E Newsletter (which includes stories on local sustainable food purchasing). The newsletters share the hospitals’ successes, provide resource information, and promote upcoming events. We email the newsletters to our database of contacts including hospitals, farmers, vendors, agencies and organizations in our region. Also, the Maryland Hospital Association prints and mails a hard copy of the MD H2E Newsletter to all of their hospital CEO members.

For the Sustainable Food Newsletters, see Appendix B.

For the food sections of the MD H2E Newsletters, see Appendix C.

Dissemination

Articles written by MD H2E, and in some cases with co-authors, were published in the following publications (see Appendix F):

- **Maryland Organic Food and Farming Association—Winter ’08-’09 Newsletter**
“Hospitals Purchase Local and Organic Food from Maryland's Farmers”
- **Maryland Dietetic Association—Spring 2009 Newsletter**
“A Vital Role for Dietitians in Promoting Local, Seasonal Foods”
- **Maryland Restaurant Association – Summer 2009 Magazine**
“Chefs Bring ‘Local Flavor’ to Maryland Restaurants”
- **University of Maryland Medical Center Newsletter**
“Fresh, Local Food Coming Soon to the New University Farmers' Market”

RESULTS – IMPACT OF THE APPROACH FOR LOCAL FOOD PURCHASES

Increasing the links between local farms and health care facilities requires a modification of long-standing ways of doing things, on both the supply and demand sides. These shifts may not happen quickly, and can involve many layers of decision-makers, as well as regulations and procedures that may not be conducive to the desired ends. Continuing our *Local Foods to Local*

Hospitals program into its second year allowed us to build on the foundation of information, enthusiasm and dialogue established in the first year. In the second year, we were able to be **more collaborative** with statewide agricultural organizations to expand our reach and we were able to **provide more direct assistance** to help institutions incorporate local food into their systems. Additionally, our work **attracted the attention of other institutional sectors** interested in connecting with local farmers who are looking to MD H2E's *Local Foods to Local Hospitals* as a model.

Specific outcomes included:

- **Close to 30 hospitals, more than one-third of the hospitals in Maryland, purchased local food from their distributor or direct from a local farmer throughout the year in 2009.** This purchasing was supported and increased as a result of their participation in the Buy Local Challenge, by serving at least one local food each day from July 18 - 26, 2009. Piggybacking on the statewide Buy Local Challenge enabled our hospitals to sign up online and have their participation tracked.
- **The 27 hospitals participating in the Buy Local Challenge represented a tripling of participation from our Buy Local Awareness Week held in September 2008.** The direct promotion of this program to hospitals gave many food service directors the chance to experiment with putting local ingredients on their menus to gauge the response from their communities, as well as to test the costs and logistical framework of purchasing local foods. Thus, it was a way for hospitals to pilot local food purchasing to get a better idea of what it would take to commit more fully throughout the year. As a result, it raised awareness among hospital employees about the importance of buying local foods. It also allowed farmers and distributors to participate and learn more about the specific needs and opportunities of local food purchasing and promotion within the health care facilities.
- **Maryland hospitals increased their intentional purchases of local foods**, as evidenced through anecdotal evidence and extrapolation from the increased number of hospitals participating MD H2E's programs during the grant period.
 - The three hospitals serving Southern Maryland all began purchasing local foods through their distributor. One of these hospitals, Civista Medical Center, **is now purchasing as much as 35 percent of its produce locally, through its distributor and direct from a local farmer.**
 - The 27 hospitals participating in the Buy Local Challenge each spent from \$200 to \$1,150 on local foods from July 18 through July 26. Averaging this to \$675 per hospital, **we estimate hospitals spent \$18,225 on local foods during Buy Local Week alone.**
 - One Maryland hospital, an early local food adopter, increased its local food purchases to as much as 80 percent of its total produce purchases during the growing season. During 2009, this hospital **estimated its local food purchases as approximately \$80,000.**
 - Union Hospital of Cecil County featured a Buy Local Challenge breakfast totally sourced from county farms including eggs and sausage from Locust Point Farm,

organic potatoes from Priapi Gardens, and peaches from Milburn Orchards. Food Service Manager Holly Emmons said “The response from our employees was overwhelming. They noticed the difference in taste immediately. **As a result of participating in these initiatives, we’ve developed new relationships with local farmers—now we’re buying food from them all year long.**”

- St. Agnes Hospital in Baltimore, MD has been purchasing local food through its distributor, Hearn Kirkwood since the summer of 2008, but participation in the Buy Local Challenge brought a higher level of awareness to the hospital’s employees. St. Agnes has **also incorporated local foods into its patient menus** and says **its next steps include increasing local food purchases**, further educating the staff, **and hosting a produce stand of local foods.**
- Kevin Long, Director of Nutrition at Harford Memorial Hospital, said “We served [local] Sun Gold tomatoes during the Buy Local Challenge in July.” Customer reaction was so strong and positive, “We’ve had to keep them on as a standing item,” Long said. He **purchased 250 pounds of these tomatoes** over the season through his distributor, Keany Produce.
- Additionally, more than 900 hospital employees statewide took the Buy Local Challenge themselves, pledging to eat at least one local food each day during the specified time period. Three hospitals each had more than 150 employees sign up.
- Four local food distributors assisted in the promotion of the Buy Local Challenge by promoting it on their weekly food lists and highlighting the local foods they carry for food service directors to purchase. Dozens of hospitals also promoted the Challenge and other local food programs using materials developed by MD H2E. These included logos, flyers, table tents, cafeteria signs, patient tray cards and bookmarks, buttons, name tags, and employee sign up forms, **exceeding our expected outcome of producing at least four marketing templates that would be used by at least seven hospitals.**
- As a result of our encouragement, one local distributor, Hearn Kirkwood, developed bios and pictures of their local farmers and made them available for the first time on their website for hospitals and all of their customers from other industry sectors to use to promote the local foods they purchased. Hospitals used these marketing materials by printing them out and displaying them at the point of sale in their cafeterias, to encourage their employees to choose the menu items that were made with local foods
www.hearnkirkwood.com/BiosLocal/localpages.html.
- **We exceeded our expected outcome of having at least 10 hospitals host a farmers’ market, produce stand or CSA in 2009.**
 - The number of hospital farmers' markets jumped from one in 2008 to seven in 2009
 - Two hospitals launched onsite CSAs in 2009
 - Five hospitals hosted produce stands
 - One hospital helped a local farmer facing a surplus of sweet corn sell 900 ears in a matter of minutes by alerting employees and welcoming the farmer to sell the

corn at their hospital

- A story in the Baltimore Business Journal described the **increase in demand for local produce** being driven by hospital farmers' markets in Baltimore city: <http://baltimore.bizjournals.com/baltimore/stories/2009/07/27/story12.html> or see Appendix E.
- The hospitals hosting farmers' markets did not charge a vendor fee or require vendors to report their sales. However, voluntary reporting from some participating farmers revealed the following:
 - three of the 21 farmers that participated reported a combined total of almost \$57,000 in sales of their vegetables, fruit and meat products;
 - one produce farmer reported earnings of more than \$27,000, while another reported earnings of more than \$20,000 for the season;
 - one vendor, which is a cooperative of five small certified-organic family farms, reported sales of more than \$28,000; and
 - one meat producer earned over \$9,300, which included the sale of more than 30 Thanksgiving turkeys to hospital employees.
- Distribution of MD H2E's Sustainable Food e-newsletter expanded during the grant period to more than 1,800 contacts at health care facilities, farms and vendor companies, agricultural organizations, governmental agencies and media outlets. This **exceeds our expected outcome of 1500 recipients by August 2009**.
- We hosted the 2009 Baltimore Buyer-Grower Meeting and promoted the Maryland Buyer-Grower Meeting in Annapolis that was hosted by the Maryland Department of Agriculture. The printed directory and resource guide we produced for the Baltimore meeting is now online to serve as a resource not only for those buyers and growers who attended the meeting, but for the entire community of health care food service managers, other industry buyers, and farmers who may want to pursue collaboration in the future. This year's directory included these new and useful features:
 - Survey questions regarding producers' ability to increase capacity and their interest in participating in new farmers' markets, farm stands or CSAs
 - Survey questions regarding buyers' interest in contract growing specific to their needs and in hosting farmers' markets, farm stands or CSAs

2009 Baltimore Buyer-Grower Directory:

www.marylandsbest.net/pdf/baltimore_buyer_grower_directory_2009.pdf

- **Of the 46 producers that listed themselves in the 2009 Buyer-Grower Directory, 34 said they had the capacity to increase production in the next two years, and 35 said they were interested in participating in new farmers' markets, farm stands or CSAs.**
- **Of the 13 health care institutions that listed themselves in the 2009 Buyer-Grower Directory, eight indicated an interest in hosting farmers' markets, farm stands or CSAs, and six said they were interested in talking with producers to discuss growing foods specific to their needs, i.e. contract growing.**

- At the Baltimore Buyer-Grower Meeting, we hosted an open, facilitated discussion between farmers, buyers, chefs, distributors, organizations & agencies to address the barriers and identify solutions for establishing a local food system in our region. This discussion was facilitated by the Maryland Department of Agriculture.
- Notes from the “Discussion on Barriers and Solutions for Establishing a Local Food System in our Region”: <http://nursing.umaryland.edu/docs/h2e/BarriersSolutions.pdf>.
- Eleven hospitals in Maryland had signed the Healthy Food in Health Care Pledge by the end of this grant period, making a commitment to take gradual steps in purchasing more local and sustainably produced foods and in implementing more environmentally sustainable initiatives http://noharm.org/us_canada/issues/food/pledge.php.
- By the end of this grant period, MD H2E had just begun conversations with hospitals to take the newly launched Balanced Menus Challenge by Health Care Without Harm, a commitment from hospitals to permanently reduce their meat purchasing by 20 percent over a 12-month period and then gradually shift toward more local and sustainable meat purchases http://noharm.org/us_canada/issues/food/menus_challenge.php. Local sustainable meat and other protein food purchases by Maryland hospitals will be one strong area of focus over the next two years of MD H2E’s work.
- At least 12 media stories covered the hospitals’ successes in print publications, TV and online media websites, blogs and You Tube. University of Maryland Medical Center’s Farmers’ Market had TV coverage on all 4 of Baltimore’s TV stations (see Appendix E for some of these stories).

RESULTS – IMPACT OF THE APPROACH FOR COMPOSTING

A total of nine hospitals were engaged in food waste composting or recycling programs at their facilities by the end of this grant period: five hospitals had established composting programs; two more were getting ready to launch in the fall of 2009; one hospital had established recycling of its pre-consumer food waste by sending it to a local hog farmer; and another hospital was preparing to send its food waste to a hog farmer in the fall of 2009.

HEALTH CARE FACILITIES COMPOSTING IN MARYLAND

AMOUNT OF FOOD WASTE BEING COMPOSTED

• Good Samaritan Hospital	7245 pounds per month*
• Levindale Hebrew Geriatric Center & Hospital	9020 pounds per month*
• Mercy Medical Center	7507 pounds per month*
• Sinai Hospital	7982 pounds per month*
• Union Memorial Hospital	6625 pounds per month

* Data supplied on behalf of these hospitals by Reduction in Motion, a waste management consulting firm that works with several hospitals in the Baltimore area to assist them with implementing waste separation and reduction programs.

HEALTH CARE FACILITIES RECYCLING FOOD WASTE TO LOCAL HOG FARMER

- Union Hospital of Cecil County

4000 pounds per month
(pre-consumer food waste only)

OTHER RELATED INITIATIVES

Food Waste Data Collection Programs

Several hospitals in Maryland have food waste measuring programs established in which the kitchen staff weigh, document and track the food waste.

Sources of food waste in hospital food service include:

Pre-Consumer:

Trim Waste

Food Spoilage

Production Errors

Overproduction Leftovers

Post-Consumer:

Plate Waste

While some hospitals manually document and calculate food waste totals, other hospitals purchase computerized tracking systems for tracking and educating staff on food waste volumes. Hospitals find that when they track their waste, it provides a source of feedback for their staff who are then more conscious and conservative in their food estimates and production practices.

A BRIEF DESCRIPTION OF THE PROJECT BENEFICIARIES INCLUDING THE NUMBER, TYPE AND SCALE OF PRODUCERS

More than 85 local growers and producers are the project beneficiaries of the *Local Foods to Local Hospitals* initiative. This includes those who have sold to hospitals through local distributors, sold directly to hospitals, or participated in farmers' markets or CSA drops at hospital locations. Approximately 74 vegetable and fruit growers in the Mid-Atlantic region, and 11 dairy, meat and egg producers sold to hospitals through one of the above listed avenues as hospitals became better educated about the range and availability of these local products.

Close to 30 hospitals participated in some part of the *Local Foods to Local Hospitals* initiative. More difficult to quantify, but nevertheless important, is the ripple effect to the local farm community and local economy of the 900 hospital employees who took the personal Buy Local Challenge in 2009, as well as visitors and patients who were exposed to local foods in those hospitals that promoted their local food options. It's highly probable that some percentage of these individuals made additional purchases of local food outside the hospital setting, thanks to their heightened level of awareness and engagement.

CONCLUSIONS

The *Local Foods to Local Hospitals* initiative of Maryland Hospitals for a Healthy Environment (MD H2E) has had a significant impact on developing a new market—the health care industry—for producers of local foods in Maryland and the Mid-Atlantic region. The project used a multi-faceted approach that included outreach, educational and networking events, technical assistance, statewide and national campaigns, resources and tools, and promotion of the successes.

As a result of this project, more hospitals are buying local food on a regular basis and hosting other opportunities for local food sales and education on their campuses, including farmers' markets, produce stands, community supported agriculture (CSA) programs, and farmer exhibit tables and presentations. Across Maryland, 27 hospitals purchased local foods during the 2009 Buy Local Challenge, and close to 30 hospitals, representing more than a third of the state's 74 hospitals, purchased local foods throughout the year. As a result, more than 85 local farmers sold food through health care channels in 2009, either through a distributor, directly to hospitals, or at hospital-based farmers' markets and CSAs.

Creating sustainable changes in the purchasing behaviors of health care institutions is an ongoing process. The *Local Foods to Local Hospitals* project catalyzed engagement by hospital food service personnel and shortened the learning and participation curves for health care institutions in Maryland. The approach taken and lessons learned from this project can be applied and utilized as a model by others throughout the country involved in health care, agriculture, regional local food initiatives, and other industry sectors.

LESSONS LEARNED

What Worked

Sharing the success stories of health care facilities was an effective way to raise awareness, spur interest and engage new hospitals in the campaign. This occurred through the Buyer-Grower Meeting, presentations at hospital green team meetings and regional conferences, the Kaiser Permanente Farmers' Markets presentation, the Sustainable Food e-newsletter, articles written for various publications, and press releases with media outreach.

Direct outreach and technical assistance given by the sustainable foods coordinator through phone calls, emails and site visits was also critical for helping purchasers new to the idea of local and sustainable foods take the first step.

The Buy Local Challenge proved to be extremely successful as a framework for hospitals to try short term pilot programs introducing local foods into their operations and to their customer base. For those in food service who were not initially convinced that any potential logistical challenges or cost differential would be worth the effort, the Buy Local Challenge invariably produced such positive reactions from customers and patients that the benefits of local sourcing to the hospital, not to mention to the local economy, become abundantly clear.

Collaboration with the Maryland Department of Agriculture and other regional agricultural organizations ensured the engagement of the producer community, and provided several of the best-attended forums for MD H2E to present the supply needs of the health care industry to local producers. Likewise, engaging food service distributors in many of these forums created a bridge for some of the distribution & promotional challenges that would otherwise have kept some health care institutions away from and unaware of the local food market.

The Buyer-Grower Directory became the “bible” for health care institutions setting up farmers’ markets and CSAs, and for food service purchasers looking for ongoing sources of local foods. The new surveys that were added to this year’s directory proved tremendously useful, i.e. surveying the farmers’ availability for farmers’ markets and CSAs, and surveying the farmers’ capacity to grow or produce additional food if the need was expressed. This latter survey demonstrated that farmers in our region have the capacity to grow more food if the demand is expressed.

The large community discussion on the barriers and solutions for establishing a local food system in our region proved to be an excellent forum for key stakeholders to express their challenges and ideas for creative strategies in the presence of agencies and organizations that could address these issues in the future.

Working collectively as a health care industry consortium made it clear to local producer groups that this could be a significant new marketing channel for them, which increased the producers’ willingness to explore the opportunities, participate in networking and educational events, and take risks by investing their time in new “start-up” hospital-based farmers’ markets and CSAs.

Hospitals and distributors made excellent use of the marketing templates provided and promoted by MD H2E and the Buy Local Challenge to help promote their local food purchasing efforts. Celebrating their efforts in the e-newsletter and sharing them with local media also encouraged them to do more and helped raise awareness among employees and in the surrounding community.

The larger statewide and national initiatives within which this work sits provided a credible framework and a very successful mechanism to engage hospitals in participating:

- Health Care Without Harm’s Healthy Food in Health Care campaign and pledge gave hospitals something to be a part of on a national scale while providing scientifically-based education, resource information and examples of successes around the country.
- The national work of both Health Care Without Harm and Practice Greenhealth proved to be another very successful framework within which our work operates by engaging hospitals in innumerable environmentally sustainable initiatives and tracking mechanisms, national educational webinars, and the opportunity to apply for awards and be recognized for their accomplishments at national conferences. It is also worth noting that despite the free technical assistance provided to Maryland hospitals by MD H2E, Maryland hospitals have the highest number of paid memberships to Practice Greenhealth in the country, demonstrating the value that hospitals in Maryland are placing on capturing the no-cost

and fee-based services for improving their environmental performance.

- Finally, the statewide work of Maryland Hospitals for a Healthy Environment (MD H2E) continues to be a significant driver of change in environmentally sustainable initiatives both in food service and many other departments at Maryland's hospitals. This is most especially demonstrated by progressive work of the multi-disciplinary Green Teams at more than 40 of Maryland's hospitals.

What Didn't Work

While we were able to make great strides in helping to set up direct farmer-to-consumer retail opportunities such as farmers' markets and CSAs, incorporating local products into the hospitals' own retail operations through a "grocers' section" where fresh fruits, vegetables, eggs and more could be sold proved more problematic. Regulations regarding food safety and handling for retail, as well as concerns about showing preference for one farmer over another combined to stall this initiative.

More MD H2E staff time than we anticipated went into implementation of the Buyer-Grower Meeting. The event was highly successful in terms of the networking opportunities and the production of the Buyer-Grower Directory, although we feel that more hospitals would have attended or been listed in the directory had more staff time been dedicated to direct outreach and personal invitations to hospital food service personnel to attend. The extraordinary effort on the Buyer-Grower Meeting and the Buy Local Challenge also left us with little staff time to focus on the low income community initiative and the holiday fact sheet included in our proposal.

On the composting side, we found that hospitals started by taking a first step of beginning to use compostable food serviceware, but didn't yet take the associated step of implementing a waste separation program to ensure that those cups, plates and to go containers were composted.

ADDITIONAL INFORMATION AVAILABLE

Maryland Hospitals for a Healthy Environment
(new website scheduled to go live - Winter '09-'10)
www.mdh2e.org

Healthy Food in Health Care initiative
Health Care Without Harm
www.healthyfoodinhealthcare.org

2009 Baltimore Buyer-Grower Directory
Developed by Maryland Hospitals for a Healthy Environment
www.marylandsbest.net/pdf/baltimore_buyer_grower_directory_2009.pdf

Maryland Buyer-Grower Directory
Developed by the Maryland Department of Agriculture
www.marylandsbest.net

Buy Local Challenge

Developed by the Southern Maryland Agricultural Development Commission
www.buy-local-challenge.com

Balanced Menus Challenge

Developed by Health Care Without Harm
http://noharm.org/us_canada/issues/food/menus.php

MD H2E Sustainable Food Newsletters

www.noharm.org/us/food/foodnews
(newsletters will also be posted on the new MD H2E website - Winter '09-'10)

RESOURCES FOR LAUNCHING FARMERS' MARKET & CSAs:**Farmers' Market Coalition:**

www.farmersmarketcoalition.org/resources

Farmers' Markets and CSAs on Hospital Grounds

from Health Care Without Harm:
www.noharm.org/details.cfm?ID=1134&type=document

How to Start a Farmers' Market

from the MD Dept. of Agriculture:
www.h2e-online.org/docs/mdh2e/StartingFarmersMarket.pdf

How to Start a Farmers' Market in Baltimore City

from MD H2E:
www.h2e-online.org/docs/mdh2e/FarmersMarketResourcesBaltimore.pdf

Agricultural Marketing Professionals - County Economic Development Offices

www.marylandsbest.net/pdf/amp.pdf
Most County Economic Development Offices have an Agricultural Marketing Professional who can provide you with free assistance with starting a Farmers' Market, diversifying your farm or connecting with a farmer in your region.

To Locate a CSA near you, type in your hospital's zip code at:

www.marylandsbest.net
or
www.localharvest.org

COMPOST FACILITY IN MARYLAND**Recycled Green Industries**

Jim Stewart
240-997-2506

jstewart@recycledgreenindustries.com
www.recycledgreenindustries.com

FOOD WASTE HAULERS IN MARYLAND

Bates Trucking

Elizabeth Chiedi
240-876-7935

echiedi@batestrucking.com
www.batestrucking.com

EnviRelation

Walker Lunn
202-465-4802

607-423-3453 Cell
walkerlunn@envirelation.com
www.envirelation.com

Waste Neutral

Keith Losoya
443-838-1826

keith@wasteneutralgroup.com
www.wasteneutralgroup.com

FOOD WASTE DATA COLLECTION & ANALYSIS SOFTWARE

LeanPath, Inc.

Andrew Shakman
503-620-6512 x 100

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www.leanpath.com

RECOMMENDATIONS FOR FUTURE PROJECTS

As we've seen over the past two years of the *Local Foods to Local Hospitals* project, there is a step-by-step process of changing behavior and building up local food purchasing at health care institutions. From our initial efforts to simply make hospitals aware of the benefits of local foods and their options for purchasing and using local foods, we have moved onto helping hospitals run pilot local foods programs and then incorporate local foods into their campus environments on a regular basis, in cafeterias and patient meals, through farmers' markets and CSAs, as well as engaging their employees to make personal commitments to increase their local food purchases in the community. All of these efforts have focused primarily on fruits and vegetables.

We see two directions for continuing to expand markets for local producers in Maryland and surrounding states through the *Local Foods to Local Hospitals* program.

First, we feel it is time to move the focus to protein foods—local and sustainably produced meats, seafood, poultry, eggs and dairy. The health benefits to be gained for staff, visitors and patients in health care facilities by serving sustainably produced, grass-fed/pastured proteins are well-documented. At the same time, producers in the region are ramping up the supply of these foods through groups such as the Maryland Grazers' Network, new aquaculture programs, and the work of the University of Maryland Extension Agricultural Marketing Program and the Maryland Department of Agriculture to address potential regulatory barriers to producers who want to sell to local buyers.

Proteins are much higher cost items than the fruits and vegetables that most of the hospitals engaged in local sourcing are focused on. Profit margins on proteins are generally higher than those on produce as well, meaning the market potential for local producers of proteins is

significant. Because of the increased cost and regulatory hurdles, hospital food service directors are also less likely to pursue these purchases on their own, without the catalyst of a program like MD H2E's *Local Foods to Local Hospitals* to help smooth their way.

Second, in addition to leveraging the collective strength of the health care institutions involved in MD H2E, we would like to add to the equation the potential to apply our experience to other institutional food service operations, such as schools, hotels and entertainment facilities. Several such facilities in Maryland and DC have approached us with interest in participating in our activities and eventually exporting our activities to their own industries. For this reason, we believe the formation of a Food Leadership Council as a forum for working across these industry lines is a direction we should move in with *Local Foods to Local Hospitals*.

In order to increase composting at local hospitals, we see opportunities to help hospitals measure their food waste so they can see where reductions can be made, as well as further promotion of successful hospital compost operations to inspire others. We believe vermiculture is another direction that would be appropriate for hospitals to explore for the composting of non-protein waste. We will encourage hospitals to reduce their reliance on disposable dishware and to choose compostable when they can't avoid disposable. An important step in closing the recycling loop, however, will be further education on how to separate the compostable waste from the normal waste stream and facilitation of connections with industrial composting facilities that can properly compost the dishware.

CONTACT INFORMATION

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Special Thanks

MD H2E would like to give a special thanks to Renee Brooks Catacalos, farm-to-table communications specialist and former publisher and editor of our region's local food magazine, *Edible Chesapeake*, for her assistance and support in writing this grant report.

Appendix A

Meetings & Conferences



Baltimore Buyer-Grower Meeting

Discuss Local Food Purchases for 2009

Local farmers will meet with buyers from restaurants, hospitals, schools, hotels, grocery stores, universities and businesses to discuss local food purchases for 2009. You can also discuss new farm stands, farmers' markets & CSAs at businesses and institutions.

Be sure to list your business/farm in the 2009 Buyer-Grower Directory.

Wednesday, February 11th

9:00 am – 3:00 pm

Oregon Ridge Conference Center & Lodge

13401 Beaver Dam Road - Cockeyville, MD 21030

9:00 am — 11:30 am Learn from the Experts

The Logistics of Buying Local Food

Spike Gjerde, Chef/Owner, Woodberry Kitchen

Joe Fleischman, Chef/Food Production Manager, Washington County Hospital

Tony Geraci, Food Service Director/Chef, Baltimore City Public Schools

Organic, Grass-Fed, Sustainable - What's the Difference?

Karen Fedor, Maryland Department of Agriculture

Working Towards Solutions for a Local Food System in our Region

An open facilitated discussion between farmers, buyers, chefs, distributors, organizations & agencies to address the barriers and identify solutions for a local food system in our region.

Facilitator: Jane Storrs, Maryland Department of Agriculture

11:30 am — 3:00 pm Buyer-Grower Meeting

An expo of growers, producers and food processors where buyers and chefs can meet and talk with them one-on-one to discuss local food purchases

FREE EVENT DELICIOUS LOCAL & SUSTAINABLE LUNCH INCLUDED

[Online Registration](#)

For More Information: www.marylandsbest.net 410-706-1924 Lmitc001@son.umaryland.edu

Hosted by: MD Hospitals for a Healthy Environment

University of MD School of Nursing

& Baltimore County Department of Economic Development



UNIVERSITY OF MARYLAND
SCHOOL OF NURSING



BALTIMORE COUNTY
MARYLAND

In Celebration of University of Maryland Medical Center's participation in the *Buy Local Challenge* in Maryland from July 18th – 26th, you are invited to attend:



Good Food, Good Medicine

How a Primary Care Physician
is Bringing "Produce to the People"
at Kaiser Permanente Hospitals



Dr. Preston Maring, Associate Physician-in-Chief at Kaiser Permanente Medical Center and former W K Kellogg Food and Society Policy Fellow, will provide an overview of the links between food, food production and health, and Kaiser Permanente's support of local, sustainable food systems. Kaiser now hosts 30 hospital farmers' markets in 6 states and the District of Columbia, serves food sourced from small family farmers in their inpatient meals, and more. As founder of Kaiser's 1st hospital farmers' market in 2003, and a long-time advocate for increased access to fresh, healthy food for patients, staff and communities, Dr. Maring will provide context for the 2009 policy resolution of the American Medical Association on Sustainable Food Systems and the important role of physicians and hospitals as advocates and role models.

Wednesday, July 22nd

4:00 – 5:15 pm

University of Maryland Medical Center

Weinberg Round Room, W3L201
22 S. Greene St, Baltimore, MD 21201

Sponsored by:

University of Maryland Medical Center,
The Maryland State Medical Society (MedChi)
& Maryland Hospitals for a Healthy Environment

To RSVP: 410-706-1924, Lmitc001@son.umaryland.edu

For Directions, Map & Parking Information, visit: www.umm.edu/gethere

For more information on Healthy Food in Health Care, visit: www.healthyfoodinhealthcare.org

For more information on the *Buy Local Challenge*, from July 18th – 26th, visit: www.buy-local-challenge.com

University Farmers' Market – Every Tuesday – 10:30 am - 2:30 pm
In front of U MD Medical Center in Plaza Park, along Paca Street



Environmental Excellence in Health Care

Greening Maryland Hospitals

November 6, 2009

7:30 am – 4 pm

University of Maryland School of Nursing
Baltimore, MD

<http://nursing.umaryland.edu/events/environmental/november/index.htm>

7:30 – 8:30 **Registration/Breakfast/Exhibitors**

8:30 – 8:45 **Welcome and Introduction**

Barbara Sattler, RN, DrPH, FAAN, Program Director, Maryland Hospitals for a Healthy Environment

Dean Janet Allan, PhD, RN, FAAN, University of Maryland School of Nursing

8:45 – 9:00 **Trailblazer Award Presentation**

Trailblazer Awards will be given to Maryland hospitals that have served as models for other hospitals and shown leadership in advancing sustainability in a particular area of their operations.

Presenting the Awards: Virginia Thompson, Sustainable Healthcare Sector Manager, U.S. EPA Region III

9:00 – 10:00 **Keynote Address:**
Critical Pathways to Sustainability in Health Care: Kaiser Permanente's Blueprint for Success

Kathy Gerwig, Vice President, Workplace Safety and Environmental Stewardship Officer, Kaiser Permanente

10:00 – 10:15 **Break/Exhibitors**

10:15 – 11:00 **Plenary Session: Promoting Sustainable Change**

Moderated by Joan Plisko, PhD, Technical Director, MD H2E

Panelists:

Odell Hall, HEM, CHSP, CHFM, CHPA
Director of Facilities and Safety and Security
Chair of Sustainability Team
Montgomery General Hospital

Heather Keller, RN, BSN, CPFI
Clinical Practice Specialist
Member of Green Leadership Council
St. Joseph Medical Center
Maternal Child Health

Marcea Cotter, RD, LDN
Director, Food, Environmental & Transport Services
Member of Environmental Leadership Committee
Carroll Hospital Center

11:00 – 11:15

Break/Exhibitors/Snack

11:15 – 12:30

Breakout Session 1

Session 1a: Climate Friendly Solutions

- Climate Friendly Hospitals, Anna Gilmore Hall, Executive Director, Healthcare Without Harm
- Health Impacts of Climate Change, Michaela Lindahl Ackerman, MPH, Nursing Coordinator, Maryland Hospitals for a Healthy Environment
- Reducing Climate Impact Through Green Laundry, Florin Kuhn, Director, Environmental Services, Good Samaritan Hospital

Session 1b: Green Building and Energy Efficiency Strategies

- Achieving Positive Return on Green Building Strategies, Michael Sheerin, PE, LEED AP, Director, TLC Engineering and David Noji, AIA, Architect, Noji Architects
- Using the Green Guide for Health Care, Kumkum Dilwali, Senior Director, Green Guide for Health Care and Peter Doo, AIA, LEED AP, United States Green Building Council
- Comprehensive Energy Strategy: The LifeBridge Story, Lewis Poe, Director of Facilities, LifeBridge Health

Session 1c: Sustainable Foods

- Successes and Challenges in Sustainable Meat, Poultry and Seafood Purchasing, Lisa Roberson, RD, LD, Director of Wellness, Morrison Management Specialists
- Starting and Sustaining a Hospital Farmers' Market: Lessons Learned, Roneet Mallin RN, MPH, Home Care Coordinator, Johns Hopkins Hospital and Denise

Choiniere, RN, MS, Environmental Health Coordinator, University of Maryland Medical Center

- Launching and Growing a Successful Hospital CSA (Community Supported Agriculture program), Todd Cohen, MHA, Director, Special Projects and Katy Robinson, MPT, Director, Rehabilitation Medicine, Montgomery General Hospital

12:30 – 1:30

Lunch/Exhibitors

1:30 – 2:45

Breakout Session 2

Session 2a: Green Hospital Policies

- LifeBridge Green Policies, Lionel Weeks, Vice President of Facilities, LifeBridge Health
- Getting Started on Environmentally Preferable Purchasing, Cecilia DeLoach Lynn, MBA, HEM, LEED AP, Senior Manager, Sustainable Operations, Practice Greenhealth
- Greening the Supply Chain, Seema Wadhwa, LEED AP, Sustainability Engineer, Inova Health System

Session 2b: Comprehensive Waste Management

- Growing a Green Program from Seed: Waste Reduction and Recycling at Franklin Square Hospital Center, Bill Griffith, President, Reduction in Motion
- UMMC Prepares and Develops Waste Management Strategy, Chris Tamburo, Waste Stream Manager, University of Maryland Medical Center
- Composting: Report on the Data from Maryland's Hospitals, Louise Mitchell, Sustainable Foods Coordinator, Maryland Hospitals for a Healthy Environment

Session 2c: Using Technology To Be Sustainable

- Online Resources for Sustainable Health Care, Marjorie Roswell, Web Developer, Roswell Infographics
- Hospital's Green Web Sites, TBD
- Social Media to Promote Sustainability, Mark Campanale, Marketing Manager and New Media Trainer, Triumvirate Environmental

2:45 – 3:00

Moving Forward

MD H2E staff will provide a glimpse of the year ahead on the sustainability front for Maryland's health care community.

- Denise Choiniere, RN, MSN
- Michalea Lindahl-Ackerman, MPH
- Louise Mitchell, PT
- Joan Plisko, PhD

3:00 – 4:00

Exhibitors

Hospital Presentations at Future Harvest's Annual Conferences

Future Harvest – Chesapeake Alliance for Sustainable Agriculture

MD H2E participated on the Future Harvest Conference Planning Committee throughout 2008 & 2009, establishing the following speakers and moderated these sessions at the conferences:

10th Annual Conference

January 16 – 17, 2009

Holiday Inn and Conference Center, Frederick, MD

www.futureharvestcasa.org/09ConfSchedule.html

Friday, January 16, 2009

Workshop A

Farm to School (1:00 to 2:00 pm)

Jane Storrs, National Marketing Director, Maryland Department of Agriculture

Tony Geraci, Food Service Director, Baltimore City Public Schools

Vic Priapi, Owner, Priapi Gardens, Cecilton, Cecil County, MD

Farm to Hospital (2:00 to 3:00 pm)

Louise Mitchell, Sustainable Foods Coordinator, Maryland Hospitals for a Healthy Environment

Joe Fleischman, Executive Chef, Washington County Hospital

Samuel Martin, Owner, Home Grown Produce, Waynesboro, Franklin County, PA

11th Annual Conference

January 15 – 16, 2010

National Conservation Training Center, Shepherdstown, WVA

www.futureharvestcasa.org/10ConfSchedule.html

Saturday, January 16, 2010

Workshop E: Community Food Connections

Farmers' Markets and CSAs at Hospitals (8:30 – 10:00 am)

Todd Cohen & Katy Robinson, CSA Co-coordinators, Montgomery General Hospital

Lynne Ferguson, Farmer, Ferguson Family Farms, Baltimore County, MD

Roneet Mallin, Co-coordinator, The Farmers' Market at Johns Hopkins Hospital

Louise Mitchell, Sustainable Foods Coordinator, MD Hospitals for a Healthy Environment

Pam Stegall Roberts, Farmer, Calvert Farm, Cecil County, MD

Appendix B

Sustainable Food Newsletters



Sustainable Food Newsletter



Spring 2009



FoodMed 2009

The Third International Conference on
Healthy Food in Healthcare

**Join Leaders in Health Care from
around the Country**

June 30th — July 1st

MGM Grand Hotel, Detroit, MI

[Agenda](#)

[ONLINE REGISTRATION](#)

[Exhibitor & Sponsor Information](#)

Topics Include:

- **Cost Effective Strategies**
- **Best Practices by Food Service Directors & Hospital Chefs**
- **Addressing Food Safety of Local Foods**
- **Tools for Procurement, Contracts, Policy**
- **Food Service in a Low Carbon Society**
- **Scientific Data on the Public Health Effects of Industrialized Agriculture**
- **Lessons Learned from European Hospitals, Schools & Universities**
- **Hospitals Supporting Urban Agriculture**

Delicious Local & Sustainable Meals

www.FoodMed.org



C.S. Mott Chair in Sustainable Agriculture
at Michigan State University



Farmers' Markets Launch at Johns Hopkins Bayview Medical Center, Johns Hopkins Hospital & University of Maryland Medical Center - More to Open this Summer



University of Maryland Medical Center launched new downtown weekday farmers' market on May 5th

Three of Maryland's hospitals have launched farmers' markets so far this year and more will open this summer. University of Maryland Medical Center launched their market on May 5th with a ribbon-cutting ceremony ([see You Tube video](#)) offering local, sustainably produced fruit, vegetables, herbs, artisan cheeses, eggs, poultry, seafood, meat and baked goods. Johns Hopkins Bayview Medical Center launched the 2nd year of their farmer's market on May 6th and started a new CSA at the market this year. Johns Hopkins Hospital launched their farmers' market on June 4th, which was so successful that many of the farmers sold out of food. Lynne Ferguson of Ferguson Family Farm said "The hospital employees I talk with are very (con't. on

Calvert Memorial Hospital is 11th in Maryland to Sign Healthy Food Pledge

Calvert Memorial Hospital recently became the 11th hospital in Maryland to sign the Healthy Food in Health Care Pledge, joining over 250 hospitals in the country. Rick Haefner, Food Service Director, signed the pledge during a recent meeting with MD H2E and the Southern Maryland Agricultural Development Commission, held to connect the hospital with local, sustainable farmers



Calvert Memorial Hospital
Tradition. Quality. Progress.

from the Southern Maryland

region. Rick explained "It just makes sense. We want to support our Southern Maryland farmers as much as we can." Calvert Memorial has already been purchasing local foods from their distributor, Coastal Sunbelt, and they serve rBGH-free milk. They recently launched a Green Team & next steps include identifying farmers to start a farmers' market, host a CSA and participate in the upcoming statewide Buy Local Challenge, July 18th-26th.

Free Training on Integrated Pest Management For Health Care (Indoors & Outdoors)

Monday, June 15th

Kreiger Foundation at The Associated
101 West Mount Royal Street, Baltimore, MD

9 am - 12:00 pm -- Structural IPM

Tom Green, President, IPM Institute of North America

1:30 pm- 4:30 pm -- Natural Landcare

Chip Osborne, President, Osborne Organics

Attend AM, PM or Both. To Register, contact:

Mike Boeck 410-605-0095; mboeck@beyondpesticides.org



Healthy Eating Includes Local, Organic and Sustainably Produced Foods - Green Bag
Lunch Presentation Available Online [Click Here](#)

Morrison Signs Healthy Food Pledge



Scott MacLellan, CEO of Morrison, signs the Healthy Food in Health Care Food Service Contractor Pledge.

On March 11, 2008, Morrison Management Specialists became the first major national food service company to sign the 'Healthy Food in Health Care Food Service Contractor Pledge.' Jamie Harvie, national coordinator of the Healthy Food in Health Care Initiative through Health Care Without Harm, said, "When a leader like Morrison pledges their support for sustainable food service practices, it sends a message to the rest of the industry. We're

thrilled that a top organization is taking the initiative to sign the pledge and further their commitment to the thousands of guests they serve each day." The pledge states that food service contractors will support their client hospitals' interest in providing local sustainable food as well as educate, track and report their progress on the adoption of socially responsible food practices. Morrison is already purchasing several foods produced in an environmentally sustainable manner, including cage-free eggs, sustainable seafood, local produce and organic foods. Morrison is a sponsor of FoodMed2009, a conference for leaders in health care food service, 6/30-7/1, Detroit, MI

CSAs Launch at Johns Hopkins Bayview Medical Center & Montgomery General Hospital



Tracy Douglas-Wheeler, Director of Outpatient Services at Montgomery General Hospital, explores this week's delivery of her half of a CSA share.

Calvert Farm is now delivering their CSA to Johns Hopkins Bayview Medical Center & Montgomery General Hospital. A 'CSA' is Community Supported Agriculture.

Hospital employees get a weekly delivery of food from June to October, paying a one time fee at the beginning of the season. Todd Cohen, Director of Construction Management at Montgomery General, who set up the CSA, said "We love it. It's fun, the food is great and it supports the farmers & our local economy." They receive 13 boxes of food each week and some employees split a share. Johns Hopkins Bayview Medical Center has 11 employees & 4 neighborhood residents who receive a share at the weekly farmer's market. Mary Bernard, P.T., at Johns Hopkins Bayview, said

A Summer 'Share' in Calvert's CSA

"The produce is so fresh and everything tastes so much better than the produce I get at my local grocery store." Dr. Andrew Angelino, Clinical Director of Psychiatry at Johns Hopkins Bayview, said "Our family switched to organic produce, eliminating processed foods, cooking from scratch and eating with the seasons ... and I feel good knowing it didn't travel on a plane or ship to get here." Click here to [Find a CSA](#) or visit [Local Harvest](#)



[See More Weekly Pictures of Calvert Farm's CSA](#)

Lessons Learned in Health Care on Local Food Purchasing are Shared with Maryland Restaurant Industry



Maryland Hospitals for a Healthy Environment shared lessons learned on local food purchasing and many local food resources by writing an article for members of the Restaurant Association of Maryland. Teaming up with Renee Catacalos, publisher & editor of *Edible Chesapeake* Magazine, and consulting with other area experts, the article entitled

"Chefs Bring 'Local Flavor' to Maryland Restaurants," was just released in the Summer 2009 edition of the quarterly magazine, *Maryland Hospitality*. To read the article, visit: www.marylandrestaurants.com (see Page 8).

Grow It Eat It Campaign Invites One Million Marylanders to Grow Food

One million new Maryland food gardeners producing their own affordable, healthy food in 2 years — that's the vision of the Grow It Eat It campaign, launched in November 2008 to help us improve our health & save money. The Master Gardener program of Maryland Cooperative Extension and the Home & Garden Information Center launched this joint venture by developing resources and training Master Gardeners to teach classes in the community on vegetable gardening. County gardening teams, gardening tool banks & other resources are also available for residents & institutions to use to create & expand their gardens.

Hospital Employees, Green Teams & Food Service—Learn How to Start a Garden or Register an Existing One



Maryland Hospitals for a Healthy Environment is partnering with the Grow It Eat It campaign & the Community Greening Resource Network in Baltimore (of the Parks & People Foundation), to engage hospital employees in growing their own food at home and to encourage hospital employees, Green Teams & Food Service Departments to start a garden or a salad box on hospital grounds. Nursing homes, medical centers, assisted living, senior living centers & doctors' offices can also invite employees & patients to sign up to start a garden and/or launch a garden at your facility.

Maryland Hospitals for a Healthy Environment is partnering with the Grow It Eat It campaign & the Community Greening Resource Network in Baltimore (of the Parks & People Foundation), to engage hospital employees in growing their own food at home and to encourage hospital employees, Green Teams & Food Service Departments to start a garden or a salad box on hospital grounds. Nursing homes, medical centers, assisted living, senior living centers & doctors' offices can also invite employees & patients to sign up to start a garden and/or launch a garden at your facility.

For Employees in Health Care Facilities:

- Register your existing home food garden
- Register a new garden/container garden/salad box
- Take a gardening class, or become a Master Gardener

For Green Teams & Food Service Departments:

- Sign up for a class on how to start a garden
- Build a salad box/container garden on hospital grounds
- Educate patients & employees on how to grow food

Special Registration Page Created for Health Care

Employees & Facilities: [Sign Up Here](#)

[Grow It Eat It](#) & [Community Greening Resource Network](#)

Baltimore Nutrition Group Hosts Monthly Educational Meetings

How to Get Started Growing Food — from Backyard to Balcony

by **Chrissa Carlson**

Gardening for Nutrition Educator
Maryland Cooperative Extension

Tuesday, June 23rd 8:30 — 10:00 am

Johns Hopkins School of Nursing

Anne M. Pinkard Building, Room 10
525 N. Wolfe St., Baltimore, MD 21205

The Blaustein Scholarship recipients of the Food As Medicine training program coordinate the Baltimore Nutrition Group, a local study group of health care professionals interested in learning more about the use of nutrition in clinical practice. This study group is hosting free, open monthly meetings in the Baltimore area. Special emphasis is placed on serving Baltimore's low income communities. For more information, contact: Victoria Proctor at (410) 446-6000 tvproctor@aol.com, or Derek Neal at (443) 739-2375 dkered69@verizon.net.

Presentations & Resources on Nutrition for you to use:

www.cmbm.org/communitynutrition

www.cmbm.org/bng

Food As Medicine - June 11th — 14th

Professional Nutrition Training Program
Washington, DC www.cmbm.org/fam

This leading clinical nutrition training program, hosted twice a year by The Center for Mind-Body Medicine, focuses on integrating nutrition into clinical practice, medical education, and community health. It is intended for physicians, dietitians, nutritionists, nurses, and other health professionals and students. Sessions will address topics such as sustainable nutrition, digestive healing, women's health, condition specific nutrition therapy, and much more, giving graduates the knowledge and skills required to integrate food as medicine into clinical practice.



Annual Report by Carroll Hospital Center Includes Pledge, Healthy Food & Greening Initiatives



Marcea Cotter, RD, LDN, Director of Food, Environmental & Transport Services, displays their local foods featured in Annual Report

Foods purchased from local farmers, local meat free of antibiotics and synthetic growth hormones, reusable coffee mugs, reduced energy & water use, and recycling are just a few of the initiatives included in Carroll Hospital Center's Annual Report, released this Spring. They also took pride in being one of the 1st hospitals in Maryland to sign the Healthy Food Pledge. See Page 22-23 at: www.carrollhospitalcenter.org/content/annualreport.htm

Farmers' Markets Bloom at Hospitals (Around Country):

[CNN Article on Hospital Farmers' Markets](#)

University of Maryland Farmers' Market — on WJZ TV:

[WJZ TV—Channel 13—University Farmers' Market](#)

Resources on How to Start a Hospital Farmers' Market:

[Sustainable Food Newsletter—Fall 2008](#) (Page 2)

Farms & Vendors at the Markets:

Johns Hopkins Bayview Medical Center

- Calvert Farm (a cooperative of farms)

Johns Hopkins Hospital

- The Breadery
- Ferguson Family Farm
- Hawks Hill Creamery
- Infused Spreads
- Milburn Orchards
- The Zahradka Farm
- Zeke's Coffee
- (Looking for more farmers)

University of Maryland Medical Center

- Charm City Farms (July)
- Ferguson Family Farm
- FireFly Farms
- Kilby Cream
- Stone Mill Bakery
- Tuckey's Mountain Grown Berries, Fruits and Vegetables
- Two Oceans True Foods
- (Looking for more farmers)
- UMMC & VA Hospital Dietitians give out seasonal food recipes & healthy food info at a table 1x/month
- Cafeteria samples local food to promote the market
- Community Association will also have a table 1x/mo.

Hospital Farmers' Markets (con't. from Pg 1)

informed on the health effects of our industrialized food system. I was very impressed." Ferguson, a retired nurse, produces beef, pork, chicken, turkey & duck, raising her animals out on pasture, without antibiotics or hormones. She participates in both the Johns Hopkins Hospital and University of Maryland markets, initially connecting with nurses from each hospital at the Baltimore Buyer-Grower Meeting in February.

A growing number of health care professionals understand the connection between our health and how our food is produced and distributed. They are starting farmers' markets at hospitals throughout the country as part of the Healthy Food in Health Care initiative by Health Care Without Harm www.healthyfoodinhealthcare.org.



Johns Hopkins Bayview Medical Center sells vegetables, fruit, eggs, herbs, flowers, baked goods at the 2nd year of their market, coordinated by Linda Paren, RD, LDN.

Denise Choiniere, RN, MS, who coordinates the market at University of Maryland Medical Center, said "We are working with the University campus & the local community to host this market. Not only does it make healthier foods more available to our hospital employees, patients and university faculty, staff & students, it's also allowing our neighborhood residents to have greater access to fresh, healthy foods."

Linda Paren, RD, LDN, Food Service Director at Johns Hopkins Bayview Medical Center, adds "Our employees love the fresh, organic foods our market provides. It's such a big success and our farmer is great to work with."



Strawberries, asparagus, meat, poultry, bread, cheese, coffee are some foods at The Farmers' Market @ Johns Hopkins Hospital.

Johns Hopkins Hospital employees couldn't be happier. Shannon Gregor and Roneet Mallin, RN, MPH, who co-ordinate the market, both said "Our biggest problem was that many farmers ran out of food." Gregor added "That's pretty good for our 1st day."

Mallin explained "We're looking for more farmers to serve our employees, the University & the community."

Washington County Hospital will launch their market in July. St. Joseph Medical Center & Calvert Memorial Hospital are looking for farmers to start markets. Contact St. Joseph's: heatherkeller@catholichealth.net, 410-337-1699; Calvert Memorial: richardhaefner@yahoo.com, 410-535-8188; Johns Hopkins: rmallin2@jhmi.edu, 410-955-9014. For help starting a hospital market, contact MD H2E: Lmitc001@son.umaryland.edu, 410-706-1924

Buyer-Grower Directories Available Online at www.marylandsbest.net



Food Service Monthly featured speakers from Baltimore Buyer-Grower Meeting on the front cover — (from L to R) Louise Mitchell, Tony Geraci, Karen Fedor, Joe Fleischman, Jane Storrs, Spike Gjerde. See Balt. Directory for info. on speakers.

Maryland's and Baltimore's Buyer-Grower Directories are now available online at www.marylandsbest.net. Each directory lists farmers & buyers from hospitals, restaurants, schools, grocery stores, caterers, distributors & more. Also listed are organizations that connect buyers to growers & offer other important services. Plus, some farmers indicated their capacity to grow more food in 2010 and their availability for new farmers' markets.

Each Buyer-Grower Meeting, one held in Davidsonville (near Annapolis) in January and the other held in Baltimore at Oregon Ridge in February, hosted ~ 150 people who met to discuss local food purchases for 2009. The online directories allow you to connect with farmers and buyers throughout the year.

Some of the organizations and government agencies that were represented at the Baltimore Meeting, hosted by MD H2E, include: Baltimore City & County Public Schools & Health Departments; Baltimore County Department of Economic Development; Baltimore County Office of Planning; Baltimore Urban Agriculture Task Force; Future Harvest - Chesapeake Alliance for Sustainable Agriculture; Johns Hopkins Center for a Livable Future; Maryland Department of Agriculture; Maryland Department of Education; Restaurant Association of Maryland; and University of Maryland Cooperative Extension.



(From L to R): Mike Brannon of Roseda Beef; Buzz Morrissey of Hearn Kirkwood; Marisa Chioini of the Restaurant Association of Maryland.

Barriers & Solutions to Establishing a Local Food System in our Region



Successes & challenges discussed by: (L to R) Tony Geraci, Food Service Director, Baltimore City Public Schools; Spike Gjerde, Owner/Chef, Woodberry Kitchen; Joe Fleischman, Executive Chef, Washington County Hospital.

The Baltimore Buyer-Grower Meeting hosted an open discussion between farmers, buyers, chefs, distributors, organizations & agencies to address the barriers and identify solutions for a local food system in our region. This was facilitated by Jane Storrs, Maryland Department of Agriculture. Notes from discussion at: [Barriers/Solutions](#).

Hospitals & Employees, Register Now for Buy Local Challenge — July 18-26



It's time to sign up and plan ahead for the Buy Local Challenge, the statewide campaign to promote local foods. Hosted by the Southern Maryland Agricultural Development Commission, this initiative was launched in 2007 and it's now

an annual campaign. Governor O'Malley will kick this year's campaign off with a cook-out on Thursday, July 16th.



Here's How You Can Participate:

1. Hospitals can sign up to serve a local food a day for a week during the last week in July
2. Employees can sign up to eat a local food a day for a week during the last week in July

[Register Here](#) (hospitals, employees + get Logo here)

Hospitals can download the logo & other marketing materials to display beside your local food items in the cafeteria, showing that you're a participant in this campaign.

Employees can fulfill part or all of their pledge by eating their local foods in the hospital cafeteria.

Hospitals, nursing homes, senior living centers and doctors' offices can encourage your patients and community members to register too. Place registration forms in your cafeteria, coffee shops and waiting rooms to lead the way in educating our community about why it's important to eat local foods & support local farmers.

www.buy-local-challenge.com

Who is Maryland H2E?

MD H2E



Maryland H2E is a technical assistance and networking initiative that promotes environmental sustainability in health care. Participants include hospitals, clinics, nursing homes, and other ancillary health care providers in Maryland. Our staff includes:

- ◆ Louise Mitchell, PT, Sustainable Foods Coordinator
410-706-1924 Lmitc001@son.umaryland.edu
- ◆ Joan Plisko, PhD, Technical Director
410-706-2107 plisko@son.umaryland.edu
- ◆ Denise Choiniere, RN, MS, Nursing Coordinator
410-706-2352 dchoiniere@umm.edu
- ◆ Michaela Lindahl-Ackerman, MPH, Nursing Coordinator,
410-706-6832 mlind006@umaryland.edu

Clinically Speaking

A Vital Role for Dietitians in Promoting Local, Seasonal Foods

by Louise Mitchell, Sustainable Foods Coordinator, Maryland Hospitals for a Healthy Environment (www.mdh2e.org)

Over the past few years, foods from local farmers have started to become the food of choice over those transported from thousands of miles away. Last year, close to 20 health care facilities in Maryland purchased local foods, either through their distributors or direct from local farmers. Dietitians have an important role to play both in facilitating local food purchases by the food service department and in educating patients, staff and community members about the importance of buying local foods.

The average distance that most food travels from farm to plate is 1500 miles.¹ In contrast, food purchased from local farmers travels an average distance of 56 miles.² This drastic reduction in “food miles” has several positive effects, not only on the nutrient content of the food, but on environmental and public health.

Studies show that fruits and vegetables have a higher vitamin content when they're picked ripe from the plant, so food that travels fewer miles can be picked at peak ripeness, thus retaining more of its nutrients, and more of its flavor.^{3,4} Decreasing food miles also cuts down on air pollution, which helps to reduce the incidence of asthma, chronic obstructive pulmonary disease, lung cancer and cardio-vascular disease in our communities.⁵ Carbon emissions, oil use and energy use are also reduced by decreasing food miles, and by the reduced need for refrigeration and storage.⁶

Local farmers, land use in our communities, and the local economy also benefit from an increase in local food purchasing. Since 1960, the number of farms in the country has declined from about 3.2 million to 1.9 million.⁷ Many farmers have gone bankrupt or sold their land for real estate development. By preserving our remaining farmland for food production, we assure “food security” in our region for current and future generations. We also keep our existing farmers financially viable so that they can continue to provide us with food. And when dollars are spent within our community, it benefits local businesses and generates jobs for the residents of the region.

Finally, the more we get to know our local farmers and the unique foods of each season, the more we develop a meaningful connection and relationship with the seasons, with our food, and with the people who grow it. This provides us with a deeper appreciation of our food and nourishes us in ways that go beyond the vitamins and minerals.

Dietitians have a vital role to play in facilitating, educating and promoting local food purchases, both in the food service department menus for inpatients and cafeteria food, and in patient meal plans. These same concepts can also be applied to schools, businesses, and at home for yourself and your family. The list to the right contains steps that dietitians can take to promote local foods.

For assistance with local food purchasing at your health care facility, contact Louise at 410-706-1924 or LMitc001@son.umaryland.edu.

1. Pirog, R., T. Van Pelt, K. Enshayan, E. Cook. 2001. “Food, Fuel, and Freeways: An Iowa Perspective on How Far Food Travels, Fuel Usage, and Greenhouse Gas Emissions.” Ames, Iowa: Leopold Center for Sustainable Agriculture, Iowa State University. http://www.leopold.iastate.edu/pubs/staff/ppp/food_mil.pdf.

2. Ibid

3. Lee, SK, Kader, AA. ‘Preharvest and postharvest factors influencing vitamin C content of horticultural crops.’ *Postharvest Biol Technol.* 2000; 20: 207–220.

4. Dumas Y, Dadomo M, Di Lucca G, Grolier P. Review. ‘Effects of environmental factors and agricultural techniques on antioxidant content of tomatoes.’ *J Sci Food Agric.* 2003; 83: 369–382.

5. Samet, JM. 2007. “Traffic, air pollution and health.” *Inhalation Toxicology.* Sep;19(12): 1021-7.

6. Carlsson-Kanyama, A. 1998. “Climate Change and Dietary Choices: How Can Emissions of Greenhouse Gases from Food Consumption be Reduced?” *Food Policy* Fall/Winter: 288-289.

7. Nestle, M. 2003. *Food Politics.* Los Angeles, CA: University of California Press, 7.

A ROLE FOR DIETITIANS - PROMOTING LOCAL FOOD

- ▶ **Ask your Purchasing Manager to Order Local Foods from their Existing Distributor**
 - **Regional Distributors** - many already have or are establishing local food programs, including Capital Seaboard, Coastal Sunbelt, Hearn Kirkwood, Keany Produce & Saval Foodservice.
 - **Broadline Distributors** - Sysco and US Foods are expanding their local food programs. Contact your sales rep to ask for their local list.
- ▶ **Educate Yourself, Patients, Hospital Staff and the Community about the Importance of Local Food**
 - *Healthy Land, Healthy Food & Healthy Eaters. Sustainable Food Systems: Opportunities for Dietitians.* Tagtow A, Harmon A, FNCE, Oct. ‘08 www.eatright.org/cps/rde/xchg/ada/hs.xsl/7540_15879_ENU_HTML.htm
 - Seasonal Foods: A New Menu for Public Health www.noharm.org/details.cfm?ID=1649&type=document
- ▶ **Post a Monthly List of the Local, Seasonal Foods You Serve with Nutritional Benefits & Recipe Ideas**

Post it in your cafeteria & in your hospital newsletters monthly.

 - **Seasonal Recipes:** www.freshfarmmarkets.org/market_recipes.php
 - **Recipes for Better Hospital Food:** 195.92.246.148/nhsestates/better_hospital_food/bhf_content/recipes/overview.asp
- ▶ **Host a Farmer at Your Hospital during National Nutrition Month, a Holiday Event or Lunch & Learn**

Farmers can have a farm stand outside your cafeteria or give a lunchtime presentation to hospital employees on the importance of buying local foods. See resources below to find a farmer.
- ▶ **Encourage Your Hospital to:**
 - **Sign the Healthy Food in Health Care Pledge** www.noharm.org/us/food/pledge
 - **Buy Direct from a Local Farmer** (5 MD hospitals already do)

Resources for Finding Local Farmers:

- 2008 & 2009 Buyer-Grower Directories:** www.marylandsbest.net
- Maryland’s Best; Local Harvest; & Eat Well Guide (Directories):** www.marylandsbest.net; www.localharvest.org; www.eatwellguide.org
- Agricultural Marketing Professionals:** www.marylandsbest.net
- MD Cooperative Extension:** www.extension.umd.edu
- MD Hospitals for a Healthy Environment:** www.mdh2e.org or contact us at 410-706-1924; LMitc001@son.umaryland.edu
- ▶ **Host a Farm Stand, Farmers’ Market or CSA at Your Hospital, Nursing Home, School or Business**
 - **Farmers’ Markets & CSAs on Hospital Grounds** www.noharm.org/details.cfm?ID=1134&type=document
 - **How to Start a Farmers’ Market (MD Dept of Agriculture)** www.h2e-online.org/docs/mdh2e/StartingFarmersMarket.pdf
 - **Resources to Start Farmers’ Market in Balt. City (MDH2E)** www.h2e-online.org/docs/mdh2e/FarmersMarketResourcesBaltimore.pdf
 - **Farmers’ Market Coalition:** www.farmersmarketcoalition.org
 - **Also see above List - Resources for Finding Local Farmers**

27 Health Care Facilities, Close to 900 Employees in MD & DC Buy Local Food during Buy Local Challenge this Summer



Holly Emmons, Food Service Manager at Union Hospital of Cecil County, with peaches she purchased from Milburn Orchards.

Over 1/3 of Maryland's hospitals and nearly 900 hospital employees in Maryland and D.C. participated in the "Buy Local Challenge" by serving or eating at least one local food each day during Buy Local Week, July 18th–26th. The Buy Local Challenge (www.buy-local-challenge.com) is a statewide campaign launched by the Southern Maryland Agricultural Development Commission to promote local food purchases among consumers, businesses & institutions. It is now recognized by Governor O'Malley at his Annual Buy Local Cook-Out and is being launched in other states & countries.



Executive Chef, Matt Jarrett, has fun showing off one of their local food displays in the cafeteria at Franklin Square Hospital Center.

3 Hospitals with Over 150 Employees Who Took Pledge to Eat Local Foods

- **Union Hospital of Cecil County** — had highest employee participation at 15%
- **St. Agnes Hospital** — had close to 200 employees who "Took the Challenge"
- **Washington County Hospital** — engaged employees at their newly launched farmers' market

27 Hospitals & Nursing Homes Participate

- Anne Arundel Medical Center
- Baltimore Washington Medical Center
- Bon Secours Health System
- Calvert Memorial Hospital
- Carroll Hospital Center
- Children's National Medical Center
- Civista Medical Center
- Fayette Health & Rehabilitation Center
- Franklin Square Hospital Center
- Good Samaritan Hospital
- Harbor Hospital Center
- Harford Memorial Hospital
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Hospital
- Mercy Medical Center
- Mt. Washington Pediatric Hospital
- Northwest Health & Rehab Center
- Shady Grove Adventist Hospital
- Sinai Hospital
- St. Agnes Hospital
- Union Hospital of Cecil County
- Union Memorial Hospital
- University of Maryland Medical Center
- Upper Chesapeake Medical Center
- Washington Adventist Hospital
- Washington County Hospital
- Washington Hospital Center

Hospitals promoted their local foods by: using the Buy Local Challenge logo, flyer and other marketing materials in their cafeterias; posting pictures & bios of their local farmers from their distributors; providing educational information to their staff on the importance of eating local foods; hosting a farmer in the cafeteria while serving their local foods; and promoting their new on-site hospital farmers' markets or a nearby farmers' market in their community.

Additional Hospital Highlights

- Union Hospital of Cecil County served a complete local and sustainable breakfast made with foods from Cecil County farms 15 minutes away
- Anne Arundel Medical Center hosted founder of Buy Local Challenge, Dr. Christine Bergmark, to kick-off Buy Local Week at a lunchtime presentation
- Children's National Medical Center hosted farmer Paul Mock of Mock's Greenhouse, with "a phenomenal response from our customers"
- Washington County Hospital helped a dairy farmer who grew corn by selling out pallet-loads of corn to hospital employees in minutes
- Employees loved local food meals, asked to continue them throughout the entire year
- Hospital food service directors are pleased with the success, continue local food purchasing, and establish ongoing relationship with local farmers.

"LOVE today's fresh salad!!! I bought one for lunch and one to take home then called and emailed everyone ... We are all raving ... How often can we have them here?"

Tina Lassiter, Director
Art Programs and Acquisitions
Children's Nat'l Medical Center

"The response from our employees was overwhelming. They noticed the difference in taste immediately!"

Holly Emmons, Manager
Food Service Department
Union Hospital of Cecil County

4 Distributors Partner with MD H2E to Promote Buy Local Challenge — Capital Seaboard, Coastal Sunbelt, Hearn Kirkwood & Keany Produce

Four distributors in our region, Capital Seaboard, Coastal Sunbelt, Hearn Kirkwood and Keany Produce, partnered with MD H2E to promote the Buy Local Challenge to their clients, including hospitals, nursing homes, senior living communities and assisted living facilities. Their activities included promoting the Buy Local Challenge on their weekly local food list, sales reps promoting their local foods and encouraging their clients to participate in Buy Local Week, and engaging their staff to register for the Buy Local Challenge.

Special thanks to Hearn Kirkwood and Keany Produce for their time in calculating the average amount of local food purchasing by a hospital during the 9-day Buy Local Challenge. **Congratulations to Chef Martin Saylor of Coastal Sunbelt** for submitting 2 of the winning local food recipes featured at the Governor's Annual Local Food Cook-Out.



Special Thanks to:

Deb Smith who volunteered with MD H2E to call hospitals, answer questions and provide information on the Buy Local Challenge. We would not have had the high number of hospitals participating in this week-long event without Deb's hard work. Thank You Deb!

Charlotte Wallace, RN at Anne Arundel Medical Center who shared her hospital marketing tools and ideas with MD H2E so that other hospitals could benefit from their use. Thank You Charlotte!

Christine Bergmark, Susan Russell-McQuilkin and Cia Morey of the Southern Maryland Agricultural Development Commission for their tremendous support and collaboration by including the hospitals' participation in the Buy Local Challenge. Thank You All!
Maryland Department of Agriculture who kept the Governor's office informed of the hospitals' activities.
Maryland Hospital Association who informed the hospital Marketing Depts of this promotional campaign.

Register Now - MDH2E Conference Nov 6 - Hear Lessons Learned on Farmers' Markets, CSAs & Sustainable Meat, Poultry & Seafood Purchasing

Schedule & Registration at: <http://nursing.umaryland.edu/events/environmental/november/index.htm>

7 Hospital Farmers' Markets Now in Maryland — 6 Launched in 2009

A total of 7 farmers' markets are now being hosted at hospitals in Maryland, 6 of them launched this year. They include:

- Civista Medical Center
- Holy Cross Hospital
- Johns Hopkins Bayview Medical Center (2nd year)
- Johns Hopkins Hospital
- St. Joseph Medical Center
- University of Maryland Medical Center
- Washington County Hospital

2 Maryland Hospitals with CSAs

Two Maryland hospitals now have CSAs with organic produce for hospital employees from Calvert Farm in Rising Sun, MD. They include:

- Johns Hopkins Bayview Medical Center
- Montgomery General Hospital

Additional info on farmers' markets in the Spring Food Newsletter: www.noharm.org/lib/downloads/food/MD_H2E_Sustainable_Food_Newsletter_Spr09.pdf

5 Hospitals Host Produce Stands

Some hospitals are hosting produce stands periodically in their cafeteria selling local foods to employees (that they have purchased through their distributor). The foods include apples, corn on the cob, squash, green beans, peppers, cantaloupe, etc. The hospitals include:

- Children's National Medical Center
- Good Samaritan Hospital
- Harbor Hospital Center
- Union Memorial Hospital
- Washington Hospital Center

Defining "Local Food" While a few of the hospitals purchased food directly from farmers in or near their own counties during Buy Local Week in July, the majority of hospitals in Maryland and DC purchased local foods through their distributors, primarily Coastal Sunbelt, Hearn Kirkwood and Keany Produce. These distributors define "local food" as within 150 miles from their warehouses, which are located along the Baltimore/DC corridor. The local farms that distributors purchase from are within the Mid-Atlantic states, including Maryland, Delaware, Pennsylvania, New Jersey, Virginia and West Virginia. The local foods were primarily fruit and vegetables. Union Hospital of Cecil County also purchased local, sustainable ham, sausage and eggs during Buy Local Week. Washington County Hospital purchases pasture-raised sausage and cage-free eggs regularly, on a weekly basis.

Local Foods Used Primarily in Cafeteria Menus, Some in Patient Menus

Most hospitals used local foods in their cafeteria menus and a few hospitals also served local foods in their patient meals. It's easier for hospitals to start using local foods in their cafeteria menus (where they generally spend ~ 60 - 70% of their total food dollars) because:

- 1) Patient menus are specifically designed to meet the nutritional requirements of a wide variety of diets and may not be designed with the flexibility to use seasonal food ingredients.
- 2) Many hospitals receive a portion of their produce pre-cut and bagged from their distributor's processing facility. While local food ingredients are often used during the growing season for these pre-cut foods, distributors have not yet designed their operations to fulfill requests for local foods with these pre-cut items.

Food service professionals are now starting to redesign their patient menus to include seasonal foods, and some regions are launching local food processing kitchens, so patient meals may soon contain more local food ingredients. Purchasing practices are also shifting towards more local and sustainably produced meat, poultry, seafood, dairy, eggs, grains and legumes, so that vegetables and fruit are not the only foods considered when purchasing local foods.

Financial Impact of Local Food Purchases Hospitals that participated in the 9 days of the Buy Local Challenge spent anywhere from \$200 to \$1150 per hospital on local foods. These purchases reflect at least 1 local food purchase per day; and were primarily done through their distributor, and occasionally direct from local farmers. If all 74 of the hospitals in Maryland continued to purchase at this rate for an entire growing season, it would result in \$250,000 to \$1.5 million spent on local foods per year.

(Keep in mind that these figures only take into account using a minimum of 1 local food per day during the 5 biggest months of the growing season. Also, these projections do not yet include meat, poultry, dairy and other local foods, and they don't yet incorporate most patient meals or the buying power of most of the 260 nursing homes in Maryland).



These purchases not only have the potential for supporting the economic viability of farmers in our region, they can also have a significant impact on our local economy. According to Jim Hanson, Extension Economist in the Department of Agricultural and Resource Economics at University of Maryland, a useful approximation, using the multiplier effect, is that \$1,000 of sales by farmers generates an additional \$2,000 spent in the economy. This means that a shift in spending by consumers, businesses and institutions to more local food purchases could potentially inject up to twice that amount into our local economy.



The Buy Local Challenge is just one campaign the hospitals are using to increase their availability of local foods. As Ed Hunter, Director of Purchasing at Hearn Kirkwood, points out "We will continue to see substantial increases in local food purchasing over the next several years. I think cumulatively the impact of this is already in the multi-million dollar range for businesses & institutions in the Mid-Atlantic region."

Additional Facts:

- At some hospitals, local food purchases reached ~ 4 - 10% of their total hospital food budget
- Civista Medical Center now purchases ~ 35% of their total produce locally during the growing season
- Washington County Hospital is purchasing ~ 70-80% of their total produce directly from local farmers during the growing season

Sample Marketing Tools

Institutions & businesses are permitted to use the marketing tools below and revise to the needs of your setting.

Cafeteria Sign at Point of Sale

We are participating in the
Buy Local Challenge
from July 18th - 26th

This menu item contains at
least 1 ingredient from a
farmer in our region

- Support our local farmers
- Support our local economy
- Reduce your carbon footprint
- Eat healthier foods



Patient Tray Card

(Fits Avery Business Card Template)

_____ (Hospital) is participating in the
Buy Local Challenge from July 18-26.
Today's local food is
_____ (Food) in the _____ (Menu Item)




Hospital Logo

Buttons

Ask Me About the ...



Table Tent



Take the *Buy Local Challenge*

We are serving at least 1 food from a local farmer
each day from July 18th -26 - Join Us!

Pledge to eat at least 1 local food each day from July 18th – 26th

Register at: www.buy-local-challenge.com

Include Name, "Employee"/"Community Member," & Our Hospital Name

The hospital with highest % of employees & community members participating will be recognized.



Marketing Tools

Your Hospital or Institution Can Use to Promote Local Foods

You can revise these tools below to promote the local foods you serve all year long. Register at the Buy Local Challenge website to show that you are purchasing local foods throughout the year at: www.buy-local-challenge.com.

Marketing Tools - Ready to Print

Flyers & Buy Local Logo	(from BLC website)
Employee Sign Up Sheet	(10 lines per sheet)
Employee Sign Up Forms	(4 per page)
Table Tent	(fits 8.5 x 11 folded)
Cafeteria Signs	(fits Avery Postcards)
Patient Tray Bookmarks	
Buttons or Nametags	("Ask Me About BLC")

Marketing Tools - Add Hospital Info

Flyers	(from Buy Local Challenge website)
Email Invitation to Employees	
Table Tent	
Cafeteria Signs	(fits Avery Postcards)
Cafeteria Signs	(3 Logos - use Paper Cutter)
Patient Tray Bookmarks	(2 Logos)
Patient Tray Bookmarks	(3 Logos)
Patient Tray Cards	(10 - fits Avery Bus. Cards)
Patient Tray Cards	(12 - use Paper Cutter)

Anne Arundel Medical Center

Charlotte Wallace, RN, pediatric nurse and Chair of E.A.R.T.H. Advisors, worked with Mary Ellen Tuma, Food Service Director, Tina Corey, Chef, and Kay Patterson, Patient & Food Service Specialist at Anne Arundel Medical Center, to plan well ahead of time for the Buy Local Challenge this year.



During Buy Local Week, Anne Arundel Medical Center unveiled their new logo to use in the cafeteria where local foods are served.

Wallace scheduled the founder of the Buy Local Challenge, Dr. Christine Bergmark, to speak at the hospital during a lunchtime kick-off of Buy Local Week. She also encouraged the different departments and units to compete for the highest employee

participation and worked with Marketing to create several marketing materials to encourage employee participation, including:

- AAMC's new "Locally Grown" logo
- Local food bulletin board & table tents in the cafeteria
- Poster for the main lobby listing their special events
- Email sent to all staff inviting them to participate
- Announcement in the hospital's electronic newsletter
- Buttons - "Ask me about the Buy Local Challenge"
- List of farmers' markets in Anne Arundel County with "Top 10 Reasons to Buy Local Food"
- Promotion of "Customer Appreciation Day" at the Anne Arundel County Farmers' Market

In the cafeteria, local foods were served as salad bar items throughout the week, including: yellow and white whole peaches; cantaloupe; stuffed tomatoes with chicken salad; tomato with fresh mozzarella & basil; asparagus with extra virgin olive oil; green beans, red potatoes and tomatoes with Kalamata, Vidalia and capers; tomatoes with pasta, basil and fresh lemon vinaigrette; and fresh blackberries, strawberries and blueberries with pound cake and fresh whipped cream.

"It is so much fun to watch the staff and visitors' excitement over locally grown items!" said Wallace. "They can really appreciate the flavorful taste of meals made with local foods," she said. Wallace, Tuma, Corey and Patterson are each noticing a growing demand from the employees at AAMC to make these fresh foods from local farmers more available.

Bon Secours Health System

More than 17,000 employees in the 28 health care facilities of the Bon Secours Health System, primarily on the East Coast, received the invitation to participate in the Buy Local Challenge.



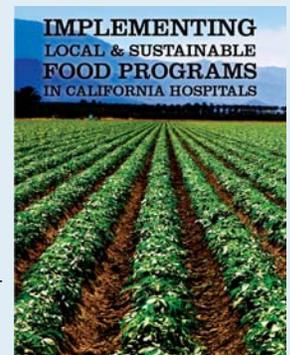
David A. Schlachter, Manager of Marketing and Communications of the Bon Secours Health System, invites employees to participate in the Buy Local Challenge.

It was their 'Green Tip of the Week' in an internal weekly news broadcast on July 20, 2009. BSN Headline News sends a weekly broadcast to all Bon Secours employees across the 7 states where their facilities are located, including Maryland, Pennsylvania, Virginia, New York, South Carolina, Kentucky, and Florida.

Watch the news broadcast on their [YouTube Video](http://www.youtube.com/watch?v=pkX0WUWXn9o) (www.youtube.com/watch?v=pkX0WUWXn9o). The Buy Local Challenge is the 2nd story in this 3-story broadcast. Be sure to watch the 1st story about the new hospital community garden launched this year at St. Francis Health System in Greenville, South Carolina. The corporate office of the Bon Secours Health System is located here in Marriottsville, Maryland.

Report Shares Lessons Learned in Implementing Local & Sustainable Food Programs in California Hospitals

A report released Summer 2009 by the Community Alliance with Family Farmers (CAFF) and the San Francisco Bay Area Chapter of Physicians for Social Responsibility (SFPSR) shared lessons learned in local and sustainable food purchasing by hospitals in California.



The report includes sections on Financial Guidelines (such as how to offset higher food prices); Working with GPOs & Distributors; Education, Marketing and Making the Case (to hospital administrators and to your clientele); and Summary Tips on Getting Started.

To read the full report, visit:

www.caff.org/publications/web_hospitals_report.pdf

Carroll Hospital Center

Over the past 2 ½ years, since signing the Healthy Food in Health Care Pledge, Carroll Hospital Center has been purchasing locally grown vegetables and fruit both directly from Carroll County farmers when available, and from their distributor, Hearn Kirkwood. They have also been purchasing local beef raised without synthetic growth hormones or antibiotics from Bullock's Beef in Carroll County ever since the hospital opened in 1961.

This year, the Food Service Department worked with the hospital's Wellness Committee to resume their "Buy Local Punch Card,"

an employee incentive program developed during National Nutrition Month in March. This card is punched each time an employee purchases a local food item in the cafeteria or at their coffee bar. Employees can also earn points throughout the year on a "Wellness Point Card" by participating in health educational programs, walking and other physical activities, having their blood pressure taken, etc. Employees turn in their local food and wellness cards every November during "Wellness Point Redemption Day" to receive healthy gifts and prizes at the end of the year. The Buy Local Punch Cards were available at Carroll Hospital Center for employees to use from mid-July until the beginning of October, giving an extra incentive to buy local foods throughout the year.

During Buy Local Week, the cafeteria and the coffee bar featured at least 1 local food each day, highlighting them in green on their menu. The foods included green beans almandine, squash medley, steamed greens, stuffed peppers, braised cabbage, creamed lettuce, cucumber salad, corn on the cob and whole peaches. In addition to the punch cards, food service also encouraged their employees to "Take the Challenge" by promoting it on posters, table tents, menu place cards, sign up sheets, their website, and by sending an email to every employee. Close to 100 employees signed up for the challenge this year.

Marcea Cotter, Director of Food, Environmental and Transportation Services, said "Our local food program is very popular. Our employees want to support our farmers and eat healthier. We will definitely continue to serve local foods as much as possible throughout the year."



This "Buy Local Punch Card" provides extra incentive to employees by giving them Wellness Points that they can redeem for healthy gifts and prizes at the end of the year.

Children's National Medical Center

This summer, when Andy Woolery, then the Associate Director of the Food and Nutrition Department at Children's National Medical Center in Washington, DC, heard that farmer Paul Mock was available to visit a hospital during Buy Local Week, he jumped at the opportunity.



Dion Spencer, (left) Purchasing Manager at Children's and farmer, Paul Mock (right) of Mock's Greenhouse in Berkeley Springs, WV, co-host a chef's table of local foods during Buy Local Week.

"We had a phenomenal response from our customers to our local foods promotion, especially the day farmer Paul Mock visited," said Woolery. Mock from Mock's Greenhouse in Berkeley Springs, West Virginia, displayed his lettuce, heirloom tomatoes, watercress, and



Farmer Paul Mock talks with nurse, Marian McEvilly, during his visit to Children's National Medical Center during Buy Local Week.

other herbs at the Chef's Table in the cafeteria. His food was also featured in the cafeteria meals that day. Mock grows all of his food without pesticides in his hydroponic greenhouse operation.

Tina Lassiter, Director of Art Programs and Acquisitions at Children's, sent an email to Food Service Director, Penny Adams, after she ate the salad made with Mock's lettuce saying:

"LOVE today's fresh salad!!! I bought one for lunch and one to take home then called and emailed everyone on my team and a few others and sent them to get one. We are all raving ... this was affordable, fresh, healthy and delicious! How often can we have them here?"

Woolery responded "We will continue to use local foods in our menu, including Mock's lettuce, and we look forward to hosting another farmer in the very near future."

In addition to Mock's lettuce, Children's also served local green beans, cucumbers, squash and peppers during Buy Local Week. They purchase local foods from their distributor, Hearn Kirkwood, throughout the entire growing season.



Logos from the Buy Local Challenge and from their distributor's Mid-Atlantic Family Farms program were used to promote their local foods, including the food from Mock's Greenhouse.

Civista Medical Center

Doug Santoro, Food Service Manager at Civista Medical Center, promoted their "Garden Fresh" local foods daily for two weeks in July, including the week before and during the Buy Local Challenge. He purchased almost all of their local foods directly from C. H. Bowling Produce of Faulkner, MD, the farm that Civista now hosts at their new biweekly farmer's market.

"We started to purchase local foods a few months ago. The Buy Local Challenge was a great way to promote our use of local foods to our employees," said Santoro. "Thanks to the connection we've made with C. H. Bowling Produce to sell food at our farmer's market, we are now also purchasing food from them for our cafeteria."



Civista Medical Center now purchases food for their cafeteria from C H Bowling Produce at their new farmer's market.

In addition to Bowling, Civista's Farmer's Market hosts 3 other Southern Maryland vendors who sell ready-to-eat foods, baked goods, and arts and crafts from a local artist's studio. "The employees really appreciate the market and we even have community members stopping to shop," said Santoro.

During Buy Local Week, local foods were featured primarily in their side dishes, including green beans, yellow beans, zucchini, corn on the cob, spinach, yellow squash, eggplant, honeydew melon, cantaloupe and watermelon. "The food is very fresh. Our corn is picked, husked, delivered and served within a matter of hours," said Santoro. "You can't get any fresher than that," he said. The Buy Local Challenge was promoted to their employees in the cafeteria and an email was sent out inviting employees to participate.

Civista also purchases local food from their distributor, Keany Produce, from whom they've specifically requested local product. They use these local foods in both their cafeteria and patient menus.

Santoro plans to continue to increase their local food purchasing throughout the growing season each year. He is also going to design a more seasonal menu plan for their cafeteria and patient meals.

Johns Hopkins Bayview Medical Center

For more than a year, the Farmer's Market at Johns Hopkins Bayview Medical Center has been providing the employees and some neighborhood residents with local, organic vegetables and fruit, and local herbs, flowers and baked goods. Calvert Farm and their cooperative of farms supply the food not only for the Farmer's Market but also for their Community Supported Agriculture program (CSA), in which hospital employees receive weekly shares of the farms' harvest.



The farmer's market at Johns Hopkins Bayview Medical Center provides employees and some neighborhood residents with local, organic foods.

During Buy Local Week this year, the Food Service Department at Johns Hopkins Bayview added local foods to the cafeteria menu, which they purchased through their distributor, Keany Produce. The local foods they served include: berries in their yogurt parfaits; tomatoes, mushrooms and lettuce on the salad bar; collards, corn and cabbage at the home station, and whole local peaches. "The favorite local food was the fresh collard greens, which were lightly steamed and served with fish. We sold out of them ... they were a big hit," said Linda Paren, RD, LDN, Food Service Director and Co-Leader of the hospital's Green Team.



Johns Hopkins Bayview Medical Center used the logo from the Buy Local Challenge to promote their local foods in the cafeteria.

They also promoted the local foods they served using the Buy Local Challenge logo and other promotional materials. Employees were encouraged to take the pledge to eat at least one local food a day for the week through promotion on the hospital's intranet and using sign-up sheets in the cafeteria & at the Farmer's Market.

Paren said "Adding local foods to our cafeteria menu this year was a very successful initiative. Our next step is to explore ways that we can integrate local foods into the patient menus." Paren explained that it's a more complicated process than using local foods in the cafeteria since patient menus are preprinted and each meal has a nutritional analysis. Paren plans to start by piloting local fresh fruit on the patient courtesy cart deliveries.

Franklin Square Hospital Center

Jean Montefiore, Assistant Director of Food & Nutrition, Sandy Diaz and Tina Manner, Retail Managers, and Matt Jarrett, Executive Chef, teamed up with Food Service Director, Martha Howes at Franklin Square Hospital Center, to provide local foods to their employees and visitors, and to educate them about why it's important to eat local foods.

As employees of Morrison Management Specialists, the food service contractor for Franklin Square, their efforts are part of a nationwide Buy Local initiative by Morrison & a regional pilot called "Ag in the Middle," which supports local, mid-sized farmers by purchasing their foods.



Chef, Matt Jarrett, uses local berries in the smoothies he made during Buy Local Week at Franklin Square.

During Buy Local Week, Franklin Square Hospital Center put the spotlight on local produce from several mid-sized New Jersey farms (still within 150 miles of Franklin Square and part of our Mid-Atlantic region of farms). These foods include blueberries

from William Consola & Sons Farms, zucchini from J&E Petronglo, yellow squash from Russel Leone, green peppers from Catalana Farms, peaches from Fralinger Orchard and Colora Orchard, and apples from Colora Orchard and Rinehart Orchard. The local foods were served in chopped salads, side dishes, main entrees and as whole fruit in the cafeteria menu.

Pictures and bios of the farmers, which they received from their distributor, Hearn Kirkwood, were posted at the point of sale in the cafeteria. They also educated their employees with posters and flyers that stressed the importance of: "Why Eat Local."

Good Samaritan Hospital

"Participating in the Buy Local Challenge encouraged us to get more creative with our menus," said Jason Saunders, Executive Chef at Good Samaritan Hospital. "It was also an opportunity to educate our kitchen staff and our customers," he said.



Executive Chef, Jason Saunders, at Good Samaritan Hospital, displays their local foods for sale in the cafeteria.

"Seeing the excitement on our customers' faces when we told them their food was from a farm in White Marsh, MD, & receiving their emails asking what was for lunch ... it was a lot of fun!" said Saunders. "We also loved teaching our food service staff how to prepare the food. For example, several had never made French Fries from whole potatoes. It was very rewarding," he said.

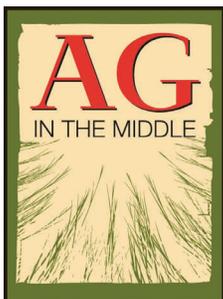
Chef Saunders worked together with Theresa Holloway, Assistant Director of Food & Nutrition Services, and Chris DeRocco, Director of Food & Nutrition Services, to use local foods in their cafeteria menu and to host a local food produce stand in the cafeteria. They used



Zucchini, yellow squash, blueberries, apples, red peppers and lettuce were some of the local foods available for sale at the produce stand at Good Samaritan Hospital.

their "Ag in the Middle" promotional material from Morrison Management Specialists to highlight the farmers and educate the employees. They also posted the bios and pictures of their local farmers that they received from their distributor, Hearn Kirkwood.

The local foods included yellow squash, kale, zucchini, collard greens, romaine lettuce, mushrooms, cabbage, corn, green beans, apples, fresh herbs and goat cheese.



Morrison Management Specialists Support Local, Mid-Sized Farmers with "Ag in the Middle" Initiative

Mid-sized farmers in the U.S. are struggling to stay in business, even though they produce the volumes of food that hospitals and other institutions need. This year, Morrison Management Specialists launched "Ag in the Middle," a regional pilot that is part of a national 'Buy Local' program to support local, mid-sized farmers. Morrison has implemented their 'Buy Local' program at 900 healthcare and senior living facilities in the U.S. where they contract their food services. In Maryland and DC, 9 hospitals participate:

- Children's National Medical Center
- Good Samaritan Hospital
- Peninsula Regional Medical Center
- Franklin Square Hospital Center
- Harbor Hospital Center
- Union Memorial Hospital
- Georgetown University Hospital
- National Rehabilitation Hospital
- Washington Hospital Center

St. Agnes Hospital

Paul Donnelly, Director of Food, Nutrition and Protective Services at St. Agnes Hospital, has been purchasing local foods through his distributor, Hearn Kirkwood, since the Summer of 2008, so it was easy for him to participate in the Buy Local Challenge this year.



St. Agnes Hospital uses this sign in their cafeteria to identify which menu items contain a local food ingredient.

With the employees at St. Agnes already aware of the importance of buying local foods, they were eager to sign up and “Take the Challenge” ... so eager in fact, that 192 employees signed up to eat a local food a day for a week — the highest total number of employees participating at any Maryland or DC hospital.

Donnelly uses a ‘Locally Grown’ sign at the point of sale in the hospital’s Main Street Café to promote the menu items with local food ingredients. “We typically use local foods in the salad bar, deli bar, or yogurt bar, and occasionally in the entree line,” said Donnelly. “My customers look for it. In fact, I get an email from some of my customers if they don’t see our ‘Locally Grown’ signs in the café that day,” he said.

St. Agnes also uses local food in their patient meals. They use a ‘spoken menu,’ which can be changed daily, rather than a paper menu which is usually printed out weeks in advance. Their Patient Nutrition Representatives tell each patient the menu choices for the day, allowing them the flexibility to include local foods as they become available.

During Buy Local Week, St. Agnes served local squash, green beans, blueberries, cucumbers, corn, cantaloupe,

Locally Grown Produce is Here!



LOCALLY-GROWN PRODUCE HAS MANY BENEFITS OVER THE REST

- There are less shipping and transportation costs
- It supports the local economy
- There is less air pollution from large transport vehicles
- Food is more nutritious because it is fresher and has not lost nutrients from the spoilage process, and it tastes better too!

St. Agnes' Main Street Café is now offering locally-grown produce when available as part of a Green Initiative. Look for this sign to tell you what's local.



The Food Service Department at St. Agnes Hospital used this flyer in May 2009 to promote the local produce they served to their customers in their Main Street Café.

peppers and onions in their patient and café meals. St. Agnes purchased up to 30% of their produce in local foods during the peak of the season this summer.

Next steps include increasing local food purchasing and staff education, hosting a farmer to exhibit in the cafeteria during National Nutrition Month, & hosting a produce stand of local foods in the café.

Union Hospital of Cecil County

Local, sustainable foods from Cecil County farmers — that’s what Union Hospital of Cecil County served during the Buy Local Challenge. In fact, their ‘grand finale’ breakfast was a full Cecil County meal. It included eggs cooked to order and sausage patties from Locust Point Farm, where animals are raised on pasture without antibiotics, organic breakfast potatoes from Priapi Gardens, and peach compote from Milburn Orchards, where they use Integrated Pest Management to reduce pesticide use.



Executive Chef, Tony Drill, serves a true local foods breakfast from farms in Cecil County to employees and visitors at Union Hospital.

Union Hospital employees “Took the Challenge” by signing up in the cafeteria and coffee shop, resulting in 15% of their employees participating, the highest percent of total employees in a Maryland or DC hospital. “The response from our employees was overwhelming,” said Holly Emmons, Food Service Manager. “They noticed the difference in taste immediately!” she said. The stuffed

“The response from our employees was overwhelming. They noticed the difference in taste immediately!”

tomatoes were a big hit, in addition to the fresh raspberries and peaches, smoked ham and cabbage, and organic chunky potato and Swiss chard soup. Growers, Vic & Mary Priapi of Priapi Gardens, even tried Emmons’ & Chef Tony Drill’s new soup recipe and said “it was absolutely the best.” **Union Hospital’s Recipe for Organic Chunky Potato & Swiss Chard Soup** is now in Health Care Without Harm’s [Balanced Menus Recipe Collection](#). They also made front page Cecil County news in the *Cecil Whig* for taking the “Balanced Menus Challenge” - a commitment to reduce meat purchasing by 20% over a 12 month period: [Union Hospital in the News](#).

“As a result of participating in these initiatives, we’ve developed new connections with local farmers — now we’re buying food from them all year long,” said Emmons. Union Hospital has also started “recycling” their pre-consumer food waste by sending it to the hog farmer.



Organic chunky potato & Swiss chard soup, made with organic vegetables from Priapi Gardens in Cecilton, MD.

University of Maryland Medical Center

“To promote our Farmers’ Market this year, we worked together with our dietitians to feature monthly meals in our Courtyard Café made with local foods,” said Gary Donnelly, Retail Director of Food & Nutrition Services at University of Maryland Medical Center (UMMC). “We also sold the same local food ingredients in our Café, a la cart or as a package, and gave out the recipes so our employees could make the meal at home for themselves and their families. This Fall, our spaghetti squash recipe made a local meal for two in under \$10 — Not bad,” said Donnelly. UMMC dietitians gave out samples of the Café’s local food meal at their monthly table at the farmers’ market. They also teamed up with dietitians from next door’s VA Medical Center to educate employees and community members by promoting the benefits of local foods and fresh fruits and vegetables, providing seasonal recipes and encouraging tasty and healthy food choices.



This Autumn meal above, was made in the Café at the University of Maryland Medical Center with 4 local foods, and given out as samples by the Dietitians at the University Farmers’ Market. Below, the same local food ingredients were sold in the Café so employees could make it at home for themselves and their families.



During the Buy Local Challenge, the Food Service Department, operated by Aramark Healthcare, featured many local foods in their Courtyard Café. They included: blueberries in the fruit bar each day, also used to make delicious blueberry pancakes; tomatoes in the café’s *Fruit of the Vine* lunch special; golden delicious apples sold in the café daily; mesclun greens and mushrooms available daily in the salad bar; and local cucumbers in both the cafeteria and patient salads over a 2 week period.

Employees were encouraged to sign up and “Take the Challenge” by using sign-up sheets at the University Farmers’ Market and on different nursing units. The Food Services Department started buying local foods from their distributors, Hearn Kirkwood and Keany Produce, in the Summer of 2007. In the Fall of 2009, with a commitment to continue to expand their healthy food options, they signed the Healthy Food in Health Care Pledge.



Farmers join Farmers’ Market Coordinator, Denise Choiniere, RN, (in blue) at the ribbon-cutting ceremony of the market’s opening day.

Upper Chesapeake Health System — Harford Memorial Hospital & Upper Chesapeake Medical Center

“We sold over 2 bushels of corn on the cob at lunch in the Café the first day of Buy Local Week!” said Tom Annon, Director of Nutritional Services at Upper Chesapeake Medical Center. “Our team members love the local foods we’ve been serving,” said Annon.

Upper Chesapeake Medical Center & Harford Memorial Hospital, both operated by Aramark Healthcare, started purchasing local foods from their distributor, Keany Produce, in the Spring of 2009. Kevin Long, Director of Nutrition at Harford Memorial Hospital, verified Annon’s experience. “We served Sun Gold cherry tomatoes from Lois Produce in Virginia during the Buy Local Challenge in July. We heard so many of our hospital team members raving about the flavor that we had to keep them on as a standing item,” said Long. “We purchased ~250 lbs of them over the season, serving them fresh on the salad bar each day and trying them in soups, sautéed, oven roasted, you name it. We will definitely have them again next year,” he said.



This ‘Welcome Station’ promoted the local foods served at Harford Memorial Hospital and Upper Chesapeake Medical Center.

Both hospitals featured fresh local fruits and vegetables each day in their buffet station, and also used them at the deli and sauté stations, the salad bar and the grill.” The local foods included salad greens, tomatoes, Sun Gold cherry tomatoes, yellow squash, corn, raspberries, blackberries and apples. They also made fresh local blackberry and raspberry vinaigrettes which they served with blackened salmon salad and rosemary grilled chicken over a bed of fresh local greens.

Team members were encouraged to “Take the Challenge” by signing up on the Buy Local Challenge website. They are also given ongoing daily incentives to eat healthier with “Value Meals,” which offer a discount when purchasing a fruit or vegetable with an entrée.



Upper Chesapeake used this daily flyer to promote their local foods

Next steps include hosting Harford County farmers at their hospitals, and exploring gardening and composting programs.

Washington County Hospital

"We now purchase up to 80% of our produce during the growing season directly from Home Grown Produce, a farm located just 20 minutes away," said Joe Fleischman, Executive Chef/Food Production Manager at Washington County Hospital. Since Spring 2008, Fleischman has also been buying eggs from Home Grown Produce, which sources other foods from area farmers, and local sausage produced from animals that are raised without the routine use of arsenic or antibiotics.



(L to R) Chef Joe Fleischman, Washington County Hospital, Samuel Martin & son, Darryl Martin, Home Grown Produce.

On July 7th, Fleischman and a committee of employees, including Green Team members, launched a very successful farmers' market with a big ribbon cutting celebration, media promotion and over 300 people attending on opening day. **Farmers and vendors included:**



Washington County Hospital Farmers' Market is a big success among employees.

- Blue Mountain Farm
- Hope's Country Lemonade
- Legacy Manor Farm
- Manna, Bread for Life
- Snookies Cookies
- Spriggs Delight Farm
- 'Stop, Buy'N See'

The foods sold at the market include vegetables and fruit, goat cheese, gluten-free bread, baked & prepared foods, and sustainably produced meat & poultry. At the market, over 150 employees signed up to "Take the Buy Local Challenge," becoming the 3rd highest in hospital participation. Fleischman also used the Buy Local promotional material to promote the local food he serves.

The big surprise of the season came when a local dairy farmer, who grew sweet corn to supplement his income, asked Fleischman if he would buy it. Since the volume was more than he could use, Fleischman agreed to send out an email to the hospital employees, inviting them to purchase it. The full pallet of 300 ears of corn disappeared in 12 minutes, and the 2nd load of 600 ears of corn sold out the next day in 20 minutes. Employees continued to ask for more corn so Fleischman repeated this a few more times over the season. It was a big success!



Local corn sold out in 12 minutes at WCH.

Register Now! — 2 Events Hosted by Maryland Department of Agriculture

2010 Buyer-Grower Meeting

January 21st

10:00 am — 2:00 pm

Annapolis Elks Lodge, Annapolis, MD

Hospitals and other buyers from grocery stores, restaurants, schools, hotels & more will meet and talk with growers, producers, and food processors about local food purchases in 2010. **Local products include fruits and vegetables, meats, cheeses, seafood, and specialty products, such as locally produced ice cream and soups.** Hospitals can also talk with growers about participating in farmers' markets, CSAs and hosting a table during National Nutrition Month at your facility.

To Register, visit: www.marylandsbest.net.

For more information, contact Kate Mason at 410-841-5779 or MasonKB@mda.state.md.us

* MD H2E will not host a separate Buyer-Grower Meeting this year so we encourage you to attend this event on Jan 21st

2010 Farmers' Market Conference

January 29th

10:00 am — 4:00 pm

MD Dept. of Agriculture, Annapolis, MD

\$15.00 per person (Includes lunch)

Topics include: **Maryland State Regulations & Specialty Programs, Direct Farm Marketing, Farmers' Market Nutrition Programs (including WIC & Senior Coupons), Post Harvest Handling & Market Safety, and Market Advertising & Promotions.**

Keynote: Increasing access to low income communities & starting a farmers' market association. Also an opportunity for stakeholders to share experiences & network.

Register at www.marylandsbest.net – see 'Hot Topics'

For more information, contact Amy Crone at 410-841-5776 or CroneAG@mda.state.md.us

Additional Farmers' Markets & CSAs Launch at Maryland Hospitals

While some hospitals purchased local foods for their cafeteria, other hospitals increased access to local food purchasing for their employees by hosting farmers' markets and CSAs at their facilities. **Baltimore Business Journal** writes "Baltimore hospitals fueling demand for more local produce": <http://baltimore.bizjournals.com/baltimore/stories/2009/07/27/story12.html>

Holy Cross Hospital

It was Kyle Jossi, RN, a long-time nurse at Holy Cross Hospital, who inspired their farmer's market. She got in touch with Norman's Farm Market and arranged for the hospital to host him every 2 weeks on the hospital parking lot. The employees loved the fresh fruits and vegetables including sweet corn, tomatoes, squash, blueberries, cherries, peaches, green beans, beets, cabbage, kale and collards. Norman provided food from his farm and from other farms in the area. The Marketing Department participated by promoting the market in their weekly newsletter.



Staff at Holy Cross Hospital have fun shopping at their on-site market.

Mary Walshe, RN, Employee Health Nurse, says "Our Green Team is looking forward to growing this market by adding more farmers next year. We're already planning our Earth Day 2010 event by hosting farmers at our April celebration."

Johns Hopkins Hospital

The Farmers' Market at Johns Hopkins Hospital started on June 4th with immediate success. Co-coordinators Shannon Gregor & Roneet Mallin, RN, MPH, launched it as a Green Team initiative. The market sold fresh local vegetables; rBGH-free raw milk cheese; beef, pork and poultry raised on pasture without routine antibiotic or arsenic use; fruit grown using Integrated Pest Management; nuts, spreads and chutneys; bread, French baked goods, chocolates & sweets; fair trade & organic coffee.

The market hosted 11 farmers & vendors including:



At The Farmers' Market at Johns Hopkins Hospital, Kim and Allen Galbreath of Hawks Hill Creamery sell rBGH-free raw

- The Breadery
- Charles Street Gourmet
- Edible Favors
- Ferguson Family Farm
- Hawks Hill Creamery
- Infused Spreads
- Milburn Orchards
- Napoleon Bakery
- Nuts To You
- The Zahradka Farm
- Zeke's Coffee

Montgomery General Hospital

The CSA, "Community Supported Agriculture," program at Montgomery General Hospital was launched in the Spring of 2009 by Todd Cohen, MHSA, Director of Special Projects and Katy Robinson, MBA, MSPT, Manager of Rehabilitation Medicine. Employees pay a one time fee to Calvert Farm (a cooperative of farms) at the beginning of the growing season and then get a weekly delivery of their "share" of the harvest of food from June to October. "The CSA is fun, the food is great, and we love supporting the farmers and our local economy," said Cohen. The CSA started with 13 shares of food being delivered to the hospital each week. It grew to 25 weekly shares over the 2009 growing season, with some employees splitting a share in half. Click here to [Find a CSA](#) or visit www.LocalHarvest.org



Tracy Douglas-Wheeler, Director of Outpatient Services at Montgomery General Hospital, explores her weekly delivery of her half of a CSA share.

St. Joseph Medical Center

Heather Keller, RN, Clinical Practice Specialist at St. Joseph Medical Center, started their farmers' market on July 29th, hosting it weekly 'til mid-September, on Wednesdays from 2:30 - 7:00 pm. The hospital's Media Relations Department helped to promote it by sending out weekly emails to employees. They also had announcements published about it in their hospital newsletter, Nursing Spectrum, ADVANCE for Nursing and in the Baltimore County Chamber of Commerce weekly news. **The farmers and vendors at the St. Joseph's Farmers' Market included:**



Heather Keller, RN, at St. Joseph Medical Center shows off the beautiful peaches for sale at their weekly farmers' market.

- The Breadery
- Charles Street Gourmet
- Ferguson Family Farm
- Infused Spreads
- Tuckey's Mountain Grown Berries, Fruit & Vegetables
- Two Oceans True Foods

Appendix C

Sustainable Food Updates
in
MD H2E Newsletters

Nursing Update

New Nursing Coordinator Michaela Lindahl-Ackerman

Maryland Hospitals for a Healthy Environment would like to welcome our newest Nursing Outreach Coordinator. She comes to us from Oregon with a MPH and broad range experience in health promotion, disease prevention and community organization. She is currently a student in the Clinical Nurse Leader program at the University of Maryland School of Nursing. Previously, she worked for MD H2E looking at waste stream management in health care and for the state of Maryland. She is looking forward to connecting with nurses and green teams across the state to promote environmental sustainability in health care. Contact Michaela at 410-706-6832 or mlind006@umaryland.edu.



Sustainable Foods Update

Promote Local & Sustainable Foods during:

- ⇒ National Nutrition Month: March
- ⇒ Earth Day: April 22nd

Here are a few ideas:

- ◆ Host a lunchtime table with a local farmer
- ◆ Launch a CSA at your hospital
- ◆ Schedule a talk at your hospital by one of your distributor's local farmers to educate your staff about local foods
- ◆ Host an event using local foods
- ◆ Promote the sustainable foods You serve

List of Available Food: www.marylandsbest.net

Other Resources:

www.sustainabletable.org
www.localharvest.org
www.healthyfoodinhealthcare.org

Contact MD H2E:

410-706-1924; Lmitc001@son.umaryland.edu

Practice Green Health Webinars



February 13, 1 pm (Eastern)
Design and Construction Series: True Stories from LEED Healthcare Projects

February 20, 1 pm (Eastern)
Greening Operations Series: Making the Business Case for Energy Efficiency to your CFO

March 6, 1 pm (Eastern)
Getting Started with Practice Greenhealth FREE

To Register for Webinars, go to:

www.practicegreenhealth.org/tools/webinars/

Note: Access to Practice Greenhealth webinars is a fee-based service, and is one of many member benefits. You can learn more about the fees and benefits of membership by going to our website. See:

www.practicegreenhealth.org/community/membership/

Who is Maryland H2E?

Maryland H2E is a technical assistance and networking initiative that promotes environmental sustainability in healthcare. Participants include hospitals, clinics, nursing homes, and other ancillary health care providers in MD.



Our staff now includes:

- ◆ Joan Plisko, PhD, Technical Director
plisko@son.umaryland.edu
- ◆ Louise Mitchell, PT, Sustainable Foods Coordinator
Lmitc001@son.umaryland.edu
- ◆ Denise Choiniere, RN, Nursing Coordinator
dchoiniere@umm.edu
- ◆ Michaela Lindahl-Ackerman, MPH, Nursing Coordinator, mlind006@umaryland.edu

Two Great Events!



The Green Bag Lunch
Seminar Series Presents:

Greening the Cleaning

Featuring author Steve Ashkin
FREE ADMISSION



Monday Feb. 9th, 12:00 p.m.

*University of Maryland School of Nursing, Room 740
655 W. Lombard Street, Baltimore, MD 21201*

Bring your lunch and hear expert and author Steve Ashkin discuss how *to introduce green cleaning to your facility* — for healthier patients, staff, and community. Following the seminar, stay for a Q & A session specifically for hospitals.

To Register: www.peopleware.net/0216



Baltimore Buyer-Grower Meeting **Discuss Local Food Purchases for 2009**

Local farmers will meet with buyers from restaurants, hospitals, schools, hotels, grocery stores, universities and businesses to discuss local food purchases for 2009. You can also discuss new farm stands, farmers' markets & CSAs at businesses and institutions.

Be sure to list your business/farm in the 2009 Buyer-Grower Directory.

Wednesday, February 11th

9:00 am – 3:00 pm

Oregon Ridge Conference Center & Lodge

13401 Beaver Dam Road - Cockeysville, MD 21030

Food Service, Green Team Members, Nurses, EVS — All Are Invited!

Discuss Local Food Purchases & Farmers' Markets or CSAs with Farmers

FREE EVENT DELICIOUS LOCAL & SUSTAINABLE LUNCH INCLUDED

To Register or to List your Hospital in the Directory: www.mdh2e.org

More Info: 410-706-1924 or Lmitc001@son.umaryland.edu

global links

What is Global Links?

Global Links is a Pittsburgh-based medical relief and development organization dedicated to a two-fold mission of environmental stewardship and improving health in developing countries. Global Links collaborates with U.S. healthcare facilities to redirect still useful materials away from landfills to public health improvement efforts in targeted countries throughout the hemisphere.

Surplus medical items recovered include:

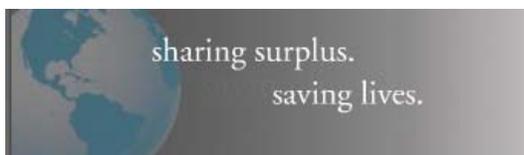
- Single-use supplies that have had no patient contact (syringes, gauze, suture, catheters, ambus, etc);
- Office supplies & furnishings;
- Clinical & patient room furnishings;
- Durable medical equipment (wheelchairs, crutches, walkers, nebulizers);
- Biomedical equipment in working order;
- Hospital linens; and
- Surgical instruments.

Global Links supports hospital greening initiatives such as:

- Solid waste reduction through on-going medical material recovery efforts;
- Global health improvements through environmentally responsible material recovery;
- Home medical equipment collections; and
- Solid waste reduction for construction, consolidation and remodeling projects.

In working with Johns Hopkins Hospital this past year 15,150 pounds (7.6 tons) of assorted medical materials were kept out of the region's landfills and the hospitals' waste stream. These donations of beds, I.V. poles, mattresses and soft supplies will be directed to public health projects in developing countries.

Contact Hayley Doering, Hospital Liaison, at 412-361-3424, ext. 213 or hdoering@globallinks.org.



Sustainable Foods Update

Morrison Signs the Healthy Food Pledge



On March 11, 2008, Morrison Management Specialists became the first major national food service company to sign the 'Healthy Food in Health Care Food Service Contractor Pledge.' Jamie Harvie, national coordinator of the Healthy Food in Health Care Initiative through Health Care Without Harm, said, "When a leader like Morrison

pledges their support for sustainable food service practices, it sends a message to the rest of the industry. We're thrilled that a top organization is taking the initiative to sign the pledge and further their commitment to the thousands of guests they serve each day."

The pledge states that food service contractors will support their client hospitals' interest in providing local sustainable food as well as educate, track and report their progress on the adoption of socially responsible food practices.

Morrison already has many environmentally conscious practices currently in place, including cage-free eggs, sustainable seafood, local produce and organic foods. Morrison is a sponsor of FoodMed!

Learn Cost Effective Strategies from Leading Experts for Healthy Hospital Food

June 30 – July 1, 2009

MGM Grand Hotel, Detroit, MI

www.FoodMed.org

- Discover best practices, tools and resources to implement local, sustainable food procurement.
- Join leaders from around the country, including Food Service Directors, Purchasing Managers, Chefs, Dietitians, Distributors, GPO's and more.



FoodMed 2009

St Joseph Hospital (New Hampshire) Vehicle Idling policy

Purpose: The Engine Idling Reduction Guidelines are intended to protect the health of drivers, the public, and the environment from excessive exposure to exhaust emissions, while reducing wear on vehicle engines, decreasing fuel consumption, and minimizing operational costs. The guidelines are also intended to ensure compliance with New Hampshire State regulations establishing limits on idling time.

Guidelines: All persons operating vehicles in the course of doing business for or with the hospital should adhere to the following guidelines:

- All drivers should turn off engines when they reach their destination and when they expect to be parked for more than 10 seconds (use common sense!).
- During morning start-up, vehicles should idle no longer than necessary to bring them to proper operating temperature (generally 1 to 3 minutes in winter). Follow manufacturer's guidelines for proper warm-up and cool-down procedures.
- When idling is necessary, all drivers should limit idling time according to state regulations as follows:

<i>Outside Temp. (F)</i>	<i>Idling Time limit</i>
Above 32°	5 minutes
Between -10° and 32°	15minutes
Below -10°	no limit

Exemptions apply when any one of the following conditions exists: (a) When a vehicle is forced to remain motionless because of traffic conditions over which the operator has no control; (b) When a vehicle is being used as an emergency motor vehicle; (c) When an engine is providing power take-off for refrigeration, lift gate pumps or other auxiliary uses, or supplying heat or air conditioning necessary for passenger comfort in those vehicles intended for commercial passenger transportation; (d) When a vehicle is being operated by a mechanic for maintenance or diagnostic purposes; or (e) When a vehicle is being operated solely to defrost a windshield.

UMMC Launches University Farmers Market



The University of Maryland Medical Center, University of Maryland, Baltimore and the local community have teamed up to bring fresh, locally grown food to the employees, patients, visitors and residents of Baltimore's West Side.

The University Market will be providing locally grown fruits and vegetables, artisan cheeses, eggs, poultry, seafood, meats, baked goods and ice cream. The market is located in the park across the street from the hospital's main entrance, along the Paca Street sidewalk. Opening day was Tuesday, May 5, 2009, and the market will run weekly from May until October, 2009.

Purchasing food from local farmers not only supports the local agricultural community and the local economy, but it also decreases "food miles." Food travels on average 1500 miles from farm to plate. However, when purchased "locally", food travels an average of only 60 miles.



Photo courtesy of Ed Fishel, UMB, External Affairs

CHECK OUT THE YOU TUBE VIDEO:

<http://www.youtube.com/watch?v=bMaGOV6tp70>

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- ◆ Denise Choiniere, RN, Nursing Coordinator
dchoiniere@umm.edu
- ◆ Michaela Lindahl-Ackerman, MPH, Nursing Coordinator, mlind006@umaryland.edu

Be Square, Be Green

To correct the misprint in last month's MD H2E News Round Up, the correct slogan for the greening program at Franklin Square Hospital Center is: Be Square, Be Green.



Practice Green Health Webinars



May 15, 1 pm (Eastern)
Greening Operations Series:
Mind Your P's an U's, Managing Pharmaceutical Waste, Including an Update of the 10-Step Blueprint for Healthcare Facilities in the United States

May 22, 1 pm (Eastern)
Making Medicine Mercury Free (Free)

June 12, 1 pm (Eastern)
Innovations in Energy Demand Reduction

June 19, 1 pm (Eastern)
Blue Wrap Recycling, From Dream to Reality in Less than a Year

To Register and Purchase Webinars, go to:
www.practicegreenhealth.org/tools/webinars/

Access to Practice Greenhealth webinars is a fee-based service, and is one of many member benefits. You can learn more about the fees and benefits of membership by going to our website. See:

www.practicegreenhealth.org/community/membership/

FoodMed 2009

The Third International Conference on
Healthy Food in Healthcare

June 30th—July 1st
Detroit, MI

www.foodmed.org

CleanMed: The Global Conference on Environmentally Sustainable Health Care:



CleanMed 2009, Chicago, Illinois May 18-20, 2009 - Hyatt Regency Chicago. [Go to: www.cleanmed.org](http://www.cleanmed.org)



Nurses in the Lead: Heather Keller, R.N. St. Joseph Medical Center

Heather Keller, RN, BSN, CPFI, Clinical Practice Specialist leads the greening initiatives at St. Joseph Medical Center. In less than one year, she has accomplished quite a bit!

- Under Heather's leadership, SJMC saved \$15,000 through the reprocessing of compression devices and pulse ox probes. Heather states that "compliance has been rapidly increasing and staff are eager to participate, they are now asking for containers".
- SJMC has placed new "high profile" recycling containers in gathering areas, cafeteria and two other large meeting rooms. The new containers were purchased with proceeds raised from "Seedling Sales" and "Jeans Day" fund raiser on Earth Day, which equaled \$1600. SJMC has diverted 3.26 tons of waste into their recycling waste stream.
- Heather has partnered with SJMC Infection Control Department to roll out staff education on strategies to reduce regulated medical waste. They are targeting house wide education first, and then will address purchasing smaller red containers and removing large red bag containers from the nursing units.

In recognition of these efforts, SJMC recently received a Partner Recognition Award from Practice GreenHealth (see Page 1). The SJMC team is not stopping there. Heather and the Green Team Coordinators from the OR and Labor and Delivery are arranging a site visit to Anne Arundel Medical Center to observe the Neptune System which is used for fluid suction waste disposal.

Another SJMC Green Team member is working to establish a ride share bus option for those employees who drive from to work along the I-83 corridor. Finally, SJMC received approval to start a Farmers Market! They are actively looking for farmers to participate.

On behalf of the MD H2E Team, Way to Go Heather and the SJMC Green Team!

Food Update

Johns Hopkins Bayview Medical Center & Johns Hopkins Hospital Launch Farmers' Markets



Johns Hopkins Bayview Medical Center launched the 2nd year of their organic farmer's market on May 6th & started a CSA. Asparagus & rhubarb are available now!



Johns Hopkins Hospital launched their farmers' market on June 4th. It was so successful that the farmers sold out of food! The market will add more farmers & food soon.

**Become a Leader in Health Care
— Send your Food Service Dept.
to FoodMed 2009**

FoodMed 2009
The Third International Conference on
Healthy Food in Healthcare

**June 30th—July 1st
Detroit, MI**

- **Cost Effective Strategies for Healthy Food**
- **Best Practices by Hospitals throughout U.S.**
- **Tools for Procurement, Contracts, Policy**
- **Addressing Food Safety of Local Foods**
- **Food Service in a Low Carbon Society**

www.FoodMed.org

Nurses in the Lead: Johns Hopkins Hospital

At Johns Hopkins Hospital (JHH), nurses are prevalent in greening initiatives:

Green Team Co Chair: Colleen Cusick, RN, works in Supply Chain as the clinical products specialist and is the co-chair of the JHH Green Team.

Farmers Market: Roneet Mallin, RN, MPH, home care coordinator and Shannon Gregor, project coordinator in the Patient & Visitor Services and nursing student at Howard Community College, coordinated the recently debuted Farmers Market.

Clinical Unit Champions: Many of the clinical units have unit champions at JHH. Abby Denbo, RN works in the CCU and spear-headed the recycling pilot for her unit prior to the hospital roll-out and set up educational boards for staff even before the green team was formed.

Donations: Carol Gentry, RN, Nurse Manager of the Pediatric and Trauma ORs has long coordinated efforts of the hospital's SHARE program which sends unused supplies to third world countries.

Supply Chain: Tom Galloway, RN works in Supply Chain. He recently championed a program to reduce the consumption of reusable pillows. In fact, 50% of the membership of our JHHS Clinical Products Value Analysis Committee are nurses who have made decisions which reduce plastic in the environment, decrease the use of latex-containing products and reduce packaging materials.

For more information on the greening initiatives at JHH, contact: Colleen Cusick, RN, Clinical Products Specialist, Materials Management Department, Johns Hopkins Health System, 410-502-1900 or ccusick@jhmi.edu.

On behalf of the MD H2E Team, Way to Go Johns Hopkins Hospital!



Food Update: AMA Prescribes Sustainable Food Chain



The American Medical Association has approved a new policy that supports a healthy and sustainable food chain within healthcare systems at a recent AMA meeting in Chicago. AMA also plans to work with healthcare and public health organizations to educate their community and the public about the importance of healthy and ecologically sustainable food systems.

The AMA's new Sustainable Food policy builds on a report from its Council on Science and Public Health, www.ama-assn.org/ama1/pub/upload/mm/475/refcomd.pdf, which indicates that locally produced and organic foods "reduce the use of fuel, decrease the need for packaging and resultant waste disposal, preserve farmland ... [and] the related reduced fuel emissions contribute to cleaner air and in turn, lower the incidence of asthma attacks and other respiratory problems."



The study also notes that industrial food production is a significant contributor to increased antibiotic resistance, climate change, and air and water pollution. In addition to providing fresh, nutritious food choices, healthcare food services across the country are implementing new initiatives such as sourcing organic food and meat produced without the use of antibiotics, buying locally produced foods, and sponsoring farmers markets and food boxes for staff, according to the Healthcare Without Harm (HCWH) coalition.

More than 240 hospitals have signed the HCWH Healthy Food in Healthcare Pledge, which promote sustainable food systems in their facilities. U.S. Rep. Peter Welch (D-VT) has introduced a "Blueprint for Health," legislation that calls for incentives to prevent chronic diseases, including investments in healthy and sustainable local and regional food systems.

Globally, U.N. delegates at a recent climate conference said a new focus on the impact of farming on climate change could reduce carbon emissions and drive efforts to boost yields and rural incomes in developing countries, reports Reuters. Globally, agriculture accounts for about 14 percent of greenhouse gas emissions, although in some countries the figure is far higher, reports Reuters.



Be #1 in Employee Participation by Signing Up for the Buy Local Challenge

Hospitals Can Participate in 2 Ways:

1. Food Service can sign up to serve at least 1 food from a local farmer each day from July 18th—26th
2. Employees can sign up to eat at least 1 food from a local farmer each day from July 18th—26th

Hospitals Participating So Far:

- Anne Arundel Medical Center
- Calvert Memorial Hospital
- Carroll Hospital Center
- Children's National Medical Center
- Civista Medical Center
- Fayette Health & Rehab. Center
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Hospital
- Mercy Medical Center
- Northwest Health & Rehab. Center
- St. Agnes Hospital
- St. Joseph Medical Center
- Union Hospital of Cecil County
- Union Memorial Hospital
- University of Maryland Medical Center
- Washington County Hospital

The Governors' Office is "pleased to see that hospitals are setting such a great example for institutions of all kinds."

The hospital with the highest % of employees participating in the Buy Local Challenge will be recognized on the Buy Local Challenge website, to the media, and in the newsletters of the Maryland Hospital Association and Maryland Hospitals for a Healthy Environment.

Marketing Tools Available: Flyers, Employee Sign Up Sheets, Cafeteria Signs and Patient Tray Bookmarks, Table Tents & more. For flyers & logo, visit: www.buy-local-challenge.com/request_form.asp For cafeteria signs, patient tray cards, table tents & more, contact Louise at 410-706-1924 or Lmitc001@son.umaryland.edu.

Sign Up Here: www.buy-local-challenge.com/challenge.asp

Be Sure to List Your Name & Your Hospital's Name So You Can Be Counted!!



Wednesday, July 22nd

4:00 pm — 5:15 pm

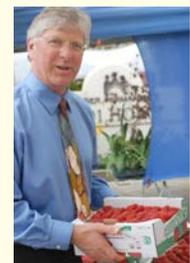
Good Food, Good Medicine

**How a Physician is Bringing
"Produce to the People"
at Kaiser Permanente's Hospitals**

**University of Maryland Medical Center
22 S. Greene St, Baltimore 21201 (Conf Rm TBA)**

RSVP Here: [Online Registration](#)

Dr. Preston Maring will demonstrate how Kaiser has launched 30 farmers' markets in 6 states & in DC & uses local foods in their inpatient meals at 19 facilities.



**Directions,
Map &
Parking
Information:**
[www.umm.edu
/gethere](http://www.umm.edu/gethere)

Sustainable Foods Update: 25 Health Care Facilities, 900 Employees in MD and Washington, D.C. Buy Local Food

Close to one-third of Maryland's hospitals and nearly 900 hospital employees in Maryland and Washington, D.C. participated in the "Buy Local Challenge" by serving or eating at least one local food each day during Buy Local Week, July 18th – 26th. The Buy Local Challenge www.buy-local-challenge.com, a state-wide campaign launched by the Southern Maryland Agricultural Development Commission, promotes local food purchases among consumers, businesses and institutions.



Children's National Medical Center hosted farmer, Paul Mock, (far right) at a Chef's Table in their cafeteria with (from L to R) Larry Dyson, Retail Manager, Reggie Ford, Retail Manager and Nikki Wynn, Chef.

Three hospitals had over 150 employees participate in the "Buy Local Challenge":

- **Union Hospital of Cecil County** — had highest employee participation at 15%
- **St. Agnes Hospital**, Baltimore — had close to 200 employees who "Took the Challenge"
- **Washington County Hospital** — engaged employees at their newly launched farmers' market



Hospitals also promoted their local farmers with marketing materials in their cafeterias and on their patient trays, provided educational information to their staff on the importance of eating local foods, hosted a farmer in the cafeteria while serving their local foods, and promoted their new on-site hospital farmers' markets or a nearby farmers' market in their community. Anne Arundel Medical Center developed their own logo to identify which foods in their cafeteria are from local farms (see left). Seven Maryland hospitals have launched Farmers' Markets this year and 2 hospitals started Community Supported Agriculture (CSA) programs at their facilities.

25 Hospitals and Nursing Homes Participate in Buy Local Challenge

- Anne Arundel Medical Ctr.
- Baltimore Washington Medical Ctr.
- Calvert Memorial Hospital
- Carroll Hospital Center
- Children's National Medical Ctr.
- Civista Medical Ctr.
- Fayette Health and Rehabilitation Ctr.
- Franklin Square Hospital Ctr.
- Harbor Hospital Ctr.
- Harford Memorial Hospital
- Johns Hopkins Bayview Medical Ctr.
- Johns Hopkins Hospital
- Mercy Medical Ctr.
- Mt. Washington Pediatric Hospital
- Northwest Health and Rehab Ctr.
- Shady Grove Adventist Hospital
- Sinai Hospital
- St. Agnes Hospital
- Union Hospital of Cecil County
- Union Memorial Hospital
- University of Maryland Medical Ctr.
- Upper Chesapeake Medical Ctr.
- Washington Adventist Hospital



The organic tomatoes from Priapi Gardens in Cecilton, MD were a big hit at Union Hospital of Cecil County - shown here by Brenda O'Connor, RD, Food Service Supervisor and Matt Eder, Food Service Worker.

Louise Mitchell, Sustainable Foods Coordinator at MD H2E said "This Buy Local Challenge has really sparked more hospitals to participate. Food service directors, chefs and our hospitals' green teams have fully embraced this Buy Local Challenge by featuring local foods, promoting their local farmers and engaging their employees to participate. They received rave reviews from their employees, patients, visitors and administrators and found it fulfilling and fun! By piloting this campaign for 1 week, many are now starting to purchase local foods regularly and will continue throughout the year."

For more information, contact us at 410-706-1924 or Lmitc001@son.umaryland.edu.



Maryland H2E News Round Up

September 2009



Environmental Excellence in Health Care Greening Maryland Hospitals

November 6, 2009

University of Maryland School of Nursing

For Registration and Additional Information:

<http://nursing.umaryland.edu/events/environmental/november/index.htm>

Plenary Panel:

Promoting Sustainable Change

Odell Hall, HEM, CHSP, CHFM, CHPA

Director of Facilities and Safety and Security
Chair of Sustainability Team
Montgomery General Hospital

Heather Keller, RN, BSN, CPHI

Clinical Practice Specialist and
Green Leadership Council Member
St. Joseph Medical Center
Maternal Child Health

Marcea Cotter, RD, LDN

Director, Food, Environmental & Transport
Services
Environmental Leadership Committee
Carroll Hospital Center

Breakout Sessions

- Climate Friendly Solutions
- Green Building and Energy Efficiency Strategies
- Sustainable Foods
- Green Hospital Policies
- Comprehensive Waste Management
- Using Technology To Be Sustainable

Keynote Address

Critical Pathways to Sustainability in Health Care: Kaiser Permanente's Blueprint for Success

Kathy Gerwig, Vice President
Workplace Safety and Environmental
Stewardship Officer, Kaiser Permanente

Four More Hospitals Launch Farmers' Markets - Brings Total to Seven in Maryland

Civista Medical Center Doug Santoro, Food Service Director, and the Green Team at Civista Medical Center launched their farmer's market early this summer. Every 2 weeks on "Payday Thursdays" from 9 am — 4 pm in the parking lot, C.H. Bowling Produce sells fruits and vegetables, while 3 other Southern Maryland vendors sell ready-to-eat foods, baked goods, and arts and crafts from a local artist's studio. "It's a big success among employees and community members who stop and shop," said Santoro, who also now purchases Bowling's produce for the cafeteria and patient meals. In fact, the local corn they serve is picked and husked the same morning. "You can't get any fresher than that," he said. Santoro notes a 35% increase in cafeteria sales this year, partially due to their new "Garden Fresh" locally grown foods.



Civista Medical Center hosts Southern MD farmer and vendors every 2 weeks on "Payday Thursdays."

Holy Cross Hospital It was Kyle Jossi, RN, a long-time nurse at Holy Cross Hospital, who inspired their farmer's market. She got in touch with Norman's Farm Market and arranged for the hospital to host him every 2 weeks on the hospital parking lot. The employees love the fresh fruits and vegetables including sweet corn, tomatoes, squash, blueberries, cherries, peaches, green beans, beets, cabbage, kale and collards. Norman brings food not only from his farm, but from other farms in the area. The marketing department is also participating by promoting it in their weekly hospital newsletter. Mary Walshe, RN, Employee Health Nurse, says "Our Green Team is looking forward to growing this market by adding more farmers next year. We're already planning our Earth Day 2010 event by hosting farmers at our April celebration."



Staff at Holy Cross Hospital have fun shopping at their on-site market.

St. Joseph Medical Center Heather Keller, RN, Clinical Practice Specialist, at St. Joseph Medical Center located several farmers and vendors for her indoor weekly farmers' market, every Wednesday from 2:30 - 7:00 pm. They host The Breadery, Charles Street Gourmet, Ferguson Family Farms, Infused Spreads, Tuckey's Mountain Grown Berries, Fruits & Vegetables, and Two Oceans True Foods. Keller says "Our staff notices the great taste and quality of these sustainably produced foods and they appreciate the convenience that our market provides. It's a great one-stop shop for a healthy evening meal." The hospital dietitians are launching an educational campaign to promote the health benefits of local, sustainable foods by asking employees to submit their favorite healthy recipes to share at the market.



Heather Keller, RN, at St. Joseph Medical Center shows off the beautiful peaches for sale at their weekly farmers' market.

Washington County Hospital Chef Joe Fleischman, the Green Team and the Farmers' Market Committee at Washington County Hospital launched their farmers' market on July 7th with a big ribbon cutting celebration, media promotion and over 300 people attending on opening day! They host 7 farmers and vendors including Blue Mountain Farm, Hope's Country Lemonade, Legacy Manor Farm, Manna, Bread for Life, Snookies Cookies, Spriggs Delight Farm, and 'Stop, Buy'N See'. The foods they provide include vegetables and fruit, goat cheese, gluten-free bread, baked and prepared foods, and sustainably produced meat and poultry. "The employees love the market and the farmers are very happy. It's a big success," said Fleischman. "We are looking forward to expanding by having a tasting table of foods prepared with the farmers' products and we'd eventually love to host guest chefs to do impromptu cooking demonstrations with foods from the farmers."



Washington County Hospital has 7 farmers and vendors at their weekly market.



Maryland H2E News Round Up

December 2009



Environmental Excellence in Health Care Greening Maryland Hospitals

Maryland Hospitals for a Healthy Environment and the University of Maryland School of Nursing Host Successful Conference!

More than 200 regional and national health care professionals gathered on November 6th to discuss how to create a healthier and more sustainable environment for hospital staff, patients, and communities. Kathy Gerwig, MBA, Vice President, Workplace Safety and Environmental Stewardship Officer, Kaiser Permanente, delivered the keynote address, "Critical Pathways to Sustainability in Health Care: Kaiser Permanente's Blueprint for Success." During the conference, the Environmental Protection Agency presented Trailblazer Awards to the Atlantic General Hospital, Franklin Square Hospital Center, LifeBridge Health, Montgomery General Hospital, University of Maryland Medical Center, and the V.A. Maryland Health Care System for their leadership in advancing sustainability in a particular area of their operations. The Sustainable Health Care Partnership Award was presented to the Maryland Hospitals for a Healthy Environment (MDH2E). This edition of the MD H2E News Round Up focuses on the work of Maryland's Trailblazing hospitals!



Keynote Speaker:
Kathy Gerwig,
Kaiser Permanente



Plenary Panel (L to R): Odell Hall, Montgomery General Hospital; Heather Keller, St. Joseph Medical Center; Marcea Cotter, Carroll Hospital Center

Maryland Hospitals for a Healthy Environment
express their thanks to conference sponsors:

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Bronze Sponsors:



MD H2E Wins Award (L to R): Michaela Lindahl-Ackerman, Denise Choiniere, Virginia Thompson (EPA), Barbara Sattler, Joan Plisko, Louise Mitchell

Snapshots From November 6th Conference



Trailblazer: University of Maryland Medical Center



Leonard Taylor and Denise Choiniere, UMMC, with Virginia Thompson, EPA (middle)

While the University of Maryland Medical Center (UMMC) has a long list of sustainability related projects, the focus of this Trailblazing activity is on the creation of a downtown Farmers' Market. UMMC partnered with University of Maryland Baltimore (UMB) and the local community to offer a weekly farmers' market on Baltimore's West Side, providing fresh produce, artisan cheeses, baked goods, eggs, sustainable meats and seafood, soups, spreads and sauces, and desserts — all right across the street from the hospital's main entrance!



Coordination was a key ingredient to success. UMB was eager to participate — having recently formed a Sustainability Council, the farmers' market aligned with their vision. As such, UMB offered the use of the park and security personnel during market hours.

The Downtown Market Center, which serves the community of Baltimore's West Side, designed a market logo, provided table tents for the cafes at UMMC and the V.A. Baltimore Medical Center to promote the market, and gave away free re-usable grocery bags when the market opened. Information about the market is included on their website and articles about the market were sent to their entire list serv.

Once a month at the market, UMMC and VA dietitians provide education to market customers on eating healthy and distribute recipes using seasonal foods. The UMMC dietitians partnered with the UMMC Food and Nutrition Department so that the café features a meal prepared with local produce once a month.



In addition to signage placed in the café, marketing is ongoing. Signs advertising the market are posted throughout UMMC and the UMB campus. Articles are placed in UMMC employee publications and on the Downtown Market Center website and the market is listed on the MD Department of Agriculture's website. The market has been featured in WJZ TV news and in local newspapers. The market initially started with six vendors, and now proudly boasts 13 vendors. Most recently, the vendors of the University Farmers' Market were invited to participate in UMMC's Annual Health Fair and UMB's Fall Festival.

By hosting a farmers' market, UMMC and its partners not only support the local economy, but help to decrease "food miles." Food travels on average 1500 miles from farm to plate. However, when purchased "locally", food travels an average of 60 miles. This decrease in distance traveled cuts down on fuel consumption, greenhouse gases, air pollution and the likelihood of related diseases, including asthma, lung disease, lung cancer and heart disease. It also cuts down on the use of plastics used in packaging and allows farmers to pick their food when it's ripe, maximizing the nutrient content in the food and providing fresher food that tastes better.

The establishment of the University Farmers' Market has significantly raised awareness about the importance of purchasing sustainable foods. Since the market began, UMMC has participated in Governor O'Malley's Buy Local Challenge and served one local food per day in the café for one week. UMMC signed the Healthy Food in Health Care pledge, committing to providing more local, nutritious and sustainable foods. Additionally, UMMC signed a letter of support encouraging major food distributors and group purchasing organizations to phase out dairy products containing recombinant bovine growth hormone (rBGH), a synthetic growth hormone given to cows to promote milk production, and linked to adverse health problems in animals and humans.



Contact: Denise Choiniere, Sustainability Manager, dchoiniere@umm.edu

Appendix D

Directories, Resources
and
Marketing Tools

2009 Baltimore Buyer-Grower Directory

www.marylandsbest.net/pdf/baltimore_buyer_grower_directory_2009.pdf

A Directory and Resource Guide of:

- local growers and producers
 - buyers from hospitals, schools, restaurants, hotels, grocery stores, distributors & businesses
 - non-profit organizations
 - local and state government agencies
 - agricultural resources
 - related initiatives in local, sustainable foods and environmentally sustainable initiatives
-

Barriers and Solutions to Establishing a Local Food System in Our Region

<http://nursing.umaryland.edu/docs/h2e/BarriersSolutions.pdf>

Notes from Open Facilitated Discussion at the 2009 Baltimore Buyer-Grower Meeting

At the 2009 Baltimore Buyer-Grower Meeting, we hosted an open, facilitated discussion between farmers, buyers, chefs, distributors, organizations & agencies to address the barriers and identify solutions for establishing a local food system in our region. This discussion was facilitated by Jane Storrs of the Maryland Department of Agriculture.

Marketing Tools for the Buy Local Challenge

See Appendix B

Sustainable Food Newsletter – Fall 2009, Section 1, Page 4

MD H2E developed a wide selection of Marketing Tools that you can customize to suit your hospital, business or institution in order to promote your local foods.

These marketing tools include:

- Cafeteria Signs – for Point of Sale Promotion
- Patient Tray Cards & Bookmarks
- Flyers
- Table Tents
- Buttons or Nametags

Appendix E

Media Coverage



NEWS ADVISORY

University of Maryland

Office of External Affairs • 620 West Lexington Street • Baltimore, Maryland • 21201-1691 • 410/706-7820

For Immediate Release

Contact: Ed Fishel
Phone: 410-706-3801
efishel@umaryland.edu

Local Farmers and Buyers Discuss Local Food Purchases *UM School of Nursing Among Organizers*

WHAT: To promote the use of locally grown healthier foods, the Maryland Hospitals for a Healthy Environment, local governments, and the University of Maryland School of Nursing have organized two meetings to bring together farmers and food buyers such as restaurants, hospitals, schools, hotels, grocery chains, and businesses.

WHEN/WHERE:

1. January 29 10 a.m. - 3 p.m. Davidsonville Ruritan Club building
3358 Davidsonville Road, Davidsonville, MD
2. February 11 9 – 11:30 a.m. Oregon Ridge Conf. Center
13401 Beaver Dam Road, Cockeysville, MD

WHO: **Louise Mitchell**, University of Maryland School of Nursing
Kate Mason, Maryland Department of Agriculture

INFO: Because of concerns about dangers in the supply of food and the desire for healthier food, there is a new interest in locally grown and organic food. The University of Maryland, Baltimore has selected ***Bon Appetit*** as its campus food service – both retail and catering – for the new Campus Center because of its commitment to sustainable food practices (see <http://www.bamco.com/>). The University of Maryland School of Nursing is actively participating in a program to bring local food buyers and local farmers together. This is the same environmental nursing group that spearheaded a program announced at Mercy Hospital on July 1, 2008 to increase the amount of locally grown food at Maryland hospitals.

###

<http://www.umaryland.edu/media/>

The University of Maryland, Baltimore, is home to the Dental School, Graduate School, and schools of law, medicine, nursing, pharmacy, public health, and social work. It is the founding campus of the University System of Maryland.

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BUYERS AND GROWERS TOGETHER:

Building a Local Food System

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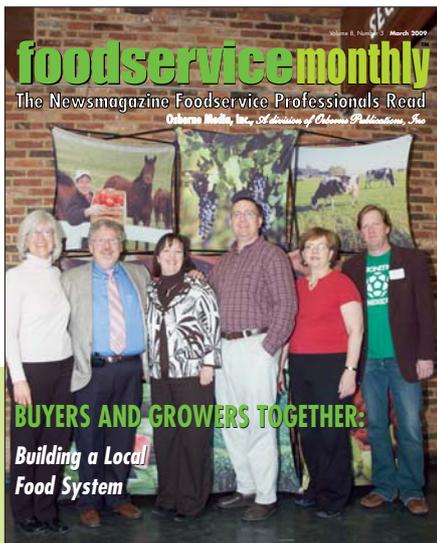
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on the cover

Speakers at the Baltimore Buyer-Grower Meeting included Louise Mitchell, Tony Geraci, Karen Fedor, Joe Fleischman, Jane Storrs, Spike Gjerde

Cover photo by Michael Birchenall

BUYERS AND GROWERS:

Finding Solutions for the Logistics of Buying Local Food

by Michael Birchenall

It wasn't by chance that when a survey of professional chef members of the American Culinary Federation were asked to rank 210 items last October on how trendy they would be in 2009 ... local produce came in at number one. Local produce ... local meats ... sustainability ... organic ... it's all the rage these days albeit surreal that something as basic as food grown near where you live could be a "trend." Talk about a best kept secret for so many years.

The buying local food phenomenon came up on the **Foodservice Monthly** radar when we covered three events in less than three weeks after the new year that attracted overflow crowds bringing together chefs and growers ... buyers and sellers along with mainstream distributors trying to get a handle on the logistics of buying local food.

The Pig Pageant at Ayrshire Farm

The first event in our travels took us to Sandy Lerner's Ayrshire Farm in Upperville, Va. on January 26 for a special heritage tasting of pork. She called it "The Pig Pageant." Lerner raises Gloucestershire Old Spot pigs -- which are listed as in the critical zone of rare and endangered breeds of livestock. An overflow crowd of farmers, chefs, restaurateurs, media, customers of Ayrshire and interested guests tasted simply prepared meats from the Guinea Hog, the Ossabaw Island, Red Wattle, Tamworth, Gloucestershire Old Spot (raised by our host and it came in second overall), the Hereford, the Large Black and the Mulefoot (the group favorite).

The event was co-sponsored by The American Livestock Breeds Conservancy, Humane Farm Animal Care, Slow Food USA and Ayrshire Farm. Lerner has hosted tastings so far for turkey, beef, lamb and now pigs. Next on the list are chickens and then the cycle starts again.

Chefs on hand included among others Daniel Giusti, 1789; Brian Stickel, Clyde's Georgetown; John Guattery, corporate chef for Clyde's Restaurant Group; Jeff and Barbara Black, Black Restaurant Group and Tarver King, Hilltoppers at The Goodstone Inn.



Don Schrider and Sandy Lerner of Ayrshire Farm hosted the "Pig Pageant"

VDACS Farm to Table Program

On February 3, Oren Molovinsky, area general manager for Mie N Yu, hosted the Virginia Department of Agriculture & Consumer Services meeting bringing together chefs and farmers to discuss the Farm to Table program and how it will be administered. The meeting was also sponsored by the Nation's Capital Chef's Association and the Restaurant Association Metropolitan Washington.

Catherine Cash, organic marketing specialist for Virginia, told me after the event, "The farmers who attended were all floored by the fact that there is so much interest in what they raise and how they farm - it was a big hit."

David Robishaw, VDACS marketing specialist, and Cash discussed the program from the VDACS perspective and how to follow through on connections made through VDACS.

Other topics included:

- Genesis of Farm to Table program
- Summary of financial impact of current program
- Criteria and standards for growers/farms/process-

sors/buyers

- What chefs are looking for and how they are currently ordering meats
- Farm to Table buying group; the process; how to explain to chefs/buyers; relationship is encouraged between buyer and farm.
- Understanding the basics of purchasing directly from the farmer; Oren Molovinsky, RAMW & Mie N Yu
- Menu Engineering: Utilizing the whole animal on your menus; Chef Tim Miller, Mie N Yu – Events N Yu
- An Overview of Sustainable Organic Beef & Pork Farming; Gary Lantz; Cannon Hill Farm
- The Art of Managing Free Ranging Livestock and the Difference the Outdoors Makes –John Dobbs; Black Eagle Farm & Piney River Organics
- Heritage Breeds of Lamb; Rob Clements, Misty Meadows Farm
- The Ins and Outs of Grass Fed beef; Gary Mitchell, Grayson Natural

Chefs on hand included Jonathan Seningen, Hook; Nora Pouillon, Restaurant Nora, RJ Cooper, Vidalia; Jeff Black, Black Restaurant Group; chefs and buyers from Clyde's Restaurant Group and many oth-



David Robishaw, VDACS, introduced the panel of growers/farmers to the overflow gathering of chefs, restaurateurs and distributors at Mie N Yu.

ers. Mike Curtin, CEO DC Central Kitchen; Steve Kohan, Metropolitan Meat Seafood & Poultry; Jeff Gordon, Saval Foodservice and Rob Mumma, Belair Produce among many others also were in attendance.

Baltimore Buyer-Grower Meeting

The magnitude of the growing movement to local and sustainable foods was seen on February 11 at the Baltimore Buyer-Grower Meeting at Oregon Ridge Conference Center & Lodge in Cockeysville, Md. The meeting hosted by MD Hospitals for a Healthy Environment, University of MD School of Nursing and Baltimore County Department of Economic Development. Over 200 people attended the expo and meeting.

Local farmers met with buyers from restaurants, hospitals, schools, hotels, grocery stores, universities and businesses to discuss local food purchases for 2009. Topics also included new farm stands, farmers' markets and CSAs at businesses and institutions.



Chef Spike Gjerde, Woodberry Kitchen, gives personal insight into the logistics of buying local.

The program featured discussions of "The Logistics of Buying Local Food" from three foodservice perspectives with Spike Gjerde, chef/owner, Woodberry Kitchen; Joe Fleischman, chef/food production manager, Washington County Hospital and Tony Geraci, food service director/chef, Baltimore City Public Schools. The program continued with "Organic, Grass-Fed, Sustainable - What's the Difference?" by Karen Fedor, Maryland Department of Agriculture.

The opening session closed with "Working Towards Solutions for a Local Food System in our Region" which was an open facilitated discussion between farmers, buyers, chefs, distributors, organizations and agencies as they addressed the barriers while identifying solutions for a local food system in our region. Lead facilitator was Jane Storrs from the Maryland Department of Agriculture.

The issues raised will be discussed over the coming months in *Foodservice Monthly* ... with the April issue examining the Local Produce as we enter spring: a time to source the best local products from the Mid-Atlantic.

Resources for Buyers and Growers: *The Local Foods Phenomenon*

American Grassfed Association

Organized to protect and promote true grassfed producers and grassfed products through communication, education, research and marketing.
www.americangrassfed.org

American Livestock Breeds Conservancy

Established to conserve and promote endangered breeds of livestock and poultry.
www.albc-usa.org

American Poultry Association

America's oldest nationally recognized poultry association.
APA, PO Box 36, Burgettstown PA 15021

Biodiversity

A measure of the relative number and variety of different species which are living within a given region or ecosystem, such as a field or a farm.
www.sustainabletable.org

Biodynamic

The biodynamic approach to farming not only considers the plants, animals, air, water and soil as an integrated whole, as does organic farming, but also considers "cosmic" forces such as the phase of the moon, planetary positions, etc. as well as making use of homeopathic or natural substances believed to promote the health and vigor of the crops.
www.biodynamics.com

Buy Fresh Buy Local Chesapeake Region

Buy Fresh Buy Local Chesapeake Region is an affiliated member of the national Food Routes network.
www.foodroutes.org
www.buyfreshbuylocalcr.org

Certified Humane Raised and Handled

The Certified Humane label ensures animals have ample space, nutritious food without antibiotics and lives free of added growth hormones.
www.certifiedhumane.org

Fair Trade

Foods that are produced on small, owner-run farms and for which the buyer has agreed to pay a price sufficient for the economic survival of the producer and his family may apply for the designation of Fair Trade Certified.
www.fairtrade.net
www.transfairusa.org

Healthy Food in Health Care

www.healthyfoodinhealthcare.org

Local

There is no legal or general agreement on the use of the term. Broadly speaking, local food is food grown near to the point-of-purchase by the final consumer of the food.

www.foodroutes.org
www.sustainabletable.org



Over 200 signed up for the Buyer-Grower meeting at Oregon Ridge.

Maryland Department of Agriculture

Office of Marketing, Animal Industries and Consumer Services
Karen Fedor, Sr. Agricultural Marketing Specialist
fedorkm@mda.state.md.us
www.marylandsbest.net

Maryland Hospitals for a Healthy Environment

Works with foodservice professionals in hospitals throughout Maryland to support them in providing and promoting healthier, local and sustainable produced foods to their patients, staffs, visitors and surrounding communities.
www.mdh2e.org

Maryland's Best

Source to find the best local products from Maryland farmers
www.marylandsbest.net



Brantley Ivey, River Ridge Land and Cattle Co., and Steve Kohan, Metropolitan Meat Seafood and Poultry, met at the VDACS Washington meeting.

Organic

Food products certified by the USDA as having met the U.S. federal requirements for inspection and certifications as defined for the "USDA Organic" label.

www.organic-center.com
www.ams.usda.gov/NOP

Regional Food System

A regional food system is one that supports long-term connections between farmers and consumers, while meeting the economic, social, health and environmental needs of the communities within the region.

www.leopold.iastate.edu

U.S. Food and Drug Administration (FDA)

The FDA regulates \$417 billion worth of domestic food and \$49 billion worth of imported food each year—everything except for meat, poultry, and some egg products, which are regulated by the U.S. Department of Agriculture.
www.fda.gov

United States Department of Agriculture (USDA)

The Department of Agriculture (USDA) is a diverse and complex organization with programs that touch the lives of all Americans every day. More than 100,000 employees deliver more than \$96.5 billion in public services through USDA's more than 300 programs worldwide, leveraging an extensive network of Federal, State, and local cooperators.

www.usda.gov

Virginia Department of Agriculture & Consumer Services

Division of Marketing
 David Robishaw, Marketing Specialist
david.robishaw@vdacs.virginia.gov
www.vdacs.virginia.gov
www.virginiagrown.com
www.vafinest.com

Virginia Organic Producers' and Consumers' Association

PO Box 83, Middleburg, VA
www.vopca.org

Sources: Departments of Agriculture Maryland and Virginia, Certified Humane, MD Hospitals for a Healthy Environment, University of MD School of Nursing



Grace Shea, Lebanese Taverna; RJ Cooper, Vidalia; Chris Clime, Passion Fish attended the VDACS meeting in Washington.



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University of Maryland Farmers Market 2009



Tuesday, May 5, 2009

University of Maryland Medical Center launches new farmers' market with ribbon-cutting ceremony.

www.youtube.com/watch?v=bMaGQV6tp70

BALTIMORE - WJZ News

[Morning Edition](#) 

PAT 06/09/09: Baltimore's New Farmer's Market



On June 9, Ron Matz was downtown Baltimore taking about the New Farmer's Market near the University of Maryland Medical Center. (© MMX, CBS Broadcasting Inc. All Rights Reserved.)

To see TV coverage of the University Farmers' Market on WJZ-TV, visit:

<http://wjz.com/morningedition/Farmers.market.2.1036995.html>



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BSN Headline News for July 20, 2009



★★★★★ 1 ratings

Bon Secours Health System

BSN Headline News sent this weekly broadcast to all of their 17,000 + employees across the 7 states where their 28 health care facilities are located, including Maryland, Pennsylvania, Virginia, New York, South Carolina, Kentucky, and Florida.

The Buy Local Challenge is the 'Green Tip of the Week', the 2nd story in this 3-story broadcast. Be sure to watch the 1st story about the new hospital community garden launched this year at St. Francis Health System in Greenville, South Carolina.

The corporate office of the Bon Secours Health System is located in Marriottsville, Maryland.

Watch the news broadcast on their [You Tube Video](#)

www.youtube.com/watch?v=pkX0WUWXn9o



News Advisory



For Release: July 29, 2009.

Contact: Louise Mitchell

Phone: 410.706.1924

Lmitc001@son.umaryland.edu

Christine Bergmark

301.481.7188

cbergmark@tccsmd.org

24 Hospitals, 900 Health Professionals Buy Local Food in Maryland & D.C.

Baltimore, MD - Close to 1/3 of Maryland's hospitals and nearly 900 health professionals in Maryland and D.C. participated in the "Buy Local Challenge" last week by serving or eating at least one local food each day during Buy Local Week, July 18th – 26th. The Buy Local Challenge www.buy-local-challenge.com is a statewide campaign launched by the Southern Maryland Agricultural Development Commission, promoting local food purchases among consumers, businesses and institutions.

St. Agnes Hospital, Union Hospital of Cecil County and Washington County Hospital, each had over 150 employees participating by "Taking the Challenge" above, with Union Hospital of Cecil County leading at 15 % employee participation and St. Agnes Hospital signing up close to 200 employees. Hospitals also promoted their local farmers with marketing materials in their cafeterias and on their patient trays, providing educational information to their staff on the importance of eating local foods; hosting a farmer in the cafeteria while serving their local foods, and promoting their new on-site hospital farmers' markets or a nearby farmers' market in their community.

Seven Maryland hospitals have launched Farmers' Markets this year and 2 hospitals started Community Supported Agriculture (CSA) programs at their facilities.

"Last week we served foods each day from farms in our own backyard, just 15 minutes away." said Holly Emmons, Food Service Manager at Union Hospital of Cecil County. "The response from our employees was overwhelming. They noticed the difference in taste immediately!" she said. "We developed new connections with farmers right near our hospital and now we're going to buy from them all year long." Emmons added.

Maryland Hospitals for a Healthy Environment is leading this campaign to engage hospitals throughout the Maryland/DC region in providing healthier, local and sustainably produced foods at their facilities. Louise Mitchell, Sustainable Foods Coordinator, said "This Buy Local Challenge has really sparked more hospitals to participate. Food service directors, chefs and our hospitals' green teams have fully embraced this Buy Local Challenge by featuring local foods, promoting their local farmers and engaging their employees to participate. They've received rave reviews from their employees, patients, visitors and administrators and found it fulfilling and fun! By piloting this campaign for 1 week, many are now starting to purchase local foods regularly and will continue throughout the year."

A growing number of hospitals and health care professionals understand that the way food is produced and distributed has a direct impact on the health of patients and staff, and on our local and global communities. This Healthy Food in Health Care initiative www.healthyfoodinhealthcare.org is part of a statewide campaign by Maryland Hospitals for a Healthy Environment www.mdh2e.org and a national campaign by Health Care Without Harm www.noharm.org to engage hospitals in providing healthier foods and to create a food system that is ecologically sound, economically viable, socially responsible and no longer a source of harm to human health.

Participating Hospitals

- Anne Arundel Medical Center
- Baltimore Washington Medical Center
- Calvert Memorial Hospital
- Carroll Hospital Center
- Children's National Medical Center
- Civista Medical Center
- Fayette Health & Rehabilitation Center
- Franklin Square Hospital Center
- Harbor Hospital Center
- Harford Memorial Hospital
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Hospital
- Mercy Medical Center
- Mt. Washington Pediatric Hospital
- Northwest Health & Rehabilitation Center
- Shady Grove Adventist Hospital
- Sinai Hospital
- St. Agnes Hospital
- Union Hospital of Cecil County
- Union Memorial Hospital
- University of Maryland Medical Center
- Upper Chesapeake Medical Center
- Washington Adventist Hospital
- Washington County Hospital
- Washington Hospital Center

Educated Employees about Local Foods

- Bon Secours Health System
- Holy Cross Hospital
- Howard County General Hospital

Farmers' Markets launched at Maryland Hospitals in 2009

- Civista Medical Center
- Holy Cross Hospital
- Johns Hopkins Bayview Medical Center (2nd year)
- Johns Hopkins Hospital
- St. Joseph Medical Center
- University of Maryland Medical Center
- Washington County Hospital

Hospitals with CSA programs (Community Supported Agriculture)

- Johns Hopkins Bayview Medical Center
- Montgomery General Hospital

Highlights at Select Hospitals

Andy Woolery, Associate Director of Food and Nutrition at Children's National Medical Center hosted local farmer, Paul Mock of Mock's Greenhouse in Berkeley Springs, WV, at a chef's table in the cafeteria filled with Mock's hydroponic lettuce, heirloom tomatoes, watercress and other local foods.

Organic chunky potato & swiss chard soup was one of the local food specials last week at Union Hospital of Cecil County, made with local organic foods from Priapi Farm in Cecilton, MD.

Executive Chef, Tony Drill, served a true local foods breakfast from farms in Cecil County to employees and visitors at Union Hospital of Cecil County, including organic potatoes from Priapi Gardens, peach compote from Milburn Orchards, smoked ham and sausage patties from Locust Point Farms, and omelets cooked to order with brown eggs from chickens raised outdoors at Locust Point Farms.

Civista Medical Center served their “Garden Fresh” foods each day during Buy Local Week, most of which came from Bowling Farms. These foods included corn on the cob, green & yellow beans, honey dew, watermelon, yellow squash, eggplant & spinach.

St. Agnes Hospital signed up 192 employees to eat a local food each day during Buy Local Week. They have been serving local foods for months and developed their own local foods logo which they use in the cafeteria to let staff and visitors know which foods are from local farms.

Photographs are available of these activities at many hospitals in Maryland and DC. Contact 410-706-1924 or Lmitc001@son.umaryland.edu.

Maryland Hospitals for a Healthy Environment is a technical assistance and networking initiative that promotes environmental sustainability in health care including pollution prevention, waste reduction, environmentally preferable purchasing, green building and sustainable food practices. Participants include hospitals, clinics, nursing homes, research laboratories, and other ancillary health care providers in Maryland. www.mdh2e.org.

The Southern Maryland Agricultural Development Commission was established to promote diverse, market-driven agricultural enterprises, which coupled with agricultural land preservation, will preserve Southern Maryland’s environmental resources and rural character while keeping the region’s farmland productive and the agricultural economy vibrant. www.somarylandsogood.com.

HCWH is an international coalition of more than 430 organizations in 52 countries, working to transform the health care industry worldwide, without compromising patient safety or care, so that it is ecologically sustainable and no longer a source of harm to public health and the environment. For more information on HCWH, see www.noharm.org or visit www.healthyfoodinhealthcare.org.

<http://baltimore.bizjournals.com/baltimore/stories/2009/07/27/story12.html>

Friday, July 24, 2009

E, I, E, I ... Oh: Farmers' markets cropping up in Baltimore

Baltimore hospitals fueling demand for more local produce
Baltimore Business Journal - by [Rachel Bernstein](#) Staff



City dwellers no longer need to trek to the farm or roadside stand for fresh, local produce.

The farmers are coming to them.

Nine new farmers' markets have opened in Greater Baltimore this summer, giving the area a total of 40 markets to choose from, and the most in Maryland.

The uptick of markets comes from a new demand for them, by both consumers who want to buy local produce and by farmers who realize they get more for their food by selling directly to people.

Baltimore-area hospitals are playing their part in the growth spurt. Three have started their own local farmers' markets to give their patients and staff an opportunity to have access to locally grown food.

Johns Hopkins Hospital launched its farmers' market June 4. It was so successful that many of the farmers sold out of their wares.

"It's crazier than we thought it would be, but it's a good thing," said Libby Longendorf, manager for **Zahradka's Farm** in Essex, said of the Hopkins' market.

Scores of patients and hospital workers flocked to the market. About a dozen vendors set up tents with produce, dairy products and colorful jams.

Longendorf said the farm initially had one employee come to work the market stand, but the high demand during lunch hour required four more employees.

“Retail like this is way better,” Longendorf said. “There’s a huge difference when you’re selling a box of tomatoes for retail price than wholesale.”

Typically, a box of tomatoes runs \$6 at a wholesale price, while the farm could sell the same amount for \$25 at a farmer’s market, Longendorf said. The farm also ships its supply to local restaurants Pazo, Charleston and Woodberry Kitchen.

Farmers’ markets also give farmers the opportunity to become entrepreneurial.

Kim and Allen Galbreath, owners of Hawks Hill Creamery LLC in Street, have been able to open a creamery next to their 270-acre farm, offering cheese, ice cream sandwiches and ice cream floats as a way to make more using their core product — milk. Each Thursday, the Galbreaths bring coolers of ice cream and blocks of cheese to the market for Hopkins hospital patients to purchase.

“Not only does it help us with retail prices, but people want to know where their food comes from,” Kim Galbreath said.

Most dairy farms lose money from just selling milk since the price fluctuates so often, Galbreath said.

The opportunities have allowed farmers and other small businesses in the agricultural industry a supplemental income, sometimes even more beneficial than selling wholesale food.

“Farmers are aging; this is just another way for them to make money without too much labor,” said Amy G. Crone, an agricultural marketing specialist for the Maryland Department of Agriculture. Crone said the trend toward eating and buying local has helped put farmers in demand.

For example, **St. Joseph Medical Center** in Towson and Calvert Memorial Hospital in Prince Frederick are looking for farmers to start their own markets this year, too. They would join the likes of **University of Maryland Medical Center** and **Johns Hopkins Bayview Medical Center** — both in Baltimore.

For the aging farmer population, the markets are an alternative revenue stream. Growing larger amounts for wholesale buyers can be more labor intensive and harder on older farmers, Crone said.

Pat Roberts, who runs an apiary with her husband in Middle River called Bees by the Bay, said joining the White Marsh farmers’ market helps get her product out there when it’s tough to break into selling wholesale products. Being able to market honey and beeswax candles is easier to do in person than to compete with others in the industry, Roberts said.

Baltimore

Farmers Markets 101: All about the Johns Hopkins Hospital Farmers Market

August 20, 7:46 AM ▪ [DC Farmers Markets Examiner](#) ▪ Rhea Kennedy



Shoppers at the JHHI Farmers Market. Photo by [Mary Spiro](#)

During National Farmers Market Week earlier this month, I published several farmers market profiles on this site. Finding so many rich market stories, I extended this feature into the rest of August. This is part of that extended series.

Stay tuned to this page for more profiles, recipes, and tips inspired by D.C.-area farmers markets.

Profile #6: The Johns Hopkins Hospital Farmers Market

[\(Go straight to the slide show\)](#)

Many farmers markets support environmental ideals, but the Johns Hopkins Hospital Farmers Market is unique in that it grew entirely from a green initiative. This market, which just kicked off this year, had its genesis among the eco-minded volunteers of the JHH Green Team. True to its beginnings, in addition to providing an array of tasty foods, the market encourages zero-carbon foot traffic, draws its 11 vendors from as close by as possible, and advertises with trees in mind.

The idea for this new place to shop caught on right away, said market manager Roneet Mallin. "It was a success from the beginning, from the get-go," she said. This popularity surely has something to do with eco-friendliness, but could also owe a lot to its offerings. Who can say no to fresh, seasonal fruits and vegetables, artisan breads and baked goods, salsas, chutneys, sauces, preserves, fruit butters, small batch roasted coffee, pastured meats, eggs, cheese, and ice cream all within a few steps of offices, dorms, and homes?

As the name suggests, the market takes place on the hospital grounds (next to the Outpatient Center, to be exact), and it serves JHH employees, patients, visitors, and community residents. Market hours are 10 a.m. to 2 p.m. each Thursday.

Market history: Acolytes take on a market

The farmers market project started last year, when the subject came up at a JHH Green Team meeting. Members Roneet Mallin and Shannon Gregor were both interested, and a partnership was born. Mallin, a home health care coordinator for the hospital, started recruiting vendors, and Gregor, a project coordinator for the Admitting and Registration Department and Patient and Visitor Services, tackled logistical details.

The two were by no means experts. "When I first started calling vendors, I was literally calling blind," recalled Mallin. She found potential sellers primarily through internet searches and a few leads from the Baltimore Buyers-Growers Meeting held in February. Eventually, she started figuring it out.

Meanwhile, Gregor was seeking permission for sellers to drive their trucks onto an area usually closed to vehicles and learning that the hospital would have to provide extra security for the market. Permission was granted and security proffered.

The market opened in June 2009 with eight vendors, and soon grew to 11. While they do not take head counts of customers, the organizers report hefty shopping traffic. And each market day brings glowing feedback. Now, Mallin said, other hospitals and clinics are calling to find out how they did it.

Special feature: Health at a hospital

Alongside the green ideals of the JHH market lie healthful goals. Mallin loves the idea of giving fresh, unprocessed meals a boost. "What's easier? Going to a drive through or going to the market?" Mallin wondered. If the farmers market is close and convenient, healthier home cooking stands a chance. In the future, the organizing team would like to expand the project to involve the hospital's Nutrition Department.

The market also nourishes the spirit. "A hospital is often very sad," said Mallin, whose job sometimes has her setting up Hospice care, or seeing patients' disappointment with going home still needing medical attention. "To me, this was the fun part... it was so positive," she said.

Stand-out fact: Sticking to green ideals

With this market, Mallin and Gregor proved that a good old-fashioned endeavor need not rely on erstwhile advertising. Instead of plastering the area with posters or handing out flyers, they get the word out through email and ads on LCD screens situated around the hospital facilities.

Secret ingredients

Caffeine and protein sum up the unique offerings of this market. This is the only one in my profile series to feature locally-roasted coffee. It is also unique in offering nuts and chocolates.

Take your pick of the products—they all stand out and no doubt keep customers coming back.

Where to read more

See write-ups on the JHH Farmers Market in [Charmed Magazine](#), the [Baltimore Business Journal](#), and Hopkins' own [JHU Gazette](#).

Ready to try the market for yourself? Here's the info:

Johns Hopkins Hospital Farmers Market

Thursdays, 10 a.m. to 2 p.m.
601 N. Caroline Street
Baltimore, Md.

2009 season: June to October

[Glimpses of the Johns Hopkins Hospital Farmers Market](#)

[View Slideshow »](#)





Appendix F

Published Articles

Hospitals Purchase Local and Organic Food from Maryland's Farmers

by Louise Mitchell, Sustainable Foods Coordinator, Maryland Hospitals for a Healthy Environment
Published in the Maryland Organic Food & Farming Newsletter, Winter '08-'09



Over the past year, several hospitals in Maryland have started to purchase food from local farmers, either through their distributors or directly from farmers in their region. Mercy Medical Center has started to purchase



Mercy Medical Center receives delivery of organic produce from One Straw Farm.

local, certified organic produce directly from One Straw Farm and Sinai Hospital piloted an organic produce section in their cafeteria with One Straw Farm. Four other health care facilities purchased produce, often grown with minimal pesticide use, directly from farms in their region, including Washington County Hospital from Home Grown Eats, Carroll Hospital Center from Harris Farm (Carroll County), Baugher's Orchard & Farm, & Leister's Farm, Anne Arundel Medical Center from Harris Farm (Caroline County) and from the Anne Arundel Farmers' Market, and Long View Nursing Home from Baugher's Orchard & Farm. In addition, Johns Hopkins Bayview Medical Center launched the 1st hospital-based Farmer's Market in Baltimore this Fall, providing certified organic produce from Calvert Farm to their employees.

Maryland Hospitals for a Healthy Environment (MD H2E) www.mdh2e.org, a grant-funded initiative through the University of Maryland School of Nursing, has been working with Maryland hospitals over the past 2 years to implement the Healthy Food in Health Care initiative www.healthyfoodinhealthcare.org, a national campaign through Health Care Without Harm. As a result, 10 Maryland health care facilities have now signed the Healthy Food in Health Care Pledge, making a public commitment to purchase local, sustainable foods and implement sustainable initiatives in a stepwise fashion (see the list of hospitals at www.noharm.org/us/food/pledge).

From September 8th – 14th, several hospitals participated in Maryland Hospitals' Buy Local Awareness Week by serving at least 1 menu item made with a local food each day for a week. They promoted these foods using flyers posted in their cafeterias and using a logo designed for Buy Local Awareness Week, to show that they were part of a statewide initiative. Many hospitals received very positive media coverage for these types of initiatives, with stories covered on all 4 Baltimore TV stations and written in over 15 newspapers and magazines this year. Go to "MD H2E News" at www.mdh2e.org to read these articles.



Other sustainable foods are now also being served in Maryland's hospitals. A majority are serving milk produced without the use of recombinant Bovine Growth Hormone (rBGH) and some hospitals sell organic yogurt at their facilities. Carroll Hospital Center sources at least 60% of their beef from local farmers, who raise their animals without the use of antibiotics or growth hormones. Long View Nursing Home also sources their beef from Carroll County farmers. All 8 of the MedStar Health hospitals in Baltimore/Washington serve sustainable seafood and, along with Washington County Hospital, are purchasing cage-free eggs.

The work in sustainable foods by Maryland Hospitals for a Healthy Environment (MD H2E) is part of a larger initiative to "green" hospitals on every level, including waste minimization and recycling, environmentally preferable purchasing, elimination of mercury, and water and energy efficiency. As part of these efforts, food service departments are also "greening" their kitchens by composting food waste, recycling fryer grease into biofuel, using integrated pest management practices to reduce indoor pests, and switching to reusable or compostable dishware & utensils. They are also establishing farmers' markets, CSAs and onsite gardens.



Johns Hopkins Bayview Medical Center launches Farmer's Market with organic food from Calvert Farm.

Maryland is now leading the country with multidisciplinary Green Teams in over 25 hospitals working on these initiatives. Hospitals are also creating positions for Sustainability Coordinators, starting Food Committees, and Wellness Committees are working with Food Service on healthy food initiatives, which include nurses, social workers, environmental services, unit secretaries, case managers and employee health.

In January and February 2009, two Buyer Grower Meetings will provide local farmers with a chance to meet with chefs and buyers from hospitals, restaurants, hotels, universities, schools, and grocery stores to discuss local food purchases in 2009, and to explore hosting farmers' markets, farm stands, CSAs and cafeteria produce stands at their locations. On January 29th, the Maryland Department of Agriculture will host their meeting from 10 am – 3 pm at the MD Dept. of Agriculture in Annapolis, and MD H2E is hosting a Baltimore meeting, date & location to be announced.

MD H2E will continue to connect hospitals to farmers for direct purchases and through their distributors. They will also facilitate more hospital farmers' markets and CSAs. To connect with a hospital, receive the Food Newsletter or for more information, contact Louise Mitchell at 410-706-1924 or Lmitc001@son.umaryland.edu.

Clinically Speaking

A Vital Role for Dietitians in Promoting Local, Seasonal Foods

Submitted by: Louise Mitchell, Sustainable Foods Coordinator, Maryland Hospitals for a Healthy Environment



Over the past few years, foods from local farmers have started to become the food of choice over those transported from thousands of miles away. Last year, close to 20 health care facilities in Maryland purchased local foods through their distributors and 5 of those also purchased foods directly from local farmers. Dietitians have an important role to play, both in facilitating local food purchases by the food service department, and in educating patients, staff and community members about the importance of buying local foods.

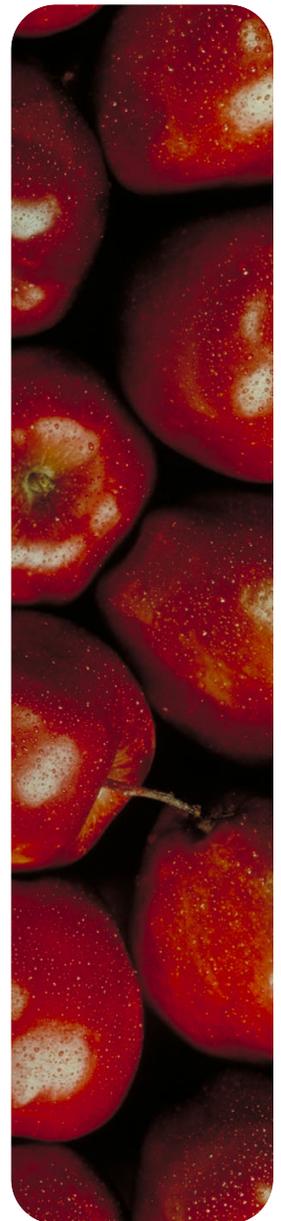
The average distance that most food travels from farm to plate is 1500 miles.¹ In contrast, food purchased from local farmers travels an average distance of 56 miles.² This drastic reduction in “food miles” has several positive effects, not only on the nutrient content of the food, but on environmental and public health.

Food that travels fewer miles can be picked at peak ripeness. Studies show that fruits and vegetables have a higher vitamin content when they’re picked ripe from the vine,^{3,4} thus local food can be more nutritious, and more fresh and flavorful. Decreasing food miles also cuts down on air pollution, thus reducing the incidence of asthma, lung disease, lung cancer, heart disease and allergies.⁵ Carbon emissions, oil use and energy use are also reduced by decreasing food miles, and by the reduced need for refrigeration and storage.⁶

Local farmers, land use in our communities, and the local economy also benefit from an increase in local food purchasing. Since 1960, the number of farms in the U.S. has declined from about 3.2 million to 1.9 million.⁷ Many farmers have gone bankrupt or sold their land for real estate development. By preserving our remaining farmland for food production, we assure “food security” in our region for current and future generations. We also keep our existing farmers financially viable so that they can continue to provide us with food. And when dollars are spent within our community, it benefits other local businesses and generates jobs for the residents of the region.

Finally, the more we get to know our local farmers and the unique foods of each season, the more we develop a meaningful connection and relationship with our food and with the people who grow it. This provides us with a deeper appreciation of our food and nourishes us in ways that go beyond the vitamins and minerals.

Dietitians have a vital role to play in facilitating, educating and promoting local food purchases, for inpatient and cafeteria menus, and in the meal plans you design for your clients. These same concepts can also be applied to schools, businesses, and at home for yourself and your family. The list to the right contains resources that dietitians can use to promote local foods. For more information or assistance with local food purchasing at your health care facility, contact Louise at 410-706-1924 or Lmitc001@son.umaryland.edu.



Promoting

Local

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Next Steps & Resources for Dietitians

- **Ask your Purchasing Manager to Order Local Foods From your Existing Distributor**
 - Regional Distributors - many already have (or are establishing) local food programs, including Capital Seaboard, Coastal Sunbelt, Hearn Kirkwood, Keany Produce, and Saval Foodservice.
 - Broadline Distributors - Sysco and US Foods are exploring local food purchasing. Contact your sales rep to ask for their list.
- **Educate Yourself, Patients, Hospital Staff and the Community about the Importance of Local Food**
 - Healthy Land, Healthy Food & Healthy Eaters. Sustainable Food Systems: Opportunities for Dietitians. Tagtow A, Harmon A, FNCE, Oct. '08 www.eatright.org/cps/rde/xchg/ada/hs.xsl/7540_15879_ENU_HTML.htm
 - Seasonal Foods: A New Menu for Public Health www.noharm.org/details.cfm?ID=1649&type=document
- **Post a Monthly List of the Local Foods You Use in Your Menus with Nutritional Benefits & Recipe Ideas**
 - Post in cafeteria & hospital newsletters. Include names of farms.
 - Seasonal Recipes: www.freshfarmmarkets.org/market_recipes.php
- **Host a Farmer at Your Hospital during National Nutrition Month in March, or for Earth Day April 22nd**
 - Farmers can have a farm stand outside your cafeteria or give a lunchtime presentation to hospital employees on the importance of buying local foods. *See resources below to find a farmer.*
- **Encourage Your Hospital to Buy from a Local Farmer**
 - Five MD hospitals bought food direct from local farmers in 2008: Anne Arundel Medical Center; Carroll Hospital Center; Mercy Medical Center; Sinai Hospital; & Washington County Hospital.
- **Resources for Finding Local Farmers:**
 - 2008 & 2009 Buyer-Grower Directories: www.marylandsbest.net
 - Maryland's Best; Local Harvest; & Eat Well Guide (Directories): www.marylandsbest.net; www.localharvest.org; www.eatwellguide.org
 - Agricultural Marketing Professionals: www.marylandsbest.net
 - Maryland Cooperative Extension: www.extension.md.edu
 - Maryland Farm to School: www.marylandfarmtoschool.org
 - MD Hospitals for a Healthy Environment: www.mdh2e.org
- **Host a Farm Stand, Farmers' Market or CSA at Your Hospital, Nursing Home, School or Business**
 - Farmers' Markets & CSAs on Hospital Grounds www.noharm.org/details.cfm?ID=1134&type=document
 - How to Start a Farmers' Market (MD Dept of Agriculture) www.h2e-online.org/docs/mdh2e/StartingFarmersMarket.pdf
 - Resources to Start Farmers' Market in Balt. City (MD H2E) www.h2e-online.org/docs/mdh2e/FarmersMarketResourcesBaltimore.pdf
 - Farmers' Market Coalition: www.farmersmarketcoalition.org
 - *Also see above list - Resources for Finding Local Farmers*



Seasonal

Food

MARYLAND. Hospitality

Summer 2009



Published for Members of the
Restaurant Association of Maryland

Sourcing Locally & Sustainably For a Greener Foodservice Industry

Also in this issue:

**Chefs Bring "Local Flavor"
to Maryland Restaurants**

**Is Your Restaurant Hooked
on Sustainable Seafood?**

**Serving Up Good Food
and Green Practices**

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CHEFS BRING "LOCAL FLAVOR" TO MARYLAND RESTAURANTS

The farm-to-consumer connection is well-established and growing strong in Maryland.

8



MARYLAND CHEFS—SERVING UP GOOD FOOD AND GREEN PRACTICES

With over 2 million acres of farmland in Maryland, the state's economy depends on the local agricultural industry. Maryland's top chefs are supporting local farms and farmers' markets.

16



IS YOUR RESTAURANT HOOKED ON SUSTAINABLE SEAFOOD?

Various organizations have established a path to preserving the ocean's wealth of goodness, inspiring local entrepreneurs.

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GREAT MEMBERS ACROSS OUR STATE

Get to know RAM members Brick Ridge, Saphron, Acme Paper & Supply Co., Inc. and Hearn Kirkwood.

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Chefs Bring “Local Flavor”

by Louise Mitchell, Sustainable Foods Coordinator,
Maryland Hospitals for a Healthy Environment

& Renee Catacalos, Publisher and Editor,
Edible Chesapeake Magazine

The farm-to-consumer connection is well-established and growing strong in Maryland; chalk it up to a rising tide of consumer awareness. The same savvy consumers who are frequenting farmers’ markets, asking for local products at grocery stores, and starting to buy direct from the farms themselves, also want to see a connection to local food at their favorite restaurants. Chefs and restaurateurs, too, realize the bounty that’s available from our region’s farms, and are increasingly aware of the marketing advantage that local sourcing can provide.

A wide variety of initiatives and resources are now available to support this growing interest. These include better promotion and tracking of local foods by distributors; annual buyer-grower meetings and expos; online marketing, ordering and distribution systems; farmer co-ops that provide buyers with increased supply, variety and delivery from a single source; and local food campaigns by non-profit organizations and governmental agencies that serve to connect farmers to buyers and promote and brand local foods.

BENEFITS TO CHEFS AND RESTAURANTS USING LOCAL FOODS

Chefs who have already started to use local foods and promote the farms they source from are seeing a return on these efforts. The freshness, flavor and aromas of foods grown locally often surpass most foods sourced from thousands of miles away. Both chefs and customers can usually tell when a locally grown tomato or a peach that was allowed to ripen on the vine is used in a meal. Chefs also find that the relationship they build with the farmers becomes a very satisfying component of their job. Not only high-end chefs, but many family restaurants and casual dining establishments are discovering these benefits of using local foods.

In addition, chefs recognize that buying from area farmers not only puts food on the farmers’ tables, it also supports the local economy, preserves farmland for future generations, and addresses climate change, allowing chefs to participate in “doing the right thing” for the communities in which they and their families live.





to Maryland

As this local food movement evolves, we will see even more innovation and creativity and a greater sense of ownership, community and respect.

Restaurants

And chefs and restaurateurs are discovering how this initiative supports their own financial success, and allows them to become known and respected among a clientele that appreciates innovative seasonal cooking and the opportunity to eat well while doing good.

GIVING PEOPLE WHAT THEY WANT

In its 2009 study, the University of Baltimore's Schaefer Center found that 77 percent of Marylanders surveyed said they were more likely to purchase produce identified as having been grown in Maryland. That figure jumped from about 50 percent four years ago and has remained at its current high level since 2007.

Overall, the state's residents have a strong sense of the value of supporting local farmers and protecting farmland, a vital component in improving the Chesapeake Bay. More than 63 percent surveyed said farmland preservation is very important and 31 percent considered it somewhat important. Additionally, 94 percent support programs to keep farmland and farmers viable in the state. Sourcing more food from Maryland farms for restaurant and hospitality use is one significant way to do that.

INCREMENTAL APPROACH MAKES LOCAL SOURCING ACHIEVABLE

Just as eating local does not have to be an all-or-nothing proposition for consumers, small and gradual steps can ease the transition towards local food purchasing for restaurants and address the unique challenges that a commitment to local foods entails.

The time factor. Many chefs who source locally like to buy directly from the farmers themselves, but this is not always practical for everyone or every situation. Buying local foods through distributors offers an easy solution. Produce distributors have always purchased



local foods in season and included them in the mix of what they offer. What's new is that distributors are now beginning to identify and promote the farms from which they purchase local food. Chefs can also request a list of these local foods from their distributors, which can help to increase the supply by showing distributors that there is a demand for them.

The cost factor. Prices for local foods are generally competitive, when compared to broadly sourced products of equal quality. Many proponents of local food would argue that local products tend to be of higher quality, both because they are fresher and because due to consumer demand, fewer pesticides, antibiotics and growth hormones are being used by many local farmers. Thus, price comparisons are

Seventy-seven percent of Marylanders said they were more likely to purchase produce grown in Maryland.

not always apples-to-apples, so to speak. In addition, the artificially low prices that our system of mass production and distribution has created, can lead to the misconception that local foods are more expensive.

That said, creativity helps in keeping the cost of local sourcing within budget. Negotiating a lower price point with the farmer when agreeing to buy consistently and in reliable volumes is one strategy that chefs, working either on their own or in buying groups, have proven successful. This works particularly well for proteins, allowing like-minded chefs to band together to purchase an entire animal, and encouraging them to use less popular cuts in a variety of exciting preparations.

Others arrange to buy the smaller or less physically perfect items at a lower price, since farmers tend to have greater difficulty selling them. Still other chefs arrange to buy up surpluses of food that a farmer might not sell otherwise, whether it's near the end of the day at the farmers' market, or when certain items reach their peak in the season.

TECHNOLOGY TOOLS FOR DIRECT FARM SOURCING

The Internet has emerged as a powerful platform for assisting chefs and farmers with connecting, ordering and delivering local foods. Here is a look at a few of them in our region:

MARYLAND'S BEST www.marylandsbest.net

This online directory of over 400 Maryland farmers hosted by the Maryland Department of Agriculture allows users to search by region or zip code, type of food, type of farm or by the name of the farm. The Maryland's Best site also links to county websites and other useful organizations working on local food promotion.

FOODTRADER.ORG www.foodtrader.org

This Maryland online farmers' market allows farmers to create an instantaneous listing of their available foods including the description, quantity, price, and location of their items. Consumers and businesses can search listings within specific categories, and post their own list of foods they are looking for. Users

contact the person who posted the listing directly to arrange for payment and delivery. This is a free service of the Environmental Finance Center at the University of Maryland.

ONLINE ORDERING SYSTEMS FOR LOCAL FOOD (PILOT PROGRAMS)

**Cathy Tipper, crtipper@aol.com,
(410) 472-0878**

North County Preservation, a non-profit in Baltimore County dedicated to preserving farmland for food production, is exploring a several online technologies to support local food marketing, ordering and distribution between farmers and buyers. They are looking for leading chefs and entrepreneurial farmers in Maryland to pilot these technologies in 2009.

AMAZING GRAZING DIRECTORY

**[www.futureharvestcasa.org/
amazing.html](http://www.futureharvestcasa.org/amazing.html)**

An online directory of grass-based farms in Maryland, Virginia and

West Virginia that sell various protein products (meat, poultry, dairy, eggs and more), hosted by Future Harvest – Chesapeake Alliance for Sustainable Agriculture.

BUYER-GROWER DIRECTORY & ANNUAL MEETINGS

www.marylandsbest.net
Every January for the past seven years, the Maryland Department of Agriculture has hosted a "Buyer-Grower Meeting," bringing farmers together with hundreds of food buyers from grocery stores, food service and restaurants. For the past 2 years, Maryland Hospitals for a Healthy Environment has hosted an additional meeting in Baltimore to facilitate additional connections with Baltimore area businesses and hospitals. Directories of farmers and buyers from these meetings are posted on the Maryland's Best website (www.marylandsbest.net). To have your name added to the email list for these annual meetings, contact Kate Mason at 410-841-5779 or MasonKB@mda.state.md.us.

Some restaurants are growing small volumes of herbs in their outdoor gardens, while a few ambitious restaurateurs are contracting with farmers to grow all of their food, or are buying their own farms for their food production. Finally, chefs are finding that when the stories behind the food are shared and promoted, customers may be willing to pay more for the higher quality local products.

Maryland farmers recognize that providing a consistent supply is a key component to successfully serving restaurants.



CAMPAIGNS AND PUBLICATIONS PROMOTING LOCAL FOODS

BALTIMORE EATS

www.baltimoreeats.com

Baltimore Eats is a publication which highlights Baltimore's culinary diversity through feature articles about, and interviews with, some of our most creative chefs. It promotes regionality by introducing local growers, vintners, restaurateurs and wholesale and retail purveyors to a rapidly expanding audience of informed consumers. Baltimore Eats also promotes an increased awareness of the ecological and economic ramifications of our food buying choices.

BUY FRESH BUY LOCAL – CHESAPEAKE REGION

www.buyfreshbuylocalcr.org

A branding and marketing campaign for the use of local foods, this regional initiative is part of a national campaign that invites businesses and farmers to become partners and then use the Buy Fresh Buy Local logo to promote your local foods.

BUY LOCAL CHALLENGE – JULY 18 – 26, 2009

www.buy-local-challenge.com

This statewide promotion and advertising campaign invites

consumers, businesses and institutions to eat or serve at least one locally-grown product each day for a week during the last full week in July each year. Initially launched in 2006 by the Southern Maryland Agricultural Development Commission, this local food campaign has now grown into a statewide campaign joined by Governor O'Malley and the Maryland Department of Agriculture. This year, there will be an effort to spotlight chefs using Maryland-grown products.

CHESAPEAKE FOODIE

www.chesapeakefoodie.com

This website lists everything delicious about the Chesapeake Bay—where to dine, great food in season, what to cook, drinks, classes, events, topics—in short, everything for Chesapeake foodies.

EAT IN SEASON CHALLENGE

www.slowfoodbaltimore.org

Each month, one restaurant in Baltimore offers a week of creative menu specials made with local foods that are both "as-fresh-as-possible" and traditionally preserved. Launched in May 2008 by the Baltimore Chapter

of Slow Food USA, this campaign for the creative use of local foods by restaurant chefs ends April 2009. Visit the website for the list of participating chefs and restaurants.

EDIBLE CHESAPEAKE

www.ediblechesapeake.com

Edible Chesapeake is the only publication that exclusively celebrates the abundance of local and seasonal foods in the Chesapeake Bay watershed. They celebrate family farmers, fishermen, food artisans, chefs, and other food-related businesses, as well as the consumers, home cooks and restaurant-goers who support them in Maryland, Washington, DC, Virginia and parts of Pennsylvania.

MONTHLY MARKETING CAMPAIGN ABOUT MARYLAND FARMERS

www.marylandsbest.net

Maryland Department of Agriculture promotes Maryland-produced food in advertising and press releases on a monthly basis, focusing on such publications as Edible Chesapeake, Maryland Life and public radio stations WYPR, WAMU and WSCL.

ADDITIONAL LOCAL FOOD RESOURCES

Agricultural Marketing Professionals

(in County Economic Development Offices)
www.marylandsbest.net/pdf/amp.pdf

Agriculture Marketing Program – Maryland Cooperative Extension

www.agmarketing.umd.edu

Eat Well Guide

www.sustainabletable.org

Farmers' Market Directory in Maryland

www.mda.state.md.us/md_products/farmers_market_dir.php

Future Harvest – Chesapeake Alliance for Sustainable Agriculture

www.futureharvestcasa.org

Local Harvest

www.localharvest.org

Maryland Certified Organic Operations

www.mda.state.md.us/pdf/organic_operations.pdf

Maryland Cooperative Extension

www.extension.umd.edu

Maryland Organic Food & Farming Association

www.marylandorganic.org

Mid-Shore Regional Council

www.midshore.org

Slow Food Baltimore

www.slowfoodbaltimore.org

So MD So Good Farm Guide (for Southern MD)

www.somarylandsgood.com

Supply and delivery. Maryland farmers recognize that being able to provide a consistent supply of a product is a key component to successfully serving restaurants. Proteins such as beef, poultry, eggs and cheese tend to have more availability year-round, but produce farmers are extending their seasons with greenhouses, hoop houses and hydroponic growing methods. Farmer co-ops pool their resources to ensure a more regular flow of product that restaurants can count on. They can also share the time and costs of delivery, which makes prices for local and higher quality foods more competitive.

Food safety issues. The challenge of food safety in our industrialized food system has driven distributors to begin to establish traceability systems, so that foods can now be traced back to the exact farms and even the exact fields in which they were grown. Obviously, this is much easier to achieve in a short supply chain. Distributors can now provide the names of the farms from which chefs' orders were fulfilled, no matter how small the farm or the purchase. This allows chefs to reliably know and promote their farmers.

THE FUTURE OF FOOD

With the significant increase in consumer awareness and demand, the growing infrastructure for ordering and distribution, and the development of new resources and promotional campaigns, chefs are finding it much easier to integrate local foods into their menus. As this local food movement evolves, we will see even more innovation and creativity from chefs, farmers and distributors; more excitement among customers about local food in restaurants; and a greater sense of ownership, community and respect—for the fertile land in our area, the healthy food it provides us, and the hardworking people here who grow and prepare it.



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**FRESH,
LOCAL FOOD
Coming Soon to
the New
UNIVERSITY
FARMERS'
MARKET**



Opening Day:
Tuesday, May 5, 2009
10:30 am – 2:30 pm

The University of Maryland Medical Center has partnered with University of Maryland at Baltimore and the local community to bring you the new “University Farmers’ Market”, a weekly market of local farmers providing fresh fruits and vegetables, artisan cheeses, eggs, poultry, seafood, meat, baked goods and ice cream. The market will take place in the park across the street from the hospital’s main entrance, along the Paca Street sidewalk. Opening day is Tuesday, May 5, 2009, and will run weekly from May until October, 2009.

By hosting a farmers’ market, UMMC and its partners are helping to improve the availability of fresh, locally grown food to its employees, patients, visitors and area residents and businesses. Purchasing food from local farmers not only supports the local agricultural community and the local economy, but it also decreases “food miles.” Food travels on average 1500 miles from farm to plate. However, when purchased “locally”, food travels an average of 60 miles. This significant decrease in the distance traveled cuts down on fuel consumption, greenhouse gases, air pollution and the likelihood of related diseases, including asthma, lung disease, lung cancer and heart disease. It also cuts down on the use of plastics used in packaging and allows farmers to pick their food when it’s ripe, maximizing the nutrient content in the food and providing you with fresher food that tastes better.

As health care workers, it is important for us to model healthy eating and be environmental stewards that support public health. Buying local food fulfills several of these healthy lifestyle choices. Plus, this market will host many farmers that use environmentally sustainable practices, including fewer pesticides, no antibiotics or growth hormones, and they raise their animals outside on pasture.

One final offering of this market is an opportunity to guarantee your supply of fresh produce all season long by purchasing a share of a farmers’ crop through a CSA (Community Supported Agriculture). In this model, you pay at the beginning of the season for a share of the farmers’ harvest throughout the year. Your share is delivered to the market weekly. This option is available from a few of our featured farmers. Read their websites below to learn more.

The University Farmers' Market is proud to feature the following farmers:

Calvert Farms - certified organic farm located in Cecil County, MD offering a variety of fruits, vegetables and fresh cut flowers. Calvert Farms also offers a Community Supported Agriculture (CSA) program. Learn more at www.calvertfarms.com

Ferguson Family Farm – located in Baltimore County, MD offering naturally raised Berkshire pork using sustainable agricultural practices, such as rotating pastures and not using growth hormones or antibiotics. Learn more at: www.fergusonfamilyfarm.com

FireFly Farms - located in Garrett County, MD offering fresh, artisan cheeses, using goat's milk sourced locally from family farms. Learn more at: www.fireflyfarms.com

Kilby Cream - located in Cecil County, MD offering farm fresh homemade ice cream, using milk from their own Cecil County dairy. Learn more at: www.kilbycream.com

Tomatoes, etc. Produce Farm - located in Carroll County, MD offering a large variety of gourmet vegetables, as well as strawberries, melons and cantaloupes. Learn more at: http://freshfarmmarkets.org/farmers_producers/meet_our_farmers_producers.php?fpindex=2&fpgroup=t_z

Tuckey's Mountain Grown Berries, Fruits and Vegetables - located just 15 miles north west of historic Gettysburg, PA, offering a full line of berries, fruits, vegetables, cut flowers, jams and jellies and fresh fruit pies. Tuckey's also offers a Community Supported Agriculture (CSA) program. Learn more at: www.localharvest.org/farms/M23019

Two Oceans True Foods, Inc (Formally Carriage House Farms) - located in Baltimore County, MD offering chicken, turkey and eggs from animals raised outdoors on pasture without synthetic hormones or antibiotics. Also offering frozen and portioned sustainable seafood. Learn more at: <http://www.localharvest.org/farms/M18351>

Support of the farmers' market supports UMMC's Sustainability Principles, put forth by UMMC's Green Team. Your participation is greatly appreciated.

If you have questions, contact:

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