

FY 2012 - Miles Smith Farm, LLC

\$70,735 to Miles Smith Farm LLC, Loudon, NH, to facilitate a partnership with 20 to 30 New England meat producers to educate about and sell fresh, locally-raised meat to health care institutions in local food deserts.

[Final Report](#)

usdafmpp@ams.usda.gov

FMPP Final Performance Report

Report Number/Period: #4 – *July 8, 2014* (period November 1, 2012 – June 30, 2014)

Date: July 8, 2014

Contact: Carole Soule, 603 892 6863, cas@milesmithfarm.com

Recipient Name: Miles Smith Farm

Project Title: Local Meats to Health Care Institutions in New Hampshire Food Deserts

Grant Number: NH-238-2012-G-1600

Project Location: Loudon, NH 03307

Total Awarded Budget: \$70,735

1) Objective: State the objective (or each element of the objective, if more than one) and those activities associated with each as identified in the grant agreement.

GOAL 1: To provide locally raised meats to five Health Care Facilities

Sales of locally raised meats from local beef producers to health care institutions will increase by 100% from 0% today. Surveys of locally raised meat sold to institutions will be conducted before, after and during the program to track progress.

Results: We have received orders from two institutions. Lakes Region General (LRG) Tilton/Franklin Hospital are currently buying most of the beef they serve from Miles Smith Farm. In 2013-14, they have purchased over 9,500 lbs of beef from Miles Smith Farm which was sourced from six different farms. This is a 100% gain in local meat purchased and served with an increase of income to local farmers of \$41,089.

GOAL 2: To demonstrate a quantitative increase of 10% in consumption of locally raised meats by Health Care institutions

To verify that there is an increased awareness and consumption of locally raised meats (Goal 2) we will document locally raised meat sales from the beginning of program to the end. Surveys will be conducted before, after and during the program to track progress.

Results: Miles Smith Farm conducted a survey with health care workers about local meat. 64 workers responded to the survey. The survey questions, answers and graphics are included separately with this report.

We discovered from the results of this survey that, while workers are willing to purchase local healthy meat they are not sure why they have to pay more. An outcome of this survey is that we will launch a campaign to illustrate why locally-raised meat that is not feed growth hormones or systematic antibiotics costs more than factory farm raised meat.

2) **Summary of Activities:** List each activity that occurred since start of project, as stated and funded

through the proposal. “Activities” are classes of actions (i.e., advertising, training, market startup, recruitment, etc.).

Contract with Farm Producers – # of farmers contacted in northern New Hampshire. # of farmers interested in providing locally-raised beef.

17 Beef Farms (12 Farmers in Coos County, 5 in Central NH) of a total of about 600 beef producers in NH were contacted– 100% of these farmers are willing to provide locally raised beef to this program

21 Dairy Farmers (11 Farmers in Northern NH, 10 in Central NH) of a total of about 150 State wide Dairy Farms were contacted and 100% of these farmers are willing to provide locally-raised culled cattle for beef

Total: 33 Farmers contacted of the 750 and beef farms in NH which is 22% of the NH Dairy and beef farms.

Provide training to Health care institutions

Farm owner, Carole Soule, visits the LRGH cafeteria on a regular basis to provide feed back on the quality of preparing the meat LRGH purchases from the farm. She also noticed that LRGH had not identified in the hospital room menus, that local meat was provided. LRGH now labels their burgers as meat provided by Miles Smith Farm.

Training Sessions Dates and Times

Meat to Institution Conference, January 26, 2013

Payson Center – Concord Hospital - National Survivors Day Booth – June 2nd

Meat to Institution Conference in March 27, 2014

<http://www.farmtoinstitution.org/blog/new-hampshire-farmers-butchers-institutions-talk-beef-to-institution>

Payson Center – Concord Hospital - National Survivors Day Booth – June, 2014

Sampling and Cooking Demonstrations

Franklin Regional Hospital June 4th 12-1:30pm, 5-6:15pm (kitchen staff training)

Lake's Region General Hospital June 6th 12-1:30pm, 5-6:45pm (kitchen staff training)

March 22, 2014 – Big Banana LRGH Employee sampling and cooking demonstration

June 22, 2014 – Franklin Hospital Farmers Market sampling and demonstration

June 29, 2014 – Franklin Hospital Farmers Market sampling and cooking demonstration

Publicity

A successful PR campaign including radio interviews was conducted for the kick off celebration of LRG purchasing local meat.

Publicity included the following:

11 radio interview

4 newsprint articles

1 TV news coverage (aired 4 times)

8 public service ads

Radio Spot on WEZS in Laconia on June 2nd

Concord Monitor Article

Sustainable Living article
Sustainable Living 2 ads
Market Bulletin 2 ads
Gilford Steamer article
WMUR TV covered the June 6th event
Online promotion via Facebook and Twitter
Both the June 4th and June 6th events were publicized on the internal LRG video display monitors located in public areas at both Laconia and Franklin Hospitals.
NH Farms Newsletter

Carole Soule, Farm owner, choose LRGH for her total hip replacement surgery. She choose Laconia Hospital because they purchase local beef from Miles Smith Farm. The surgery was performed on April 28th prior to and after the operation Carole blogged about the procedure on the Miles Smith Farm Web site:

<http://www.milessmithfarm.com/decisions-4-14-14.html>
<http://www.milessmithfarm.com/decisions-4-15-14.html>
<http://www.milessmithfarm.com/local-food-and-rio.html>
<http://www.milessmithfarm.com/counting-days.html>
<http://www.milessmithfarm.com/just-two-more-days.html>
<http://www.milessmithfarm.com/tomorrow.html>
<http://www.milessmithfarm.com/recovery-endless-napping.html>
<http://www.milessmithfarm.com/reiki-recovery.html>
<http://www.milessmithfarm.com/hip-hip-horray.html>

The procedure and Carole's commitment to local beef was also covered by the Concord Monitor and Farming Magazine (see attached article)

NH Hospital inquiries and/or requests for presentations

Twenty nine institutions were contacted and 2 hospitals choose to participate. We engaged with the H.E.A.L. (Healthy Eating Active Living). Terry Johnson, H.E.A.L. Administrator, provided us with a list of food service directors at the 29 Hospitals. H.E.A.L worked with us to help make this program a success.

Following the state-wide NH newspaper & TV publicity/coverage of the "LRGHealthcare -a healthcare system including Franklin Regional & Lakes Region General Hospitals- FIRST in NH to implement NH BEEF to Healthcare Program" event, pending sales include the following. Carole Soule, farm owner, will follow up these institutions even though the grant is finished.

Littleton Healthcare - Littleton, NH; presentation & commitment
Cheshire Medical Center, Dartmouth Hitchcock, Keene, NH; presentation & signed vendor approval form
Concord Hospital - Concord, NH; presentation & verbal commitment

Unfulfilled NH Hospital inquiries and/or requests for presentations.

The following hospitals were interested in the program, but funding ran out and we were not able to pay for a sales rep to make these sales calls. Carole Soule, farm owner, will schedule

calls to these institutions in the next few months.

Wentworth-Douglas Hospital - Dover, NH

Southern NH Medical Center - Nashua, NH

Catholic Medical Center - Manchester, NH

Performance FoodService-Sedexo Management, contract Food Service Management

Services/Distributor for: Dartmouth-Hitchcock Medical Center - Hanover, NH;

Portsmouth Hospital - Portsmouth, NH; Exeter Hospital - Exeter, NH and Wentworth-Douglas Hospital - Dover, NH.

Sphere Memorial Hospital - Plymouth, NH

Farmers Market at Franklin Hospital

In the summer Franklin Hospital holds a Farmers Market on hospital grounds from 3pm-6pm.

In 2013 Miles Smith Farm participated in this market. In 2014 we continue to participate in the Market but this year we are offering share in the Employee Buyers Club (see below). This is a twist on the CSA concept.

Employee Buyers Club

We had requested that the LRGH administration formally approve an Employee Buyers Club that would offer packages of locally-raised, grass fed beef to employees. The hospital administration decided they could not formally sanction one vendor over another. So instead we are providing a Buyers Club with 10% discount for employees through the Franklin Hospital Farmers Market. The Market is held on the Franklin Hospital grounds on Tuesday from 3-6pm. During that time a MSF staff takes orders from staff and market customers. Packages are \$95 each and represent a 10% discount over retail prices. So far we have sold 15 packages in 2014 and more employees have expressed an interest. Market Manager, Melissa Rizzo, has published this offer in the LRGH newsletter and has even purchased one of the packages for herself.

In 2014 we presented two cooking demonstrations which focused on the preparation of grass fed beef vs grain finished.

LRGH Employee Discount

Discount on beef purchases for Employees is offered at "The Big Banana", a local specialty store that sources local vegetables and Miles Smith Farm meat. The Big Banana is located 2 miles from the Laconia Hospital and is a convenient location for employees to shop.

A sampling and cooking demo was held at The Big Banana for LRGH employees to encourage them to purchase at Big Banana using their 5% discount.

Books will be maintained

Smith and Hennessey Accountants provided bookkeeping and program accounting

Printed materials for educational classes

Printed materials were created and distributed for program promotion.

Educational Programs will be conducted

These programs were designed and conducted based on the interests of participating

hospitals.

A web site will be created and social media engaged

The Web Site has been created as part of the Miles Smith Farm parent site. It is linked to from the menu item, “New Hampshire Hospital Meat Program.”

<http://www.milesmithfarm.com/hospitals>

Delivery Service

An independent delivery service will be identified and/or Miles Smith Farm refrigerator truck will be used.

We have used the Miles Smith Farm refrigerator truck to make deliveries

In May we purchased a larger truck and deliveries continue to LRGHEALTHCARE

A professional chef will be engaged

We engaged Rolf Straub and Carole Soule to conduct five sessions in 2013-14 to demonstrate cooking techniques for grass fed beef.

- 3) **Performance:** Report measurable (quantitative) results/accomplishments of each project activity since the beginning of project. Examples: # of new vendors trained, number of new customers weekly, increase in sales from baseline. Apply this to the specific activities of your project.

The infrastructure has been created and sales to LRG have been accomplished.

Baseline: Thirty Hospitals have been contacted. All thirty source 0% of locally-raised meat

After: The two hospitals who purchase meat from MSF buy all of their hamburger patties from us. This is approximately 90% of their meat purchases and reflects 100% improvement.

Project results/accomplishments:

Carole Soule contacted 20 farmer/producers

Six local farms provided cattle for processing

9,500 lb of beef were sold to health-care institutions

Increased income to local farmers by \$41,089

Hospital employees purchased fifteen 10-12 lb boxes of steaks or ground beef

Two outreach sessions were held

Meat to Institution Conference, January 26, 2013

Meat to Institution Conference in March 27, 2014

<http://www.farmtoinstitution.org/blog/new-hampshire-farmers-butchers-institutions-talk-beef-to-institution>

Twenty Nine hospitals were contacted

Two health care institutions purchased over 9,500 lbs of locally-raised beef

9,500 lb of beef were sold to health-care institutions

Increased income to local farmers by \$41,089

Hospital employees purchased fifteen 10-12 lb boxes of steaks or ground beef

Publicity was provided for the two purchasing institutions

See above

An educational/outreach coordinator was hired

Julie Paterson and Teresa Downey

A project manager was hired

Carole Soule

An accountant was hired

Kim Hennessey, Smith and Hennessey, CPA

Educational materials were created/printed and distributed

Materials were previously submitted

A volunteer manager was engaged and assisted with two outreach events

Number of participants at two workshops – 45 participants (Jan 2013 and March 2014)

The website was enhanced for the Health-care Program. Social media outlets were engaged

Testimonials and narratives from participating institutions and supporting agencies have been gathered

Submitted with this report

Meat producers were contacted

Six local farms provided cattle for processing

9,500 lb of beef were sold to health-care institutions

Increased income to local farmers by \$41,089

A sales manager was hired

Ken Daggett was hired

Deliveries were made with the Miles Smith Farm refrigerated truck

Five cooking demonstrations were held

Franklin Regional Hospital June 4th 12-1:30pm, 5-6:15pm (kitchen staff training)

Lake's Region General Hospital June 6th 12-1:30pm, 5-6:45pm (kitchen staff training)

March 22, 2014 – Big Banana LRGH Employee sampling and cooking demonstration

June 22, 2014 – Franklin Hospital Farmers Market sampling and demonstration

June 29, 2014 – Franklin Hospital Farmers Market sampling and cooking demonstration

1 new FTE was created

4) Problems and Delays: Note unexpected delays or problems for each activity. Explain what the organization did to resolve or address these issues.

All have been overcome.

5) **Financial Summary:** Total amount spent during reporting period.

Total Spent \$70,735

**Local Meat to Health Care Institutions in NH Food Deserts
NH-238-2012-G-1600
Healthcare Survey**

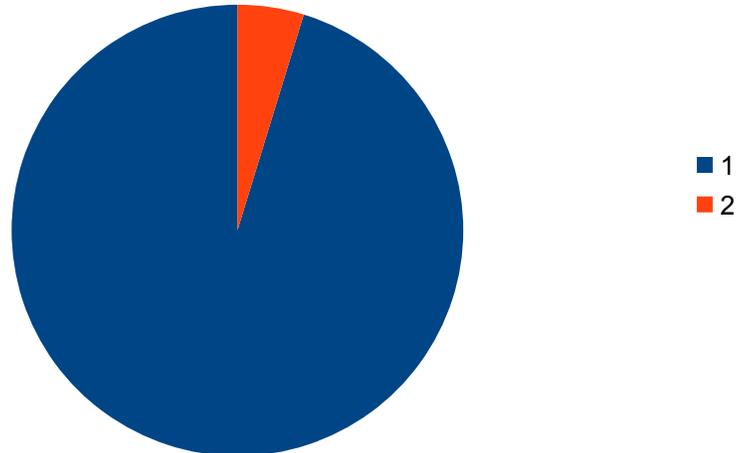
Miles Smith Farm conducted a survey with health care workers about local meat. 64 workers responded to the survey in June 2013. The survey questions, answers and graphics are displayed below.

We discovered from the results of this survey that, while workers are willing to purchase local healthy meat they are not sure why they have to pay more. An outcome of this survey is that we will launch a campaign to illustrate why locally-raised meat that is not feed growth hormones or systematic antibiotics costs more than factory farm raised meat.

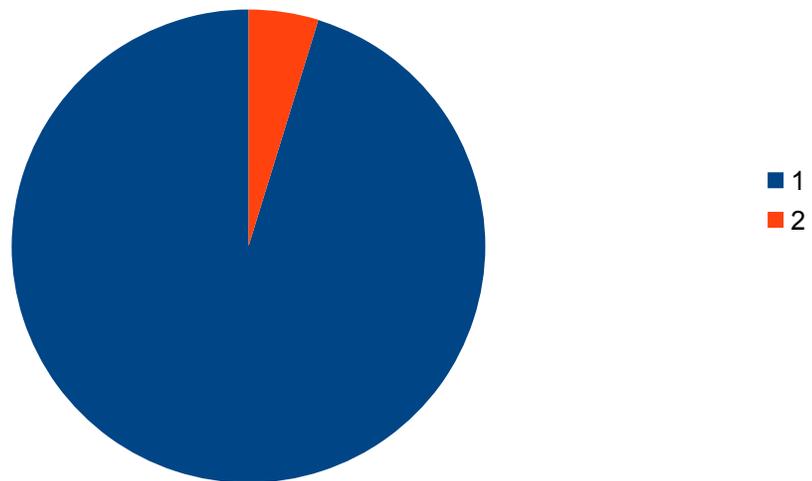
	Yes	No
Buying local products is important to you?	60	3
Eating healthy beef is important to you?	63	0
Do you know why local products cost more?	43	20
Are you willing to pay more for local, healthy beef?	61	3
Are you more likely to purchase ground beef or steaks	47	34

Blue = Yes
Orange = No

Buying Local Products is important to you

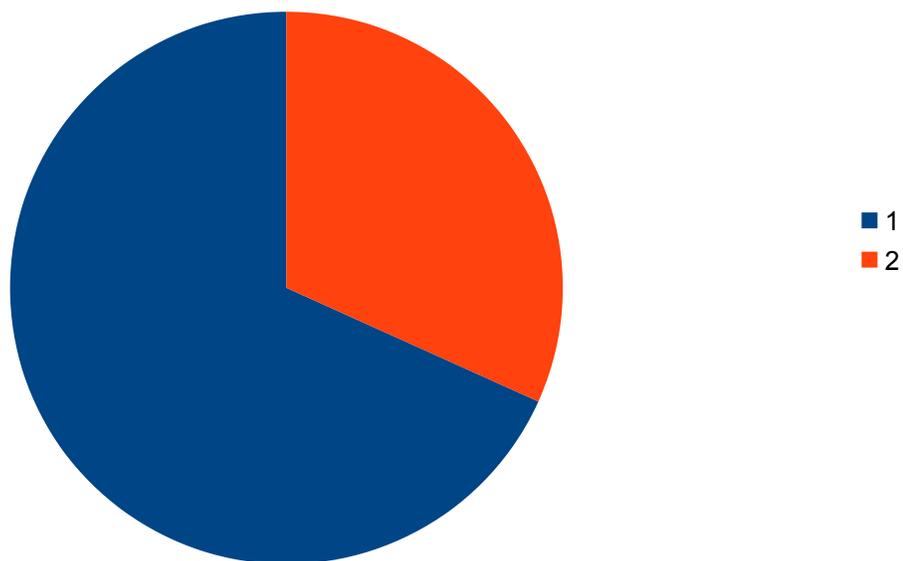


Buying Local Products is important to you

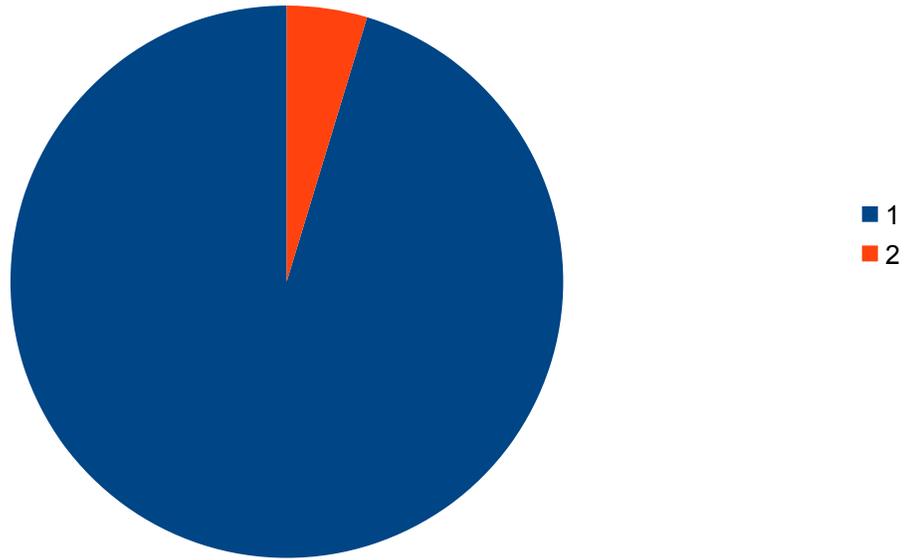


Blue = Yes
Orange = No

Do you know why local products cost more?

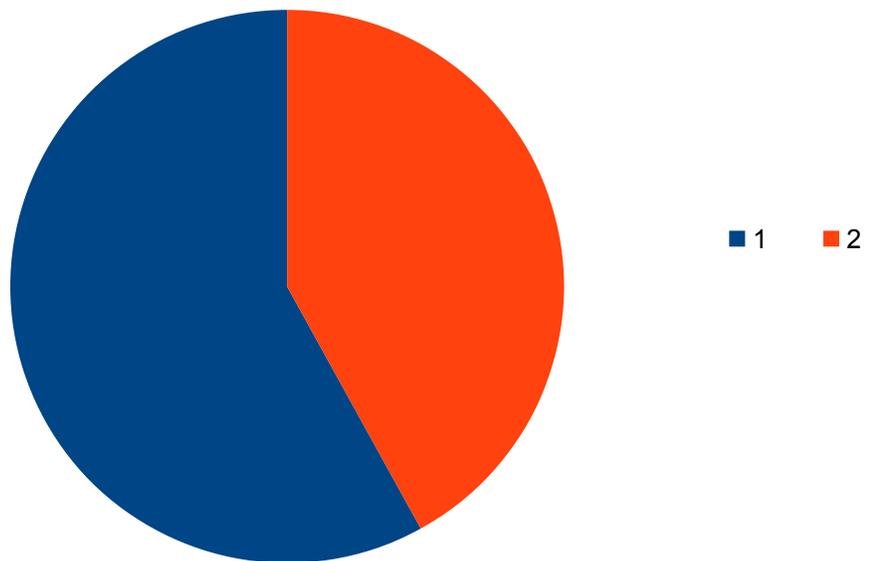


Are you willing to pay more for local, healthy beef?



Blue = Ground Beef
Orange = Steaks

Are you more likely to purchase ground beef or steaks?



Local Meat to Health Care Institutions in NH Food Deserts
NH-238-2012-G-1600
Testimonials
July 2014

Shirley Valley - Food Service Director/LRGHealthcare (603) 527-2814

“Our mission is to provide quality, compassionate care and to strengthen the well-being of our community. We are driven by healthcare needs of the communities we serve, and very proud of our long tradition of providing quality healthcare services to the Lakes and Three Rivers Regions.

“We have had a long relationship with Miles Smith Farm and in 2013 made the decision to purchase beef from the farm. To date we have purchased over 9,500 lbs of ground beef, patties and stew meat. The beef is high quality and well received by our patients and staff. We encourage Miles Smith Farm to work with other healthcare institutions to provide the same quality beef and service that we have received.”

Margaret Fletcher - Director, Concord Wellness Coalition (603) 230 7311

Capital Area Wellness Coalition (CAWC) is comprised of individuals and organizations that partner and volunteer their time to create a healthier community. The group has a wide representation from the community; schools, businesses, the multicultural community, physicians, transportation, state and mental health agencies, and individuals. <http://capwellness.org/>

“Miles Smith Farm outreach program to health care institutions has produced positive results and we applaud the farm's work to provide local healthy beef to hospitals. MSF has been a frequent participant in the Wellness Coalition outreach meetings and presented at one of our monthly meeting. At the presentation Carole, Julie and Ken shared their success in providing meat to LRGH.

“I applaud their efforts to source beef from other local farms and to make this beef available to health care institutions. It is important for hospitals to provide healthy, tasty meat to their staff and patients and Miles Smith Farm is taking an active role in making this happen.”

Melissa Rizzo, LRGH Franklin Farmers Market Coordinator

Dear Carole,

Thank you for Miles Smith Farm participation in the 2013 Franklin Hospital Farmers Market. I am looking forward to the success of the Buyers Club you are providing to LRGH employees and families. I have promoted this club in our internal LRGH newsletter and many employees have expressed an interest in your locally-raised grass fed beef packages. I, personally, love having the option of purchasing meet at my workplace. Not only do I like the convenience, but I also like the 10% discount you are offering.

Thanks again for your participation. Ours should be a long and fruitful partnership.

Melissa Rizzo, M. Ed, CCP
Community Educator
Franklin Regional Hospital
(603)934-2060 ext. 8369

Chris Rueffert - Menu Mgr/Nutritionist LRGHealthcare

Dear Miles Smith Farm,

I can not express to you how amazing it is to have Miles Smith Farm beef in our Cafeteria and on our Patient Room Service menu. When I think about the health benefit of using Local Beef and the benefit to our economy/community I think "why wouldn't LRGHealthcare invest in the Health of our community".

Thank you for making this available for us!

In Good Health,

Cris

Christine Rueffert RD, LD
Room Service Supervisor
LRGHealthcare
Lakes Region General Hospital
crueffert@lrgh.org
603-524-3211 X3097
pager: 603-517-6598

Shawn LaFrance - NH Healthy Communities (H.E.A.L)

The Foundation For Healthy Communities
125 Airport Road
Concord, NH 03301
603.415.4273

“HEAL is a collaborative effort of philanthropic organizations, state agencies, and community partnerships concerned about the rising obesity epidemic and its consequences. HEAL aims to foster implementation of healthy eating and active living interventions through a statewide infrastructure at the local community level across five sectors - schools, worksites, health care settings, food outlets, and cities/towns. The focus is on interventions that affect policy and environmental changes that result in a demonstrable impact on health and quality of life of New Hampshire residents.

“We support providing locally-raised foods to Healthcare Institutions and support the Miles Smith Farm program to bring locally raised, healthy beef to health-care institutions. I have enjoyed working with and please keep me posted as to the on going progress of this important program. “

Natalie Rudzinskyj - LRGHealthcare Marketing Mgr 603-737-1041

From: "Rudzinskyj, Natalie" <nruzinskyj@lrgh.org>
To: Kenneth Daggett <kenneth.daggett@yahoo.com>
Cc: "Marshall, Sandra" <smarshall@lrgh.org>
Sent: Monday, September 9, 2013 1:24 PM
Subject: RE: PR Hospital Survey - Food Service

Ken,

Sandy Marshall is Director of PR and feel free to reach out to her for anything you may need. What I can tell you is, besides the PR we did with the rollout,. From the marketing perspective, I have also taken the opportunity to include a mention in our latest FOCUS magazine, which is mailed to 45K homes in our service area. I have attached the PDF for you if you find that helpful.

From my perspective, in collaboration we did a great job in promotions of the initial launch. It received pretty well rounded coverage. As always, I feel there could always be more, but by no fault of our own – we struggle to get coverage based on geography – we are north of Concord. Your PR person was very responsive and had some great connections also, that helped. It was a pleasure working with her.

Let me know if you need anything further. Sandy's email is smarshall@lrgh.org.

Have a great day,
Natalie

Farmer Robert Potter (603) 435-8738

“Robert Potter Farm, a family run farm that was farmed in 1781 by Potters, currently supports 65 head of cattle which are on pasture year round and fed silage in the winter. There have been eight generations of Potters raising livestock and crops for personal use and for retail sale in Gilman Iron Works, NH. Robert Potter, Jr (seventh generation) is a skilled farmer who has improved the land using his own funds and USDA funding from NRCS.

“For the last four years we have been pleased to sell our cattle to Miles Smith Farm. We support your efforts to find new markets for our cattle including selling beef to local healthcare institutions.

“This program will help promote sustainability of local farmers.”

Brenda Ford – Buyers Club member

Senior Office Manager

New Hampton Family Practice

Franklin Surgical & Community Specialists cardiology, ENT, general surgery, neurology, ophthalmology, podiatry, pulmonology, urology, vascular

p 934-2060 X 8202; f 934-1461

“Thank you so much for this opportunity to purchase grass fed beef at a discount. I love the convenience of picking up my box of beef at the Farmers Market here at the hospital. Your meat is delicious and quality of service is excellent.”

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(/)

New Hampshire Farmers, Butchers & Institutions Collaborate to Increase Pounds of Local Beef Served in Cafeterias (/blog/new-hampshire-farmers-butchers-institutions-talk-beef-to-institution)

04/10/2014

1 Comment (/blog/new-hampshire-farmers-butchers-institutions-talk-beef-to-institution#comments)

by Stacey Purslow, New Hampshire Farm to School Coordinator, Sustainability Institute at UNH



On March 27th, another cold afternoon, 30 farmers, butchers, food service professionals, institution administrators and others came to the University of New Hampshire to learn about and discuss ways that institutions can access local beef. The event was organized by Carole Soule of Miles Smith Farm (http://www.milesmithfarm.com/) in collaboration with the Merrimack (http://www.merrimackccd.org/) and Strafford (http://straffordccd.org/) County Conservation Districts.

Jon Wraith, the Dean of the College of Life Sciences and Agriculture (http://www.colsa.unh.edu/) (COLSA), made opening remarks, saying that collaboration across state lines would make for a stronger regional presence. John Hamilton of the New Hampshire

Community Loan Fund (http://www.communityloanfund.org/) said that more strategic work needs to be done in order to source more than 6% locally. Making investments to food producers and manufacturers and helping with business models and collaboration will ultimately make the business successful. The Community Loan Fund is helping food producers access institutional markets and is currently working with Health Care without Harm (http://noharm.org/) to provide local food to health care facilities.

John Carroll, a COLSA professor, spoke about his efforts to build bridges between producers and consumers. John is largely responsible for the Granite State Farm to Plate bill (http://www.gencourt.state.nh.us/legislation/2014/SB0141.html). John Lash, the food service director for the Concord School District (http://concordnhschools.net/), presented on his farm to school efforts including the use of local ground beef. John feels he has the responsibility to feed the students the highest quality of food they can afford. Besides needing to budget and plan meals that incorporate local foods, marketing the lunch program goes a long way to educate and inform the community.

A panel presentation featured two USDA slaughter facilities, two beef producers, and two school food service directors. Doris Demers, the food service director in the Oyster River Cooperative School District (http://www.orcsd.org/), gave some tips on how to control costs by doing some satellite cooking to reduce labor. For example, cook your hamburgers in a tilt skillet instead of an oven (which keeps the patties moist), don't overproduce food, and use your commodities. The school district has successfully incorporated extra money into the school budget to purchase local foods.

Russ Atherton, owner of The Local Butcher (http://www.newenglandbutcher.com/), said its important for the beef producer and beef buyer to communicate also with the slaughter facility about product needs. Carole Soule encouraged beef producers to work together and suggested that a group of farmers establish a beef cooperative. The other panelist were Kimberly Adkins of the Seabrook School District (http://www.sau21.org/sau/) Pete Roy of PT Farms

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[Learn more about our Beef to Institution project > \(/beef-to-institution.html\)](#)

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Comments

Carol Soule (<http://www.milessmithfarm.com>)

04/25/2014 2:08pm

Stacey,

Thanks for posting this article. I think it was a great conference!

Carole

Comments are closed.

Working to bring more New England-grown food into schools, hospitals, colleges and other institutions.

CONTACT US

Farm to Institution New England
3 Linden Road | Hartland, VT 05048
kaitlin@farmtoinstitution.org



LACONIA / LOUDON

Human-robot partnership



GEOFF FORESTER / Monitor staff

Carole Soule of Miles Smith Farm in Loudon leads Blue with Olivia Nasor, 6, at the New Hampshire Audubon McLane Center in Concord on Monday. It was a week after Soule had surgery performed with the MAKOplasty robotic system.

Farmer benefits from new, high-tech system offered at LRGHealthcare

By SARAH PALERMO
Monitor staff

Dr. Jeremy Hogan came to New Hampshire after his fellowship in Tampa, Fla., for a lot of reasons: the natural beauty, his chemistry with the other doctors at Advanced Orthopedic Services in Laconia. And to be near his wife's family.

But the next time AOS is looking to hire a surgeon, the practice will have an additional perk to offer: the chance to operate with a state-of-the-art MAKOplasty robotic system.

LRGHealthcare, which owns the orthopedic practice, has

Dr. Jeremy Hogan used the MAKOplasty robotic system – armed with a CT image of Carole Soule's hip and an X-ray – to precisely measure how much arthritic bone to remove, and how to position the new ball-and-socket joint.

been promoting the robotic procedure with an aggressive multimedia ad campaign since purchasing it in the fall of 2012. The procedure got a boost of free publicity last week, though, when Hogan gave a new hip to

Carole Soule, the social media and cattle maven of Miles Smith Farm in Loudon.

On April 28, Soule wrote on her blog, "Shortly . . . (my husband) will drive our newish delivery truck and drop the beef

at the back of the hospital then drive around front to drop me off. Hope we remember which delivery goes where!"

The meat went to the kitchen, and Soule went to the operating room.

There, Hogan used the MAKO system – armed with a CT image of her hip and an X-ray – to precisely measure how much arthritic bone to remove, and how to position the new ball-and-socket joint. Hogan moves the drill, but the robot can stop it if he veers out of the prescribed area.

See **ROBOT – A5**

ROBOT Continued from A1

"The robot doesn't think or make decisions, it incorporates several technologies in the planning side and execution side of joint replacement," he said. "I like to think I'm pretty good at putting in joint replacement parts accurately, but I'm also humble enough to know a computer can draw a straighter line or calculate an angle better than I can."

Looking to end stereotype

Soule has been open about the surgery, and her choice to have it at LRGH by MAKOpasty, for several reasons. She wants to inspire others to learn about their options and take action if they're in pain, she said.

At only 62 years old and an active farmer, she's trying to subvert the image of the debilitated elderly person needing a new metal joint.

And she wants people to think about what hospital they choose. LRGH's food services department uses beef from her farm and other local cows. Since they support local farms, she thought she should support the hospital.

"But I wasn't going to go there if I couldn't find a surgeon I liked. As soon as I met Dr. Hogan, I knew it was the right choice, so I'm being very open about this, because you can choose a hospital for other things than just being close to home," she said.

Hogan, meanwhile, doesn't blog. He doesn't even have a Facebook account, and even his wife teases him for that.

"What she's doing might not be what I would do, but as long as she's comfortable

with it, and as long as it's not putting undue stress on her, I can't tell her no," he said. "I'm more worried about how she does than what she says."

And how is she doing?

She was up and about a week later, overseeing the placement of a fence on a Concord field owned by St. Paul's School, where some of her cattle will graze in a partnership between the farm, the school and the New Hampshire Audubon, which is trying to protect bird species that nest in the field and are disrupted by mechanical mowing.

In part, her quick recovery would be expected with a hip replacement, Hogan said. Most surgeons now use minimally invasive procedures that let them move muscles aside, instead of cutting through them.

The benefits of the MAKOpasty surgery are something Soule might not ever really feel. Ideally, she'll benefit from the robot's involvement in the surgery by not having to go back for another, Hogan said.

The system allows doctors to more precisely measure, and more precisely install the new joints, so that they will wear out more slowly and not cause new problems. An imprecisely placed hip could, for example, make one leg significantly longer than the other, and require further surgeries to correct.

Only 75 percent of total knee replacements via conventional surgery result in ideal outcomes; an early robotic system, in the 1990s, could boost that to 96 percent, according to an article in the December 2013 Issue

of *AAOS Now*, the journal of the American Academy of Orthopaedic Surgeons.

Not every patient is a candidate for the robotic surgery. Hogan uses the MAKO system for about 30 percent of his practice, more than 100 operations in the 18 months since the hospital bought the system.

'It's an investment'

The system cost about \$1 million, and requires thousands in annual maintenance.

"It's an investment," said Hogan, who suggested the hospital purchase the system based on his training in Tampa, at his fellowship before joining the practice.

"But it wouldn't take many malpositioned joints to pay for the robot in terms of unnecessary revisions. We're able to provide a better surgery; it's an investment in that. It's an expensive way of protecting investments, and each case is an investment in a person feeling better."

Advanced systems are also an investment in the future for hospitals, especially small rural ones. As they face shrinking revenue from multiple sources and try to set themselves apart from nearby competitors, hospitals try to specialize in revenue-generating procedures, such as joint replacements.

State-of-the-art systems also help hospitals attract new hires, said Cal Weaver, director of recruitment for Acadia Physician Recruiters, a Maine-based recruiter for hospitals in New England and beyond.

"It's hard to get orthopedic services to a small institu-

tion," Weaver said.

Most surgeons subspecialize - working only with the bones of hands or feet, for example - when smaller communities need generalists who can handle anything - especially major trauma - when they're the only one on call.

"That means that half the orthopedic surgeons out there are not qualified for a rural practice. So when the practices go out and recruit, what can they do to attract someone from that smaller pool? One of the most common ways is some form, basically, of bribery. It's more compensation, it's perks," he said.

For younger doctors who trained either at school or in their fellowship in hospitals where these new robotic systems had already been adopted, having access to the latest technology may be a factor, Weaver said. He said he's found several surgeons who have said they'll only accept jobs somewhere with a certain machine.

"The good news is, a lot of people will make the move irrelevant to cash or perks, because they're moving for personal reasons," he said.

For New England hospitals, he said, one of the biggest perks is location: a beautiful, safe area close to the attractions of Boston with access to good schools.

And from his office on a tree-covered hill in Gilford, Hogan has all that, and, now, a MAKOpasty system.

(Sarah Palermo can be reached at 369-3322 or spalermo@cmonitor.com or on Twitter @SPalermoNews.)

Miles Smith Farm



Miles Smith Farm “Meats” the Need for Healthy Food

LACONIA, NH - Patients, employees and visitors at two New Hampshire hospitals will be eating healthier thanks to a new partnership between LRGHealthcare and Miles Smith Farm.

Lakes Region General Hospital in Laconia and Franklin Regional Hospital in Franklin, part of the LRGHealthcare family, are the **FIRST** two hospitals to buy meat from Miles Smith Farm, an initiative designed to provide institutions with locally raised meat. The long-term goal of the program is to support a healthy diet with fresh, high quality meat, free from hormones, antibiotics, artificial additives and preservatives.

“We are pleased to be providing locally produced, healthy beef to hospital employees, patients, visitors, volunteers, associates and their families,” said Miles Smith Farm owner Carole Soule who’s farms acts as the aggregator of multiple producers of meat to be sold to the hospitals. *“Good food leads to good health and our beef is humanely raised and antibiotic free, offering a healthy option that improves quality of life.”*

“Wellness is always foremost in our minds and this partnership gives us a chance to not only offer a healthier dining experience, but also to educate our patients and employees about the benefits of eating locally raised food,” said Shirley Valley, Food and Nutrition Services Director at LRGHealthcare. *“Locally raised food is healthy food and this program furthers our mission of promoting better eating habits and supporting our local economy.”*

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Farming April 2013



Building Infrastructure for Local Meat Production

by Annette Higby

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"No more excuses," he decided. "Just figure it out." Among other important lunchtime changes, Gifford now serves all locally sourced and grass-fed beef to its 1,350 students in grades K-12.

Lash buys about 40 percent of the district's beef from Miles Smith Farm, owned by New England Farmers Union members Carole Soule and Bruce Dawson. Soule and Dawson raise 60 head of Highland and Angus beef on mostly rented pasture. They sell ground beef in bulk to the district, and because Lash picks the beef up at the farm, the farm only charges \$3.60 a pound. It's a good deal for both the farm and the district. The school gets fresh, high-quality beef for burgers, meatballs and meatloaf that Lash says tastes much better than USDA commodity beef. With the school's order in hand, Soule can plan ahead, and she gets paid for her beef within a week. Selling ground beef in bulk allows her to sell more and higher-value cuts through the farm's retail outlets. She and Dawson are considering expanding to meet the increasing demand for local and grass-fed beef.

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Consistent, year-round throughput is just one obstacle that slaughter facilities face. Many plants in New England are also old, outdated and inefficient. Abattoirs are understandably reluctant to invest in upgrading facilities when the supply—and in some cases quality—of local beef is so uneven. State-inspected and custom slaughter facilities need a consistent supply, as well as capital and technical assistance, to help them become USDA-inspected and more efficient. The study by Lewis and Peters also noted a lack of skilled labor (butchers). In fact, the lack of skilled workers was cited by operators as a bigger hurdle than the difficulty of complying with the USDA Food Safety Inspection Service's Hazard Analysis and Critical Control Points regulations.

Still, where some see obstacles, others see opportunity. A new USDA plant will come online this spring in Barnstead, N.H. In Springfield, Vt., Black River Produce plans to construct a new 43,000-square-foot meat facility that will initially cut and pack meat, but will eventually include a kill floor. There does appear to be room to grow. Overall, New England has the capacity to slaughter just 63 percent to 84 percent of all animals marketed in the region (depending on how you account for the utilization from marketed dairy calves), and to cut and pack just 29 percent to 43 percent. There

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Processing The Massachusetts Department of Agriculture received a Federal State Marketing Improvement Program (FSMIP) grant from USDA to expand infrastructure for Massachusetts local meat producers, and the Vermont Agency of Agriculture, Food and Markets is using a FSMIP grant

Continued on page 46

Northeast Farm & Fence Service

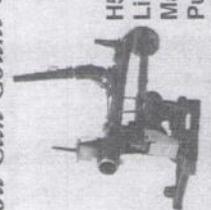
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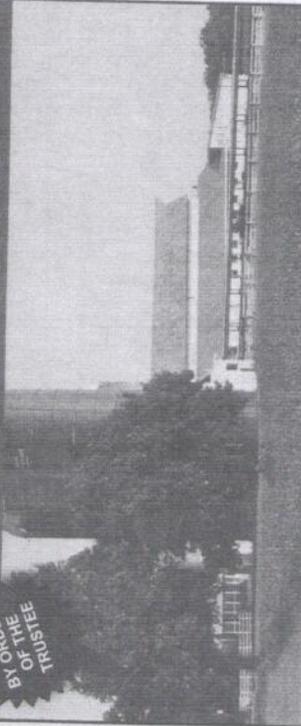
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Building Infrastructure for Local Meat Production

Continued from page 23

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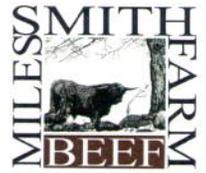
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Annette Higby is the policy director for New England Farmers Union.

Miles Smith Farm

Commercial/Institutional Accounts



NH Hospital Meat Program Participating Institutions

- Franklin Regional Hospital | Franklin, NH
- Lakes Region General Hospital | Laconia, NH

Farm to School Participating Schools/Districts

- Alton Elementary School | Alton, NH
- Concord School District | Concord, NH
- Oyster River School District | Durham, NH
- Seabrook Elementary School | Seabrook, NH

Commercial Kitchen/Food Service

- Flatbread Pizza | Portsmouth, NH
- Lakes Region General Hospital | Laconia, NH
- Franklin Regional Hospital | Franklin, NH
- The Grappone Center | Concord, NH
- Soup Gallery | Concord, NH

Cattle Suppliers

- Gary Dashner | Springfield, NH
- Robert Potter & Sons | Gilmanton IW, NH
- David Babson | Ossipee, NH
- Mike Aversa | New Durham, NH
- Gelinas Farm | Pembroke, NH
- Bob Akerstrom | Belmont, NH
- PT Farm | North Haverhill, NH
- Star Lake Farm | Springfield, NH
- Pitcher Mountain Farm | Stoddard, NH
- Joe Curran | Henniker, NH
- Larry Moore | Loudon, NH
- Roy Amey | Pittsborough, NH
- Allen Bouchillier | Lancaster, NH
- Pamela Ainsworth | Newbury, VT
- Lynn Birch | Woodstock, VT
- Henry Doody | Winchendon, MA

Neighborhood Grocers

- A-Market Natural Foods | Manchester, NH
- Canterbury Country Store | Canterbury, NH
- Catamount Farm | Chichester, NH
- Chichester Country Store | Chichester, NH
- Concord Beef & Seafood | Concord, NH
- Concord Cooperative Market | Concord, NH
- Emery Farm | Durham, NH
- Evergrain Natural Food | Wolfeboro, NH
- Green Meadows Farm | Hamilton, MA
- Hannafords | Concord, NH
- Johnson's Marketplace | New Durham, NH
- Natural Choice Market | Hooksett, NH
- Quality Cash Market | Concord, NH
- The Healthy Buffalo | Chichester, NH
- The Herbal Path | Dover, NH

Farming April 2013



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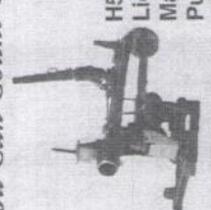
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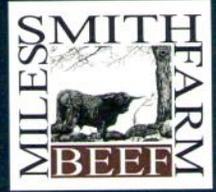
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Local beef on the menu at Lakes Region hospitals

Loudon farm provides ground beef to hospitals

UPDATED 2:48 PM EDT Jun 06, 2013



WMUR/Andy Hershberger

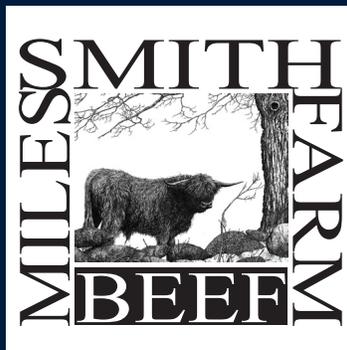
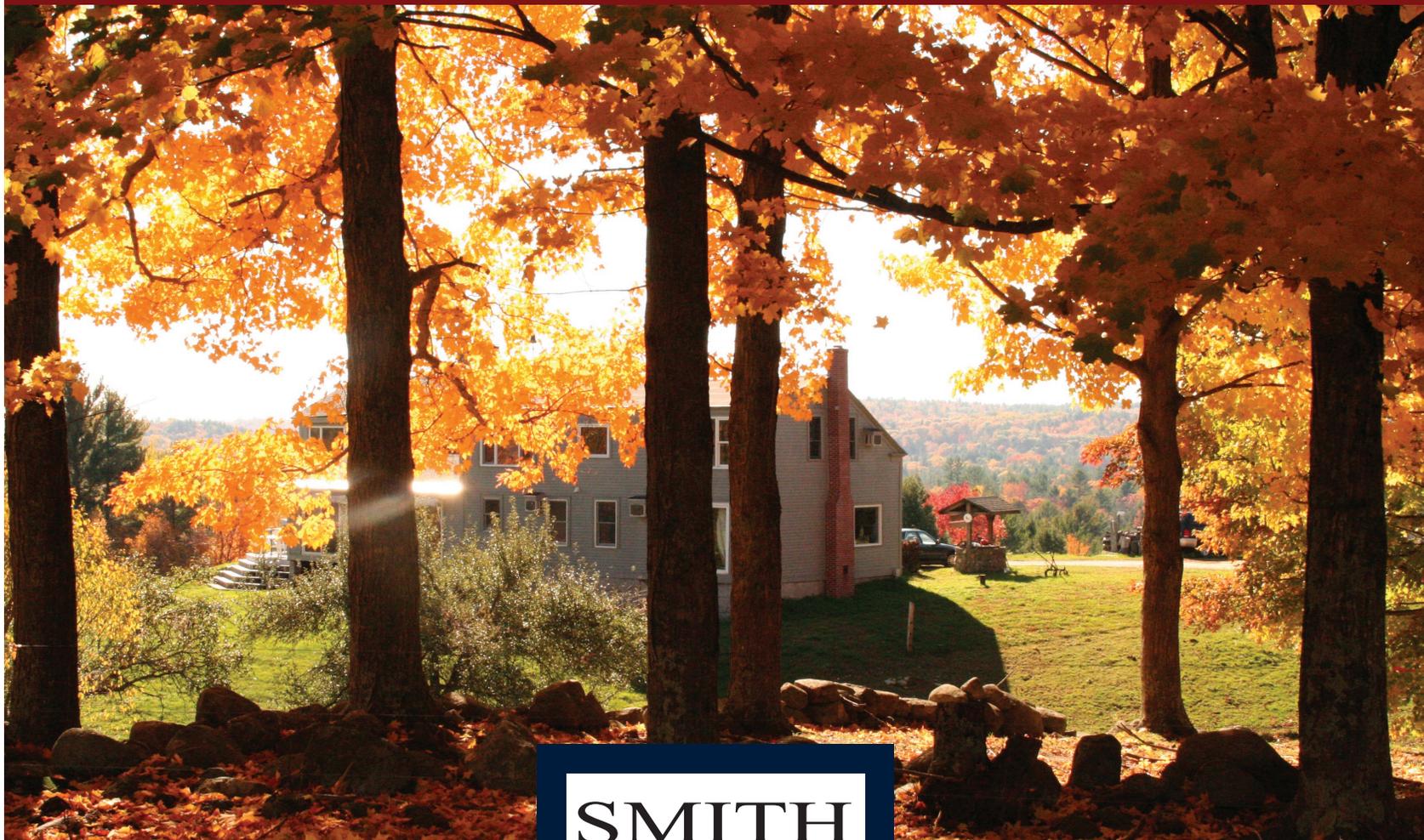
LACONIA, N.H. —Two hospitals in the Lakes Region will be serving natural, locally raised ground beef to patients, staff and visitors. Lakes Region General Hospital kicked off its program Thursday with a tasting of the meat. Franklin Regional Hospital switched to the locally sourced beef on Tuesday. The hamburger is supplied by Miles Smith Farm in Loudon. Owner Carole Soule said the meat is antibiotic- and hormone-free and naturally raised. She said the farm expects to supply about 400 pounds of ground beef per week to Lakes Region General Hospital, with Franklin Regional Hospital consuming about half of that. Soule said she sees food as a medicine, and the healthier it is, the better a person feels.

Read more:

<http://www.wmur.com/news/nh-news/local-beef-on-the-menu-at-lakes-region-hospitals/-/9857858/20452236/-/lfm1iuz/-/index.html#ixzz2VU5Hu8hY>

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Miles Smith Farm farmer gets a new hip from a new robot at Lakes Region General Hospital

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Dr. Jeremy Hogan came to New Hampshire after his fellowship in Tampa, Fla., for a lot of reasons: the natural beauty, his chemistry with the other doctors at Advanced Orthopedic Services in Laconia. And to be near his wife's family.

But the next time AOS is looking to hire a surgeon, the practice will have an additional perk to offer: the chance to operate with a state-of-the-art MAKOplasty robotic system.

LRGHealthcare, which owns the orthopedic practice, has been promoting the robotic procedure with an aggressive multimedia ad campaign since purchasing it in the fall of 2012. The procedure got a boost of free publicity last week, though, when Hogan gave a new hip to Carole Soule, the social media and cattle maven of Miles Smith Farm in Loudon.

On April 28, Soule wrote on [her blog \(http://www.milessmithfarm.com/blog\)](http://www.milessmithfarm.com/blog), "Shortly . . . (my husband) will drive our newish delivery truck and drop the beef at the back of the hospital then drive around front to drop me off. Hope we remember which delivery goes where!"

The meat went to the kitchen, and Soule went to the operating room.

There, Hogan used the MAKO system – armed with a CT image of her hip and an X-ray – to precisely measure how much arthritic bone to remove, and how to position the new ball-and-socket joint. Hogan moves the drill, but the robot can stop it if he veers out of the prescribed area.

“The robot doesn’t think or make decisions, it incorporates several technologies in the planning side and execution side of joint replacement,” he said. “I like to think I’m pretty good at putting in joint replacement parts accurately, but I’m also humble enough to know a computer can draw a straighter line or calculate an angle better than I can.”

Looking to end stereotype

Soule has been open about the surgery, and her choice to have it at LRGH by MAKOplasty, for several reasons. She wants to inspire others to learn about their options and take action if they’re in pain, she said.

At only 62 years old and an active farmer, she’s trying to subvert the image of the debilitated elderly person needing a new metal joint.

And she wants people to think about what hospital they choose. LRGH’s food services department uses beef from her farm and other local cows. Since they support local farms, she thought she should support the hospital.

“But I wasn’t going to go there if I couldn’t find a surgeon I liked. As soon as I met Dr. Hogan, I knew it was the right choice, so I’m being very open about this, because you can choose a hospital for other things than just being close to home,” she said.

Hogan, meanwhile, doesn’t blog. He doesn’t even have a Facebook account, and even his wife teases him for that.

“What she’s doing might not be what I would do, but as long as she’s comfortable with it, and as long as it’s not putting undue stress on her, I can’t tell her no,” he said. “I’m more worried about how she does than what she says.”

And how is she doing?

She was up and about a week later, overseeing the placement of a fence on a Concord field owned by St. Paul’s School, where some of her cattle will graze in a partnership between the farm, the school and the New Hampshire Audubon, which is trying to protect bird species that nest in the field and are disrupted by mechanical mowing.

In part, her quick recovery would be expected with a hip replacement, Hogan said. Most surgeons now use minimally invasive procedures that let them move muscles aside, instead of cutting through them.

The benefits of the MAKOplasty surgery are something Soule might not ever really feel. Ideally, she'll benefit from the robot's involvement in the surgery by not having to go back for another, Hogan said.

The system allows doctors to more precisely measure, and more precisely install the new joints, so that they will wear out more slowly and not cause new problems. An imprecisely placed hip could, for example, make one leg significantly longer than the other, and require further surgeries to correct.

Only 75 percent of total knee replacements via conventional surgery result in ideal outcomes; an early robotic system, in the 1990s, could boost that to 96 percent, according to an article in the December 2013 Issue of AAOS Now, the journal of the American Academy of Orthopaedic Surgeons.

Not every patient is a candidate for the robotic surgery. Hogan uses the MAKO system for about 30 percent of his practice, more than 100 operations in the 18 months since the hospital bought the system.

'It's an investment'

The system cost about \$1 million, and requires thousands in annual maintenance.

"It's an investment," said Hogan, who suggested the hospital purchase the system based on his training in Tampa, at his fellowship before joining the practice.

"But it wouldn't take many malpositioned joints to pay for the robot in terms of unnecessary revisions. We're able to provide a better surgery; it's an investment in that. It's an expensive way of protecting investments, and each case is an investment in a person feeling better."

Advanced systems are also an investment in the future for hospitals, especially small rural ones. As they face shrinking revenue from multiple sources and try to set themselves apart from nearby competitors, hospitals try to specialize in revenue-generating procedures, such as joint replacements.

State-of-the-art systems also help hospitals attract new hires, said Cal Weaver, director of recruitment for Acadia Physician Recruiters, a Maine-based recruiter for hospitals in New England and beyond.

"It's hard to get orthopedic services to a small institution," Weaver said.

Most surgeons subspecialize – working only with the bones of hands or feet, for example – when smaller communities need generalists who can handle anything – especially major trauma – when they're the only one on call.

"That means that half the orthopedic surgeons out there are not qualified for a rural practice. So when the practices go out and recruit, what can they do to attract someone from that smaller pool? One of the most common ways is some form, basically, of bribery. It's more compensation, it's perks," he said.

For younger doctors who trained either at school or in their fellowship in hospitals where these new robotic systems had already been adopted, having access to the latest technology may be a factor, Weaver said. He said he's found several surgeons who have said they'll only accept jobs somewhere with a certain machine.

"The good news is, a lot of people will make the move irrelevant to cash or perks, because they're moving for personal reasons," he said.

For New England hospitals, he said, one of the biggest perks is location: a beautiful, safe area close to the attractions of Boston with access to good schools.

And from his office on a tree-covered hill in Gilford, Hogan has all that, and, now, a MAKOplasty system.

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