

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)



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)