

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.



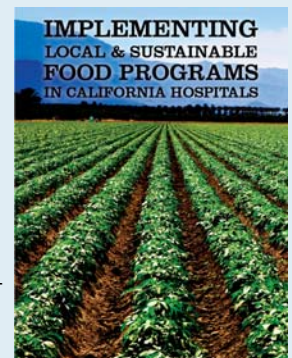
David A. Schlachter, Manager of Marketing and Communications of the Bon Secours Health System, invites employees to participate in the Buy Local Challenge.

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.