

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.

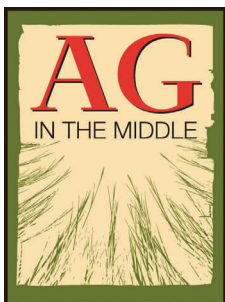
Chef Saunders worked together with Theresa Holloway, Assistant Director of Food & Nutrition Services, and Chris DeRocco, Director of Food & Nutrition Services, to use local foods in their cafeteria menu and to host a local food produce stand in the cafeteria. They used



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