

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,



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.

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

"They noticed the difference in taste immediately!" she said. The stuffed

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 Cecil County, 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,



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

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.

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.



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

"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

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



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

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:**

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