



Sustainable Food Newsletter



Special Edition: 2010 Growing Season Wrap Up

The 2010 summer and fall growing seasons were extremely fruitful for supporters of healthy food in health care! In our Summer 2010 food newsletter, we brought you stories of farmers markets at Maryland health care facilities, hospitals sourcing from nearby rural and urban farms, and the participation of hospital chefs in the Maryland Buy Local Cookbook and kickoff cookout at the Governor's Mansion. We've prepared this special season wrap-up edition of the Sustainable Food Newsletter to showcase the hospitals' participation in the Buy Local Challenge, introduce you to four more farmers markets that launched in the fall, and share important news and events that took place as the season wound down. We hope this look back at the summer and fall will warm you with pride at the accomplishments and commitment of our local hospitals to supporting the health of our community through local, sustainable, healthy food.

38 Health Care Facilities Meet Challenge to Buy Local Foods



Upper Chesapeake Medical Center displays their daily local food selection.

Dozens of health care facilities purchased and served at least one local food item each day during the week of July 17-25 as part of the Buy Local Challenge, a statewide campaign launched by the Southern Maryland Agricultural Development Commission (SMADC) and kicked off each year by Maryland Governor Martin O'Malley

at his annual Buy Local Cookout.

The challenge gave hospitals new to local food purchasing a chance to test the waters, while those that already have an ongoing commitment (*cont'd on page 3*)

Food Leadership Council Donates \$2K to Benefit Local Sustainable Farmers

The dinner fundraiser *Balance Meets Taste*, hosted by the Food Leadership Council of Maryland & DC at the Pier 5 Hotel on March 4, 2010, raised \$2000 for Future Harvest—Chesapeake Alliance for Sustainable Agriculture (CASA). The donation was given to members of Future Harvest-CASA at a meeting this summer.



Chefs who prepared the dinner at fundraiser. Future Harvest-CASA promotes profitable, environmentally sound and socially acceptable food and farming systems that work to sustain communities.

"We truly appreciate the donation of the Food Leadership Council," said Jack Gurley of Calvert's Gift Farm, one of the Future Harvest-CASA leaders who attended the dinner. "This helps support programs like our *Amazing Grazing* directory of grass-based meat farms and our educational field days that help grazers build the capacity to meet the needs of institutional purchasers." (*cont'd pg 3*)

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Hospital Food Making News Across the Country



Doctor's Orders: Eat Well to Be Well

New York Times, 9/21/10

Dr. Preston Maring was striding along a hospital corridor at double speed on a recent Friday morning, his tall frame, white hair and frequent gesticulations prompting waves of greetings from colleagues, who also took care to sidestep his forward momentum. His destination was the weekly farmers' market he started in 2003, just outside the front door at the Kaiser Permanente medical center here. ([click to read the rest](#))

Alternative Co-ops Are Taking Root

Daily Yonder, 8/24/10

Stephen Ronstrom forecasts that in five years his concept for bringing together farmers and institutional food buyers will go mainstream. Ronstrom, CEO of Sacred Heart Hospital in Eau Claire, Wisconsin, was recognized by the state of Wisconsin and the Wall Street Journal for buying local farm products for hospital meals.

"Local food is good medicine for everyone," Ronstrom wrote in a 2008 newspaper editorial that got the ball rolling." ([click to read the full story](#))

Focus on Farm Fresh: RN helps market bring healthy foods to AAMC, community

By Tom Clegg (*Nursing Spectrum News Wire—August 23, 2010*)

As founder of the environmentally conscious EARTH Advisors committee at Anne Arundel Medical Center in Annapolis, Md., pediatric nurse Charlotte Wallace, RN, wanted to make healthy foods more accessible to AAMC staff.

Wallace says she and a few other staff members began tinkering with the idea of opening a farmers market on campus three or four years ago. On June 7, that idea became a reality, and Wallace couldn't be more excited about the way the market has been received. "It's been fun to hear people talk about it in the hallway as you walk behind them," she says. "Staff are very aware of it."

The cash market, which is open from 2-6 p.m. every Monday and Friday, features one traditional and one organic farmer. The market has included a variety of foods, such as peaches, sweet corn, honey and jam. Farmers also have fresh-cut and potted flowers for purchase.

The market serves not only AAMC staff but members of the general public, and a registered dietitian is available the first Monday of each month to help visitors learn about healthy eating ideas.

"We just saw it as a win-win for everyone," Wallace says. "It improves the health of our community and strengthens the local economy. It helps the staff have far easier access to locally grown produce. ... It's improved staff morale."

There also are environmental benefits. "When you buy locally," Wallace says, "it cuts down on the distance the food has to travel to get to your table, which reduces the consumption of oil and reduces the carbon emissions."

Wallace says Tori Bayless, who took over as Anne Arundel Health System's president in 2009, emphasizes employee-wellness programs and has been a supporter of the farmers market. "We strongly believe in toxin reduction," Wallace says, "and we were happy to bring the employees to organic farmers."

The market will close for the summer Aug. 27. Wallace hopes to have the market open earlier in the spring and remain open into the fall in the years ahead. *Copyright [2010]. Nursing Spectrum Nurse Wire (www.nurse.com). All rights reserved. Used with permission.*



Charlotte Wallace, RN, farmers' market coordinator and pediatric nurse at Anne Arundel Medical Center.

Buy Local Challenge (*from page 1*)

to supporting local farmers took the opportunity to promote those relationships and expand their healthy food programs.

In addition to health benefits, purchasing local food benefits the local economy. The 38 facilities collectively spent more than \$15,000 during Buy Local Week on foods from local farms, including fruits, vegetables, eggs and meat. Leading purchasers included Washington County Hospital (\$1185), University of Maryland Medical Center (\$1565) and Union Hospital of Cecil County (\$2276).

Additionally, more than 800 individuals pledged, through the hospitals' outreach initiatives, to eat at least one local food each day during the Buy Local Challenge. Nearly 300 of these individuals were employees and community members of Union Hospital of Cecil County, which also boasted 21 percent employee participation, the highest reported by any health care facility in the state. Harford Memorial Hospital was second in the state, engaging 15 percent of their employees and Upper Chesapeake Medical Center successfully encouraged 11 percent of their employees to take the challenge.

Read examples of many hospitals' Buy Local Challenge activities in our [press release online](#) at www.mdh2e.org.

Maryland and DC Hospitals That Served Local Food During the 2010 Buy Local Challenge:

Anne Arundel Medical Center
Calvert Memorial Hospital
Carroll Hospital Center
Children's National Medical Center
Civista Medical Center
Courtland Gardens Nursing and Rehabilitation Home
Doctors Community Hospital
Franklin Square Hospital
Frederick Memorial Hospital
Georgetown University Hospital
Good Samaritan Hospital
Greater Baltimore Medical Center
Harbor Hospital
Harford Memorial Hospital

Holy Cross Hospital
Howard County General Hospital
Johns Hopkins Bayview Medical Center
Johns Hopkins Hospital
Kernan Hospital
Levindale Hebrew Geriatric Center & Hospital
Long View Nursing Home
Montgomery General Hospital
National Rehabilitation Hospital
Northwest Hospital
Shady Grove Adventist Hospital
Sinai Hospital
St. Agnes Hospital

St. Joseph Medical Center
St. Mary's Hospital
Suburban 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
Western Maryland Regional Medical Center

Food Leadership Council Donation (*from page 1*)

MD H2E Gives a Special Thanks to All Who Donated Their Time & Resources:

Event Planning Committee

Bryan Sullivan, Executive Chef, Harbor Magic Hotels for his leadership, skillful coordination & hosting of this event
Derrick Purcell, Executive Chef, Maryland Science Center
Laure' Sullivan, Food Service Director, Sinai Hospital
Jeanette Edwards, Catering Manager, Sinai Hospital
Angie Eshleman, Clinical Dietitian, Sinai Hospital
Jason Saunders, Executive Chef, Good Samaritan Hospital
Greg Hare, former Executive Chef, Northwest Hospital
Louise Mitchell, Sustainable Foods Coordinator, MD H2E
Michaela Lindahl-Ackerman, former Nurse Outreach Co-coordinator, MD H2E
Renee Catacalos, Local Foods Consultant, MD H2E

Chefs

Bryan Sullivan, Executive Chef, Harbor Magic Hotels
Derrick Purcell, Executive Chef, Maryland Science Center
Lou DeMaio, Executive Chef, Carroll Hospital Center
Greg Hare, former Executive Chef, Northwest Hospital
Grigory Kalmanovich, Sous Chef, Sinai Hospital
Todd Smith, Executive Chef, Sinai Hospital
Jason Saunders, Executive Chef, Good Samaritan Hospital

Guest Speaker

Tony Geraci, Food Service Director, Baltimore City Public Schools

Master of Ceremonies

Dr. Robert Lawrence, Director, Johns Hopkins Center for a Livable Future

Host Venue

Pier 5 Hotel, for generously hosting this event

Sights of the Buy Local Challenge



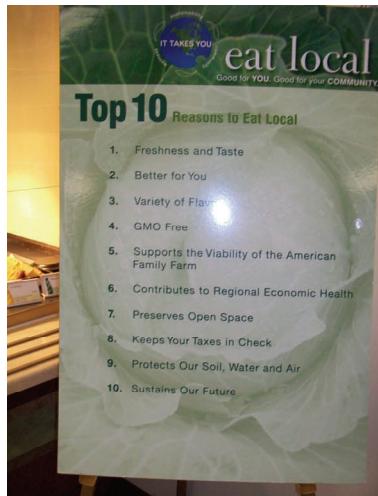
Doctors Community Hospital served local foods at an Executive Dinner, which included local bok choy, greens, heirloom and cluster tomatoes, basil, and blueberries from farms in New Jersey and Maryland.



Craig Sewell, chef and owner of A Cook's Café in Annapolis, gives a local food cooking demonstration to hospital employees and visitors at Anne Arundel Medical Center.



Executive Chef Matt Jarrett prepares a meal using local produce in the cafeteria at Franklin Square Hospital.



Franklin Square Hospital uses local peaches from Colora Orchards in several dessert items.

More Sights of the Buy Local Challenge



St. Joseph Medical Center promoted the local farms that grew their food and encouraged their employees to also pledge to buy local during Buy Local Week.



Bon Secours Health System promoted the Buy Local Challenge to the employees at their 28 health care facilities across 7 states. Manager of Marketing and Communications David Schlachter is seen here in their [YouTube video](#).



Food & Hospitality Attendant Veronda Williams Cook uses local foods in the salad bar at University of Maryland Medical Center.

On Campus: Farmers Markets

Doctors Community Hospital

The match was as unlikely as it was inspired, a turf operation that wanted to return to farming and a hospital in the rapidly urbanizing Washington suburbs that wanted to set up a farmers market. That's how Prince George's County's Queen Anne Farm came to sell its fruits and vegetables in a tented picnic area of Doctors Community Hospital in Lanham, MD this fall.

The idea was hatched during a July roundtable conversation MD H2E hosted that three green team members from Doctors attended. There, the team got excited about doing a farmers market. "It was good timing," said Theresa Stevenson, Director of Risk Management & Laboratory Services at the hospital, and a member of the green team. "We really got energized from it, and a market seemed like a good step for us because it was something that would be visible."

In a county facing extraordinary development pressure that is driving out small farms, it was important to the green team that they purchase local produce from a farm in Prince George's County. That Stevenson found Queen Anne Farm was a small triumph. Located in Mitchellville, Queen Anne had been a certified organic farm that switched to turf and landscaping. Fearful of having to let go of staff amidst the economic collapse, they switched back to farming. The farm currently does not use pesticides and is working towards organic certification. Carol Brady, who owns the farm with her husband, Carl, was excited about the opportunity.

Stevenson also got buy-in from Doctors Community Hospital President Phil Down and VP for Business Development Scott Gregerson, who supported the pilot plan for one market a month in September and October. The market was scheduled for 2-5 pm, to overlap with both daytime and nighttime employees.

Aggressive marketing extended all the way to the cafeteria, which featured dishes using the produce on sale on market day, advertising that the ingredients were on sale and giving buyers ideas of how to use them as well. As a final touch, Safety Officer Nancy Haupt baked brownies as giveaways to attract business to the stand. The sweets, however, were unnecessary. The hospital deemed the market a success, based on traffic and feedback. "The employees really liked it," says Stevenson. "We are really looking forward to continuing next year."

The Doctors' Community Hospital one-farm market will start again in the next spring. They expect the market to take place once or twice a month.

Doctors Community Hospital

Picnic area adjacent to Medical Office Building,
8118 Good Luck Road, Lanham, MD 20706

Monthly: 2:00 to 5:00 p.m., open for the growing season
Contact: Theresa Stevenson, 301-552-8558

On Campus: Farmers Markets

United Medical Center

This summer United Medical Center in southeast Washington, DC, hosted a farmers' market bringing fresh produce to the city's underserved Ward 8, which borders Maryland to the north. This district has been one of the city's major "food deserts," with a great need for increased access to fresh, healthier foods but limited opportunities to meet that need.

The UMC farmers' market was open twice a week during the season with 5-6 vendors, including certified organic farmers from the Ward 8 Farmers' Market Collaborative (which has partnered with the hospital). The employees loved it, as working in a hospital means their busy schedules can prevent them from getting to similar markets. A huge banner promoted the market, plus its location in the employee parking lot made it easy to stop in on their way in and out.

UMC also reached out to the surrounding community to invite them to come by and always had someone on hand to distribute seasonal recipes specifically paired with items for sale that day. In a press release, Calvin Smith, chairman of the United Medical Center Foundation, said "It's important for our community to have the opportunity to purchase a wide variety of fresh local fruits and vegetables, and we are pleased to be able to facilitate the Farmer's Market where residents can enjoy natural and nutritious eating options in our own community."

The market was the only weekday market east of the Anacostia River. It accepted WIC vouchers, Senior Farmers' Market Nutrition Program vouchers, Cash Value checks (CVC) and has an EBT machine that accepts SNAP cards.



Hospital volunteer Miss Langley and one of the farmers at United Medical Center's farmers market.

United Medical Center

1310 Southern Avenue, SE, Washington, DC 20032

Tuesday: 3:00 to 7:00 p.m.; Saturday: 9:00 a.m. to 2:00 p.m.

June—October

Contact: Linda Givens, 202-574-7069

Harbor Hospital Center

Drive around Cherry Hill in South Baltimore and you'll see plenty of homes, shops, and corner stores, but you won't find a supermarket in this "food desert." But signs of change were afoot this fall as the community prepared to launch a community garden and Harbor Hospital launched a new farmers market.

The hospital market opened on September 23rd with the hopes of providing fresh produce and goods to employees, patients' families, and the broader Cherry Hill community. "We wanted to be able to support the community," said Megan Long, Philanthropy and Community Relations Specialist and co-coordinator of the market at the hospital. "And it was a big success for us. We had seven vendors and a huge rush of people in the beginning. There continued to be a steady stream the entire time."



Ryan Tuckey of Tuckey's Mountain Grown Berries, Fruits & Vegetables packs a bag of peaches for a Harbor Hospital employee.

The hospital advertised the market extensively, using fliers, an internal newsletter, and the hospital website, as well as Twitter and Facebook. "We got a lot of calls asking for information," said Long, who coordinates the market with Meg Miller, Director of Community Relations. "The employees were definitely interested."

Two vendors sold produce at the market. Also for sale were jams and baked goods, as well as ham, turkey and beef. Harbor gave away 100 reusable shopping bags to market shoppers. "The vendors were all very pleased," said Long.

Harbor Hospital plans to start the market up again next April. It is open to all. Please call Meg Miller or Megan Long at the numbers below for more information or if you know a farmer or vendor who wants to participate.

Harbor Hospital Center

South Employee Parking Lot, 3001 South Hanover Street,
Baltimore, MD 21225

4th Thursdays: 2:00 to 6:00 p.m., April—October

Contact: Meg Miller, 410-350-3478; Megan Long, 410-350-8271

On Campus: Farmers Markets

Copper Ridge — Outpatient and Residential Care for the Memory Impaired

Fairhaven — A Continuing Care Retirement Community

There's no one way to start a farmers' market. So when Directors of Dining Services Lisa Waysack of Copper Ridge and Bob Escolopio of Fairhaven, took on the task of starting one on their shared campus in Sykesville, they simply called up some farmers. None were interested. But Waysack refused to give up. "A co-worker and I got into the car and started driving around to produce stands," she says. "That's how I found Bro-Kor." Bro-Kor Valley Farm, owned by Curtis Brothers in Westminster, is only about 25 miles away and luckily, Brothers agreed.

This one-farm market is hardly lacking, with Bro-Kor providing a wide variety of produce: green beans, corn, tomatoes, watermelons, apples and cantaloupes, and much more. Brothers' mother, owner of Caroline's Orchard, provides canned goods like peaches and homemade jams. The market, near a golf course on a by-way parking lot between Copper Ridge and Fairhaven (a continuing care retirement community located on the same campus), has been immensely popular. Said Waysack, "Even with the rain we had [the other day], we had many customers; employees, residents, families and people from the surrounding community all

came." The dining services of the nursing home and the retirement community have now started purchasing food from the farm as well. The market ran every Wednesday from 2:30 – 5:00 pm until Thanksgiving, and Waysack has plans to start the new season in June next year.

Copper Ridge & Fairhaven

Located on parking lot near golf course, 710 Obrecht Road
Sykesville, MD 21784-7650

Wednesday, 2:30 to 5:00 p.m.

June through November

Contact: Lisa Waysack, 410-795-8808



Directors of Dining Services Lisa Waysack, Copper Ridge & Bob Escolopio, Fairhaven, at the market.

MD H2E Participates in Maryland

Food Policy Summit

MD H2E's report on the healthier foods being served at Maryland hospitals was one of the key presentations at the Maryland Food Policy Summit on September 22 at the Westin Annapolis. The Summit was the culmination of a series of summer work sessions held by the Maryland Department of Health and Mental Hygiene Office of Chronic Disease Prevention to explore opportunities for systems-based and policy level changes that improve nutrition in Maryland.

The outcome of the Food Policy Summit is a report to the Maryland General Assembly with a set of recommendations to lawmakers on decreasing consumption of artificial trans fats, enhancing nutrition in Maryland schools, increasing access to healthy foods, decreasing consumption of sugar-sweetened beverages, informing consumers through menu labeling, and using land use policy to enhance health. MD H2E will monitor action on these topics when the legislative session begins in January.

What is MD H2E?

Maryland Hospitals for a Healthy Environment (MD H2E) is a technical assistance and networking initiative that promotes environmental sustainability in health care. Participants include hospitals, clinics, nursing homes, and other ancillary health care providers in Maryland.



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