

Conference Schedule

Local Sustainable Meat & Poultry: *Making the Shift in Institutional Purchasing*

Thursday, May 5, 2011

7:30 am – 3:00 pm

Ten Oaks Ballroom & Conference Center

5000 Signal Bell Lane
Clarksville, Maryland 21029

This regional conference will bring together food service professionals from institutions, local sustainable beef, pork and poultry producers, meat and poultry processors, distributors, food service contractors, group purchasing organizations, food safety inspectors, government agencies, agricultural and economic development specialists, non-profit organizations and other interested stakeholders to address the barriers, identify solutions and share best practices for establishing new institutional purchasing practices of local sustainable meat and poultry.

Institutions include hospitals, nursing homes, schools, universities, hotels, business complexes, government facilities, assisted living and correctional facilities, sports and entertainment venues, and more. Sustainable agricultural practices for beef, pork, poultry and other animal protein foods include, at a minimum, raising animals without arsenic compounds, without the routine use of antibiotics, and without added growth hormones. Ideally, the animals also eat food grown without the use of pesticides or genetically modified seeds, and the animals are raised outside on pasture.

A resource guide will be provided to each conference attendee and sponsor/exhibitor containing important information to increase the purchase or sale of local sustainable meat and poultry at institutions.

7:30 – 8:30 am **Registration, Visit Exhibitors, and Local Sustainable Continental Breakfast**

8:30 – 8:40 am **Welcome & Introduction**

Louise Mitchell

Sustainable Foods Program Manager, Maryland Hospitals for a Healthy Environment, University of Maryland School of Nursing; Regional Organizer, Health Care Without Harm, Baltimore, Maryland

Louise Mitchell will give a brief overview of the grant funded project on local sustainable meat and poultry purchasing, and the Food Leadership Council of Maryland & DC, both projects of Maryland Hospitals for a Healthy Environment; and the Healthy Food in Health Care program by Health Care Without Harm.

8:40 – 9:15 am **The Health and Environmental Impacts of Large-Scale Meat & Poultry Production**

Keeve E. Nachman, PhD, MHS

Assistant Scientist, Departments of Environmental Health Sciences and Health Policy and Management, *Johns Hopkins Bloomberg School of Public Health*; Program Director, Farming for the Future, *Johns Hopkins Center for a Livable Future*, Baltimore, Maryland

Bringing his expertise as a researcher at the Johns Hopkins Bloomberg School of Public Health, and the director of the Farming for the Future program at the Johns Hopkins Center for a Livable Future, Nachman will present an overview of the risks and impacts of widespread industrialized meat and poultry production practices on human health and the environment.

9:15 – 10:00 am

Ensuring the Safety of Local Meat and Poultry

This session will help institutional purchasers understand how local producers meet federal and/or state standards for food safety inspections and certification.

Deanna Baldwin

Program Manager, Food Quality Assurance, *Maryland Department of Agriculture*, Annapolis, Maryland

Deanna Baldwin will explain the safety standards that local processors and producers must meet to receive the USDA inspection label on their meat and poultry products, and the criteria that poultry processors must meet for certification by the Maryland Department of Agriculture.

Sherry Donovan-Morris, REHS, RS

Section Head, Center for Retail Food, Plan & Process Reviews, Office of Food Protection & Consumer Health Services, Infectious Disease and Environmental Health Administration, *Maryland Department of Health & Mental Hygiene (DHMH)*, Baltimore, Maryland

Sherry Donovan-Morris will explain the criteria that farmers must meet to receive an On Farm Processing License to store and transport meat and poultry off their farm to businesses and institutions.

10:00 – 10:15 am

Break & Visit Exhibitors

10:15 am – 12:00 pm

Cost-Saving Purchasing Strategies Used by Leading Institutions

This panel of leading pioneers in institutional purchasing of local sustainable meat and poultry will share with you what they have accomplished so far, how they are doing it, their creative cost-saving strategies, and their willingness to share what they have learned so far. Discover how you can implement similar strategies at your institution, or as a distributor, food service contractor, group purchasing organization, or as a farmer by sharing these strategies with the institutions where you'd like to sell your food.

Kip Hardy, MS, RD, LD

Manager, Food Service Projects, Food & Nutrition Services, Emory Healthcare, Atlanta, Georgia

Kip Hardy and the food service team at Emory Healthcare in Atlanta are blazing a new trail for everyone working on institutional purchasing of local sustainable chicken. Hear the story of how they met with a local sustainable chicken producer last year, along with their distributor, US Foodservice, and negotiated a price they could afford with their large volume purchasing. Now the patients and staff have local sustainable chicken on the menu regularly at both of their 500+ bed hospitals, Emory University Hospital and Emory University Hospital Midtown. Find out how they are planning to expand this initiative to all 4 hospitals in their health system and add an even greater variety of local sustainable chicken products to their menus.

Doug Davis

Director of Food Services, Burlington Public School District, Burlington, Vermont

Doug Davis is an innovative national leader in farm to school initiatives especially in poultry and now beef purchasing for 12 public schools in Burlington, VT. He knows the challenges that food service directors of public school systems face when juggling the many nutritional and financial requirements of the USDA National School Lunch program all while providing thousands of meals to students on a daily basis. Davis will share his cost-saving strategies which have allowed him to purchase local chicken drumsticks and beef while still working within the requirements of the USDA National School Lunch program. He will show you how his ideas and initiatives, and his work with a local processor to develop local, value-added meat and poultry products, can be replicated by other school systems and other types of institutions.

Ty Paup

General Manager and Executive Chef, Bon Appetit Management Company/University of Maryland Baltimore, SMC Campus Center, Baltimore, Maryland

Ty Paup is a forward-thinking executive chef, who is not only purchasing local, sustainably produced beef, pork, chicken, turkey, lamb and veal, he also purchased the equipment his staff needed to now process half-animal primal cuts in his kitchen, allowing him and his staff to make homemade sausage, ground beef, soup stock, and more. Hear how his upfront costs for this equipment are paying off by not only saving him money now, but by also allowing him to provide the best quality local meat and poultry to the students, faculty, staff and visitors at University of Maryland, Baltimore. Finally, discover why Bon Appetit was selected to cater the upcoming local sustainable dinner being hosted by the Washington Post, where President Obama and First Lady Michelle Obama are expected to attend.

Sean Arnold

Director of Dining Services, Garrison Forest School/Sage Dining, Owings Mills, Maryland

Discover how Director of Dining Services Sean Arnold convinced the corporate office of food service contractor, Sage Dining, to start buying not only local sustainable beef, but the whole animal, with custom processing to meet his needs, creative strategies for using all parts of the animal and beef bones to make soup stock. This purchasing initiative was then adopted by the College of Notre Dame of Maryland, whose food service is also managed by Sage Dining. This strategy is a “win-win” for everyone, since it saves him money, provides healthier meat to the students, supports the school and the food service

contractor in their desire to serve local sustainable foods, and provides the farmer with a reliable market for all parts of the entire animal.

12:00 – 12:45 pm **Lunch with a Delicious Local Sustainable Meal**

Visit Exhibitors

12:45 am – 1:30 pm **Selling to Institutions – The Farmers’ Experiences**

Ginger Myers

Director, Maryland Rural Enterprise Development Center; Agricultural Marketing Specialist and Chair of the Maryland Niche Meats and Poultry Producers Working Group, University of Maryland Extension, Western Maryland Research and Education Center; Agricultural Consultant, Maryland Hospitals for a Healthy Environment; Farmer/Meat and Poultry Producer, Evermore Farm, Westminster, Maryland.

Combining her vast experience and expertise as an agricultural marketing specialist, the chair of the Maryland Niche Meats and Poultry Producers Working Group, a local meat and poultry producer, and an agricultural consultant to Maryland Hospitals for a Healthy Environment, Ginger Myers will summarize the needs of local meat and poultry producers that institutions and other stakeholders will want to incorporate to create successful local meat and poultry purchasing practices. She will also share the preliminary results of a survey to institutions on preferences, cuts and volumes for local sustainable meat and poultry purchases.

Shane Hughes

Farmer/Beef Producer, Liberty Delight Farms, Reisterstown, Maryland

For the past year, local beef producer Shane Hughes has been selling his grass-fed beef produced without antibiotics or added growth hormones, in parts and in whole animal sales, to 3 institutions in Greater Baltimore and the surrounding region, including Union Hospital of Cecil County, Garrison Forest School and the College of Notre Dame of Maryland. He will share his lessons learned in institutional sales including fabrication and packaging needs of institutions, delivery, liability insurance, billing and payment, and other important logistical details that both farmers and institutions will want to know.

Additional Farmer Speaker To Be Announced

1:30 – 2:30 pm **Identifying the Barriers, Finding Solutions – with Input from our Expert Speakers**
Small & Large Group Discussion

Small groups, consisting of a mix of institutional buyers, local farmers, distributors, processors, food service contractors and other stakeholders, will discuss their challenges with institutional purchasing or producer/distributor sales of local meat and poultry. These groups will then brainstorm on solutions to these challenges that they can apply in their own setting, while incorporating lessons learned from the morning’s presentations and receiving input from our expert speakers who will circulate to provide input. The groups will reconvene to the larger group to share the key ideas that were identified.

2:30 – 2:55 pm **A Dialogue – How to Include Local Producers in Institutional Contracts**

Our final session will be an opportunity to discuss the changes needed to include local sustainable meat and poultry in institutional and group purchasing contracts.

2:55 pm

Wrap Up

3:00 pm

Adjourn

Additional Conference Information:

<http://e-commons.org/mdh2e/sustainable-foods/may5conference-localsustainablemeatpoultry/>