

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
Clarksville, MD

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 – 9:30 am **Defining Sustainable Agricultural Practices**

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 review the minimum criteria and optimal levels used by Health Care Without Harm to define sustainable agricultural production practices. She will also review the 3rd party certifications accepted by Health Care Without Harm in the benchmarking tool called the Green Guide for Health Care (GGHC).

9:30 – 10:15 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.

10:15 – 10:30

Break & Visit Exhibitors

10:30 am – 12:15 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.

Anders Grant, MS, RD, LDN, CSSD,

Clinical Dietitian, *Carroll Hospital Center, Westminster, Maryland*

Anders Grant is a forward thinking clinical dietitian who is working as part of the foodservice team at Carroll Hospital Center to support increased purchasing of local sustainable meat and poultry. The hospital has been purchasing sustainable beef from a local producer ever since it opened almost 50 years ago. They signed on to Health Care Without Harm's Buy Local Challenge over a year and a half ago and have gradually reduced the amount of meat on their menu, increased their vegetarian options and incrementally incorporated other locally sourced products including bison, chicken and turkey into their menus. They also have employee incentive and educational campaigns

and have surveyed their employees to determine their interest in buying local sustainable meat and poultry.

Holly Emmons, RD, LD, MPA

Food and Nutrition Services Manager, Union Hospital of Cecil County, Elkton, Maryland

Holly Emmons is a pioneering food service manager who is successfully implementing Health Care Without Harm's Balanced Menus Challenge. Over the past year and a half, she has incrementally reduced the beef on her menu and increased her vegetarian options, which has allowed her the financial freedom to increase her purchase of local sustainable beef and poultry. Now the only beef on the menu is local and grass-fed, served to patients, staff, visitors and the community members who come in to eat at Union Hospital. Emmons is also selling local grass-fed beef burgers in a grocers' section in the cafeteria, which are so popular, she can't keep enough in stock.

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.

John Engstrom

Regional Manager, East Coast, Bon Appetit Management Company

John Engstrom is a leading executive chef who manages the corporate dining services at colleges and universities throughout the eastern US from Portland, Maine to Tampa, Florida. He tells people he "eats from Maine to Miami". John will "wow" you his multiple incredible stories of how Bon Appetit is able to afford to purchase local sustainable beef, pork and chicken, turkey, lamb and veal. Their cost-saving strategies include a 30-40% reduction of protein foods on their menu, and the purchase of fabrication equipment in order to process half-animal cuts in their kitchen allowing their staff to make homemade sausage, ground beef, soup stock, and more. Hear how their upfront costs for this equipment are paying off by not only saving money now, but by also allowing them to provide the best quality local meat and poultry to the students, faculty, staff and visitors at the colleges and universities they serve. Finally, discover why Bon Appetit was selected to cater the recent local sustainable dinner being hosted by the Washington Post, where President Obama and First Lady Michelle Obama were expected to attend.

12:15 – 1:20 pm

Lunch with a Delicious Local Sustainable Meal

Conversations with Expert Speakers

Visit Exhibitors

1:20 am – 2:00 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.

2:00 – 2:55 pm

Building a Partnership With Your Distributor: A Model for Purchasing Sustainable Poultry

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.

Gloriane Crater, RD

Director of Healthcare Services, *US Foodservice*, Atlanta, Georgia

Gloriane Crater leads the team at US Foodservice in Atlanta, Georgia in facilitating the many components of the local sustainable poultry purchasing program with Emory Healthcare. She will share the many logistical details, challenges and successes of implementing a local food procurement initiative at a large established distributor.

2:55 pm

Wrap Up

3:00 pm

Adjourn