

CONFERENCE RESOURCE GUIDE

LOCAL SUSTAINABLE MEAT AND 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 a wide variety of key stakeholders to address the barriers, identify solutions and share cost-effective strategies for establishing new institutional purchasing practices of local sustainable meat and poultry.

Sessions Include:

- The Health and Environmental Effects of Large-Scale Meat and Poultry Production
- Defining Sustainable Agricultural Practices
- Ensuring the Safety of Local Meat and Poultry
- Cost-Saving Purchasing Strategies Used by Leading Institutions
- Selling to Institutions – The Farmers' Experiences
- Building a Partnership with Your Distributor: A Model for Purchasing Sustainable Poultry

www.mdh2e.org



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Local Sustainable Meat and Poultry for Hospitals and Other Institutions

This regional conference, *Local Sustainable Meat and Poultry: Making the Shift in Institutional Purchasing*, is being hosted as part of a grant-funded initiative of Maryland Hospitals for a Healthy Environment (MD H2E). MD H2E is a regional organizer of Health Care Without Harm's national Healthy Food in Health Care program..

Maryland Hospitals for a Healthy Environment received funding in September 2010 to provide technical assistance and support to Maryland and DC hospitals for a local food purchasing initiative.

The purpose of this initiative is to:

- to increase the purchase and availability of local sustainable meat and poultry at hospitals and other institutions in Maryland and DC, including schools, universities, nursing homes,
- to increase the market for producers in Maryland and the Mid-Atlantic region of sustainably produced protein foods through increased purchases of these products by food service personnel at area health care facilities and other institutions.
- change the food system so it values sustainable agricultural practices and local/regional sourcing as key factors in providing healthier food and supporting community health goals

The initiative also includes:

- establishing the Food Leadership Council of Maryland & DC as a forum for institutional food service purchasers to share best practices and work collaboratively to facilitate local sustainable meat and poultry purchasing;
- meeting with local farmers, processors, group purchasing organizations, distributors, and food service contractors to address challenges and identify effective purchasing strategies for local sustainable meat and poultry;
- hosting events including this conference and a training for chefs and cooks on using local, sustainable meats and poultry in institutional foodservice;
- communicating with these stakeholders through listservs, newsletters and presentations to keep them informed and engaged, to share resources, and to facilitate networking and relationships; and
- seeking media recognition to highlight shifts toward local sustainable products in institutional purchasing.

The Food Leadership Council of Maryland & DC

The Food Leadership Council of Maryland & DC launched in December 2009 as part of MD H2E's Healthy Food in Health Care program to create a mechanism for foodservice professionals in healthcare and other institutions to help lead state efforts in facilitating institutional buy-in to local food purchasing, particularly regarding proteins, and to sustain the work begun by Maryland Hospitals for a Healthy Environment's sustainable food initiatives.

It was modeled after Health Care Food Leadership Councils in San Francisco, Philadelphia and other regions where Health Care Without Harm is implementing healthy food initiatives.

The Food Leadership Council meets, or talks via conference call, monthly to address the issues and strategies and to share best practices for increasing the use of local sustainable meats, poultry and other foods in institutional foodservice. Members help execute local food purchasing campaigns to raise awareness of specific issues, such as the effort to prohibit arsenic in poultry feed in Maryland, or special observances, such as the Buy Local Challenge. They share and foster cost-effective strategies for implementing the Healthy Food in Healthcare pledge as well as the Balanced Menus Challenge.

To participate: contact Louise Mitchell at 410-706-1924 or lmitc001@son.umaryland.edu

Special Thanks to our Funders

This conference is being funded by a grant from the:

**Federal-State Marketing Improvement Program (FSMIP) of the
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Clayton Baker Trust
Zanvyl & Isabelle Krieger Fund
Aaron Straus & Lillie Straus Foundation**

Conference Thanks

Maryland Hospitals for a Healthy Environment and Healthcare Without Harm would like to thank the following individuals, agencies, organizations and businesses for their time in assisting us with promotion, preparations and sponsorship of this event:

**Renee Catacalos
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**Marie Kulick
Louise Mitchell
Corrine Mohnasky
Ginger Myers
Nemi Ogunronke**

**Michael Rigby
Karin Russ
Priya Saha
Deb Smith**

Partners

**University of Maryland Extension
Future Harvest – CASA
Johns Hopkins Center for a Livable Future**

**Practice Greenhealth
US Foodservice**

Exhibitors

**Hearne Kirkwood
K C C Natural Farms**

**Liberty Delight Farms
Murray's Chicken**

Roseda Beef

Speakers

**Deanna Baldwin
Gloriane Crater
Doug Davis
Sherry Donovan-Morris**

**Holly Emmons
John Engstrom
Anders Grant
Kip Hardy**

**Shane Hughes
Louise Mitchell
Ginger Myers
Keeve E. Nachmann**

**Maryland Department of Agriculture
Maryland Farm to School
DC Farm to School
National Farm to School Network
The Food Trust
School Food Focus**

Venue **Ten Oaks Ballroom and Conference Center**
http://www.puttingontheritz.com/ten_oaks.html

Caterer **Putting on the Ritz**
www.puttingontheritz.com

Printer **Frank Gumpert Printing - Annapolis**
www.fgpa.com

**Composting &
Food Waste Hauling** **Waste Neutral**
www.wasteneutral.com

Conference Partners



University of
Maryland Extension
extension.umd.edu



Johns Hopkins Center for a
Livable Future
www.jhsph.edu/clf



Future Harvest CASA
www.futureharvestcasa.org



Practice Greenhealth
www.practicegreenhealth.org



US Foodservice
www.USFoodservice.com

Sponsors/Exhibitors



Hearn Kirkwood
www.hearnkirkwood.com



K.C.C. Natural
Farms
www.kccnaturalfarms.com



Liberty Delight
Farms
www.libertydelightfarms.com



Murray's Chicken
www.murrayschicken.com



Roseda Beef
www.rosedabeef.com

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

Maryland Hospitals for a Healthy Environment



www.mdh2e.org



Healthy Food in Health Care

The Healthy Food in Health Care Initiative at Maryland Hospitals for a Healthy Environment (MD H2E) is a grant funded program of the Environmental Health Education Center at the University of Maryland School of Nursing. The program works with food service professionals in hospitals throughout Maryland to support them in providing and promoting healthier, local and sustainably produced foods to their patients, staff, visitors and surrounding communities. It also supports them in hosting farmers' markets & CSAs, and implementing sustainable practices at their hospitals.

This statewide program is modeled after the national Healthy Food in Health Care program of Health Care Without Harm. In addition to providing foods that are more whole and nutritious, the program encourages hospitals to purchase food from a food system that is ecologically sound, economically viable, and socially responsible.

Sustainably produced foods include foods from local farmers, organic food, milk and other dairy products produced without synthetic growth hormones, meat and poultry produced without the routine use of antibiotics, and fair trade coffee, to name a few. The sustainable practices that we support hospitals in implementing include composting, recycling, fryer grease recycling, using reusable or biodegradable dishware and utensils, and implementing integrated pest management practices. The program also supports hospitals with increasing the availability and promotion of healthier foods to their employees, visitors and surrounding community members by hosting on-site farmers' markets, farm stands, gardens and community supported agriculture (CSAs), creating fastfood free zones, and supplying healthier foods in the vending machines.

Maryland Hospitals for a Healthy Environment is a statewide technical assistance and networking initiative that works with health care facilities to prevent pollution, reduce the generation of solid, hazardous, and special medical waste, eliminate mercury, recycle, and implement other programs such as environmentally preferable purchasing, green building, green cleaning and integrated pest management. It is supported by Practice Greenhealth, a newly formed national initiative of Hospitals for a Healthy Environment, the Green Guide for Health Care, and the Healthcare Clean Energy Exchange.

Maryland Hospitals for a Healthy Environment (MD H2E) is funded by several local foundations through the Association of Baltimore Area Grantmakers (ABAG) and by the USDA's Federal State Marketing Improvement Program (FSMIP).

For more information, contact Louise Mitchell, Sustainable Foods Coordinator at 410-706-1924 or Lmitc001@son.umaryland.edu.

Maryland Hospitals for a Healthy Environment: www.mdh2e.org
Healthy Food in Health Care: www.healthyfoodinhealthcare.org

Cost Effective Strategies for Local Sustainable Meat and Poultry Purchasing for Institutions

- Reduce portion sizes of the meat you serve
- Reduce meat purchasing and other protein foods on your menu to decrease costs
- Move meat away from the center of the plate
- Hospital data are showing that when an average-sized, 200-300 bed facility begins to implement a balanced menu that reduces meat and increases grains and vegetables on a very modest scale, savings are seen on the order of \$10,000 or more per year.
- Reduce reliance on higher-priced pre-cooked and/or processed meats, such as fajita strips, chicken strips, beef patties, etc.
- Discontinuing specialty meat purchases.
- Avoid using small cuts from large animals, such as tri-tip steaks, which are fewer per animal, more expensive and more difficult to source in substantial volume from sustainable producers
- Develop recipes using readily available, sustainably produced and less expensive cuts such as ground beef and stew meat.
- Purchase the whole animal - use less familiar cuts and use bones to make soup stock
- Collaborate with other health care facilities to create regional sustainable meat alliances, investigate the possibility of collective purchasing strategies and other efforts to build local, affordable supply of sustainable meat.
- Promote featured foods/ healthier foods to increase revenue
- Switch prices so less healthy foods cost more
- Charge a small increase in price at register for menu items with sustainable meats.

Organizations in Health Care

Health Care Without Harm

www.HealthyFoodinHealthCare.org

Together with our partners from around the world, Health Care Without Harm shares a vision of a health care sector that does no harm, and instead promotes the health of people and the environment. Health Care Without Harm is an international coalition of hospitals and health care systems, medical professionals, community groups, health-affected constituencies, labor unions, environmental and environmental health organizations and religious groups. Membership in HCWH is based on an organizational commitment to the mission and goals of the campaign, and a desire to participate fully in helping to achieve them. Groups that join the campaign do not need to contribute dues.

Health Facilities Association of Maryland

www.hfam.org

The Health Facilities Association of Maryland (HFAM) is a voluntary trade association comprised of 150 provider members and 70 associate business members. HFAM represents every type of provider – assisted living, sub-acute, rehabilitation and skilled nursing. HFAM membership consists of every type of ownership – from small, locally family-owned independent nursing facility to faith-based nonprofit organizations to the state's and country's largest multi-national companies. Member facilities are found in every community in every county and city across Maryland.

HFAM actively serves the long-term care community and represents its members and consumers collectively with more than 30 state, county and local governmental agencies. Much of the work of the professional staff and the board of directors involve dialogue with these agencies on proposed laws and regulations.

Maryland Hospital Association

www.MDHospitals.org

MHA is the advocate for Maryland's hospitals, health systems, communities, and patients before legislative and regulatory bodies. MHA's membership is comprised of community and teaching hospitals, health systems, specialty hospitals, veterans hospitals, and long-term care facilities. Allied with the American Hospital Association, MHA is an independent organization headquartered in Elkridge, Maryland.

Practice Greenhealth

<http://www.practicegreenhealth.org/>

Practice Greenhealth is the nation's leading membership and networking organization for institutions in the healthcare community that have made a commitment to sustainable, eco-friendly practices. Members include hospitals, healthcare systems, businesses and other stakeholders engaged in the greening of healthcare to improve the health of patients, staff and the environment.

Organizations in Education

Agriculture in the Classroom

www.agclassroom.org

Agriculture in the Classroom is a grassroots program coordinated by the United States Department of Agriculture. Its goal is to help students gain a greater awareness of the role of agriculture in the economy and society, so that they may become citizens who support wise agricultural policies.

Baltimore Urban Gardening with Students (BUGS) Program

www.bugsprogram.org

BUGS is a national model program that uses activities such as cooking, gardening, creative arts and movement, and entrepreneurial projects to help increase academic performance in reading and math and improve student behavior. The program provides a dynamic learning environment at the Living Classrooms East Harbor campus, with access to vegetable and flower gardens planted by the students, and the only wetlands on Baltimore's Inner Harbor.

Better School Food

www.BetterSchoolFood.org

Better School Food is a group of dedicated parents, educators and health professionals committed to working with local communities to improve meals and increase awareness of the connection between good food, good health and a student's ability to learn effectively.

We support individuals, schools, and communities in their efforts to improve school food. We provide a range of services depending on where you are in the process of school food reform. We'll help you address how to get started, create wellness policies, implement new food standards, and handle situations after the change is completed.

Farm to School Networks

DC Farm to School Network

dcfarmtoschool.org

The D.C. Farm to School Network is a coalition of hundreds of diverse stakeholders working to incorporate more healthy, local foods and food education into DC schools. Our Network includes teachers, parents, farmers, food service providers, school administrators, environmental organizations, farmers' market directors, health advocates, community members, and all sorts of people and organizations that care about the health and well being of the District of Columbia's kids, our local environment and our local food economy.

Maryland Farm to School

www.mda.state.md.us/mdfarmtoschool/index.php

Sponsored by the Maryland Department of Agriculture and the Maryland State Department of Education, the Farm to School program works to bring more Maryland-

grown products to school lunches with the aim of educating students about where their food comes from, how it is produced, and the benefits of a healthy diet.

Maryland is the **only** state in the country in which all of its public school systems have participated in the program according to the National Farm to School Network. The program also had the support of more than 30 different Maryland farms providing fresh product to the schools. It is true example of a successful federal, state, local and private collaboration that is working.

National Farm to School Network

www.farmtoschool.org/

Farm to School is broadly defined as a program that connects schools (K-12) and local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing agriculture, health and nutrition education opportunities, and supporting local and regional farmers. Since each Farm to School program is shaped by its unique community and region, the National Farm to School Network does not prescribe or impose a list of practices or products for the Farm to School approach. Farm to School brings healthy food from local farms to school children nationwide.

Farm to School is a comprehensive program that extends beyond farm fresh salad bars and local foods in the cafeteria to include waste management programs like composting, and experiential education opportunities such as planting school gardens, cooking demonstrations and farm tours. The program teaches students about the path from farm to fork, and instills healthy eating habits that can last a lifetime. At the same time, use of local produce in school meals and educational activities provides a new direct market for farmers in the area and mitigates environmental impacts of transporting food long distances. The Farm to School approach helps children understand where their food comes from and how their food choices impact their bodies, the environment and their communities at large.

Food is Elementary – Antonia and Ariel Demas

www.foodstudies.org

Food is Elementary© (FIE) is a unique and vibrant curriculum introduced into schools and communities that teach children about food, nutrition, culture, and healthy living. The Food Studies Institute (FSI) is devoted to changing the health destinies of children through proper nutrition and education. This has been the life-long work of Dr. Antonia Demas whose groundbreaking curriculum, Food is Elementary, educates children about nutrition by providing a positive experience of food and food preparation that is fun, hands-on and sensory-based.

The Food Trust

www.thefoodtrust.org

The Food Trust, a nonprofit founded in 1992, started out by conducting nutrition education classes for inner-city children at Reading Terminal Market, the century-old farmers' market located in the center of Philadelphia. After the Trust opened its first farmers' market at Tasker Homes, a public housing development in southwest

Philadelphia, the organization began working with communities to develop lasting and stable sources of affordable foods.

The Food Trust strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers and policymakers, we've developed a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food.

Maryland Agricultural Education Foundation

www.maefonline.com

Agriculture plays a critical role in our lives. It provides an experiential teaching tool for the core curricula of science, social studies, life skills, mathematics, and language arts. The Maryland Agricultural Education Foundation incorporates agriculture into teaching and learning to create the foundation that students, as future citizens, need to make educated decisions regarding food choices and nutrition, community issues, land use planning, and natural resource conservation. Through field trips, tours and hands-on workshops, interactive training for K-12 grade teachers demonstrates how to infuse agricultural concepts into existing curriculum and meet Maryland State Standards. Teachers receive numerous resource materials and ready to use lessons in the workshops. Students receive direct agricultural training as the mobile science labs visit schools across the state.

School Food Focus

www.SchoolFoodFocus.org

School Food FOCUS is a national initiative designed to enable meal programs in large, urban school districts to redirect food purchasing toward healthy, local and sustainable vendors. It addresses a critical need to surround children where they learn and play with the food they need to thrive, while playing a pivotal role in anchoring regional food systems.

Funded by the W.K. Kellogg Foundation, School Food FOCUS is directed by Liquori and Associates, LLC, in collaboration with C.S. Mott group for Sustainable Food Systems at Michigan State University.

Agricultural Organizations and Academic Institutions

Future Harvest

www.futureharvestcasa.org

Future Harvest-CASA is a network of farmers, agricultural professionals, landowners and consumers living and working in the Chesapeake region. Future Harvest-CASA promotes profitable, environmentally sound and socially acceptable food and farming systems that work to sustain communities.

Johns Hopkins Center for a Livable Future

www.jhsph.edu/clf

The Center for a Livable Future is a collaborative research center focused on the relationships between agriculture, diet, health and the environment. In addition to the research, CLF has three program areas - Farming, Eating and Living for the Future. The Eating for the Future (EFF) program promotes changes in food access, purchasing and consumption to ensure a safe, healthy and equitable food supply. One EFF activity is the Food System Mapping project which aims to illustrate in-depth information about Maryland's producers, consumers and the networks that connect them. The goal is to highlight policies and programs that would strengthen the system locally.

Maryland's Best – Maryland Department of Agriculture

www.marylandsbest.net

An online directory of growers and producers in Maryland listing the following products - fruit, vegetables, dairy products, eggs, meats, seafood, grains, wine, flowers, plants and shrubs. Also available: Seasonal Harvest Chart for Maryland, Recipes & Tips, and other great links. Consumers can search by product, by zip code or by farm. Growers and producers who want their farm and products listed in this online directory can contact the Maryland Department of Agriculture at 410-841-5770 or marylandsbest@mda.state.md.us

Maryland Organic Food and Farming Association (MOFFA)

www.marylandorganic.org

MOFFA is a regional network of people, farms and suppliers of sustainable, organic & certified organic products and food. It educates & communicating with the general public. Some of the questions and support MOFFA gives is helping to find a farmer's market, joining a CSA, buying free range eggs, pastured beef and chicken and pesticide free fruit, learning about soil amendments, building your own incubator, registering your poultry flock, finding info on organic certification in MD, growing organic produce, and more.

Pennsylvania Association for Sustainable Agriculture

www.pasafarming.org

Founded in 1992, PASA's consistent and driving vision has been to transform agriculture and food systems in Pennsylvania and beyond in a way that makes our

farmers more viable, improves the land and restores the health and wellbeing of all our citizens. We are nonprofit in structure, but entrepreneurial in spirit, as we use our resources carefully to work collaboratively with others in achieving measurable results where we can, without compromising our values. For us, success is defined as the dual process of achieving our mission now while also building capacity to impact the future for many generations to come.

Virginia Association for Biological Farming (VABF)

www.vabf.org

Virginia's premier, non-profit, educational organization, dedicated to the vision of a sustainable food and fiber system that will maintain healthy soil, clean water and thriving ecosystems, while providing quality products for consumers and economic security for farmers and rural communities.

University of Maryland Extension

www.extension.umd.edu

University of Maryland Extension (UME) is a statewide, non-formal education system within the college of Agriculture and Natural Resources and the University of Maryland Eastern Shore.

UME educational programs and problem-solving assistance are available to citizens and are based on the research and experience of land grant universities such as the University of Maryland, College Park.

In Maryland, UME employs approximately 200 faculty and approximately 200 support staff and contractual employees located at the University of Maryland, College Park; University of Maryland Eastern Shore; 23 counties; Baltimore City; and four research and education centers. Many UME faculty members located on the College Park and Eastern Shore campuses have joint appointments with research and academic programs. These joint appointments promote the exchange of knowledge between the universities and among academic specialties.

University of Maryland Agricultural Program

<http://www.arec.umd.edu/>

The Department of Agricultural and Resource Economics at the University of Maryland is a world-class academic unit specializing in the broad issues of the economics of agricultural, environmental and natural resources. The Department is comprised of approximately 21 faculty, 60 graduate students and 135 undergraduate students.

Other Related Associations

American Culinary Federation

www.acfchefs.org

ACF is the largest professional chefs organization in North America. We are made up of more than 20,000 members that belong to more than 225 chapters in four regions across the U.S. Today, the ACF provides accredited educational programs, certifications, competitions and networking designed to enhance professional growth for all current and future chefs and pastry chefs.

Baltimore Food and Faith

www.jhsph.edu/clf/programs/eating/proj_foodnfaith.html

The Baltimore Food and Faith Project—launched in 2007 by the Johns Hopkins Center for a Livable Future—works with Baltimore area faith communities and faith-based organizations to increase awareness of and find solutions to problems with our current food system. As an interfaith program, the Project is building a dynamic network of faith communities, farmers, parochial schools and other organizations that can exchange insights and work together to make positive change.

MCAA Maryland Correctional Administrators Association

www.mdle.net/mcaa

The MCAA is an organization of correctional professionals that was formed in the 1960's. Membership is comprised of professionals working in adult correctional detention centers, adult community correctional facilities, or any adult place of confinement as defined by Title 12, Subtitle 14, of the Code of Maryland Regulations. Membership also includes other allied local and state agencies.

National Association of College & University Food Service Directors

www.nacufs.org

NACUFS was founded in 1958 by a group of 20 college and university foodservice professionals from across the United States. Since its inception, NACUFS has focused on its mission to promote the highest quality of foodservice on school, college, and university campuses by providing members with educational and training opportunities, technical assistance, scholarships, industry information, and research.

Restaurant Association of Maryland

www.marylandrestaurants.com

The Restaurant Association of Maryland is the state trade association operated for the purpose of promoting, protecting and improving the foodservice industry.

Campaigns and Events

Campaigns

Balanced Menu Challenge

http://noharm.org/us_canada/issues/food/balanced_menus/

Balanced Menu is a systematic approach to reduce the amount of meat protein in hospital food and a strategic pathway to serving the healthiest, most sustainably produced meat available. Through Balanced Menu, health care facilities can mitigate climate change, reduce costs and promote nutritional health. The Balanced Menu Challenge is a voluntary commitment by a healthcare institution to reduce their meat procurement by at least 20% within a 12-month period. It is also a strategy for health care facilities to use their cost savings to purchase more sustainably produced meat. The Challenge can be implemented in the cafeteria, on patient menus, or both venues.

Recipes

http://www.noharm.org/lib/downloads/food/Balanced_Menu_Recipes.pdf

Recipes found in Health Care Without Harm's Balanced Menu Recipe Collection have been contributed by: Fletcher Allen Health Care, John Muir Health System, Swedish Covenant Hospital, Good Shepherd Health Care Center, Union Hospital and Cooper University Hospital

Marketing Tools

http://www.noharm.org/us_canada/issues/food/balanced_menus/marketing.php

Available as print-ready high-resolution PDFs or as InDesign files which have been designed to allow space for your logo. The materials can be printed in-house or sent to an offsite printer, such as psprint.com, greenerprinter.com, or one of the other green printers available through the web.

Buy Fresh Buy Local Chesapeake

www.cbf.org/buylocal

Buy Fresh Buy Local Chesapeake® promotes sustainable agriculture and local food throughout Maryland. Discover how to: find locally grown, healthy food; support farmers and businesses committed to improving the health of the Chesapeake Bay; join other consumers who want to put their dollars where their hearts are; better understand the link between eating right and saving the Bay; help create an economy that safeguards jobs, health, and clean water.

Buy Local Challenge

www.buy-local-challenge.com

July 23-31, 2011

The Buy Local Challenge encourages consumers, businesses and institutions to buy local food to: promote food that's fresh and nutritional; support local farmers; support the local economy; promote cleaner air and water; and reduce our carbon footprint on

the planet. In Maryland, if every household purchased just \$12 worth of farm products for eight weeks (basically the summer season), over \$200 million would be put back into the pockets of our farmers. For institutions and individuals: The Buy Local Challenge is a pledge to buy, serve and eat at least one local food every day during Buy Local Week, the last full week of July every year. To take the pledge and be counted, sign up on the Buy Local Challenge website.

Eliminating the Use of Arsenic Additives in Poultry Feed

<http://www.healthyfoodaction.org/index.php?q=issues/banning-arsenic-meat>

<http://www.foodandwaterwatch.org/food/foodsafety/poison-free-poultry-in-maryland/>

Each year, U.S. hospitals, long-term care facilities, and other institutions and individuals buy poultry, mostly chicken, worth millions of dollars. At the same time, U.S. poultry companies routinely and unnecessarily use arsenic in raising their birds. The U.S. purchases more commercial arsenic than any other country. Arsenic's toxicity has been recognized for millennia—its name comes from the Greek, meaning "potent." Arsenic causes cancer, even at the low levels currently found in our environment. Arsenic exposure also contributes to birth defects, declines in intellectual function, diabetes and heart disease. Voluntary arsenic use in animal feeds imposes an unnecessary risk to the health of Americans and the environment that sustains us.

Farm Bill 2012

www.healthyfoodaction.org/index.php?q=issues/healthy-2012-farm-bill

https://org2.democracyinaction.org/o/6562/content_item/charterchoice

www.foodandwaterwatch.org/food/fair-farm/

American's health should be at the center of the next federal Farm Bill, the country's largest and most influential piece of food policy. Re-negotiated every five years, the Farm Bill is up for approval in 2012 – but the debate has started already. If our nation hopes for a new food system that is healthier and more sustainable, it can't happen without a Healthy Farm Bill.

Food Matters: A Clinical Education and Advocacy Program

What Clinicians Need to Know About Our Food System to Help Ensure Healthy Pregnancies, Healthy Families and a Healthy Planet

http://noharm.org/us_canada/events/foodmatters/

The Food Matters program is a comprehensive package to encourage hospitals and healthcare professionals to become leaders and advocates for a food system that promotes public and environmental health.

Marketing Tools:

Calendar: http://noharm.org/lib/downloads/food/Food_Matters_Calendar.pdf

Presentation slides:

http://noharm.org/lib/downloads/food/Food_Matters_Ecological_Framework.pdf

http://noharm.org/lib/downloads/food/Repro_Health_Impacts_Food_System.pdf

http://noharm.org/lib/downloads/food/Food_Matters_Advocacy_Agenda.pdf

Healthy Food in Health Care

http://noharm.org/us_canada/issues/food/

Health care facilities across the continent are recognizing that the food system — how our food is produced and distributed — is misaligned with dietary guidelines, and is largely reliant on methods of production and distribution that harm public and environmental health.

Far and wide, we are seeing a response. Hospitals have removed their deep fryers, established farmers markets and replaced unhealthy snacks in vendors, and more are buying fresh food that is grown in sustainable ways in the local community.

By adopting healthy food purchasing policies, health care organizations are demonstrating a commitment to "first, do no harm" and treating food and its production and distribution as preventive medicine that protects the health of patients, staff, and communities

Maryland Homegrown School Lunch Week

www.mda.state.md.us/mdfarmtoschool/index.php

September 12 - 16, 2011

The Maryland Farm to School program, sponsored by the Maryland Department of Agriculture and the Maryland State Department of Education, works to bring more Maryland-grown products to school lunches with the aim of educating students about where their food comes from, how it is produced, and the benefits of a healthy diet. Maryland Homegrown School Lunch Week is in September every year with special classroom educational activities and locally-grown lunch.

Preservation of Antibiotics for Medical Treatment Act

http://noharm.org/us_canada/issues/food/protect_antibiotics.php

http://www.iatp.org/foodandhealth/issues_antibioticsanimals.cfm

Of all the antibiotics consumed each year in the U.S. only an estimated 15 percent are used for human therapy. The bulk of the remaining antibiotics, an estimated 70 percent, are routinely given to poultry, beef cattle, and swine in their feed, not to treat diagnosed disease, but to promote faster growth and for routine disease prevention (i.e. to compensate for the heightened risk of infection in raising animals under confined, often unhygienic conditions). Many such feed antibiotics are identical or very nearly so to human medicines, including penicillin, tetracycline, erythromycin and sulfa drugs. This currently legal, routine and unnecessary use of antibiotics in animal agriculture contributes significantly to the rise in resistant bacterial infections in humans. Numerous health organizations including the American Medical Association, American Nurses Association, American Public Health Association, the American Academy of Pediatrics and Health Care Without Harm have called for an end to this practice. In 2003, the U.S. Institute of Medicine/National Academy of Science stated that decreasing "antimicrobial use in human medicine alone will have little effect on the current [antibiotic-resistant] situation" and that "substantial efforts must be made to decrease inappropriate overuse [of antibiotics] in animals and agriculture."

Events

MONTHLY

Food Leadership Council of Maryland & DC – Monthly Conference Calls

If you are a food service director, chef, dietitian, or purchasing/production manager at health care facility or other institution, the Food Leadership Council of Maryland & DC is your opportunity to discuss strategies for local sustainable meat, poultry and other food purchases. Learn from others in your field who are working together to achieve positive change in their institutional meals. To participate, contact Louise Mitchell at 410-706-1924 or Lmitc001@son.umaryland.edu.

SUNDAY, MAY 8, 2011

5:00 PM

Cafeteria Man Film Premiere

www.cafeteriaman.com

Cafeteria Man is a story of positive movement. It's about the aspiration of social activists and citizens coming together to change the way kids eat at school. It's about overhauling a dysfunctional nutritional system. And, it's the story of what it takes, and who it takes, to make solutions happen. The feature documentary film chronicles an ambitious effort by Tony Geraci to 'green' the public school diet serving 83,000 students in Baltimore.

WEDNESDAY, MAY 11, 2011

Webinar - Green Operations Series: Community Organizing 101: How a Corner Office Can Cultivate a Sustainable Local Food Program for Patient Health, Healing and Wellness

May 11 2011 – 02:00 PM Eastern

<http://www.practicegreenhealth.org/tools/webinars/calendar/details/599>

This webinar will last approximately 90 minutes.

As the nation faces epidemics of obesity and diet-related illnesses such as diabetes and heart disease, many hospitals and schools have targeted local food as an important opportunity to promote healing, nutrition, wellness, and learning. Session will explore the imperative of sustainable and environmentally responsible healthcare through sourcing local food. A replicable case study will be presented of a successful hospital-led community program that has become a catalyst in environmentally responsible healthcare and sustainability. Presentation will detail an innovative best practice strategy to source local food that have been successfully deployed by Sacred Heart Hospital (Eau Claire, Wisconsin) which commits 15% of its food budget to local food. The case study, recognized by the Wisconsin Governor's Forward Award of Excellence,

and profiled in national magazines such as Modern Healthcare and The Progressive, will detail initiatives that source nutritious healthy local food for patients, positively impact the local economy, create a local food infrastructure, and design safe growing practices. The session will demonstrate how an innovative community model of healthcare serves as a tangible witness of a hospital's constant connection to mission and environmental stewardship, how benefits other institutions.

SATURDAY, MAY 14, 2011

9:30 AM to 4:00 PM

Field Day and Farmer Roundtable: Reviving a 3rd Generation Eastern Shore Farm with Direct-to-Consumer Diversified Organic Farming

Greenbranch Farm, Salisbury, MD

www.futureharvestcasa.org

Learn how Ted and Julia Wycall have built Greenbranch Farm into a diversified organic operation serving a CSA of over 300 members, farmers' markets, an on-farm retail store, and restaurants, completely transforming the former commodity farm where corn, soybeans and confinement chickens had been raised for two previous generations.

This event is part of a series of Future Harvest Farmer Field Days - Sustainable agriculture educational events for farmers and consumers.

SATURDAY, MAY 14, 2011

8:00 AM - 3:00 PM

Food Matters: A Clinical Education and Advocacy Program

What Clinicians Need to Know About Our Food System to Help Ensure Healthy Pregnancies, Healthy Families and a Healthy Planet

Boston University School of Medicine 72 East Concord Street

Registration: \$50 / person (includes sustainable lunch)

http://noharm.org/us_canada/events/foodmatters/

The Food Matters program is a comprehensive package to encourage hospitals and healthcare professionals to become leaders and advocates for a food system that promotes public and environmental health.

THURSDAY, MAY 19, 2011

Webinar - Food Hubs: Viable Regional Distribution Solutions

<http://www.livewellcolorado.org/event/webinar-food-hubs-a-study-of-viable-regional-distr>

A Food Hub Collaboration (USDA AMS, The Wallace Center, National Good Food Network, Project for Public Spaces and the National Association of Produce Market Managers) have identified over 100 food hubs across the country. We have surveyed and interviewed a broad swath of hubs, and have found some interesting similarities, differences, and innovations.

WEDNESDAY, JUNE 1, 2011

3:00 PM - 6:00 PM

Field Day: Increase Your Farmers Market Revenue With Women Infants and Children (WIC) Farmers' Market Nutrition Program (FMNP) and Fruit and Vegetable Coupons (FVC)

Crossroads Farmers Market, Takoma Park, MD

www.futureharvestcasa.org

This field day will include a tour with Michele Levy and Michelle Dudley, managers of Crossroads Farmers Market, one of the state's pioneers in acceptance of supplemental nutrition program benefits, where you will see the WIC check acceptance process in action during a market day. Following the tour, farmers will participate in a 90-minute training session for certification to accept both Women Infants and Children (WIC), Farmers' Market Nutrition Program (FMNP) and Fruit and Vegetable Coupons (FVC).

This event is part of a series of Future Harvest Farmer Field Days - Sustainable agriculture educational events for farmers and consumers.

JUNE 9-12, 2011

Food As Medicine

Hyatt Regency Bethesda, Maryland

www.cmbm.org/fam

This program provides the latest in science-based nutrition education and is designed to give graduates the knowledge, confidence, compassion and skills required to integrate food as medicine in their clinical practice

THURSDAY, JULY 21, 2011

5:30 PM – 7:30 PM

Governor Martin O'Malley's 4th annual "Buy Local Cookout,"

<http://www.mda.state.md.us/pdf/recipeinvitationfinal.pdf>

To be held at Government House in Annapolis from 5:30 p.m. – 7:30 p.m. on Thursday, July 21, 2011 as part of the Buy Local Challenge Week (July 23-31) activities.

You are invited to submit original recipes for Governor Martin O'Malley's 4th annual "Buy Local Cookout". Submissions must be made by teams that include one chef and at least one Maryland food producer/farmer. Previously submitted recipes should not be entered. If selected, your team will then have the opportunity to provide, prepare, and share the dish at the Governor's Cookout. The recipe and biographies of your team members will be published by the Maryland Department of Agriculture. This information will also be included in other department publications including a Maryland's Best Cookbook.

SATURDAY, JULY 23, 2011

10:00 AM - 3:00 PM

Field Day: Innovations in Energy Use and Organic Farming

Fox Haven Farm, Jefferson MD

www.futureharvestcasa.org

See successful conservation and energy-efficient farming practices in action at Fox Haven Organic Farm, a 550-acre property nestled in the rolling landscape of Catoctin Valley near Jefferson, Maryland. This event is part of a series of Future Harvest Farmer Field Days - Sustainable agriculture educational events for farmers and consumers.

OCTOBER 18-19, 2011

FoodMed

Hyatt Olive 8 Hotel, Seattle, WA

www.foodmed.org

The nation's premier conference on sustainable foods and the health care sector

JANUARY 13-14, 2012

Annual Conference of Future Harvest – A Chesapeake Alliance for Sustainable Agriculture

www.futureharvestcasa.org

The Future Harvest-CASA Annual Conference is a highly anticipated annual gathering for hundreds of farmers, agricultural experts and researchers, marketers and food systems advocates who care about the sustainability of food and farming systems in the Chesapeake watershed

FEBRUARY 1-4, 2012

21st Annual *Farming for the Future* Conference of the Pennsylvania Association for Sustainable Agriculture (PASA)

www.pasafarming.org/our-work/farming-for-the-future-conference

The annual *Farming for the Future* conference is PASA's signature event and their main vehicle for community building. Widely regarded as the best of its kind in the East, this diverse event brings together an audience of over 2,000 farmers, processors, consumers, students, environmentalists, and business and community leaders annually. Typical conference workshops focus on such practical topics as poultry production, cheese making, riparian buffers, organic certification and raw milk marketing. The very popular day-long "Pre-Conference" tracks offer in-depth exploration of special topic areas.

Tools and Resources

American Dietetic Association's Hunger and Environmental Nutrition (HEN) Dietetic Practice Group

www.hendpg.com

HEN is a diverse and growing group, comprised of ADA Members, International Registered Dietitians (RDs) and DTRs, Student Members, Friends of HEN - individual and corporate, Networks, and Sponsors. HEN members optimize the nation's health by promoting access to nutritious food and clean water from a secure and sustainable food system.

Recipe Toolkit

Soon to be released – stay tuned.

Balanced Menus Challenge

www.noharm.org/us_canada/issues/food/balanced_menus/challenge.php

Balanced Menus is a systematic approach to reduce the amount of meat protein in hospital food and a strategic pathway to serving the healthiest, most sustainably produced meat available. *Balanced Menus* offers cost savings as well as concrete public and environmental health benefits.

Through the *Balanced Menus Challenge*, participating health care facilities are asked to commit to a 20% reduction in meat and poultry purchases over 12 months. They are then encouraged to utilize the money saved to purchase sustainably produced meat and poultry, ideally from local farmers.

Balanced Menus Brochure

www.noharm.org/us_canada/issues/food/balanced_menus/

Balanced Menus Recipe and Toolkit

www.noharm.org/lib/downloads/food/Balanced_Menus_Recipes.pdf

Balanced Menus Marketing Tools

Table Tent, Bookmarks, Poster

www.noharm.org/us_canada/issues/food/balanced_menus/marketing.php

Food Service Credits – of the Green Guide for Health Care (GGHC)

http://noharm.org/us_canada/issues/food/planning.php

The *Green Guide for Health Care*, established in 2002, is a project of Center for Maximum Potential Building Systems and Health Care Without Harm. Through our volunteer committees, we develop and distribute healthcare specific and health focused tools, technical guidance and educational resources to support, reinforce and accelerate the creation, operation and maintenance of high performance healing environments..

Registrants include healthcare executives, medical and design professionals, engineers, constructors, manufacturers, facility managers, government agency staff, academics and researchers, and service providers.

The GGHC is a best practices guide for healthy and sustainable building design, construction, and operations for the healthcare industry. The operations section of the GGHC includes a Food Service section. The Food Service section includes eight credits to help you plan and track your HFHC work. You can earn between 1-3 points for each credit you complete for a maximum total of 20 points in this self-certifying program.

The Healthy Food in Health Care Annual Awards Program

http://www.noharm.org/us_canada/issues/food/planning.php

For several years, the Healthy Food in Health Care Program has conducted an annual survey to benchmark the amazing work going on in hospital food service departments across the nation. Through the information gathered we are able to capture stories and strategies to guide and inspire the sector. This year we are launching the Annual Healthy Food in Health Care Awards Program. The Survey and Awards Application will be released late May 2011. In addition to use at the facility level, the Toolkit is a critical resource in helping to generate data on sustainable food initiatives to report to the Healthy Food in Health Care Program for the Annual Survey and for HFHC Awards consideration.

Know Your Farmer, Know Your Food

<http://www.usda.gov/wps/portal/usda/knownyourfarmer?navid=KNOWYOURFARMER>

Our mission is to strengthen the critical connection between farmers and consumers and supports local and regional food systems. Through this initiative, USDA integrates programs and policies that:

- Stimulate food- and agriculturally-based community economic development;
- Foster new opportunities for farmers and ranchers;
- Promote locally and regionally produced and processed foods;
- Cultivate healthy eating habits and educated, empowered consumers;
- Expand access to affordable fresh and local food; and
- Demonstrate the connection between food, agriculture, community and the environment.

Know Your Farmer, Know Your Food also leads a national conversation about food and agriculture to strengthen the connection between consumers and farmers.

USDA Blog - Deputy Secretary Kathleen Merrigan

<http://blogs.usda.gov/2011/02/14/deputy-secretary-kathleen-merrigan-kicks-off-her-2011-college-tour/>

The purpose of the USDA's new media communication forums, including the USDA blog, collaborative tools and other sites, is to share news and information regarding the activities, policies and programs of the Department of Agriculture and its employees. We encourage discussion and comments on posts. Your insights are important to ensure Americans nationwide are informed and can be a part of the USDA's work, every day.

Webinars

Health Care Without Harm

www.healthyfoodinhealthcare.org

Our food system, how we produce and grow food, has changed dramatically over the last fifty years. These changes were in response to some real and perceived needs. We now have a need to re-think and transform the system for multiple health related reasons including climate, water and air quality, soil fertility, fuel and fuel prices, human and ecological health. This webinar series covers various aspects of these interrelated issues with the fundamental premise that we need systems change and that the healthcare community can and should play a leading role in this challenging transformation.

Past Webinars

http://www.noharm.org/us_canada/events/

Obesity and Food Environments

Organics Foods, Pesticides and Sustainable Food Production

Antibiotics Overuse: Why Healthcare Should Care about Agriculture Use

Healthy Food in Healthcare: The Role for Healthcare in Food and Agriculture Policy

Healthy Food Action

www.healthyfoodaction.org

Healthy Food Action makes it simple for health professionals to ACT. It provides both vital information, and a mechanism for action. By speaking out, health professionals can lend their unique, collective voice to public policy debates about food and farming - a voice to ensure that these policies are consistent with better health. Healthy Food Action is a project of the Institute for Agriculture and Trade Policy.

Past Webinars

<http://www.healthyfoodaction.org/index.php?q=video>

What It Takes to Grow Healthy Food: Views from the Farm

Health, Justice and Industrialized Meat Production

Feeding Health or Disease? The 2012 Farm Bill

Superbugs, Super Problems: Agricultural Antibiotics and Emerging Infections Webinar

Fletcher Allen Healthcare: Doing what it takes to bring arsenic-free chicken to patients

National Good Food Network

<http://ngfn.org/>

The National Good Food Network is a project of the Wallace Center at Winrock International bringing together all members of the food value chain to "scale up" good food. Our monthly webinars provide opportunities to inform and strengthen your on-the-ground work.

The National Good Food Network is bringing together people from all parts of the rapidly emerging good food system – producers, buyers, distributors, advocates, investors and funders – to create a community dedicated to scaling up good food sourcing and access.

The challenge presented by the food system is our opportunity—to revolutionize business models, develop new market relationships, and add value to traditional supply chain infrastructure, so that the growing business of good food is sown in the values of good food – all the way from farm to fork.

Upcoming webinars

<http://ngfn.org/resources/ngfn-cluster-calls>

Our monthly NGFN interactive webinars give you the opportunity to learn and connect with on-the-ground practitioners and experts.

May 5, 2011: Fair Food: Growing a Healthy, Sustainable Food System for All

What are some concrete, effective steps we can take NOW to make our food system more sustainable? FAIR FOOD, a soon-to-be-released book by Oran Hesterman, has answers. On this special NGFN webinar, Oran will share some of his solutions borne from years of experience.

May 19, 2011: Food Hubs: Viable Regional Distribution Solutions

A Food Hub Collaboration (USDA AMS, The Wallace Center, National Good Food Network, Project for Public Spaces and the National Association of Produce Market Managers) have identified over 100 food hubs across the country.

Past webinars

<http://ngfn.org/resources/ngfn-cluster-calls>

April 2011: "Healthy" - Institutions and Consumers as Buyers of Good Food

March 2011: The Economics of Regional Meat - Interactive Panel Discussion

February 2011: The Economics of Regional Meat

February 2010: Third-Party Certification

December 2009: An Introduction to the National Farm to School Network

National Farm to School Webinars

<http://www.farmtoschool.org/webinars.php>

The National Farm to School Network envisions a nation in which Farm to School programs are an essential component of strong and just local and regional food systems, ensuring the health of all school children, farms, environment, economy and communities.

Farm to School is broadly defined as a program that connects schools (K-12) and local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing agriculture, health and nutrition education opportunities, and supporting local and regional farmers. Since each Farm to School program is shaped by its unique community and region, the National Farm to School Network does not prescribe or impose a list of practices or products for the Farm to School approach.

Upcoming webinar

Tues, May 10th, 2011 1:00 p.m. EST

Evaluating your Farm to School program - Best practices and tools

<https://www1.gotomeeting.com/register/572430177>

As Farm to School programs continue to develop, there is a need to create a strong evidence-base for these efforts to strengthen programs, practices, and policies. This webinar will highlight impacts from a national multi-site evaluation of Farm to School programs conducted by UNC, share tools and evaluation strategies and provide a framework for identifying and using preferred methods of evaluation by Farm to School programs across the country.

Past webinar

Tue, Apr 12th, 2011

Farm to School: A Legislative History

http://www.farmtoschool.org/files/webinars_645.pdf

Marion Kalb and Megan Lott of the National Farm to School Network will give an overview of the legislation that has laid the groundwork for today's Farm to School movement. This will be especially helpful for those who are new to policy work and anyone who is working on the Farm Bill for the first time.

Practice Greenhealth

<http://www.practicegreenhealth.org/>

Practice Greenhealth is the nation's leading membership and networking organization for institutions in the healthcare community that have made a commitment to sustainable, eco-friendly practices. Members include hospitals, healthcare systems, businesses and other stakeholders engaged in the greening of healthcare to improve the health of patients, staff and the environment.

Upcoming Webinar

Wednesday, May 11 2011

2:00 PM EST

Green Operations Series: Community Organizing 101: How a Corner Office Can Cultivate a Sustainable Local Food Program for Patient Health, Healing and Wellness

<http://www.practicegreenhealth.org/tools/webinars/calendar/details/599>

This webinar will last approximately 90 minutes.

As the nation faces epidemics of obesity and diet-related illnesses such as diabetes and heart disease, many hospitals and schools have targeted local food as an important opportunity to promote healing, nutrition, wellness, and learning. Session will explore the imperative of sustainable and environmentally responsible healthcare through sourcing local food.

Producer Directories

Amazing Grazing

<http://www.futureharvestcasa.org/images/AmazingGrazing2010.pdf>

Maryland Niche Meat & Poultry Producers Directory 2011

agmarketing.umd.edu/documents/mdmeatspoultrydirectory.pdf

Maryland's Best

<http://marylandsbest.net/>

So Maryland So Good

<http://www.somarylandsogood.com/>

CSA's with Meat or Poultry

<http://www.localharvest.org/>

Maryland Farmers' Market Directory 2011

http://www.mda.state.md.us/md_products/farmers_market_dir.php

National Farmer's Market Directory

<http://www.localharvest.org/>






Appendix

USDA Approved General Label Claims

Label Claim	Definition	Independent Assessment ⁴⁹
No antibiotics added	Federally recognized terms that mean no antibiotics have been used over of the course of the animal's life. Producers may make the claim on poultry product labels if sufficient documentation (an affidavit) is provided to the USDA.	Considered "somewhat" meaningful as the label claim is specific and subject to enforcement under truth in labeling laws, but there is no formal verification that antibiotics were not used.
Antibiotic-free	Considered "unapprovable" by the USDA and banned from use on poultry labels, as existing antibiotic-residue testing technology does not have the sensitivity to verify this claim. ⁵⁰	Not applicable
No hormones added	Federally recognized terms that mean that no hormones were used over the course of the animal's life. As federal regulations prohibit the use of all hormones in poultry production, this claim can only be used on poultry product labels if the following statement is included "Federal regulations prohibit the use of hormones in poultry production."	Though the statement is likely to be true given that the use of hormones in chicken production is illegal, using this label term to market poultry products is considered disingenuous.
Hormone free	Considered "unapprovable" by the USDA and banned from use on poultry and meat labels as all animals produce hormones naturally. ⁵¹	Not applicable
Free range or free roaming	Producers can use this term if they can demonstrate to the USDA that the poultry has been allowed "access" to the outside.	Not considered "meaningful," in part because the period of access is undetermined e.g., five minutes per day of open-air access is considered adequate for USDA approval to use the claim.
Natural	This label can be applied to products that are only minimally processed (a process which does not fundamentally alter the raw products and contains no artificial ingredients or added colors. The label must explain the use of term, such as "no added coloring or artificial ingredients; minimally processed."	Not applicable to sustainable farming practices.
No animal byproducts	Though commonly used, there are no government or official standards for this term.	Considered "somewhat" meaningful as the label claim is specific and subject to enforcement under truth in labeling laws, but there is no standard definition for the claim

Guide to Poultry Applicable Eco-labels¹



Eco-label	 Animal Welfare Institute ²	 USDA	 Humane Farm Animal Care	 Food Alliance ³	 American Humane Association	
Organization	Animal Welfare Institute ²	USDA	Humane Farm Animal Care	Food Alliance ³	American Humane Association	
Quality of Eco-Label⁴	Not yet rated	Highly meaningful	Highly meaningful	Highly meaningful	Pending	
SUSTAINABILITY CRITERIA	Antibiotic Use	No nontherapeutic use of antibiotics. Antibiotics only used to treat individual sick animals	Prohibited	Animals raised on a diet without antibiotics. Antibiotics only used to treat sick animals	No feed additive (non-therapeutic) antibiotics. Antibiotics only used to treat sick animals	In-feed antibiotics may only be given for therapeutic reasons as prescribed by an attending veterinarian
	Arsenic Use	Prohibited in chicken production; small amount allowed in turkey production to treat one specific illness if present on farm	Prohibited	Prohibited-as are all growth promoters	Prohibited	Not addressed
	Animal Byproduct Use	Cannot be fed animal byproducts	Prohibited	Cannot be fed avian protein	Cannot be fed avian protein (Final standards may require all-vegetarian diet)	Feedstuffs containing mammalian or avian derived protein are not permitted
	Use of Cloned Animals	Prohibited; also prohibit genetically engineered animals	Prohibited	Not addressed	Prohibited; also prohibit genetically engineered animals	Not addressed
	Animal Welfare	Detailed space, light, treatment, handling, transport, safety, food and water and housing requirements are included	Access to outdoors required, but animals are not guaranteed continuous outdoor access and can be confined	Space and light requirements; must comply with American Meat Institute Standards for slaughter; must be allowed to exhibit natural behaviors	Space and light requirements; all poultry must be raised in cage free environments; must be allowed to exhibit natural behaviors	Includes requirements for food and water, housing and shelter, space and light, transportation and processing
	Manure/ Nutrient Management and other environmental impact	Limit flock size; require rotational grazing; require health plans that address environmental impacts of pasture management and housing	Not explicitly addressed	Compliance with local/ state/ federal environmental standards is required	Whole farm and poultry specific standards address protection and enhancement of soil and water resources	Compliance with local/state/federal environmental standards is required
	Worker Fairness and Safety	Addressed in part by family farm, pasture and litter requirements	Not explicitly addressed	Not addressed	Explicitly addressed in the required Whole Farm Standard	Not addressed

ENDNOTES

1. Table contains criteria highlights. In most cases, detailed information on the criteria addressed by each certification standard can be found on the applicable organization's website listed in the resource section. These eco-labels have standards that apply to other meat and in some cases non-meat products.
2. Based on Animal Welfare Approved Standards for Turkeys and draft standards for chicken. Detailed standards for chickens are undergoing final review and will be posted to the Animal Welfare Institute website when approved.
3. Food Alliance is in the development process of a national poultry standard for 2007, for anticipated release in 2008 or sooner. Criteria listed in the table above reflect the intention of the standards as outlined in Food Alliance's Guiding Principles and applied in other animal production systems. Standards are pending for full development process and approval. Questions and comments may be directed to Food Alliance's Certification Director.
4. Based on Consumer's Union Guide to Environmental Eco-labels available at eco-labels.org. Consumers Union rates eco-labels based on a number of factors including transparency of information and integrity of the verification process used by each eco-label. This is expected to change over time, as each verification program evolves.

RESOURCES

Links to Certification Programs

Animal Welfare Approved

<http://www.animalwelfareapproved.org>

Food Alliance Certified

<http://www.foodalliance.org/certification/index.html>

Free Farmed Certified

http://www.americanhumane.org/site/PageServer?pagename=pa_farm_animals_ff_mean.

Humane Farm Animal Care

<http://www.certifiedhumane.org/whatis.html>

Organic Standards (USDA)

<http://www.ams.usda.gov/NOP/NOP/standards/FullText.pdf>

Other Resources

Consumer's Union Guide to Environmental Eco-labels

<http://www.eco-labels.org>

Food Eco-Labels: A Purchasing Guide

<http://www.noharm.org/details.cfm?ID=1518&type=document>



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Processing and Selling Value Added Food Products in Maryland

All products sold in Maryland must at a minimum be labeled with the name and address of the producer or distributor, a quantity statement (count, fluid measurement or net weight depending on the product), and the identity of the product. The requirements listed only address food safety requirements and licenses. Local and state zoning, waste disposal and other laws may apply. Instead of obtaining the license(s) to process the value added products, a farmer can have them processed at a licensed facility and returned to the farm for sales.

On Farm Home Processing License: License issued by MD Department of Health and Mental Hygiene (DHMH). Must be a farmer and sales must be less than \$40,000.00 annually. Allows the processing of some products in a home kitchen. Cost - \$30.00

Processing License: License issued by MD Department of Health and Mental Hygiene to persons processing food. Must meet commercial requirements. Cost \$150.00

Process Authority: A person(s) who has expert knowledge of thermal processing requirements for low-acid foods packaged in hermetically-sealed containers or has expert knowledge in the acidification and processing of acidified foods. This person(s) evaluation of a scheduled process must be approved by FDA or USDA depending on the food. Private Sector - fees vary.

Scheduled process: The process selected by the processor as adequate under the conditions of manufacture for a given product to achieve commercial sterility and/or maintaining a food that will not permit the growth of microorganisms having public health significance.

Product	Licenses Required	Basic Requirements
Baked Goods – with potentially hazardous toppings or fillings Toppings, glazes, icings or fillings that must be refrigerated such as custard based, filled or topped with cream, cheese, etc.	Processing license from DHMH.	Potable water, approved sewage disposal system, commercial kitchen and refrigeration. Plan Review.
Baked Goods – without potentially hazardous toppings or fillings. Pies, turnovers, fruit tarts from fruits such as apples, apricots, blackberries, boysenberries, cherries, peaches, strawberries, etc. No cream, cheese, custards, etc.	Can sell directly from farm or at farmer’s markets with no license. To sell to restaurants or retailers, on farm home processing license for sales less than \$40,000. Over \$40,000.00 requires a Processing License from DHMH.	Potable water, approved sewage disposal system & home kitchen for less than \$40,000. Potable water, approved sewage disposal system, plan review & commercial kitchen for more than \$40,000.

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Product	Licenses Required	Basic Requirements
<p>Canned Goods - acidified - products that must be acidified to a pH of 4.6 or less during processing such as artichokes, asparagus, beans, beets, broccoli, cabbage, corn, cucumber, peas, most peppers, potatoes, pumpkin, etc.</p>	<p>On farm home processing license from DHMH if less than \$40,000 in sales. Processing license from DHMH if more than \$40,000 in sales. FDA Better Process School training course required.</p>	<p>Potable water, approved sewage disposal system. Scheduled process approved by a process authority, and filed with FDA & home kitchen for less than \$40,000. Potable Water, approved sewage disposal system. Scheduled process approved by a process authority, and filed with FDA & commercial kitchen for more than \$40,000. Plan review for both types of licenses.</p>
<p>Canned Goods - naturally acid (pH of 4.6 or less) fruit such as apples, apricots, blackberries, boysenberries, cherries, grapes, peaches, etc.</p>	<p>Evaluation needed in order to sell directly from farm or at farmer's markets with no license required. To sell to restaurants or retailers, on farm home processing license for sales less than \$40,000. Over \$40,000.00 requires a Processing License from DHMH.</p>	<p>Potable water, approved sewage disposal system & home kitchen for less than \$40,000. Potable water, approved sewage disposal system, plan review & commercial kitchen for more than \$40,000.</p>
<p>Dairy Products</p>	<p>Requires a license from DHMH. Regulated by the federal Pasteurized Milk Ordinance and State.</p>	
<p>Dried Products</p>	<p>On farm home processing license from DHMH if less than \$40,000 in sales. Processing license from DHMH if more than \$40,000 in sales.</p>	<p>Potable water, approved sewage disposal system & home kitchen for less than \$40,000. Potable water, approved sewage disposal system, plan review & commercial kitchen for more than \$40,000.</p>

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Product	Licenses Required	Basic Requirements
Eggs	Register with the Secretary of Agriculture annually (no fee if less than 3,000 chickens). Some counties require a retail license from local health department to sell at Farmer's Markets. No retail license required to sell from farm.	Chickens must originate from National Poultry Improvement Plan monitored hatchery. Must meet minimum of Grade A standards, weight requirements, labeling requirements, invoice requirements & be held at 45°F.
Fermented Products	Processing license from DHMH.	Potable water, approved sewage disposal system, commercial kitchen and refrigeration. Plan Review.
Fruit, Butters – Pumpkin, banana or pear	Processing license from DHMH.	Potable water, approved sewage disposal system, commercial kitchen and refrigeration. Plan Review.
Fruit, Cut - ready to eat	Processing license from DHMH.	Potable water, approved sewage disposal system, plan review & commercial kitchen
Honey	No license required if no flavors added (raw agricultural product). If further processed, on farm home processing license from DHMH if less than \$40,000 in sales or processing license from DHMH if more than \$40,000 in sales.	Potable water, approved sewage disposal system & home kitchen for less than \$40,000. Potable water, approved sewage disposal system, plan review & commercial kitchen for more than \$40,000.

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Product	Licenses Required	Basic Requirements
<p>Jellies and Jams – made with fruits with a natural pH of 4.6 or less such as apples, apricots, blackberries, peaches, strawberries, etc.</p>	<p>Can sell directly from farm or at farmer’s markets with no license. To sell to restaurants or retailers, on farm home processing license for sales less than \$40,000. Over \$40,000.00 requires a Processing License from DHMH.</p>	<p>No paraffin wax seals allowed – hot filled into sterile Mason jars with ¼” head space. For other than farm and farmer’s markets sales, potable water, approved sewage disposal system & home kitchen for less than \$40,000. Potable Water, approved sewage disposal system, plan review & commercial kitchen for more than \$40,000.</p>
<p>Meats - cured</p>	<p>Processing license from DHMH</p>	<p>Potable water, approved sewage disposal system, plan review, commercial kitchen</p>
<p>Meats - non USDA regulated (bison, rabbits, etc.)</p>	<p>On farm sales only without inspection. Can have voluntary inspection by USDA or MDA to qualify for sales off farm. If slaughtered, packaged and labeled at a USDA facility, can be returned to farm for sales. Must have a license from DHMH for on farm storage unless farm is inspected by MDA or USDA.</p>	<p>For storage on farm – Commercial freezer capable of maintaining an air temperature of 0°F. Meat must be frozen if sold at farmer’s market. Dry ice or mechanical freezer required for sales at markets.</p>

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