

SUSTAINABLE CITY FOOD PROCUREMENT POLICY

City of Austin, Office of Sustainability

*Research compiled by Rose Jennings, as part of a DrPH Practicum
experience*

RESEARCH CONDUCTED FEB-MAY 2015

- ▶ Background literature review
- ▶ Interviews with U.S. municipal policy contacts:
 - ▶ City of Los Angeles
 - ▶ County of Los Angeles
 - ▶ City of Portland
 - ▶ City of Philadelphia
 - ▶ City of Boston
 - ▶ City of Seattle
 - ▶ City of New York
- ▶ Interviews with COA depts:
 - ▶ PARD
 - ▶ HHSD
 - ▶ ACCD
 - ▶ HR
- ▶ Interviews/Correspondence w/other city institutions:
 - ▶ AISD
 - ▶ St. Davids
 - ▶ UT Austin

Sustainability: the quality of not being harmful to the environment or depleting natural resources, and thereby supporting long-term ecological balance



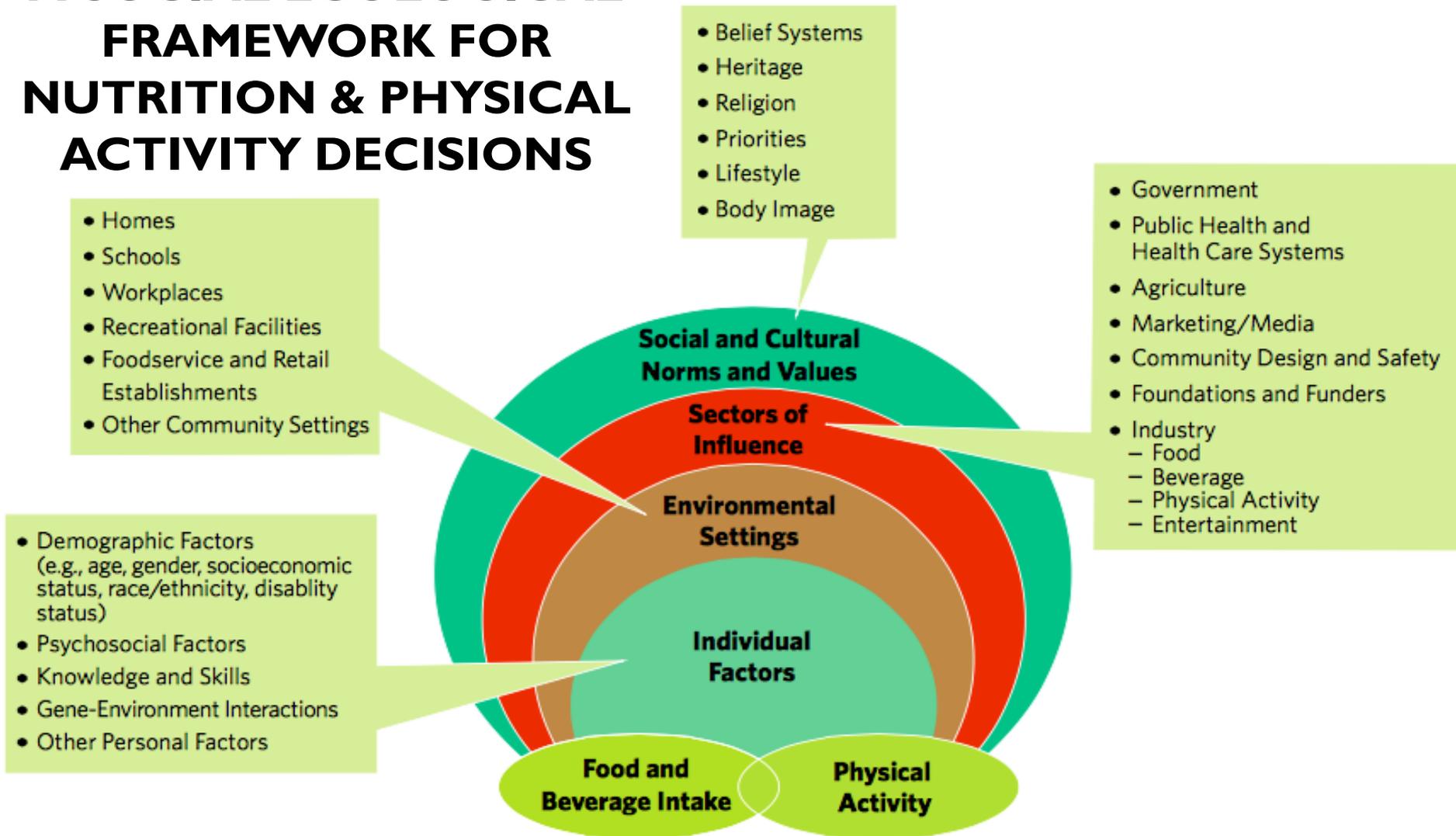
COMPONENTS OF SUSTAINABLE FOOD PROCUREMENT CITY POLICY

- I. Healthy Food
 - II. Local Food
 - III. Waste Reducing
- 

A top-down view of fresh produce arranged on a rustic wooden surface. In the upper left, a light blue container holds a large quantity of bright green peas. To its right, another light blue container is filled with a mix of red and yellow cherry tomatoes. In the lower left, a small brown paper bag contains several apples, including a green one and several red ones. A single yellow onion sits on the wooden surface to the right of the apple bag. The background is a dark, textured wooden surface with horizontal grain lines.

**WHY HEALTHY
FOOD
PROCUREMENT?**

A SOCIAL ECOLOGICAL FRAMEWORK FOR NUTRITION & PHYSICAL ACTIVITY DECISIONS



Source: Adapted from: (1) Centers for Disease Control and Prevention. Division of Nutrition, Physical Activity, and Obesity. State Nutrition, Physical Activity and Obesity (NPAO) Program: Technical Assistance Manual. January 2008, page 36. Accessed April 21, 2010. http://www.cdc.gov/obesity/downloads/TA_Manual_1_31_08.pdf. (2) Institute of Medicine. Preventing Childhood Obesity: Health in the Balance, Washington (DC): The National Academies Press; 2005, page 85. (3) Story M, Kaphingst KM, Robinson-O'Brien R, Glanz K. Creating healthy food and eating environments: Policy and environmental approaches. *Annu Rev Public Health* 2008;29:253-272.

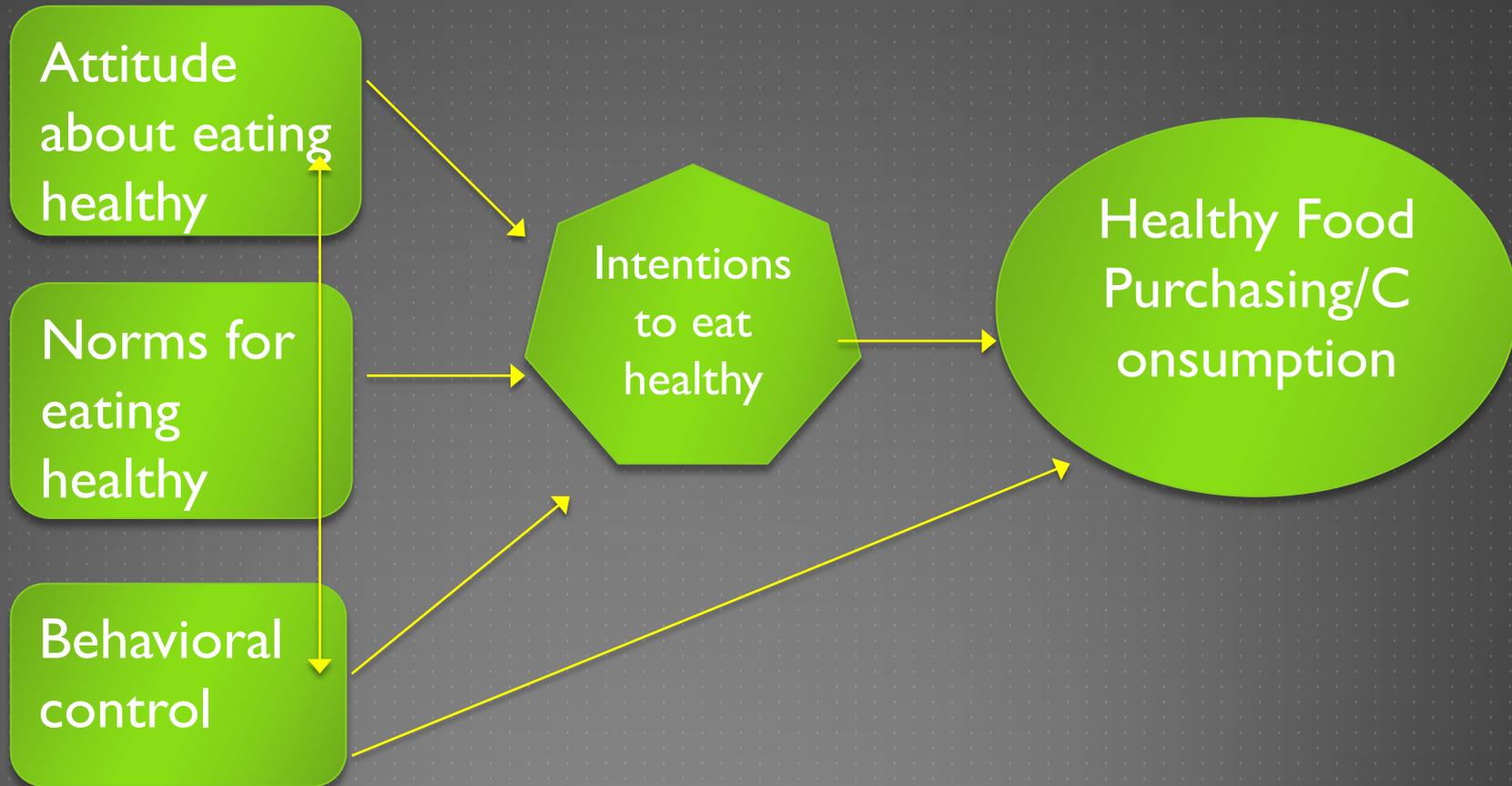
Social Ecological Model



CDC RECOMMENDATIONS

- ▶ Increase the availability of **healthier food and beverage options** in public service venues
- ▶ Improve availability of **affordable** healthier food and beverage options in public service venues
- ▶ Restrict availability of **less healthy foods and beverages** in public service venues.
- ▶ Institute **smaller portion size options** in public service venues
- ▶ Limit **advertisements** of less healthy foods and beverages
- ▶ Discourage consumption of **sugar-sweetened beverages**.

THEORY OF PLANNED BEHAVIOR¹



“Diet-related noncommunicable diseases are on track to rise by 15% by 2020 if current trends in the global commercialization of processed foods continue to be overconsumed by an increasingly less active global population”



I. Chicago Council on Global Affairs, Bringing Agriculture to the Table (2011)

WHY HEALTHY FOOD PROCUREMENT IN TRAVIS COUNTY?

- ▶ More than 2/3 adults in Travis County are overweight and 1/5 are obese.¹
- ▶ Excess weight increases the risk of diabetes, heart disease, stroke, high blood pressure, high cholesterol, respiratory diseases, and some forms of cancers
- ▶ 9% of obese adults have Cardiovascular disease (compared to 5% in Travis County)¹
- ▶ 19% of obese adults in Travis County have diabetes (compared to 8% in Travis County)¹

1. HHSD Report, 2012





EMPLOYEE HEALTH

- ▶ 54% of COA employees were overweight in 2012 (compared to 25% in Austin MSA).
- ▶ 73% were out of range for overweight or obese in 2012 (n=2,563); 40% at high risk.
- ▶ 30% of had high blood pressure (66%/47% out of range for systolic and diastolic blood pressure, respectively)
- ▶ 92% are ready to change their weight; 75% are ready to change their blood pressure



POTENTIAL \$\$ SAVINGS IN COA

- ▶ If obesity risk was reduced*: \$2,007,213
- ▶ If blood pressure was reduced*: \$592,325
- ▶ If elevated cholesterol was reduced*:
\$65,628
- ▶ If elevated glucose was reduced*: \$900,939
- ▶ **TOTAL SAVINGS: \$3,566,105**



Nationwide, it's estimated that eating healthier alone could prevent \$71 billion in annual medical expenses, lost productivity and lost lives



WHY LOCAL
FOOD
PROCUREMENT?

CDC RECOMMENDATIONS

- ▶ *Improve availability of mechanisms for purchasing foods from farms.*
- ▶ *Provide incentives for the production, distribution, and procurement of foods from local farms.*



- ▶ Austin Metropolitan Food Sector generates 4.1 billion annually in economic output; supports 43,000 jobs
- ▶ \$1 spent at local farm = \$2-3 dollars towards local economy
- ▶ Reduces carbon footprint
- ▶ Procuring local strengthens and diversifies Austin economy by:
 - ▶ Preserving farmland
 - ▶ Increasing demand for more farmers to be trained locally
 - ▶ Producing living wage jobs through purchasing and sales
 - ▶ Creating new markets of institutional food service providers





WHY FOOD
PROCUREMENT
THAT MINIMIZES
WASTE?

MINIMIZING FOOD WASTE...

- ▶ Saves \$\$\$ for the city
 - ▶ \$208,144,169 in food waste in Austin
- ▶ Conserves natural resources
- ▶ Less methane produced in landfills
 - ▶ 194,527,260 lbs annually
- ▶ Reduces food insecurity

BEST PRACTICES - HEALTHY

City	Pop.	Policy	Mandatory	Overseeing Agency	Funding	Impact
LA	3,862,839	Good Food Policy	Yes – Exec. Mandate	Food Policy Board, (Good Food Procurement Working Group, Chief Admin. Officer), City Council, City of LA. LA County Department of Public Health	CDC Diabetes Prevention Grant, Community Development Block Grant, Foundation, City of LA (taxes)	Vending making more \$\$ by getting rid of soda and increasing fruit. Produce & Milk distributor making more \$ No health eval yet
San Francisco	837,442	Healthy & Sustainable Foods	Yes – Exec. Directive	Food Policy Council, Mayors Office, Key Stakeholder Coalition, SF Dept. of Public Health	City of San Francisco (taxes)	Real Estate Department, the Parks and Recreation Department, San Francisco General Hospital, and the San Francisco International Airport
Philadelphia	1,556,600	Philadelphia Healthy Food Standards	Yes – Exec. Mandate	Food Policy Advisory Council, Mayors Office, Phil. Dept. of Pub Health	Dept. of Public Health, City of Philadelphia, CDC	20 million meals and snacks served

BEST PRACTICES – LOCAL

City	Pop.	Policy	Mandatory	Overseeing Agency	Funding	Impact
LA	3,862,839	Good Food Policy	Yes – Exec. Mandate	Food Policy Board, (Good Food Procurement Working Group), City Council, City of LA. LA County Department of	CDC Diabetes Prevention Grant, Community Development Block Grant, Foundation, City of LA (taxes)	70% of produce is sourced locally in the school district. - 12 million in purchases went to local produces (no added cost). - 150 new jobs, 750,000 meals
San Francisco	837,442	Healthy & Sustainable Foods	Yes – Exec. Directive	Food Policy Council, Mayors Office, Key Stakeholder Coalition, SF Dept. of Public Health	City of San Francisco (taxes)	Draft Ordinance developed and pilot project started to determine ability of departments to comply
Portland	1,556,600	Catering Guide	Yes	Office of Sustainability	City of Portland	Used by all employees
Seattle	652,405	Farm to Table	No	Seattle Human Services Department	City of Seattle	117% Increase in Seattle early learning centers and senior sites purchasing healthy food from farmers.

BEST PRACTICES – REDUCING WASTE

City	Pop.	Policy	Mandatory	Overseeing Agency	Funding	Impact
LA	3,862,839	Good Food Policy	Yes – Exec. Mandate	Food Policy Board, (Good Food Procurement Working Group, Chief Admin. Officer), City Council, City of LA. LA County Department of Public Health	CDC Diabetes Prevention Grant, Community Development Block Grant, Foundation, City of LA (taxes)	n/a
San Francisco	837,442	Food Waste Reduction Ordinance – Only compostable & recyclable containers	Yes – Exec. Directive	Food Policy Council, Mayors Office, Key Stakeholder Coalition, SF Dept. of Public Health	City of San Francisco (taxes)	n/a
New York	8,406,000	Guidelines to reduce packaging; Resolution for city purchased packaged goods.	No – Recognition for following guidelines	NYCity Council, Mayor	Dept. of Public Health, City of Philadelphia, CDC	Recognition for consistent use of sustainable packaging.

LA CASE STUDY

▶ Process:

- ▶ Good Food working group articulated working definition of “Good food”
- ▶ Developed clear set of standards for Good Food Purchasing Policy - Local sourcing, environmental sustainability, animal welfare, fair labor, nutrition (mirrored LEED certification).
- ▶ FPB President sent a memo on behalf of Mayor - How much \$\$ each dept. spends on food. If over \$10,000, contact information for person responsible.
- ▶ Two staffers followed up with interviews (10 departments)
- ▶ Community coalition of stakeholders formed to expand Good Food LA (Simultaneously)
- ▶ Planning process ~ 6 months

▶ Implementation

- ▶ Policy adopted by City of LA & LA school board
- ▶ Program continually being developed
- ▶ RFP responses must submit plan on how they plan to achieve 5 stars
- ▶ RFP responses reviewed by Good Food LA
- ▶ Each institution must give quarterly snapshot of food they are buying
- ▶ Extensive database of farms/alignment with guidelines
- ▶ Good Food LA provides data verification and recognition, marketing materials
- ▶ Marketing materials: Table tents with farms that are local (for example)
- ▶ Recognition: Institutions receive decal, get awarded at annual Food Day Celebration
- ▶ Punishment: Public shaming

COMMON FINDINGS

- Mandates & Board Motions are effective at inspiring compliance and action
- Key stakeholder coalition is key to organizational ownership and adoption
- Evidence based guidelines with room for flexibility (No one-size-fits all approach)
- Process: Assessment, formation of guidelines, adoption, continual evaluation & improvement

KEY COMPONENTS TO SUSTAINABLE FOOD PROCUREMENT POLICY

1. A multi-attribute structure encompassing objectives such as nutritional, environmental, and labor
2. Input and buy-in from stakeholders inside and outside of the purchasing organization
3. A means to document and verify compliance with the policy's guidelines

COA EFFORTS TO IMPROVE EMPLOYEE HEALTH

- ▶ Onsite wellness coach
- ▶ Weight Watchers at Work
- ▶ Healthy Cooking classes
- ▶ Zumba and fitness classes
- ▶ Health assessments
- ▶ *Minimal change to healthy food access...*

HEALTHY FOOD ACCESS COA

- ▶ Farm to Work
 - ▶ One Texas Center
 - ▶ Waller Creek
 - ▶ HHSD
- ▶ Healthy Vending
 - ▶ Health & Human Services (8 sites)
 - ▶ Parks and Rec
- ▶ Healthier cafe options
 - ▶ Convention Center
 - ▶ Zilker Kiosk
 - ▶ Auditorium shores & Town Lake Trailhead
 - ▶ Asian American Resource Center
 - ▶ Austin Public Library Café

CITY OF AUSTIN SUSTAINABLE FOOD PROCUREMENT TIMELINE (2015)

- ▶ Before 2011:
 - ▶ Farm to Work began ~ 2009
- ▶ 2011:
 - ▶ ACCD - started composting/recycling food containers, received LEED certification.
 - ▶ HHSD - 50% Healthy Vending Policy passed
- ▶ 2012:
 - ▶ ACCD- started composting/recycling system at Palmer Events Center, Healthy Vending installed
 - ▶ SFPB Working group formed
 - ▶ Working group made a recommendation
 - ▶ SFPB Group presented to council
 - ▶ HHSD - 100% Healthy Vending Policy Amendment
 - ▶ COA – Healthy & Local Internal Working group formed
- ▶ 2013:
 - ▶ PARD – Adopted Healthy Vending Machine Policy
- ▶ 2014:
 - ▶ PARD- Auditorium Shores Trailhead & Town Lake Park RFQ (Healthy & Sustainable standards)
 - ▶ AARC – RFQ for Senior meals (Healthy & Sustainable standards)

FOOD PURCHASES ON COA PROPERTY

- ▶ 2014 Purchases (excluding third party vendors): **\$1,449,302¹**
- ▶ Vending machine sales - 2013: **\$376,758²**
- ▶ Missing info -- Third Party Vendor Sales (Zilker Café, Austin Bergstrom, etc.)

1. From 2014 Purchasing Records COA

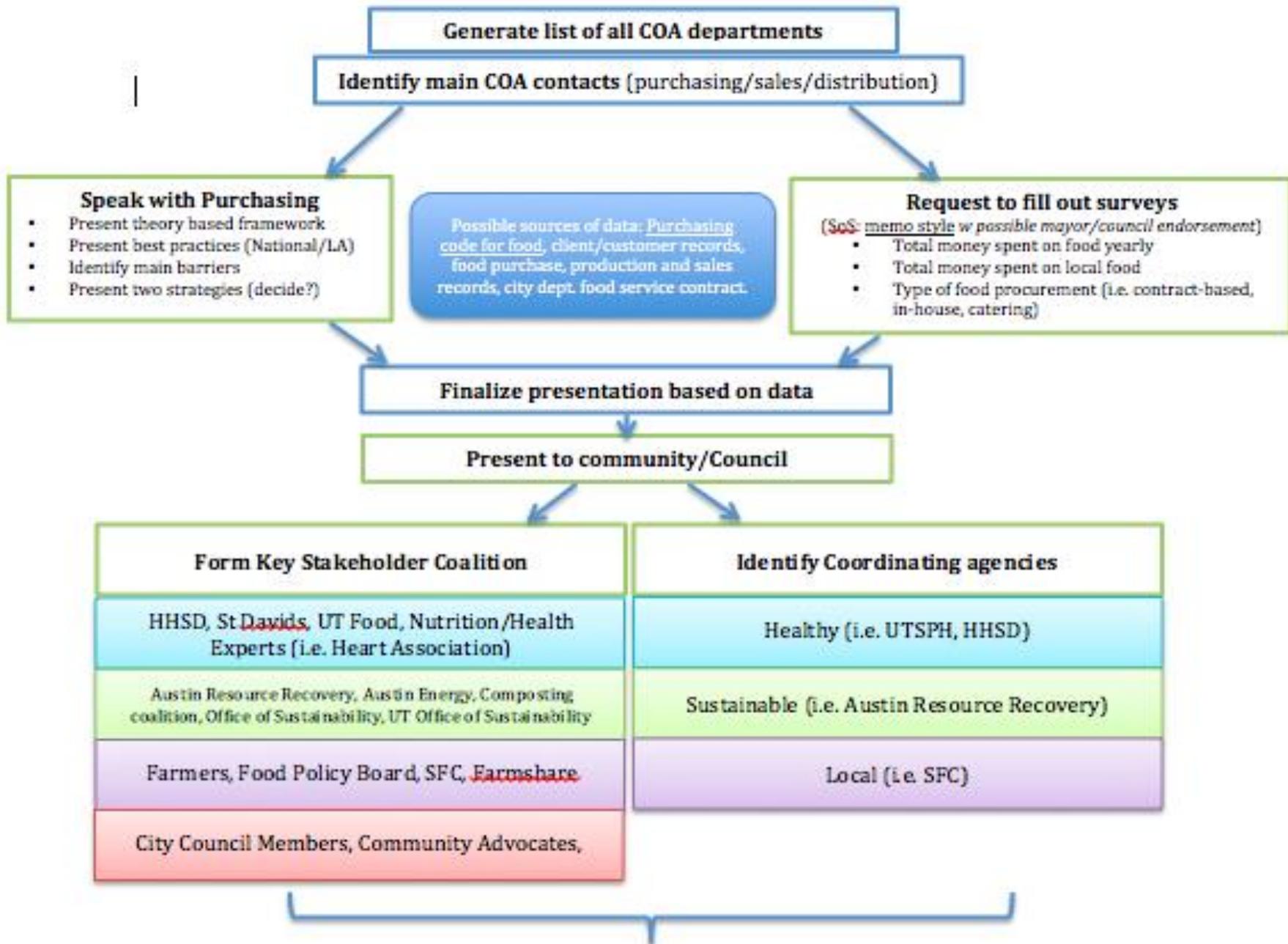
2. Sales reported from RFP Addendum PAX0114 (p.42)

FOOD WASTE STRATEGIES (EPA)

- ▶ **SOURCE REDUCTION:** Purchase the correct amount of food to reduce leftovers and waste
 - ▶ Save money and resources
- ▶ **FEED HUNGRY PEOPLE:** Donate properly handled leftovers
 - ▶ Donate surplus food to organizations like Keep Austin Fed
- ▶ **COMPOSTING:** Purchase food that comes in recyclable or compostable containers and compost any food that is leftover that is not fit for donation
 - ▶ Keep food out of landfill helping to achieve Zero Waste goal and reducing the amount of methane produced by food waste

OTHER AUSTIN INSTITUTIONS WORKING ON SUSTAINABLE FOOD POLICY

- ▶ UT AUSTIN
 - ▶ ST. DAVIDS
 - ▶ AISD
 - ▶ Google? Apple?
- 



Select Policy Approach

- Write evidence based guidelines
- Finalize means for documenting & verifying compliance
- Develop ~~workplan~~/process for implementation
- ~~Develop~~ toolkit and catering guide

Interviews/Needs Assessment w COA Depts

- Internal/External focus groups
- Collect feedback on guidelines, process and tools
- Baseline surveys with departments

Finalize policies

Coordinating Agencies announce policies

Stakeholder coalition meets biannually to check on progress towards goals and process; addresses funding, inviting other institutions and media

Coordinating agencies work to implement

- Training
- Working with each department to add to food service requests
- Documenting and verifying compliance
- Educating public
- Media coverage
- Collecting additional process and outcome data for evaluation

Process and outcome data evaluation occurring

Media stories and city/community presentations