



VALUES BASED PROCUREMENT IN AUSTIN-TRAVIS COUNTY

Where are we now?

About Us

We represent the Austin-Travis County Value-Based Procurement Coalition



Marissa Bell, MPH, RD

Lake Travis ISD, Dietitian
& Marketing Coordinator

Core Values:
Integrity, Gratitude, Health



Diego Diverde

Greener Pastures
Chicken, Sales Director

Core Values:
Family, Community, Health

Overview



01

Define

Values-based procurement and the Good Food Purchasing Program

02

Identify

Barriers to values-based procurement

03

Demonstrate

What is working in Central TX for values-based procurement

04

Consider

Value-based procurement as a path to transform our food system and how to achieve it



**Values-Based
Procurement (VBP)**
is the practice of
making purchasing
decisions based off
values — first and
foremost.

Big spend, Big impact

Austin ISD has its own bid with Texas 20

- Can meet product minimums single handedly
- More control and flexibility with product specifications
- Vendors respond to big players

Family Spend



Institution Spend



**The Good Food
Purchasing
Program (GFPP)
is one framework
by which to
measure progress
in value-based
purchasing.**

**6 core values:
LEAVEN**



Local
Economies



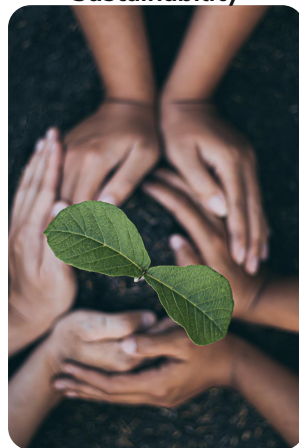
Environmental
Sustainability



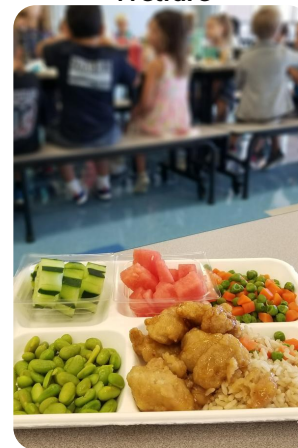
Animal
Welfare



Valued
Workforce



Equity



Nutrition

Demonstrated Support by Austin/Travis County for the Implementation of Values-Based Purchasing

CLIMATE EQUITY PLAN

- Authored by the Office of Sustainability
- Adopted by City Council
- Includes goals impacted by values based purchasing

Source: [Austin Climate Equity Plan](#)

FOOD POLICY BOARD RECOMMENDATION

- Recommendation to City and County
- Supporting values-based procurement

Source: [Austin Travis County Food Policy Board Recommendation No. 20211213](#)

FOOD PLAN RESOLUTION

- Initiated the food planning process
- Passed by the City and County
- Acknowledges the importance of procurement

Source: [Resolution No. 20210610-039](#)

Regional barriers need to be addressed to make widespread values-based procurement practices a reality.



Access to Farmland

16.8 acres of farmland are lost per day in Travis County due to development.



Availability of Values-Aligned Products

Of the 8,498 farms in Central TX:

- 21 are certified Organic
- 13 claim regenerative practices
- 0 are Fair-Labor Certified



Aggregation & Distribution Facilities

There are currently NO food hubs in Austin. Infrastructure such as a dedicated food hub would allow small producers to scale.

Schools in Austin/Travis County are successfully implementing values-based purchasing practices!



- 11 schools
- 11,000 students
 - 11.8% receive free/reduced meals
- 10,000 meals per day
- \$2.8 Million food budget



- 116 schools
- 73,000 students
 - 61% receive free/reduced meals
- 62,000+ meals per day
- \$11-14 Million food budget
 - \$2 Million milk and juice budget

Austin ISD



Local
Economies



Environmental
Sustainability



Valued
Workforce



Animal
Welfare



Nutrition

	Local Economies	Environmental Sustainability	Valued Workforce	Animal Welfare	Nutrition
SY 15-16	✓				✓
SY 16-17	✓	✓		✓	✓
SY 17-18	✓				✓
SY 18-19	✓				✓
SY 19-20	✓	✓	✓		✓
SY 20-21					✓
SY 21-22 PENDING	✓		PENDING		✓

*In SY 19-20, AISD invested \$1.3 M
into the local food economy.*

LTISD 2020-2021 (baseline)

Progress Toward Baseline Goal and Qualifying Purchases



*In SY 20-21, LTISD invested \$206,693
into the local food economy.*

Implementation Barrier	What LTISD is doing	How much further could we go?
Vendor Delivery Capacity	<ul style="list-style-type: none"> • Distribute product ourselves as needed 	If there was a food hub in Austin that could aggregate, deliver to multiple drop sites, we could serve more often.
Staff buy-in (labor)	<ul style="list-style-type: none"> • Creative preparation methods: "Bugs Bunny carrots" 	A regional food hub with processing capabilities would make VBP more accessible.
Purchasing regulations	<ul style="list-style-type: none"> • Lean on micro-purchases (< \$10,000) 	More regional demand would make high value products easier to obtain via formal bid procedures.
Cost	<ul style="list-style-type: none"> • Use marketing/nutrition ed budget • Promos 	If made more affordable, could serve it every day

Marketing to Overcome Cost Barrier



If every student that was not currently eating lunch at school, chose to eat lunch at school....



1x per week

All beef at AISD could be grass-fed.



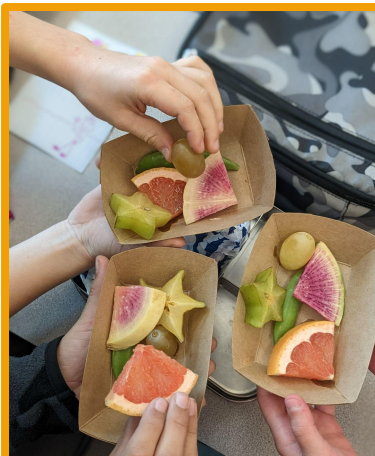
2x per week

All produce served at AISD could be organic.



3x per week

All milk served at AISD could be organic.



What works

In honor of Earth Day, join us for a special menu and award-winning guest chef experience featuring local organic, certified humane chicken!

April 21st, 2023 | LTHS Café at lunch

Earth Day Lunch Menu

CHICKEN TINGA TACOS
(Featuring Greener Pastures Chicken)
ARROZ ROJO
BLACK BEANS

\$3.95



Chef
Iliana
de la Vega



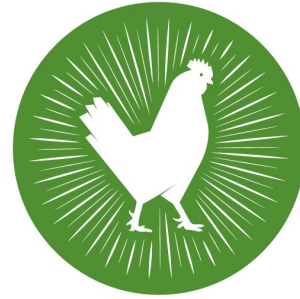
Chef
Ana
Torrealba



Greener
Pastures
Chicken



Greener Pastures prioritizes values-based production practices that make values-based procurement possible in Austin/Travis county.



**GREENER
PASTURES
CHICKEN**



Looking Ahead...

Pre-Advocacy:

1. Get involved in the food planning process
2. Build stakeholder buy-in & understand barriers

Advocacy:

Policy Commitment

To mandate VBP practices in government and serve as a model for other larger purchasers.

Measure Success

Use a framework (such as GFPP) to measure progress and troubleshoot implementation.

Dedicate Funds

To resolve barriers for small, local farms to sell to big buyers.



Edits post-7/10

Re-order to go from good → barriers → what you can do to change

- LT/AISD intro
- GFPP evals
- What works
- Barriers chart
- AISD marketing
- Greener Pastures
- Looking ahead...

Implementation Barriers



Cost



Delivery capacity



Student acceptability



Purchasing regulations



Staff buy-in



Vendor transparency

Questions for Discussion



AUSTIN CLIMATE EQUITY PLAN



Goal:

“By 2030, reduce greenhouse gas emissions from institutional, commercial, and government purchasing by at least 50% by 2030.”

Strategy 2:

“Strengthen the City of Austin’s Sustainable Procurement Program to serve as a model for others...”

Strategy 3:

“Strengthen non-city institutional purchasing programs.”

“Recruit ... institutional purchasers... to collaboratively adopt a set of environmental and social sustainability procurement standards and/or guidelines.”

RESOLUTION NO. 20210610-039

Current Conditions

WHEREAS, agriculture is extremely susceptible to the impacts of climate change, and climate models show that global crop production will decline every decade for the rest of this century due to drought, heat, and flooding; and

WHEREAS, water supplies in Central Texas are vulnerable to climate-related threats including drought, floods, and invasive species, and the region's population is expected to double by 2040 – placing even greater stress on our water resources; and

WHEREAS, the Intergovernmental Panel on Climate Change Special Report, "Climate Change and Land," notes that formulating effective adaptation strategies could reduce or even avoid some of the negative impacts of climate change on food security; and

WHEREAS, the weather emergency that occurred on February 15, 2021, and lasted the greater part of a week underscored the fragility of our local and regional food systems; and

City of Austin Food Access Initiatives

WHEREAS, in 2013, City Council adopted the Urban Farms Ordinance and cited the ways that farms and community gardens support the City's Climate Protection and Zero Waste initiatives by:

The City of Austin recognizes the critical role of values-based procurement in the development of a resilient regional food system.

Resolution No. 20210610-039

"The City Manager shall lead the planning and implementation of a just and resilient regional food system. This scope of work should include...**values-based procurement** for equitable economic and health outcomes and environmental regeneration."

Overview



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Discuss

Momentum behind values-based procurement in Austin-Travis County

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Next steps to support widespread values-based procurement in the region