Hospitals Growing the Market for Local Food
Harvesting Health
June 25, 2018

Maureen Husek, MA, RD
Director, Nutrition & Retail Services
Beaumont Hospital, Royal Oak
Growing the local market:

Connecting a healthcare institution to community food system organizations

- Beaumont Hospital
- Michigan Farm to Institution Network
- Oakland County Food Policy Council
Beaumont Hospital - Royal Oak

Beds: 1100 Licensed Beds
Hospital square footage: 2,173,509 sq. ft.

2017 Stats
- Admissions 59,419
- Patient Days 314,729
- EC Visits 129,238
- Outpt Visits 637,064
- Meals 5,687,926
Why do hospitals buy local?

- To focus on healthy food choices
  - Supports disease prevention
  - Promotes attainment of optimal health
  - Models healthful nutrition practices

- To support local and state agriculture
  - Provides access to fresh, whole foods
  - Decreases environmental footprint
  - Supports the local economy

- To support initiatives of:
  - MHA, HCWH, HHI, MIFN, MI Good Food Charter
What is the nutritional need for fresh local foods?

- To help avoid nutrition related chronic diseases that:
  - Increase demands on health care system
  - Negatively impact productivity and quality of life
  - Are associated with obesity
  - Are prominent in top ten causes of death in US
Age-adjusted death rates for the 10 leading causes of death: United States, 2014 and 2015

Source: cdc.gov
Prevalence* of Self-Reported Obesity Among U.S. Adults, by State, BRFSS, 2016

Source: Behavioral Risk Factor Surveillance System, CDC.
What are the recommendations for fruits and vegetables related to healthy eating patterns?

- **2015 Dietary Guidelines**
  - Encourage healthy eating patterns that include:
    - A variety of vegetables
    - Fruits, especially whole fruits

- **Healthy People 2020 Goals**
  - NWS-14 - Increase the contribution of fruits to the diets of the population aged 2 years and older
  - NWS-15 - Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older
How much is enough?

- The federal fruit and vegetable recommendations vary by age and sex:
  - Adult women need at least 1 ½ cups of fruit and 2 ½ cups of vegetables each day
  - Adult men need at least 2 cups of fruit and 3 ½ cups of vegetables each day

- More information at: https://www.choosemyplate.gov/
How are we doing?

In 2015, only 1 in 10 adults consumed enough fruits and vegetables daily.
How do we define local?

- **Healthier Hospitals Initiative**
  - Whole foods from farms, ranches and production/processing facilities located within a 250 mile radius of the facility
  - Processed foods with multiple ingredients must have the majority of ingredients (>50% by weight) produced within a 250 mile radius

- **Cultivate Michigan**
  - Foods from farms, ranches and production/processing facilities within the state of Michigan
What are the barriers to local purchasing?

- Access to farmers
- Traditional farm stand selling
- Lack of distribution capability
- Volume of product required
- Need for processing
- Pack sizes
- Institutional payment processes
- Need for safety certifications - GAP
Where are the opportunities?

- Use prime vendor tools for local sourcing
- Highlight local products on weekly bid sheets
- Find alternate resources for local purchasing
  - Regional vendors, Food Hubs
- Bring local vendors to the hospital
  - Farmer’s Market
  - Michigan Apple Crunch
- Get support from state and local networks
How are local foods featured?

- Menu planning
  - Patient services
  - Retail outlets
  - Catering functions

- Recipe creation
  - Incorporate Michigan ingredients

- Marketing
  - Menu boards, signs
  - Farmer’s Market Memos
  - Hospital communication tools
State and Local Networks
How can they help?

- Michigan Farm to Institution Network
  - Links farmers, food suppliers, institutions, and eaters
  - Statewide network of practitioners, supporters and advocates

- Michigan Good Food Charter
  - Roadmap for food system rooted in local communities and centered on good food: healthy, green, fair, affordable

- Pure Michigan Agriculture Summit
  - Partnership between MDARD and MEDC
  - Connects Michigan growers and processors with retailers and institutional buyers

- MSU Extension-MSU Center for Regional Food Systems
  - Provides resources to develop local food policy councils, farm to institution purchasing, food hubs, and farmers markets
Michigan Farm to Institution Network

Goals:
- Support the Michigan Good Food Charter
- Help institutions purchase 20% local by 2020
- Help farmers profitably supply institutional markets

Programs:
- Networking and educational sessions
- Cultivate Michigan Campaign
  - cultivatemichigan.org
Michigan Farm to Institution Network

- Network Links:
  - Farmers and food suppliers
  - Institutions
  - Eaters

- Cultivate Michigan Campaign
  - Featured foods
  - Food facts and purchasing guides
  - Promotional materials
  - Prep, cooking, and recipe information
Cultivate Michigan
2018 Featured Foods

- Spring - Onions
- Summer - Berries
- Fall - Celery
- Winter - Beets
Cultivate Michigan
How does it work?

- Select: Four new seasonal featured foods each year
- Promote: Posters, window decals, buying guides, recipes
- Tour: Farms, processing, production, distribution facilities
- Create: Cultivate Michigan account on website
- Record: Purchases in quarterly surveys
- Track: Purchases and progress with online dashboard
- Use: Information to measure and share statewide impact
Goal:

Increase accessibility, affordability and consumption of healthy foods throughout Oakland County.
Primary Data:

Food System Assessment Survey
February-April 2018

Addresses:
Food Access
Food Security
Healthy Eating
35.7% of all survey respondents eat 3 or more servings of fruit, vegetables, and wholegrains each day. 64.3% eat 2 servings or less.

41.8% of respondents selected “Nothing” as a response to the question - What makes it difficult for you to eat fruits and veggies each day?
On most days how many servings of:

- Fruits
- Veggies
- Whole grains

Graph showing percentages for each category from 0% to 100%.
What makes it difficult for you to eat fruits and veggies each day?

- I don’t have utensils or cooking equipment to prepare
- I don’t know how to prepare fruits and vegetables
- I don’t like fruits or vegetables
- Lack of time to prepare meals at home
- Lack of transportation to buy affordable produce
- Nothing
- Poor-quality fresh fruits and veggies where I shop
- The store where I shop doesn’t have them
- They’re too expensive
- Other
Next steps:

Identifying priorities

Creating improvement strategies
Moving Forward

- Always remember why this is important
- Create your own opportunities
- Be persistent when there are barriers
- Use state and local networks to connect
- Educate yourself on resources in your own state
- Share successes so everyone benefits
Thank You!