



GOOD FOOD PURCHASING PROGRAM

Training

Module 1: The Good Food Purchasing Program Overview

WELCOME

 **CENTER**
— FOR —
GOOD FOOD PURCHASING



OUTCOMES

The Center's Origin Story

Learn why and how the
Center for Good Food
Purchasing was created

How the Program Works

Discover how the Good
Food Purchasing
Program works

Impact of the Program

Realize the impact of
the Good Food
Purchasing Program

TRANSFORMING THE WAY PUBLIC INSTITUTIONS PURCHASE FOOD



By creating a transparent and equitable food system built on five core values: local economies, health, a valued workforce, animal welfare and environmental sustainability

THE GOOD FOOD PURCHASING PROGRAM

Rating system that measures
and evaluates public
institutions performance in
values based procurement





\$120 Billion = Annual U.S. Food Service Institutional Market

“Food is the single strongest level to optimize
human health and environmental
sustainability”

– EAT-Lancet Commission

THE ORIGIN STORY



The Good Food Purchasing Policy was developed by the Los Angeles Food Policy Council

The City of Los Angeles and Los Angeles Unified School District adopted the policy in 2012

The Good Food Purchasing Program was developed to assist participants in policy and program implementation

The Center was founded in 2015

\$1 Billion



HOW IT WORKS



The Program

Managed by Center staff, overseen by our board members and supported by expert advisors

Our Partners

Field leading food, ag, labor & nutrition organizations that lend support at a local and national level; from coalition building, provision of T&TA to communications

The Standards

The metric by which we define and measure good food; developed by a committee of food systems and nutrition experts

PATHWAYS TO PARTICIPATION

Enrollment

- Agency, organization or institution establishes a contract with the Center to enroll institution(s) before a policy adoption.

Policy Adoption

- Community based coalitions engage decision making bodies at various organizations to formalize their commitment to the program before enrollment.

A panoramic view of the Austin skyline at sunset. The city is filled with various high-rise buildings, some with unique architectural features like stepped tops or glass facades. The sky is a mix of orange, yellow, and blue, with some clouds. In the foreground, a bridge with multiple lanes of traffic spans a body of water, likely the Colorado River. The word "AUSTIN" is written in large, white, sans-serif capital letters across the lower part of the image.

AUSTIN

SAN FRANCISCO



PARTICIPANT'S COMMITMENTS

1. Make best faith effort to meet the Standard's benchmarks
2. To the extent possible establish supply chain traceability and accountability with suppliers to verify sourcing commitments
3. Incorporate Good Food Purchasing Standards and reporting requirements into the contracting process and solicitations and
4. Commit to annual verification of foods purchased

THE GOOD FOOD PURCHASING PROGRAM PROCESS

1

Onboarding & training

2

Collect data

3

Conduct analysis

4

Determine rating

5

Award rating

6

Action plan

7

Implement action plan

BECOMING A GOOD FOOD PROVIDER



- Each value category has minimum requirements
- Every participant must meet minimum requirements for the 5 value categories
- Meet baseline 5 x = Good Food Provider status
- Meeting these minimum requirements ensures that a basic level of investment in good food has been made by a participant for each value category

LEVELS OF GOOD FOOD PROVIDER STATUS

STAR RATING	NUMBER OF POINTS NEEDED
★ ☆ ☆ ☆ ☆	5 – 9
★ ★ ☆ ☆ ☆	10 – 14
★ ★ ★ ☆ ☆	15 – 19
★ ★ ★ ★ ☆	20 – 24
★ ★ ★ ★ ★	25 +





Photo: Kirsten Boyer

BOULDER VALLEY SCHOOL DISTRICT
2018 GOOD FOOD INSTITUTIONAL HERO



OAKLAND UNIFIED SCHOOL DISTRICT



ASSESSMENT & SCORING PROCESS





BASELINE ASSESSMENT

ANNUAL REPORT



CENTER
FOR
GOOD FOOD PURCHASING



MEASURING INVESTMENT IN GOOD FOOD

LEVEL 1

Least restrictive standards but requires a greater proportion of investment to gain credit

15% = 1 point

LEVEL 2

Modestly restrictive standards with modest proportion of investment to gain credit

15% = 2 points

LEVEL 3

Most restrictive standards but requires least amount of investment to gain credit

5% = 1 points

10% = 2 points

15% = 3 points

STANDARD POINTS ARE EARNED IN TWO WAYS

Investment

- Amount of money spent on compliant products as a percentage of a participant's entire food budget*

Action

- Activities taken by a participant to support food system innovation and human and environmental health

Points are accumulated in each category independently

Participants can earn up to 25 points

EXTRA POINTS EARNED IN THREE WAYS

1

Investment in particularly unique good food by a participant as a portion of their entire food budget

2

Action taken by participants to support food system innovations within their **own organization** and

3

Investments made in **other organizations** that support value chain and food system innovations

THE SCORING PROCESS

Collect data

Line item purchasing records and operational statistics

Research & analysis

Match and verify suppliers, production and manufacture practices within our master database, etc.

Calculate rating

Determine qualifying spends and actions and convert to points

Award rating

Convert points earned into a star rating



SUPPLY CHAIN TRACEABILITY

MEAN PARTICIPANT SCORING FOR BASELINES: *ALL PARTICIPANTS*

14.8%

Local
Economies

2.2%

Environmental
Sustainability

4.5%

Valued
Workforce

2.2%

Animal
Welfare

70%

Nutrition

IMPACT: STORIES FROM THE FIELD



Los Angeles Unified School District

LAUSD's prime distributor unionized its workforce post GFPP adoption, increasing wages and working conditions for **320** drivers and warehouse workers

LAUSD school board requested that all chicken be "raised in California, NAE and from union companies" and this language must be used in any chicken solicitation coupled with an annual report to the school board on progress

Greek Theater

Completely redesigned menus to achieve
4 star status in 12-months

Added organic produce, dropped all fish
(to be safe) and much more

Outreaching to new suppliers – Greek's inquiry to one rancher has spurred the rancher to consider "upgrading" his grassfed verification to a GFPP compliant certification so that his ranch can participate in this program

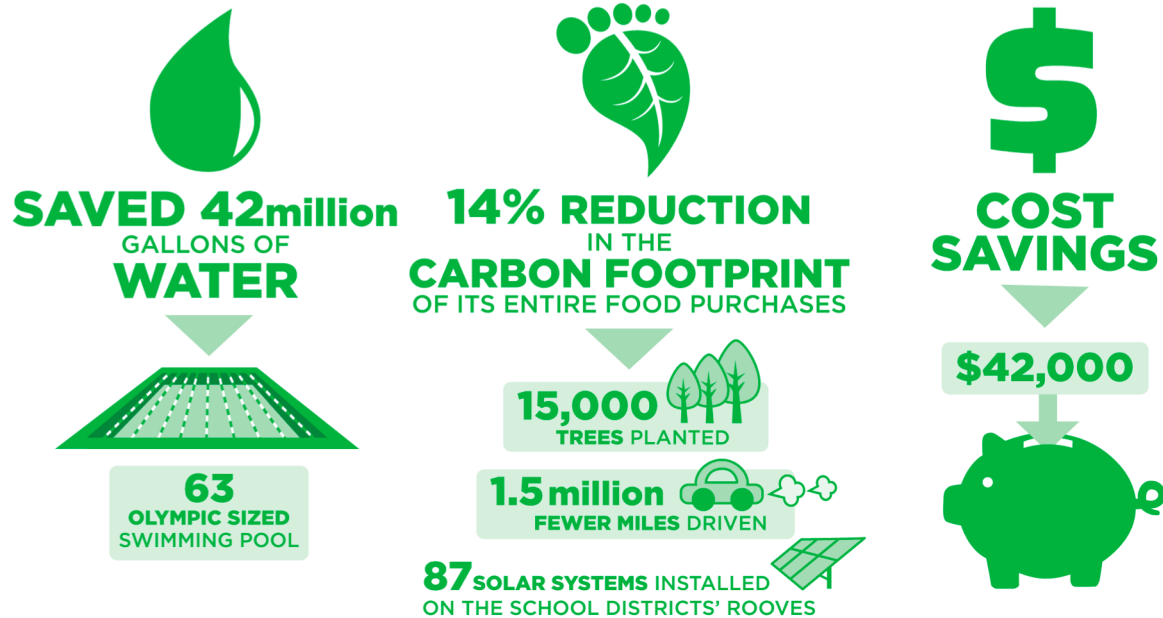
Community Engagement

Minneapolis Public Schools, Cincinnati Public Schools, District of Columbia Public Schools and LAUSD share their GFPP performance with community stakeholders to build good will and points of engagement w/ key constituent groups

Oakland Unified School District

FOOD SHIFTS MATTER

Over 2 years, Oakland Unified School District reshaped its menu with fewer animal foods and more protein-rich legumes and vegetables. This shift generated considerable **water** and **climate benefits**, and **cost savings**:



San Francisco Unified School District

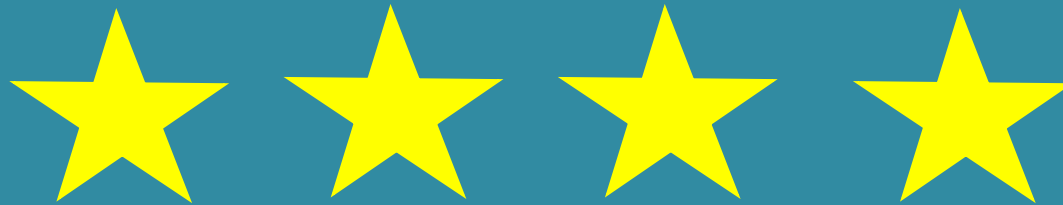
Working with DoD vendor to buy organic produce with entitlement dollars

Developed an action plan with Revolution Foods to reach 3 stars by SY 20/20

Revolution Foods is piloting GFPP sourcing strategies at SFUSD that will likely expand to Revolution Food's clients across the US

Austin Independent School District

AISD has hired a Good Food Purchasing contractor to work directly with the AISD team and suppliers to build robust supplier relationships, work with suppliers to develop GFPP compliant products and achieve a four star rating within the next 18 months



GFPP in the Contracting Process

- | | | | |
|----------|------------------------------------|----------|-----------------------------------|
| 1 | Los Angeles USD | 4 | San Francisco USD |
| 2 | Zuckerberg SF General Hospital | 5 | City and County of SF - Jail Food |
| 3 | Austin Independent School District | 6 | The Greek Theater |

Receiving weekly requests for assistance related to solicitations from both
GFPP participants and non-participants



**DELICIOUS FOOD IS
POPPING UP ALL OVER
THE PLACE**

**SCHOOL DISTRICTS
DETENTION FACILITIES
UNIVERSITIES
HOSPITALS**



WHAT WE COVERED?

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TRANSITION





GOOD FOOD PURCHASING PROGRAM

Training

Module 2: The Five Value Categories and Scoring in Detail

OUTCOMES

Value Categories

Comprehend the 5 Value Categories and the associated scoring benchmarks

Scoring System

Understand how a supplier and/or product is scored and the impact to a participant's rating



GOOD FOOD PURCHASING PROGRAM

Purchasing Standards for
Food Service Institutions

5 Value Categories

Local economies, valued
workforce, animal welfare,
environmental sustainability
and nutrition

+

Certification Based

Over 20 third party
certifications and/or
independently verified
“actions”



SCORING DETAIL FOR THE FIVE VALUE CATEGORIES





LOCAL ECONOMIES

BASELINE

15%

Spend on level 1
products

OR

5%

Spend on level 3
products

Weighted
Scoring

Most credit for
localized supply chain
for processed
products

100%, 66%

or 33%

Multi-ingredient products earn credit if >50% of ingredients sourced locally

THREE CRITERIA

Distance

250 mile radius

Radius defined by
participant w/ input
from the Center

AND

Ownership

Family Owned

Cooperatively Owned

Size

Very large

Large

Medium

Small

DEFINING LEVEL 1, 2 & 3

Level 1

Very large

Produce > \$5M
Meat, etc. > \$50M

Level 2

Large

Produce \$1M - \$5M
Meat, etc. \$20M - \$50M

Level 3

Medium

Produce <\$1M
Meat, etc. <\$20M

Family owned and operated and/or cooperative member

EXTRA POINTS*

1 point

At least 1% spend on small scale, family owned/coop member

1 point

At least 5% of food grown/raised and processed in the same county as participant

1 point

At least 1% is purchased from socially disadvantaged, beginning, limited resource, veteran, WM or disabled farmers/ranchers



**ENVIRONMENTAL
SUSTAINABILITY**

BASELINE

15%

Spend on
level 1 products

OR

5%

Spend on
level 3 products

OR

Alternate
Option

Reduce carbon
& water
footprint

+

Food waste
audit and two
waste reduction
strategies

AND

For all
options

Additional
Requirements

≥ 25% of animal
products
produced
without routine
antibiotics

+

No "Avoid"
seafood per
Seafood Watch
Guide

Multi-ingredient products earn credit if it is a sig.
spend (>1%) and >50% of ingredients (or first 2
ingredients) has an ES certification

DEFINING LEVEL 1, 2 & 3

Level 1

8 product categories...

Level 2

...and up to...

Level 3

....20 certifications

AND

25% of animal products are produced w/out the routine use of antimicrobial drugs for disease prevention

No seafood listed as "avoid" in Seafood Watch Guide

ENVIRONMENTAL SUSTAINABILITY

\$10M
total
spend



Level 1
AGA Grassfed Beef



$$15\% \times \$10\text{M} =$$

\$1.5M

VS.

Level 3
USDA Organic Beef



$$5\% \times \$10\text{M} =$$

\$500K

\$1M

less spend to reach baseline when buying at level 3

EXTRA POINTS

1 point

Participates in
“Meatless Monday”
campaign or equivalent

1 point

100% of disposable
flatware is compostable

1 point

No bottled water is
served; plain or filtered
tap water in reusable
jugs, bottle or
dispenser is available



VALUED
WORKFORCE

BASELINE

5%

Spend on level 1, 2, or 3 products

5% level 1 spend = 1 point

5% level 2 spend = 2 points

5% level 3 spend = 3 points

AND

Supplier Accountability

Submit labor law compliance documentation

+

Reach out to suppliers with labor law violations

Weighted Scoring

More credit for full supply chain participation

100%

66%

33%

DEFINING LEVEL 1, 2 & 3

Level 1

Fair for Life Certified
Fairtrade America
Certified
Fairtrade USA Certified
Social Responsibility
Policy

Level 2

Equitable Food Initiative
Certified
Food Justice Certified

Level 3

Union Contract
Worker Owned Coop

AND: Submit labor law compliance documentation and take requested follow-up steps with suppliers



ANIMAL WELFARE

BASELINE

15%*

Spend on level 1
products

OR

5%*

Spend on level 3
products

OR

Alternate option

Reduce volume of
animal products
purchased by 15%

* Total spend on eggs, dairy and meat products – not all food products

DEFINING LEVEL 1, 2 & 3

Level 1

USDA Organic
GAP Step 1&2
American Grassfed
Certified Humane +
Cage Free

Level 2

American Humane +
Pasture Raised
GAP Step 3
PCO Grassfed
Certified Humane + Free
Range

Level 3

Animal Welfare
Approved
GAP 4, 5 & 5+
Certified Grassfed AGW
Certified Humane +
Pasture Raised

EXTRA POINTS

2 points

Institution encourages plant-based diets by offering only vegan options

1 point

Institution encourages plant-based diets by offering only vegetarian options

1 point

50% or more annual average of total cost of milk, egg and meat product purchases comes from higher-welfare sources (Level 1 or above)

POP QUIZ



WHAT PRODUCT SCORES THE HIGHEST IN ENVIRONMENTAL SUSTAINABILITY?



USDA organic apple vs. USDA organic applesauce

WHAT PRODUCT SCORES THE HIGHEST IN ANIMAL WELFARE?



AGW grassfed beef versus USDA organic beef

HOW MANY POINTS ARE TAKEN AWAY IF....

You do not buy food from a family owned farm?



NUTRITION

NUTRITION CHECKLIST



1 HEALTHY
PROCUREMENT



2 HEALTHY
PREPARATION



3 HEALTHY
FOOD SERVICE
ENVIRONMENT



4 HEALTH
EQUITY

BASELINE

51%

Or more applicable
checks

DEFINING LEVEL 1, 2 & 3

Level 1

51- 64.9%
Applicable checks

Level 2

65-79.9%
Applicable checks

Level 3

80-100%
Applicable checks

EXTRA POINTS*

1 point

Menu list nutritional information for each item using federal menu labeling requirements

1 point

Adopt one or more portion control strategies

1 point

Develops and implements a worksite wellness program for employees and/or patrons that includes nutrition education

WHAT
HAPPENS
AFTER AN
ASSESSMENT?



WHAT HAPPENS AFTER AN ASSESSMENT?

Common next steps

- Strategic planning session
 - Drafting an action plan
- Internal supply chain appraisals
 - Determine how easy/hard it will be to source GFPP compliant products
- Vendor Engagement
 - Hosting a vendor GFPP training
 - Adding GFPP language to solicitations and contracts
- Menu planning with GFPP in mind

WHAT WE COVERED?

Value Categories

Comprehend the 5 Value Categories and the associated scoring benchmarks

Scoring System

Understand how a supplier and/or product is scored and the impact to a participants rating

THANK YOU

