

Local Food Purchasing
Homegrown Minneapolis Working Group
Tuesday, February 15, 2010
3:30 – 4:30 p.m.
City Hall, 350 S. 5th St., Room 331 conference C

AGENDA

1. Introductions (All and especially new members – 5 minutes)

2. Background and Recap – December 14th first meeting of the group (Kelly – 5 minutes)

- Homegrown Minneapolis recommendations (2009)
 - Baseline Analysis: Vendors hired by the City of Minneapolis, Minneapolis Park and Recreation Board, Minneapolis Public Schools and other public entities are not typically expected to meet any goals related to offering local foods. Local foods have not been considered a significant aspect of the City’s Environmentally Preferable Purchasing Policy.
 - Recommendation: Increase the local food served at City-controlled facilities
 - Give preference for City buildings (such as City Hall) and the Convention Center for vendors serving a certain percentage of locally produced foods.
 - Clarify that local food is supported by the City’s Environmentally Preferable Purchasing Policy.
 - Work with the public schools, parks, Hennepin County and University of MN to adopt policies and contract with vendors that give preference to local foods.
- The City of Minneapolis has an Environmentally Preferable Purchasing Policy and is pursuing a Healthy Food Policy. Other municipalities are pursuing local/local food purchasing policies.
- Local food purchasing could advance the City’s sustainability efforts.

<u>Local food systems can improve¹:</u>	<u>Related City sustainability indicators:</u>
Economic development ----->	Green Jobs
Health and nutrition ----->	Healthy Weight
Food security ----->	Local Food
Energy use and greenhouse gas emissions ---->	Climate Change

- Many of the participants indicated that they support instituting a local food purchasing policy.

3. Discussion on elements of a local food purchasing policy (Group discussion – 45 minutes)

- Vision – What are the values underlying and desired outcomes of the policy?
- Opportunities and Constraints – What do we need to think about in terms of supply of local food, our vendors (current/new) and contracts, procurement, budgetary considerations, etc.?
- Strategies – What guidelines/specifications will be issued, and how will compliance be verified?
- Evaluation – How will success be measured?

4. Next steps (Council Member Gordon – 5 minutes)

¹ e.g., Martinez et al. 2010

Discussion materials²

Law review article on some legal considerations:

https://docs.google.com/viewer?a=v&pid=explorer&chrome=true&srcid=1y6tF0D9DCPnOu5mSVUclBLm2ZvwiSV98g7IKTMWUYyTps-alEivJG4nk4aDS&hl=en&authkey=CKCuj_YE

New York City policy:

<http://legistar.council.nyc.gov/ViewReport.ashx?M=R&N=Text&GID=61&ID=855582&GUID=BCB5748D-3EC0-45B9-93B2-0F0BA478A9BE&Title=Legislation+Text>

Cleveland policy:

<http://www.gcbl.org/food/regional-agenda/cleveland-cuyahoga-county-food-policy-coalition/local-food-purchasing-ordinance-introduced-cleveland>

Local is most often defined as food grown within a particular geographic area or within a specific distance from the point of consumer purchase. Defined this way, the claim is frequently linked to “food miles” as a proximate measure for environmental impact. Another way to consider “local,” however, is food which comes from an identifiable community, which is grown and marketed by mid-sized and smaller producers, producer cooperatives, and producer-owned businesses. This definition speaks more to public interest in preserving family-scale agriculture, and in strengthening local and regional economies. Regardless of emphasis, local claims are most often asserted in direct marketing contexts. Local by itself does not guarantee that the food was produced to any social or environmental standard, or under any particular ownership structure. There is often no independent verification of local claims.

As an example of a vision statement, Kaiser Permanente, the nation’s largest non-profit healthcare provider, has published the following: Kaiser Permanente aspires to improve the health of our members, employees, our communities and the environment by increasing access to fresh, healthy food in and around KP facilities. We will promote agricultural practices that are ecologically sound, economically viable and socially responsible by the way we purchase food.

WHEREAS, large purchasers of goods and materials such as the City of Cleveland can strengthen the regional economy by procuring a greater percentage of their purchases from local businesses; and
WHEREAS, purchasing local products will reduce the City of Cleveland’s carbon footprint by reducing the distance that goods travel from factories and farms to the city, thereby decreasing the amount of harmful emissions; and
WHEREAS, the Greater Cleveland region has a vibrant manufacturing, industrial, and food production history and we are continuing to strengthen our local economy by supporting local producers; and
WHEREAS, purchasing local goods and materials will increase the City of Cleveland’s self-reliance and resiliency, as well as acting as a model for local purchasing policies that support both local and regional business development and economic growth; and
WHEREAS, encouraging local businesses to follow sustainable practices will expedite their participation in high-growth sectors of the economy such as renewable energy, recycling, green building, zero waste and other sustainable businesses, which in turn will encourage more graduates to remain in the Greater Cleveland region and attract new talent to the region; now, therefore

² From A Guide to Developing a Sustainable Food Purchasing Policy (www.sustainablefoodpolicy.org/) and the Cleveland and NYC policies.

SET GOALS

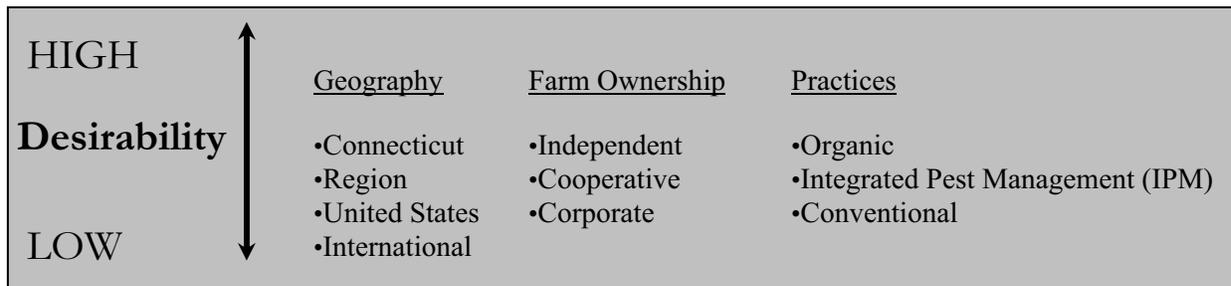
Where are you going? How fast do you think you can get there? Defining clear goals will help you to track and report success.

Goals for percentage of total purchases may be assigned for categories such as fresh produce, dairy products, meat products, dry goods or processed foods – or even for single products (such as ground beef, wheat flour, milk in pint cartons, or fresh strawberries). For example, Portland State University set the following goals for local purchasing:

Maintain minimum annual levels of local foods procurement (local to be defined as products grown and processed in the Northwest (Oregon, Washington, Idaho and Northern California) with an emphasis on Oregon and Washington grown and processed products with a 150 mile radius of the campus. We strive to exceed these minimums to the fullest extent economically possible:

- I. 30% annual average of total cost of sales, increasing at 2% per year
- II. 30% annual average of fruits and vegetables purchased, increasing at 2 % per year
- III. 100% milk and dairy products
- IV. 100% eggs
- V. 50% flour purchased, increasing when economically viable
- VI. 50% beef purchased, increasing when economically viable
- VII. 15% poultry purchased, increasing when economically viable
- VIII. 30% pork purchased, increasing when economically viable
- IX. 100% salmon and tuna procured in accordance with the Monterrey Bay Aquarium “Seafood Watch” sustainable fisheries guide.

Goals can also be tiered according to product characteristics, with purchasing preferences listed from most to least favored. For example, Yale University has established a hierarchy of preferences addressing geography, farm ownership and practices.



Yale’s purchasing preferences are further specified to help purchasers make decisions across categories.

<u>First Tier</u> (ranked in order of preference)	<u>Second Tier</u> (ranked in order of preference)
<ul style="list-style-type: none"> • Connecticut organic • Connecticut IPM • Regional Organic • Regional IPM • Connecticut conventional – small scale operation • Regional conventional – small scale operation • Connecticut conventional medium scale operation 	<ul style="list-style-type: none"> • Regional conventional – medium scale operation • US organic – small / medium scale operation • US IPM – small/medium scale operation • Connecticut conventional – large scale operation • US organic – large scale operation • US IPM – Large scale operation • International organic • US Conventional

Think through whether there is any hierarchy to your goals and how they interrelate.

Break out your goals to the degree possible in order to be able to measure performance on each goal separately (i.e. percentage of milk that is rBST-free, percentage of milk from local dairies, and percentage of milk from dairies that are Certified Humane). Avoid compound goals (i.e. percentage of rBST-free milk from local dairies that are Certified Humane), which can complicate verification, limit progress on individual measures, and make year-to-year comparisons and comparisons between categories and products difficult.

Minutes

Present: Kelly Wilder, Cam Gordon, Diane Hofstede, June Mathiowetz, Aliyah Ali, Rhys Williams, David Nicholson

Background – Kelly and June (see agenda for main points)

Homegrown recommendations suggest “clarifying” that this does/does not fit under the Environmentally Preferable Purchasing Policy. CM Gordon clarified that it currently does not. Therefore, either the EPP must be amended or a new policy is required.

Participants expressed support for a local food purchasing policy.

Participants mentioned the values behind this policy throughout the meeting. They included:

- Environmental impacts
- Geographic considerations
- Sustainability
- Unit of business control (there is a city on the east coast that requires that the business owner lives in the city)
- Recirculation of \$ in the community
- Organic – certified would be best
- Low petroleum
- Low chemical
- Minneapolis grown or prepared
- Alternative transportation (bikes)
- Locally owned business
- Youth involvement (Youth Farm, Center for Design Change)
- Taste and quality are important
- Avoid organic label and instead focus on sustainability so as not to disadvantage smaller producers
- Link desirable practices and outcomes

How will the process work?

- Staff can buy food and then code it according to above criteria
- Award points based on a point system
- Buy as much volume as possible of “the best” then go onto larger producers. Will need both on the list
- Health and Family Support is putting out an RFQ for their health food vendors
- Must make it easy to comply – one phone call
- Use existing EPP committee?
- Should the list be limited in size?
- Don’t want to disadvantage smaller, ethnic producers
- Contract ahead of the season

- CSA model

Hope is that City's demand will help build capacity among small Minneapolis producers fitting our values

Is an intermediary/aggregator required? This would simplify the process but add expense
How else would we use very small producers?

Are we willing to spend more? Do we have to? This group doesn't think we necessarily have to but we should be willing to.

City could provide technical assistance on offsetting costs in other areas to make end product cost-competitive

What do we need?

1. A policy
2. A list of suppliers
3. Intermediary/aggregator
4. Best purchasing practices

Change RFP for Convention Center caterer?

Concern – Must ensure that this policy does not trump Healthy Food Policy or present an obstacle to vendors who have just completed healthy food RFQ process