

Tracking spend on local & / or sustainable

Grantees have committed to tracking spend on local and/or sustainable

Session goal:

Can we agree to use one tool of shared measurement criteria that will allow us to aggregate our information and thus better tell our story?

Outline for session

Part 1

Presentations on establishing baselines, researching market opportunities for local and tracking spend

- Équiterre
- Table Agroalimentaire du Saguenay-Lac-Saint-Jean
- Sysco Edmonton

Part 2

Presentation of “taxonomy” of local and sustainable and draft tool

Small group discussion of tool

Plenary discussion

Instructions for participants

While listening to the presentations write down :

- what you can use right away (green cards)
- what looks relevant but would need adjustment (yellow cards)
- what you did not understand but want to learn more about (red cards)

One idea per card.

Many different approaches to tracking

Greenbelt ON, \$ on local in project year

Health Care without Harm / Healthy Hospital Initiatives, \$ on local and sustainable (third party certified, label claims), linked with other sustainability goals (reduced weight, healthier menus with reduced lbs. meat)

Real Food Challenge, Start with evaluating suppliers against criteria of local and community-based, fair, ecologically sound, humane

Food for Life, UK, Start tracking spend on local and sustainable at silver standard

And many ways to report out

Healthy Food in Health Care, Health Care without Harm

- Number of hospitals that have signed the pledge
- Survey results:
 - Sustainable Food Policies and Plans
 - Healthy Food and Beverage Environments
 - Education and Promotion
 - Local and Sustainable Procurement
 - Direct Farm Linkages
 - Food Service Waste
 - Engaging with GPOs, distributors, vendors, and contractors
 - Resource conservation: Energy and Water

Example, Data from Local, Sustainable

Quick Survey Stats: Cost Strategies	Percent of facilities
Focus on food waste reduction	76% (44/58)
Adjust pricing as needed	69% (40/58)
Streamline inventory	40% (23/58)
Explain reasons for increased pricing to cafeteria patrons	38% (22/58)
Reduce spend on other budget items	31% (18/58)
Purchase direct from farmer	31% (18/58)
Increase pricing on less healthy items	29% (17/58)
Increase budget	26% (15/58)
Switch to room service model	22% (13/58)
Commit to purchasing a specific volume	21% (12/58)
Buy animals such as beef cattle whole and have them processed to meet facility needs	5% (3/58)

How do you define local food?



CFIA definition of local

Canadian Food Inspection Agency (CFIA)

- food produced in the province or territory in which it is sold, or
- food sold across provincial borders within 50 km of the originating province or territory

+ various definitions in provinces

+ for institutions, consumers there is a complexity...

A scale of local definitions

- Produced on-site of institution
- Produced within a specific distance of institution
- Produced within a region (smaller than province)
- Produced within a province (CFIA definition)
 - Produced sold across provincial borders within 50 km of the originating province or territory (CFIA definition)
- Produced and sold within a bioregion/region of provinces (example, Maritime provinces)
- Produced and/or made within Canada ([Guidelines for Product of Canada and Made in Canada](#))

“Local” Processed foods

Assessing local-“ness” of processed food can get extremely complex

Some definitions assess the ownership or site of production if they are in the province to be “local” ...

Along with range of definitions for the ingredients and their %...

Example, Processed Ontario Food

“Must be made with in Ontario with a majority of Ontario ingredients with a return of 80% total direct costs of production returned to the province. Primary agricultural ingredients will meet the individual Ontario foods definition.”

Beef pot pie – Beef, vegetables

How can we define sustainable foods?

There is no single definition for sustainable agriculture; however such a system includes characteristics such as:

- Conservation and preservation
- Animal welfare
- Biodiversity
- Economic viability/Fair Trade

Strategies to Identify Sustainable Foods

Third party certification/eco-labels like: Certified Organic; Local Food Plus; Certified Humane Raised & Handled; Marine Stewardship Council, etc.

Label claims: CFIA legislates potential claims made by producers around organic, animal production and species-specific including: “Raised without antibiotics” “Grain-fed - No Animal By-Products” etc.

Developing relationship with producers: Learning directly from producer about their methods that do not have a third-party process for recognition (for example, grass-fed)



Tracking Tool (Draft)

A. Part 1) What was spend on local and / or sustainable *?

Track \$ spend on local and / or sustainable food noting for each food item the following:

- Product Category
- Product Details
- Local-“ness”
- Sustainability

** Using scale and range of definitions earlier in presentation*

Tracking Tool (Draft)

Part 2) Establishing the baseline

In first year of project

Baseline year (= preceding year)

\$ on local, sustainable by product category and global
(if possible)

For project year

Overall \$ by product categories and global

Tracking Tool (Draft)

* **B. Local, sustainable food was sourced from:**

- On-site garden
- A local producer directly
- A producer cooperative/collaborative directly
- A food hub (aggregator)
- A speciality distributor
- A full service (broad line) distributor

**This could be more qualitative than quantitative*

Tracking Tool (Draft)

* C. What did you do with the local foods procured?

What was item used for:

- Patient meals
- Cafeteria (students)
- Cafeteria (open to public)
- Vending
- Special event

**This could be more qualitative than quantitative*

Instructions for participants

In small groups (2 – 3 projects) analyse the draft tool writing down :

- what you can use right away (green cards)
- what looks relevant but would need adjustment (yellow cards)
- what you did not understand but want to learn more about (red cards)

One idea per card.