

## **Institutional Food Fund Learning Group Video Conference Notes December 11, 2014**

Archive of video is attached. **Text highlighted is for follow-up items**

Participating:

Justin Cantafio – Ecology Action Centre

Rachel Allain and Rachel Schofield – Réseau de cafétérias communautaire

Murielle Virins – Équiterre and CSSS de Pointe de l'île project

Jessie Radies – Edmonton Northlands (difficulties connecting)

Amber Cowie and Kathy Romses – Vancouver Farm to School

Naomi Tabata and Sandra Hamilton – North Island College

Beth Hunter – McConnell

Jennifer Reynolds – Food Secure Canada

Peter Feldstein, translation

### **Project updates**

#### Réseau de cafétérias communautaire

- purchased cooking equipment and have done staff training
- processed pumpkin and other seasonal vegetables (and now have enough pumpkin for muffins for the rest of the school year!). Are looking at this as a potential value-added product to market to consumers
- have written their first blog for the online learning group
- hired someone to promote their work with cooking classes and curriculum for teachers
- doing fundraising for schools in Haiti

#### Équiterre and CSSS de Pointe de l'île project

- have made several presentations about the project to various institutions and have done interviews with food service management to get baseline year data
- culinary training in November processing of pumpkins. Had 10 chefs participate and it was very active
- CSSS has been asking their distributor for local
- First thematic activities focused on beets and cranberries
- Plan for every 2 weeks to present a new ingredients
- Met with CSSS des Sommets at their location, 15 on the tour in total. Was very beneficial for both groups since they discovered they have a lot of similar issues. Will be looking at ways to share the communications materials (posters etc. Murielle will share in the online learning group) and exploring making a joint video

#### Ecology Action Centre

- assessing price points of the hook and line products since they are seeking to match or have a lower price/pound than the conventional products being replaced
- identifying various actors along the supply chain – processor, cold storage
- not currently fishing season so they are working on building relationships with the institutions
- spin-off from the FSC Assembly in Halifax is that Off the Hook has been made an official vendor by Aramark and in discussion with Dalhousie University about potential sales. Lesson learned – being market ready helps to access markets 😊
- looking at doing a nutritional profile of mackerel to be more informed about this products potential to be a substitution for salmon as an oily fish on the menu (+ more affordable).
- in their modeling/distribution they are seeing opportunity for sales to smaller clients because they have a larger client (makes it economically viable)

#### Update from Jennifer on FSC Assembly in Halifax in November 2014

- There were a number of great sessions on procurement at the Assembly. I wasn't able to attend by Rachel and Rachel did a workshop with Joshna Maharaj (Ryerson University) that sounded fantastic
- There was also a meeting for those at the FSC Assembly in Halifax in November interested in discussing further collaboration around local, sustainable procurement
- Follow-up to this is the creation of a Google Group, and initial focus will be on to create a database of sample language and resources in policies, RFPs, contracts to share across Canada (potentially on the FSC website or other websites) for discussion. I have created an initial draft outline and will be coordinating a conference call in January to get the ball rolling on the project.
- I will send an invite to the Learning Group so those who would like to participate/follow the conversation can join that group

#### Next steps for Learning Group

- Conference calls every two months (February, April, June)
- Range of potential topics including:
  - Best practices on staff training
  - Hearing more about the 100 km Foods hub pilot with Sysco and Aramark
  - Learning more about strategy of starting with one replacing one product across a whole system of institutions
  - Learning more about food hubs/aggregation that is working for smaller growers to sell to institutions (Justin raised example of community root cellar piloted by Ecology Action Centre, could be transferrable to schools. Think about celeriac as a non-conformist vegetable!)
  - GPO's - Halton Health Care (Ontario Greenbelt project) to speak about how they are working with GPO (opting out of some products since they

don't have the local products they are seeking; and bringing the local issue to their role on management committees of GPO). Especially relevant topic for FEED Comox since Vancouver Island Health is not a part of Health Pro, but will be joining in spring 2015

- Metrics/ways to show our socio-economic impact – Keep telling stories but some others respond to impact on livelihoods etc. Sandra calculates 100 bed long-term care facility has a \$300,000 operating budget in general economic multiplier of 2 – 4 x for impact of local food. So if you move 20% of a \$300,000 budget then multiply by a factor of 3 can have a solid figure that lots of research will back up (\$60,000 spend on local would generate \$180,000 in economic spin-off)

### Edmonton Northlands

*Unfortunately Jessie experienced some technical difficulties so was cut off...*

Brief highlight – Essentially they have focused on tracking and identifying what is already in the supply chain with Sysco and GFS. They can then share this vendor classification amongst all of the members of their working group (require 2 of 3 criteria – local ingredients, local processing, local ownership)

### FEED Comox/North Island College

- Two questions for Justin – who is doing the nutritional analysis on the mackerel, and who is contact at Aramark ?
- Exciting delivery Nov 5 – first direct from farm to campus delivery to North Island College! All the players are engaged at the college, when growing season starts in March they will be able to start with volumes. At this point looking to commission crops – values, and volumes – and seek out smaller and younger growers to supply.
- Met with Island Health top food service director. With hindsight maybe that was not the best move. Better to get buy-in at institutional level maybe more strategic? Immediately ran into block of Complete Purchasing Solutions which is a GPO owned by Aramark. Asking for prices from Island Health, but its not FOIable at present and thus she has to sign data disclosure agreement which requires them to see anything she wants to publish. She will have the price from Sysco and from the farmer at SKU level, but any reporting will be in groups (produce category not individual crops)
- Met with Berwick, managed by Marquis Hospitality (Compass), specializes in high-end seniors home in Vancouver Island and likely easiest, fastest pilot. They are putting in a request to Toronto office (Marquis Hospitality). Key to secure orders for next year.
- Connected with UBC that is working with Sodexo. Last year Farm to Campus and next year Farm to Healthcare – Beneficial to invite to the Learning Group?
- Main issue from Island Health is what will be cost them in terms of reduced kickbacks if they purchase direct from producers (Vancouver Island Farm

- Products). Sandra's point from a taxpayer point of view is why if they want to buy a local potato 3 multinational companies are making a profit off of this (if through mainstream supply chain). Looking for connections to any groups that are advocating to get food out of group buying contracts and/or get % of local food into provincial or health authority
- Met with South Island farmers – Linda Geggie – 25% local by 2025 campaign idea. Potential interest to collaborate on this?

#### Vancouver Farm to School

- After convening hosted a Test Kitchen in partnership with Sysco (at their facility) with the secondary school staff primarily culinary arts instructors and cooks (doing purchasing at schools). Developed 12 recipes that meet health guidelines, using local fruit and vegetables, scalable for different quantities. Great opportunity to work with those using the products, introduced one of their local suppliers to Sysco (Fresh Roots that grows produce in school market gardens) and opportunity for cafeteria staff to communicate to Sysco what they need/want as their customers – such as product origin in the product lists or velocity reports and no health information. 2 action items for follow-up
- All cafeterias will be using one or more recipes and permitting project to do surveys so they can get feedback from students
- Establishing baseline 2013 for Vancouver School Board of local purchases in order to make some recommendations to purchasing staff at central office about opportunities to replace within their price point
- Looking at potentially focused on shifting one product (example carrots) across the entire district and/or setting targets for a range of products
- Partnering also with Fresh Roots so the proposed targets highlight what provide opportunities to maximize growing of ingredients on school property (existing and future gardens)
- Also keeping in touch with UBC Farm since parallel with this project (working with Sodexo)
- Farm Folk/City Folk – looking at aggregation opportunities for small farmers in 2015. Opportunity for VSB be a client for the aggregation system
- Kathy has offered to do an analysis of health content of popular items and this will be posted online too
- Jen – follow-up to share farm to school recipes from NS schools

#### **Presentation of tracking tool spreadsheet – starts in video call archive at 1h 04 mins approximately**

The spreadsheet has been adapted from Healthy Food In Health Care tool with criteria discussed at the convening (some revisions have been made already based on feedback in the call – changing financial quarters to months (NB have four week cycle of menus);

adding OceanWise and SeaChoice for third party certifiers; have separate sheets for years.)

- There are instructions embedded into the document. Essentially it is to record what the spend was in a variety of categories on local and/or sustainable in comparison with the baseline for the category
- Goal for all projects to use so that we can compare apples with apples amongst the projects
- Major feedback:
  - o way too much manual entry for partners like Health Care institutions that have lots of purchases. Something to continue to work on maybe there is something that is more of a form? Need to advocate to broadline distributors – say that we need to know sustainability and origin as we move beyond pioneers to system change
  - o need a ‘starter’ version that just has local criteria (keep it simple and way to grow)

**Additional note:** In a call on Dec 16 Jennifer verified with Jessie (Edmonton Northlands) verified that categories/sub-categories are aligned with Sysco /GFS with several exceptions:

- Sysco has a “Frozen” category that is not in the tracking tool (instead frozen products will be noted in a separate column within the food category). So procurement of frozen peas would be noted in Produce, and a check made in the fresh/frozen column
- I created a separate sub category for Tea/Coffee/Sugar/Chocolate in Grocery (dry goods) since the most commonly available Fair Trade products if an institution wanted to track these purchases, but it may be difficult to generate a baseline just for these items if they are embedded within the overall grocery category. Open for adaptation as needed.
- Sysco has categories that are not relevant to our projects: Chemical; Medical; Paper

**Follow-up:** the tool is being translated and version in French will be shared with the Learning Group early in January.

**Next call:** Date tbc in February 2015. Will be seeking presentation on one of the topic ideas listed above