



**Cost Saving Strategies**  
for Purchasing Local  
Sustainable Meat & Poultry



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**FoodMed 2011**

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# Maryland Hospitals for a Healthy Environment



- Technical Assistance
- Education
- Networking Opportunities
- Recognition
- Visioning & Strategic Planning

[www.mdh2e.org](http://www.mdh2e.org)



Grant Funded Initiative of  
University of Maryland  
School of Nursing



**Funding 2011 - Local Sustainable Meat & Poultry  
Purchasing by Hospitals & Other Institutions**

- USDA, Federal State Marketing Improvement Program
- Blaustein Fund – of the Association of Baltimore Area Grantmakers

A collage of farm animals. The top half features a group of white chickens with red combs. The bottom half features a black pig on the left and a black cow on the right, both looking towards the camera. The background is a soft-focus green field.

## Activities

- May 5 Conference – Local Sustainable Meat & Poultry: Making the Shift in Institutional Purchasing
- October 14 – Chefs and Cooks Training
- Food Leadership Council
- Reports – Existing Models of Local Sustainable Meat & Poultry Purchasing
  - Final Report on Activities, Lessons Learned

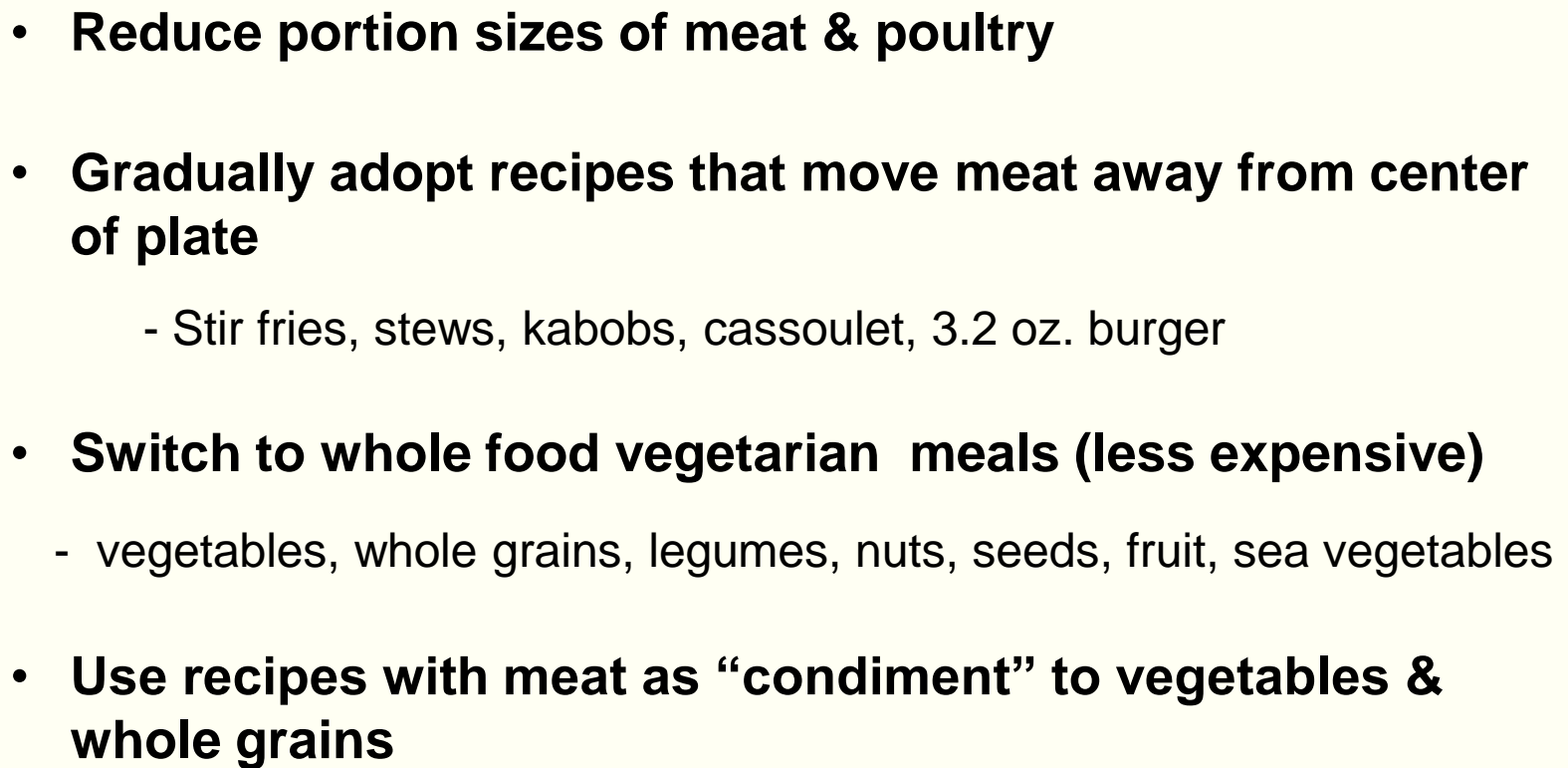


## **Specific Strategies for Implementing the Balanced Menu Challenge**

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- Reduction Strategies
  - Culinary Strategies
  - Purchasing Strategies
  - Volume Purchasing Strategies
  - Working with Your GPO & Distributor
  - Marketing Strategies
  - Pricing Strategies
  - Implementation Strategies



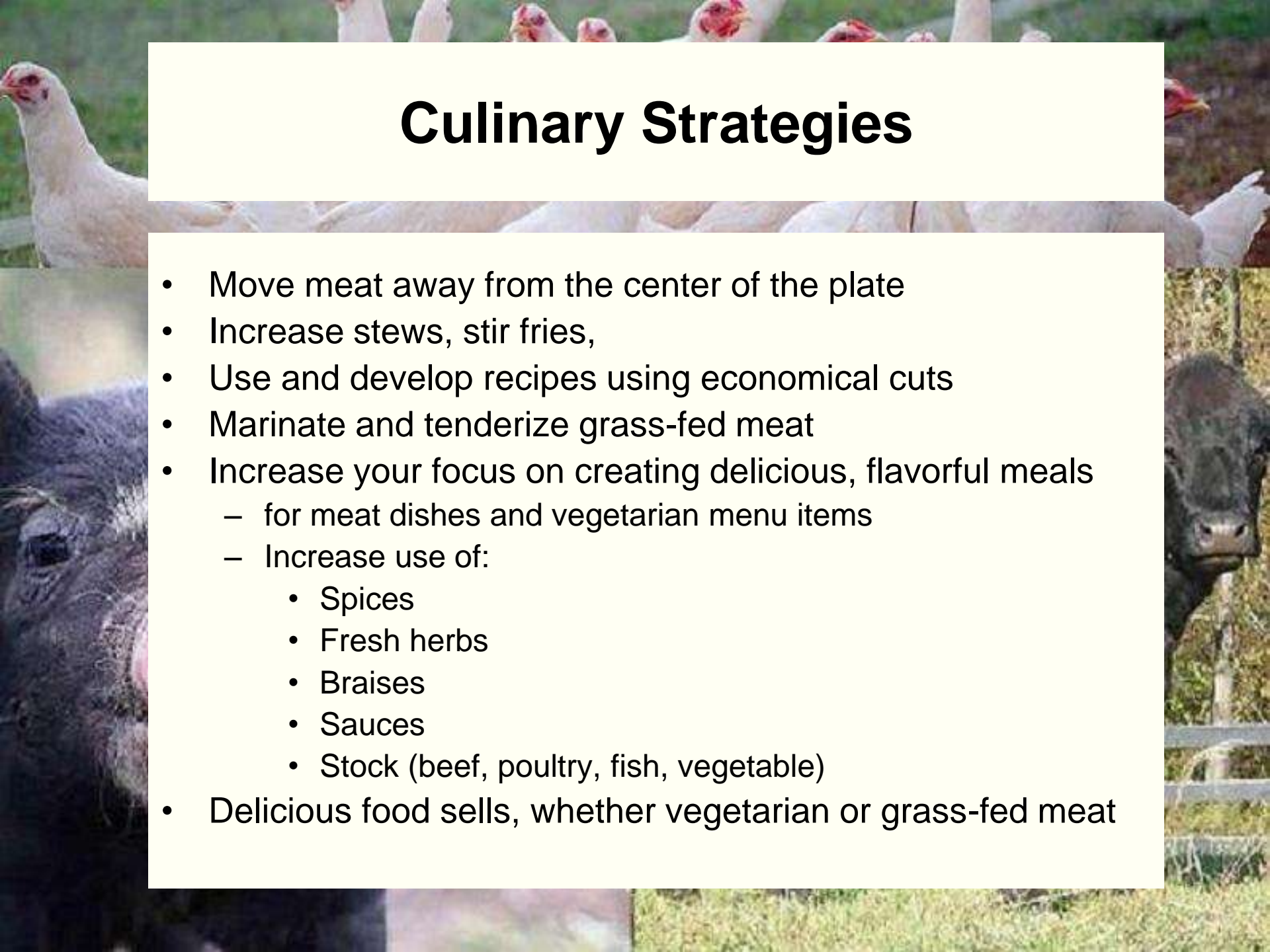
# Reduction Strategies

- **Reduce portion sizes of meat & poultry**
  - **Gradually adopt recipes that move meat away from center of plate**
    - Stir fries, stews, kabobs, cassoulet, 3.2 oz. burger
  - **Switch to whole food vegetarian meals (less expensive)**
    - vegetables, whole grains, legumes, nuts, seeds, fruit, sea vegetables
  - **Use recipes with meat as “condiment” to vegetables & whole grains**
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# Reduction Strategies

- **Reduce (or phase out) higher cost / higher end cuts**
- **Avoid using scarce cuts of large animals**
  - boneless, skinless chicken breast, pork loin, beef sirloin
- **Phase in economical cuts**
  - beef chuck, round & ground, chicken legs/thighs, pork shoulder
- **Reduce higher-cost, pre-cooked or processed meat**
  - fajita/chicken strips, beef patties, lunch meat, boneless meat
- **Prepare your own fajita strips & lunch meat using sustainable meat**

The background of the slide is a collage of farm animals. At the top, there are several white chickens with red combs. Below them, on the left, is a close-up of a dark-colored cow's head. On the right, there is another view of a cow's head, and at the bottom, there is a field of green grass.

# Culinary Strategies

- Move meat away from the center of the plate
- Increase stews, stir fries,
- Use and develop recipes using economical cuts
- Marinate and tenderize grass-fed meat
- Increase your focus on creating delicious, flavorful meals
  - for meat dishes and vegetarian menu items
  - Increase use of:
    - Spices
    - Fresh herbs
    - Braises
    - Sauces
    - Stock (beef, poultry, fish, vegetable)
- Delicious food sells, whether vegetarian or grass-fed meat

# Purchasing Economical Cuts of Meat

- **Beef**

- Chuck, Round
- Ground
- Stew meat, Roasts

- **Pork**

- Shoulder
- Butt (part of shoulder)
- Country ribs
- Ham
- Sausage

- **Chicken & Turkey**

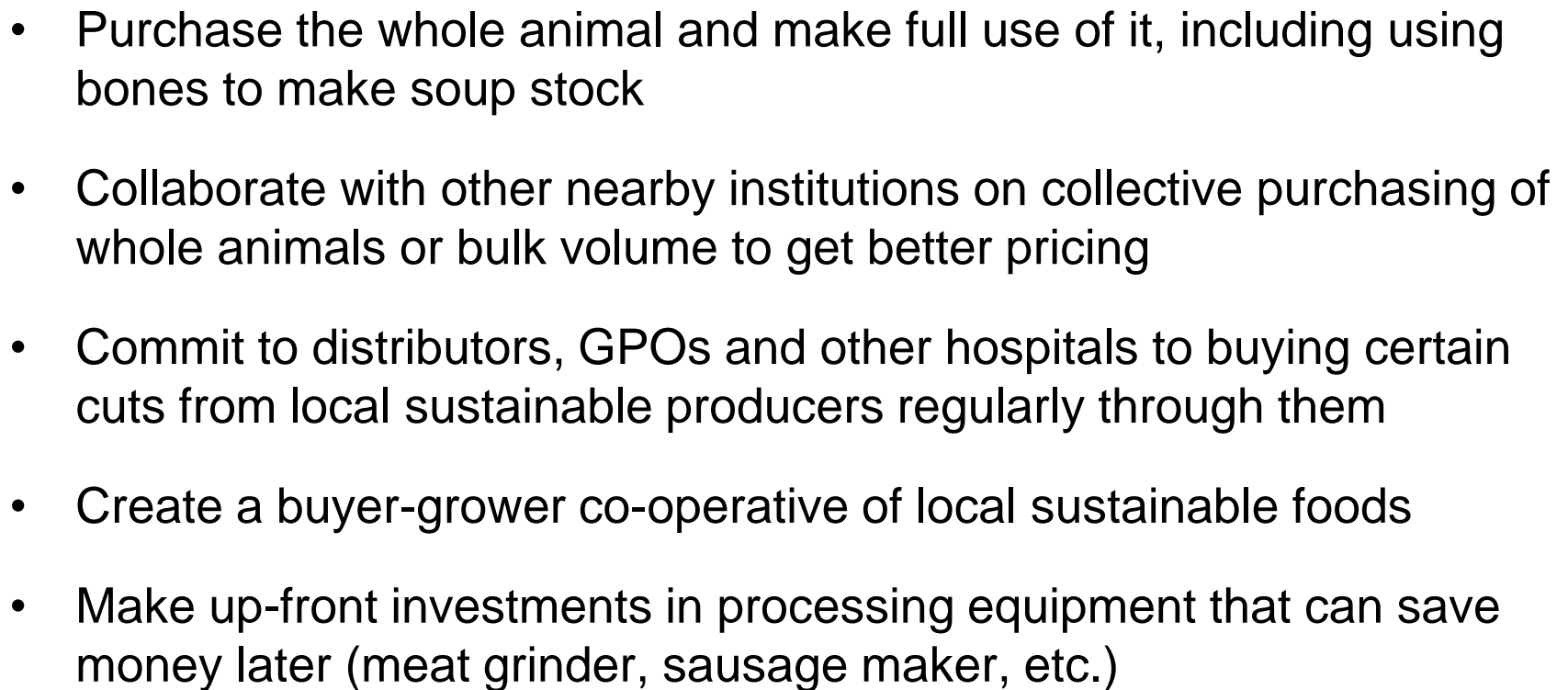
- Legs, thighs, wings
- Sausage
- Ground

- **For All Meat**

- Use bones, backs, necks, feet, knuckles, heads to make stock
- Use organ meat (liver, etc.) to make higher end menu items – i.e. pate

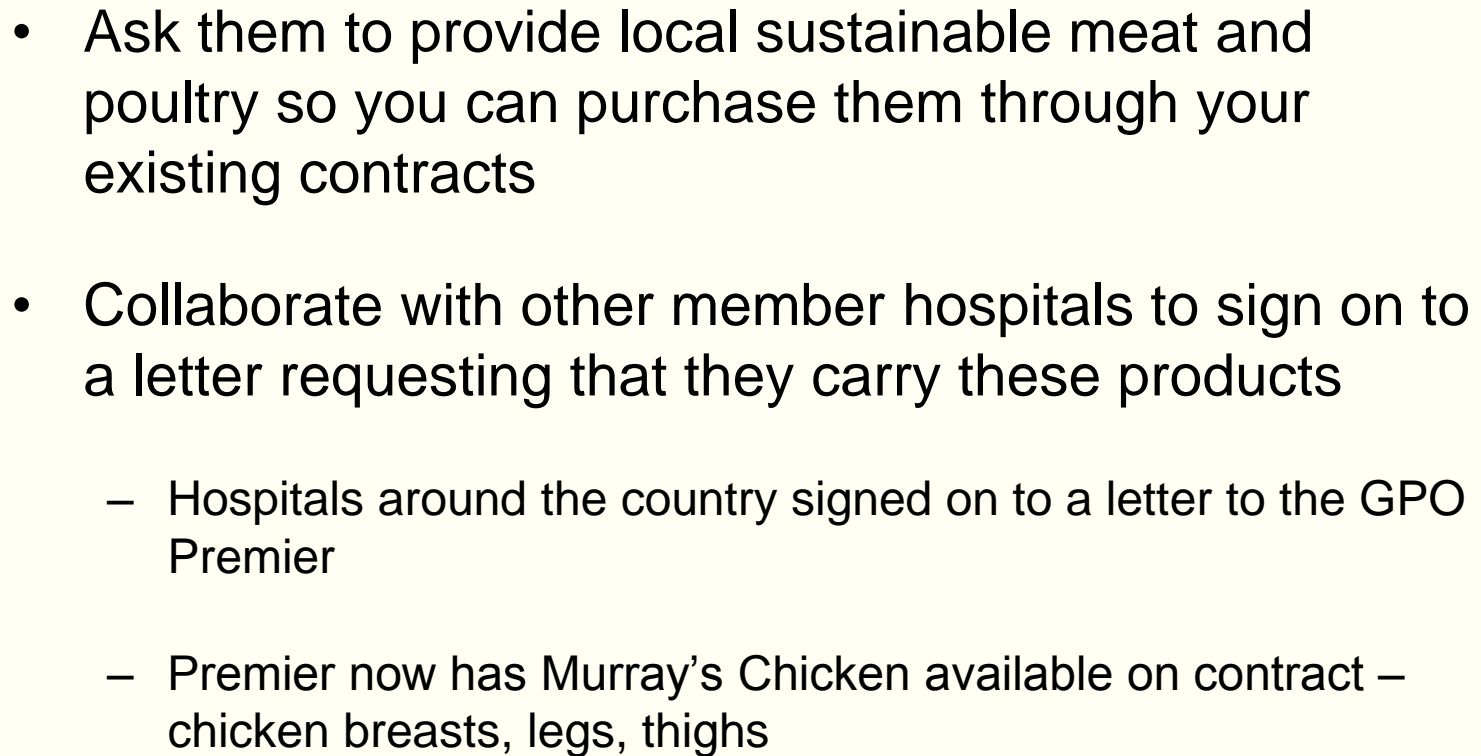


# Volume Purchasing Strategies

- Purchase the whole animal and make full use of it, including using bones to make soup stock
  - Collaborate with other nearby institutions on collective purchasing of whole animals or bulk volume to get better pricing
  - Commit to distributors, GPOs and other hospitals to buying certain cuts from local sustainable producers regularly through them
  - Create a buyer-grower co-operative of local sustainable foods
  - Make up-front investments in processing equipment that can save money later (meat grinder, sausage maker, etc.)
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# Work with Your Group Purchasing Organization & Distributors

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- Ask them to provide local sustainable meat and poultry so you can purchase them through your existing contracts
  - Collaborate with other member hospitals to sign on to a letter requesting that they carry these products
    - Hospitals around the country signed on to a letter to the GPO Premier
    - Premier now has Murray's Chicken available on contract – chicken breasts, legs, thighs

A group of white chickens, likely turkeys or geese, are visible in the background of the slide, standing in a field. The title 'Marketing Strategies' is centered at the top in a large, bold, black font.

# Marketing Strategies

- Feature healthier foods as daily specials
- Promote healthier foods to increase revenue
  - Weekly or daily emails
  - Flyers at cash registers about upcoming menu items
  - Hospital newsletters
  - Give out samples to encourage purchases
  - Promote name of farm & farmer, display picture & brief bio
  - Host farmer to exhibit, sell products, give a talk
  - Generate excitement and anticipation
  - Promote healthy meals & ingredients to the surrounding community
- Educate customers about the flavor, health and economic benefits of local sustainable foods



# Pricing Strategies

- Educate customers on the benefits of healthier, local, sustainable foods and concerns over current agricultural practices in food system
- Group meals differently but keep same price
  - Remove salad or dinner roll, make some a la carte
- Price incentives and disincentives
  - Increase the price of less healthy foods
  - Maintain or decrease the price of healthier foods
- Survey customers – what % of them will pay more
- Then pilot a limited amount of local, sustainable foods at higher prices with significant education & promotion



# Implementation Strategies

- Start with 1 menu item
- Educate customers first  
Then promote it ahead of time  
Prepare a limited amount  
Promote it at point of sale  
Survey customers
- Just try it once to see how the customers respond
- Try as special a few times before making permanent menu changes
- Then phase it in once a month → once a week → daily