



The Bay Area Hospital Leadership Team

Hospital Leadership Team (HLT)



■ Leaders in sustainable foods procurement in the Bay Area health care community

Karen Arnold, SF VA Medical Center

Linda Hansen, Santa Rosa Memorial
Hospital

Jack Henderson, UCSF Medical Center

Alison Negrin, John Muir Health System

Ron Senior, Sequoia Hospital/CHW

Stephanie Singer, Sutter Maternity and
Surgery

Stratis Rozakeas, Alta Bates Medical Center

Lorenzo Wimmer, Kentfield Rehabilitation and
Specialty Hospital

Kathleen Reed, Kaiser Permanente

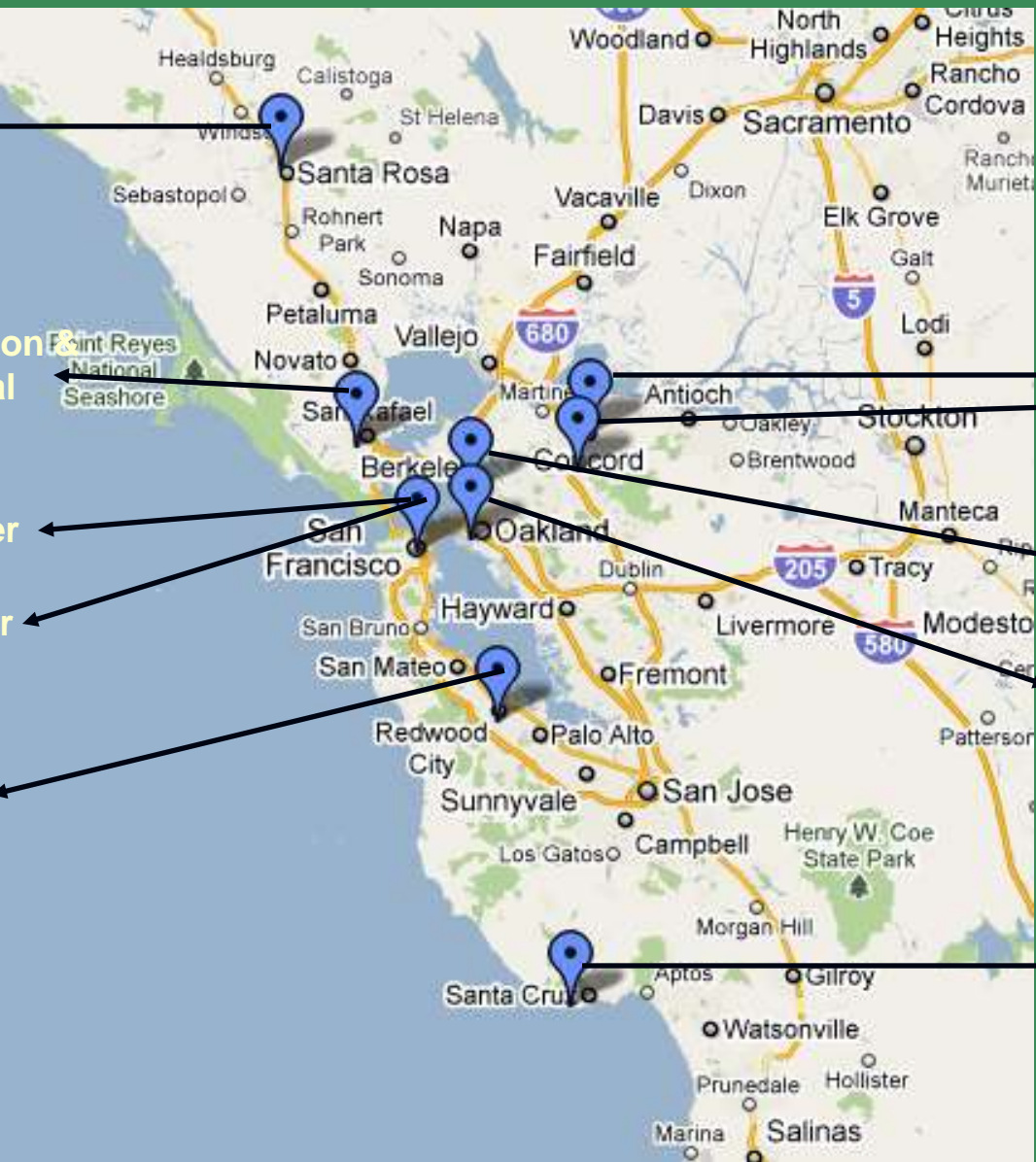
**Santa Rosa
Memorial
Hospital**

**Kentfield Rehabilitation &
Specialty Hospital**

UCSF Medical Center

SF VA Medical Center

Sequoia Hospital



**John Muir
Health System**

**Alta Bates Medical
Center**

Kaiser Permanente

**Sutter Maternity and
Surgery Center**

Our Region

What We Do

- Increase our institutional procurement of healthy food—
- Share ideas & information about products, sourcing, etc.
- Pool purchasing power to improve access to sustainably raised food
- Joint advocacy campaigns



What we're working on now...

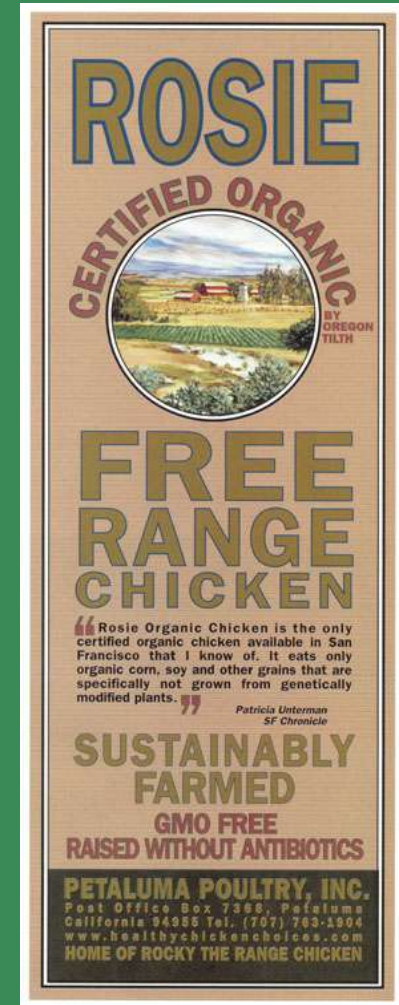
- Accessing more local, seasonal foods
- **Balanced Menus Challenge:**
 - Calling on distributors to carry ABX-free range poultry in institutional cuts
 - Identifying sources of local, grass-fed beef
- Meeting with leaders of national food service distributors-influence contracting environment

What we're working on now...

- Community/staff projects: employee wellness, partnerships with local producers, etc.
- Educational and peer-to-peer events
- Engaging in food advocacy efforts
- General support for each other as we move forward

Case Study #1: Sustainable Poultry Procurement

- Hospital Leadership Team letter sent to Petaluma Poultry
- HLT Members + SFPSR staff meet with Petaluma Poultry
- HLT Members + SFPSR Staff meeting with US Foodservice



Case Study #2: rBGH-free Yogurt Advocacy

- UCSF/Dannon requests in 2006
- Synergy with Oregon PSR's Campaign for Safe Food
- SFPSR Coordinates HLT Advocacy Letter to Dannon and Yoplait
- HLT Members switch to local, rBGH-free yogurt
- Dannon and Yoplait pledge to be rBGH-free by end of 2009



Hospital Leadership Team in Action

John Muir Health Center

Santa Rosa Memorial Hospital

UCSF Medical Center

SF VA Medical Center



John Muir Health

- Food committee/Green Team/food strategic plan



- Source local produce: Buy Fresh, Buy Local; Brentwood Mix

- Partner with local



- Source rBGH-free milk, local baked goods, some
- sustainable meat/poultry
- Café and patient menu revamp
- CSA drop-off point
- On-site herb gardens



Santa Rosa Memorial Hospital



- ~230 beds
- Received three years of internal grants for sustainable foods procurement
- Onsite vegetable garden



Substitute fresh for frozen vegetables

Increase fruits & vegetables, whole grains, and vegetarian choices

Buys local produce from Sonoma Co. Growers' Exchange

Operate farm stand in cafeteria

Source salad bar items and café entrees from farmer's market



- Stocks Amy's natural, organic vending for night shift staff
- Switched to trans fat-free cooking oils
- Uses local dairy-no growth hormones (rBGH) in milk and yogurt
- Provides used oil to bio-diesel
- Significant community recognition for Linda Hansen's work



UCSF Medical Center



- Cafeteria ~\$4.5m/yr
- Catering service ~\$2m/yr
- 1500 patient meals per day

UCSF Medical Center

- Increased purchase of local fruits & vegetables including Brentwood Mix
- Serve burgers made from Abx, hormone-free beef
- Serve rBGH-free milk, yogurt
- Eliminated trans-fats from menus
- Hold sustainable food events
- Phase out all Styrofoam (except isolation patients)



San Francisco VA Medical Center

- 240-bed facility, half in long-term care
- **Enhanced patient menu:**
 - rBGH-free milk, yogurt
 - Local whole grain breads
 - Double vegetable portions
 - for all meals
 - Substitutes brown rice for
 - white rice
 - More dark greens, seeds,
 - nuts and legumes in salads



- Farm to Fork: Local sourcing of organic fruits, vegetables, and nuts



Instituted composting program

Phasing out Styrofoam on patient trays - using biodegradable corn starch flatware and paper ware





Thank you!

- Sutter Maternity & Surgery Center
- About 25% of produce from ALBA



Alba, <http://www.albafarmers.org/>

- Small 30-bed facility in Santa Cruz
- Same menu for café and patients
- Use sustainably-grown ground beef patties
- Serve rBGH-free milk and local baked goods
- Using compostable serviceware
- County-supported composting program

Kentfield Rehab



Marin Co. Farmers Market Association
<http://www.marincountyfarmersmarkets.org/>

Purchase sustainably grown and organic rice from Lundberg Family Farms
Purchase produce weekly from the Marin Co. Farmers Market



Lundberg Family Farms <http://www.lundberg.com>

Kentfield Rehabilitation & Specialty Hospital

- Switched to reusable plastic plates, biodegradable paper cups and take-out containers; small fee for takeout containers to offset cost
- Reduced waste by one dumpster load (\$200) per month
- Certified Marin Co. Green Business



Kentfield Rehabilitation & Specialty Hospital



**Cafeteria sales jumped nearly
four-fold from 2005-2007**