



OREGON HOSPITAL GREEN CHEF CHALLENGE



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PROJECT COORDINATOR**

**OREGON PHYSICIANS FOR SOCIAL
RESPONSIBILITY**



Oregon Healthy Food in Health Care



- Regional rollout of the national HFHC Program started in 2005
- 28 participating hospitals – about half are pledge signers
- Provide one-on-one technical assistance, monthly workgroup meetings, educational resources and education events

Idea Development



- Green Chef idea originated at a local hospital
 - Cooking challenge that highlights the use of sustainable products
- Incubated in the Oregon Healthy Food in Health Care Workgroup
- Idea grew into a full day event that would replace our normal fall roundtable
 - Focus on education, sustainability, nutrition, local procurement, and highlighting hospital food service sustainability initiatives

Oregon Hospital Green Chef Challenge



- Event Agenda:
- 11:00AM-11:30AM - Event Registration in the Old Library Auditorium
- 11:30-12:15 – Welcome
 - Hospital Farmers Market Management Presentation
- 12:15-1:00 – Lunch in the Market
- **1:15-2:45 – Chef Challenge in the Fountain Courtyard**
- 2:50-4:00 – Reception
 - Chef Challenge winners announced,
 - Procurement Tracking Presentation
 - Speakers
 - Poster Session



OREGON HOSPITAL
GREEN CHEF CHALLENGE

Overview of Planning Areas



- Planning Teams
- Meal Standards
- Date & Location
- Attendees/Goal
- Logistics & Budget
- Sponsorship
- Challenge Structure
- Food
- Judging Criteria
- Judges
- Media
- Volunteers
- Awards



Planning Teams



- **General Planning Team**

- Reviewed logistics, budget, event flow, sponsorship, etc.
 - ✦ Two Oregon HFHC Staff
 - ✦ One Hospital Chef
 - ✦ One Advisory Team Member – from OHSU
 - ✦ One Community Partner

- **Chef Challenge Planning Team**

- Developed the structure of the Challenge – competition rules, equipment needed, team structure, judging criteria, etc.

Meal Standards



- **Meal Standards**
 - Sustainability Standards
 - Nutrition Standards
- **Developed in the Workgroup with input from multiple hospitals**
 - Food Service Directors, Managers, Chefs and Dieticians
- **Pulled from the Green Guide to Health Care Food Service Credit sustainability criteria, hospital nutrition standards, the DASH diet, and federal concession guidelines**

Sustainability Standards

Product Category	Must Be	Strive to Be	Notes
Meat	Raised without the use of antibiotics; Raised without the use of hormones	Food Alliance Certified or Organic; 100% Grass-fed, Raised and processed in Oregon	To reduce carbon foot print, servings of meat must not exceed 3 oz.
Poultry	Raised without the use of antibiotics	Food Alliance Certified or Organic; Raised and processed in Oregon	To reduce carbon foot print, servings of poultry must not exceed 3 oz.
Seafood	Monterey Bay Aquarium Best Choices list	Marine Stewardship Council Certified; Pacific- caught	To reduce carbon foot print, servings of seafood must not exceed 3 oz.
Dairy	rBGH/rBST-free, produced in Oregon	Food Alliance Certified or Organic	
Eggs	Food Alliance Certified or Organic	Certified Humane Raised and Handled	
Produce	Food Alliance Certified or Organic; confirmed with the farmer that synthetic pesticides/fertilizers and GMOs were not used	Produced in Oregon; Seasonal	
Breads, Legumes, Grains	Food Alliance Certified or Organic	Grown/Produced in Oregon	
Beverages	Fair Trade Certified or Rain Forest Alliance Certified	Not bottled	Certifications apply to only coffee and tea in this product category
Spices & Sweeteners	GMO-free, No high fructose corn syrup	Food Alliance Certified, Organic, Fair Trade Certified or Rain Forest Alliance Certified	

Nutrition Standards

Category	Standard
Fats	<ul style="list-style-type: none">• Meals not to exceed 20 grams of fat• Meals contain no more than 27% of calories from fat• Meals not to exceed 66 mg of cholesterol• No trans or hydrogenated fats;
Calories	<ul style="list-style-type: none">• Meals not to exceed 670 calories
Sodium	<ul style="list-style-type: none">• Meals must contain 600 mg of sodium or less
Fiber	<ul style="list-style-type: none">• Meals must contain at least 7 grams of fiber
Added Sugar	<ul style="list-style-type: none">• No High Fructose Corn Syrup
Fruits	<ul style="list-style-type: none">• Canned and frozen must be packaged in 100% water or unsweetened fruit juice
Vegetables	<ul style="list-style-type: none">• Canned and frozen must be reduced sodium or no added sodium
Cereals & Grains	<ul style="list-style-type: none">• 100% whole grain
Dairy	<ul style="list-style-type: none">• Fluid milk and yogurt is low-fat (2%, 1%, or fat-free)
Protein	<ul style="list-style-type: none">• Lean meat, poultry, and fish options served• Serving size of meat, poultry and fish not to exceed 3 oz. cooked
Beverages	<ul style="list-style-type: none">• If juice is offered, only offer 100% fruit juice• No sweetened carbonated beverages• Vegetable juices contain 230 or fewer mg of sodium
Other	<ul style="list-style-type: none">• No deep fried food

Date & Location



- Time of year that would have access to an abundance of local food
 - Late Summer/Early Fall
- Indoor vs. Outdoor
 - Indoor – kitchens potentially already set up, not affected by weather BUT confined space, out of public eye
 - Outdoor – Festive atmosphere, ability to draw crowd BUT kitchens would need to be set up and it rains in Oregon...a lot...

Date & Location



- Decided on Outdoor
- Date: September 20th – good time for procuring local food and good chance of sun
- Location: Oregon Health & Science University
 - In conjunction with their farmers market
 - ✦ Highlights local producers and products,
 - ✦ Get chefs to experience local, whole foods,
 - ✦ Good backdrop to morning session and summer procurement project,
 - ✦ Increase exposure to broader public



Attendees – What's Your Goal?



- **Hospital Food Service**
 - Directors/Managers
 - Dieticians
 - Chefs
 - Sustainability Managers
- **Hospital Food Service Support Partners**
 - Vendors
 - Distributors
- **Hospital Executives**
- **Government Officials**
 - State
 - County
- **Farm Community**

Logistics & Budget



- This was a big event for a small organization
 - Cost was between \$6500-7000
 - Revenue from registration, parking, sponsorship, grant funds

- Tents
- AV
- Parking
- Catering
- Grounds
- Electrical
- Food Service



Sponsorship



- **Sponsorship Prospectus**
 - Outlines the event and benefits of sponsoring
 - Sponsorship levels - \$1000, \$500, \$250
- **Money**
 - More important than anything else!
- **In-Kind**
 - Food
 - Equipment
 - ✦ Ovens, burners, food warmer, fridge



Challenge Structure



- **Teams**

- 4 Teams of 3 Chefs from different facilities
- Each team prepares a three course meal
 - ✦ Salad/Appetizer
 - ✦ Entrée
 - ✦ Dessert
- Each team prepares a different protein
 - ✦ Seafood
 - ✦ Vegetarian
 - ✦ Meat
 - ✦ Poultry

- **Food**

- All food must comply with the sustainability and nutrition standards
- To ensure all recipes were reviewed by dietitians and all food was purchased for the chefs and at the OHSU farmers' market

- **Time**

- Each team had 60 minutes to create, plate and serve their meal to a panel of judges



Food



- Market Purchases
- In-kind Donations
- Purchases



Judging Criteria



- **Adherence to Meal Standards**
 - Automatic full points
- **Taste/Texture**
 - Quality as a patient menu item as well as cafeteria
- **Appearance**
 - Does it look appetizing?
- **Practicality**
 - Is this something you'd actually see in a hospital?
 - Could patients or customers make this at home?



Judges



- **Judge Selection**

- Wanted to use the judging panel to both bring credibility to the event but to also reach a broad community of people that should be interested in what hospitals are doing in their kitchen
 - ✦ Culinary Expert
 - ✦ Chair of County Commissioner
 - ✦ Cardiologist
 - ✦ Freelance Journalist/Food Writer
 - ✦ Farmer

Menus



- **Seafood Team** - Urbano Salvati, OHSU; Greg Gates, Kaiser Permanente; Robert Shorey, Providence Portland Medical Center

Dungeness Crabmeat OHSU Style
Green Salad with Stone Ground Mustard & Pimenton Vinaigrette
Pomegranate Poached Northwest Pear Stuffed with Seasonal Berries & Apricot Coulis

- **Vegetarian Team** - Kirk Iverson, Adventist Medical Center; PJ Hardy, Silverton Hospital; Zeke Palomo, Oregon State Hospital

Fennel, Orange & Arugula Salad
Grilled Roasted Red Pepper Polenta with Farmers Market Vegetable Ragout
Apple Raspberry Crisp with Frozen Yogurt

- **Meat Team** - Brian Seto, Legacy Emanuel Hospital; TJ Seiler, Legacy Good Samaritan Medical Center, Jared Bowling, Good Shepherd Medical Center

Autumn Harvest Salad with Raspberry Balsamic Vinaigrette
Flat Iron Steak with Chimichurri Marinade
Vegan Chocolate Mousse

- **Poultry Team** - Martin Pedersen, Providence Milwaukie Hospital; Ian Kennedy, Shriners Hospital for Children; Tyler Kestner, Good Shepherd Medical Center

Charred Tomato Salad with Hoisin Vinaigrette
Baked Chicken with Watermelon Salsa
Mixed Berry Almond Ginger Gratin

Media



- **Media Advisory**
 - One month out
 - A few days out (not as detailed)
- **Press Release**
 - As soon as possible after the event
- **Involvement of Hospital Communication/PR Depts.**
 - **KEY!!!**



Volunteers



- Planning Teams
- Lead Organization
- Host Site
- Community Partners



Award



- Winning team was awarded registration and lodging for FoodMed!
- All teams received high praise from the judges and the difference between 1st and 4th place scores was quite small
- And the winner was...



FoodMed 2011

The 4th International Conference on Healthy Food in Health Care

Oregon Hospital Green Chef Winning Team



- **The Meat Team**

- Brian Seto, Legacy Emanuel Hospital;
- TJ Seiler, Legacy Good Samaritan Medical Center,
- Jared Bowling, Good Shepherd Medical Center



Autumn Harvest Salad with Raspberry Balsamic Vinaigrette
Flat Iron Steak with Chimichurri Marinade
Vegan Chocolate Mousse

Benefits



- **Benefits**

- **Educational**

- ✦ A lot can be done on pretty restrictive meal standards
- ✦ Audience exposure to healthy food in health care issues
- ✦ Chef exposure to meal standards, market shopping, etc.

- **Inspirational**

- ✦ Hospitals that have been engaged were inspired to continue
- ✦ Links were made between sustainability and nutrition



Benefits Continued



- Exposure and Connections/Funding Opportunities

- ✦ Hospital Executives
- ✦ Judges
- ✦ Government Officials
- ✦ Onlookers

- Cultivation of New Base

- ✦ We hadn't worked much with chefs in the past. Most of the chefs involved are key to implementing new food and standards into the kitchen.



What We Would Do Differently



- In the future...
 - Hold at a more accessible location
 - Be more clear and direct in sponsorship outreach (i.e., money vs. in-kind donations)
 - Work more closely and well in advance with hospital communication departments
 - Embed in larger event or work with partners that put on large events
 - Draw more educational moments out through a more deliberate script



Thank You



Questions?

Please feel free to contact me after the conference:

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