Harnessing the Power of Procurement to Build a More Resilient Food System

2023 Food Justice Summit I March 2nd, 2023

Agenda

- Who we Are
- Good Food Purchasing Program
- Values Based Procurement
- Good Food NY Bill
- Questions & Resources

Who We are

The **NYS Good Food Purchasing Program Coalition** is a group of organizations and individuals from across the state of New York that represent the Good Food Purchasing Program five value areas (environmental sustainability, valued workforce, animal welfare, nutrition, and local economies) . This includes farmers, environmental orgs, farm labor orgs, research institutions, animal welfare groups, and many more.

Speakers:

- **Ribka Getachew**, Director of the NY Good Food Purchasing Program Campaign at Community Food Advocates
- **Taylor Pate**, Manager of the NYS Good Food Purchasing Program Campaign at Community Food Advocates
- **Kara Shannon**, Director of Farm Animal Welfare Policy at the ASPCA

What is the Good Food Purchasing Program?

- The Good Food Purchasing Program is the first procurement model in the country to support 5 food system values: **Local Economies**, **Animal Welfare**, **Environmental Sustainability**, **Nutrition**, and **Valued Workforce** in equal measure.
- **Impact + Reach**: Approx 60 institutions and 11 coalitions in 24 cities, have committed to the Good Food Purchasing Program, representing a combined **$1 billion** of food purchased from vendors that uphold the five values.
- **Central question**: *How can responsible procurement within city and state agencies help to build a more resilient food system?*

GOOD FOOD PURCHASING PROGRAM

TRANSFORMING THE WAY PUBLIC INSTITUTIONS PURCHASE FOOD

by creating a transparent and equitable food system built on five core values: local economies, health, a valued workforce, animal welfare, and environmental sustainability.

The GFPP centers the experiences and voices of underrepresented and underserved communities—those most marginalized by food system injustices and who benefit most by the Program—including **women, youth, and people of color.**

POWER OF PROCUREMENT

U.S. INSTITUTIONAL FOOD SERVICE MARKET = $120 BILLION

Source: Economic Research Service (ERS) 2017. Market segments: Washington, DC: US Department of Agriculture.

Photo:
Boulder Valley School District

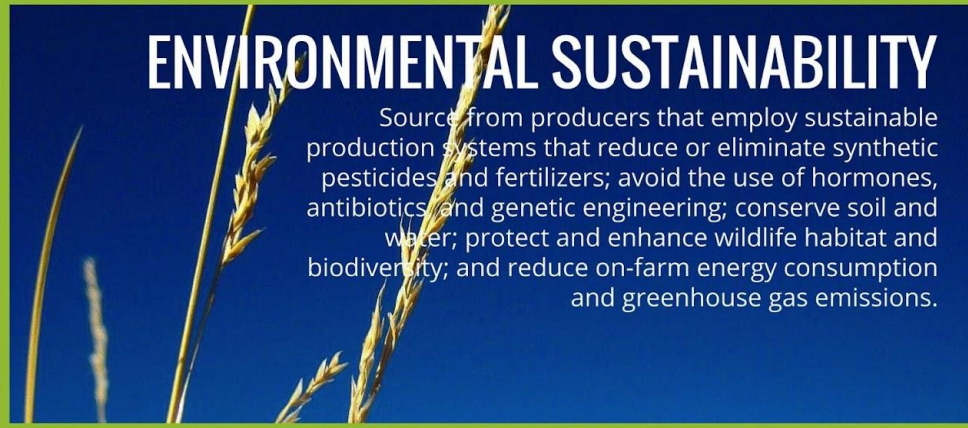
GOOD FOOD PURCHASING PROGRAM

VALUES SHAPE POLICY

THE GOOD FOOD PURCHASING PROGRAM IS A COMMITMENT TO:

NUTRITION

Promote health and well-being by offering seasonal fruits and vegetables, using whole grains, reducing salt and added sugars, and eliminating the use of deep frying.



ENVIRONMENTAL SUSTAINABILITY

Source from producers that employ sustainable production systems that reduce or eliminate synthetic pesticides and fertilizers; avoid the use of hormones, antibiotics, and genetic engineering; conserve soil and water; protect and enhance wildlife habitat and biodiversity; and reduce on-farm energy consumption and greenhouse gas emissions.

Provide safe and healthy working conditions and fair compensation for all food chain workers and producers from production to consumption.

VALUED WORKFORCE

LOCAL ECONOMIES

Support small and mid-sized agricultural and food process operations within the local area or region.

ANIMAL WELFARE

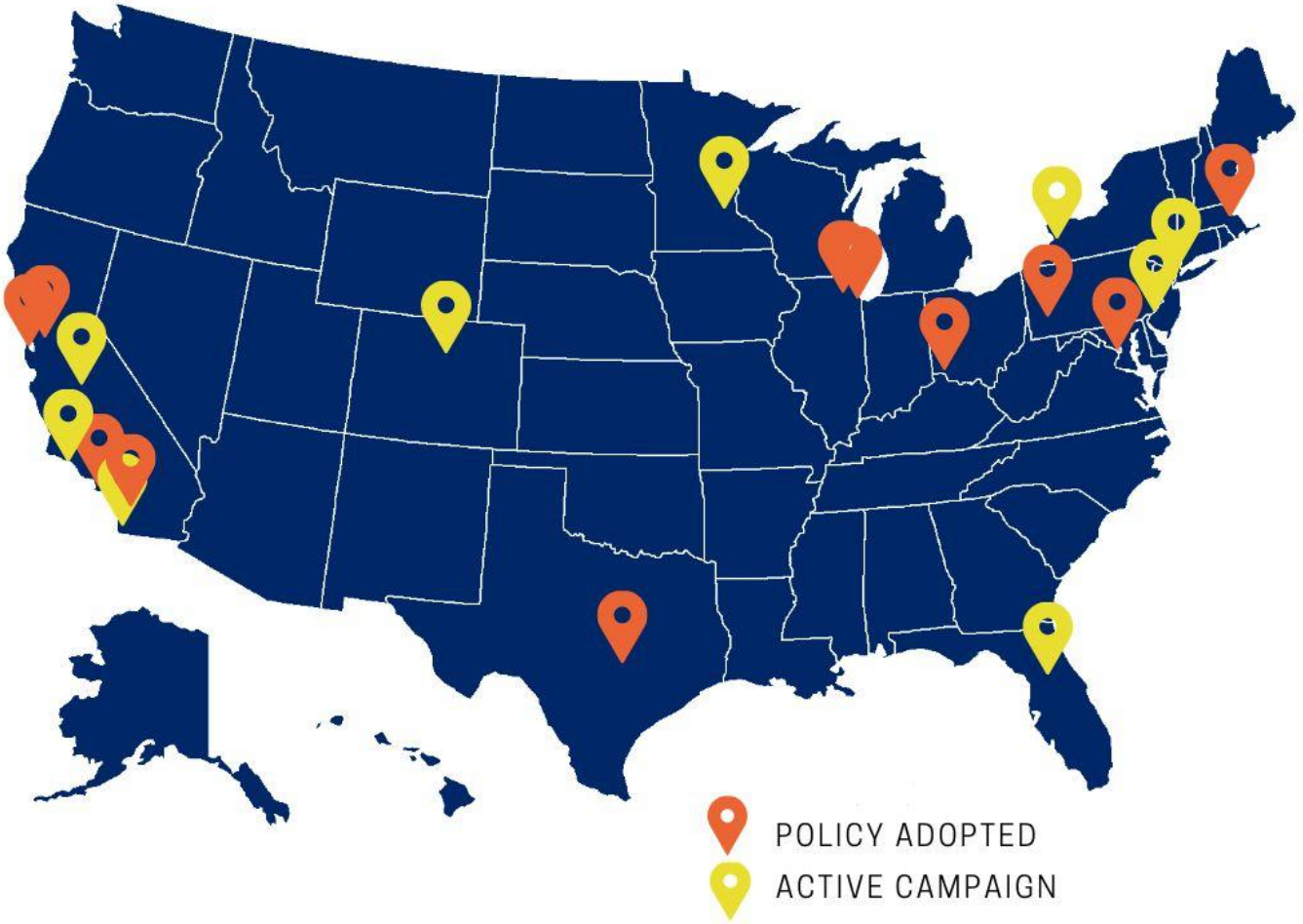
Provide healthy and humane care for livestock.

SCALING THE PROGRAM IMPACT

63 INSTITUTIONS

25 CITIES AND COUNTIES

OVER $1.1 BILLION ANNUAL FOOD SPEND



GOOD FOOD PURCHASING PROGRAM

MEASURING IMPACT

SINCE IMPLEMENTATION IN 2012, THE GOOD FOOD PURCHASING PROGRAM HAS DEMONSTRATED THE FOLLOWING IMPACT IN LOS ANGELES UNIFIED SCHOOL DISTRICT:

LOCAL

20% of the school district purchasing toward local food; $30 million annually in buying local

SUSTAINABLE

Decreased overall meat purchasing & reduced carbon footprint by 22%; saving 1 billion gallons of water annually

FAIR

Creation of 220 new jobs; plus 320 workers are now covered by union contracts with higher wages, better health benefits, stronger workplace protections

HEALTHY

Schools changed recipes to be healthier & use sustainable ingredients, including low-sodium bread without high fructose corn syrup - made from 100% sustainable, local wheat

HUMANE

Commitment to source 100% antibiotic-free chicken + secured a $50 million contract to help that happen

BENEFITS OF PARTICIPATING IN THE GOOD FOOD PURCHASING PROGRAM

ONE AND ONLY VALUES-BASED PUBLIC FOOD SERVICE STANDARD IN THE U.S.

- Give voice to institution's values-based procurement goals
- Measure institution's values-based procurement performance
- Understand how institution's supply chain performs against the standard
- Recognize and act upon opportunities for procurement improvements
- Hold vendors accountable to sustainability commitments

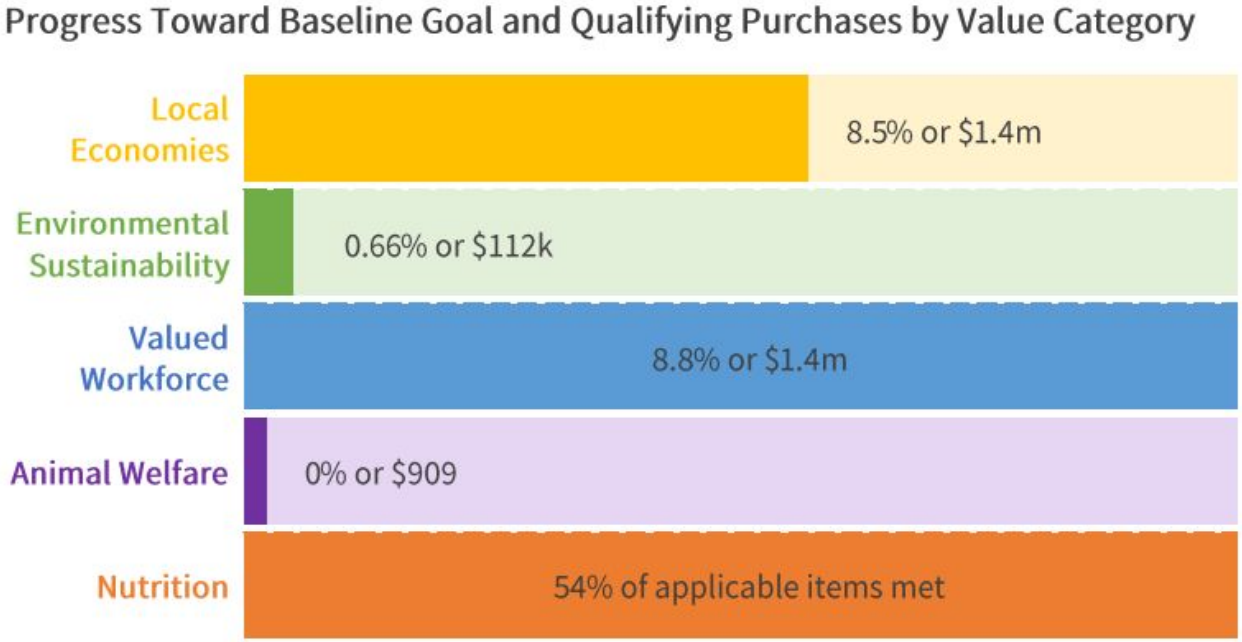
Logistics of Values-Based Procurement

- Identify baselines of current procurement
- Explore what values-aligned policies may make sense (GFPP, Healthcare Without Harm, etc.)
- Reach out to local/regional farm network
- Be flexible and creative with sourcing and menus - how can we aggregate or feature certain products?
- Communicate the benefits of values-based procurement to eaters - tell the story!

GOOD FOOD PURCHASING PROGRAM

Health Care Without Harm

Institutional Snapshot: NYC Health+Hospitals (2019)



	Baseline Goal[1]	Standard Points	Extra Points	Baseline Met
Local Economies	15% ($2.5m)	0	0	-
Environmental Sustainability	15% ($2.5m)	0	1	-
Valued Workforce	5%~ ($850k)	3	1	✓
Animal Welfare	15% ($835k)	0	0	-
Nutrition	51% met	1	2	✓
Total		4	4	

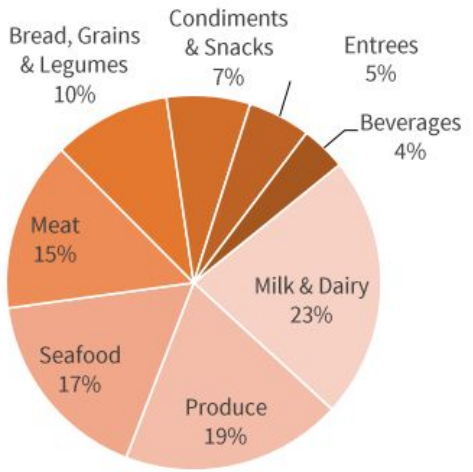
Institutional Snapshot: NYC Health+Hospitals (2019)

Previous Year Comparison		△ since prior year (pp: percentage point)	
Local Economies		-0.5 pp	None
Environmental Sustainability		None	+1 pt
RWRAU[2] Products		+0.5 pp	NA
Valued Workforce		+5 pp	+3 pt
Animal Welfare		-0.3 pp	None
Nutrition	NA	NA	+2 pt

Significant progress

Significant progress

Purchasing Summary By Product Type



[1] The Environmental Sustainability and Valued Workforce categories have additional baseline requirements. See the *Five Value Analysis* section of this report.
[2] Raised Without Routine Antibiotic Use.

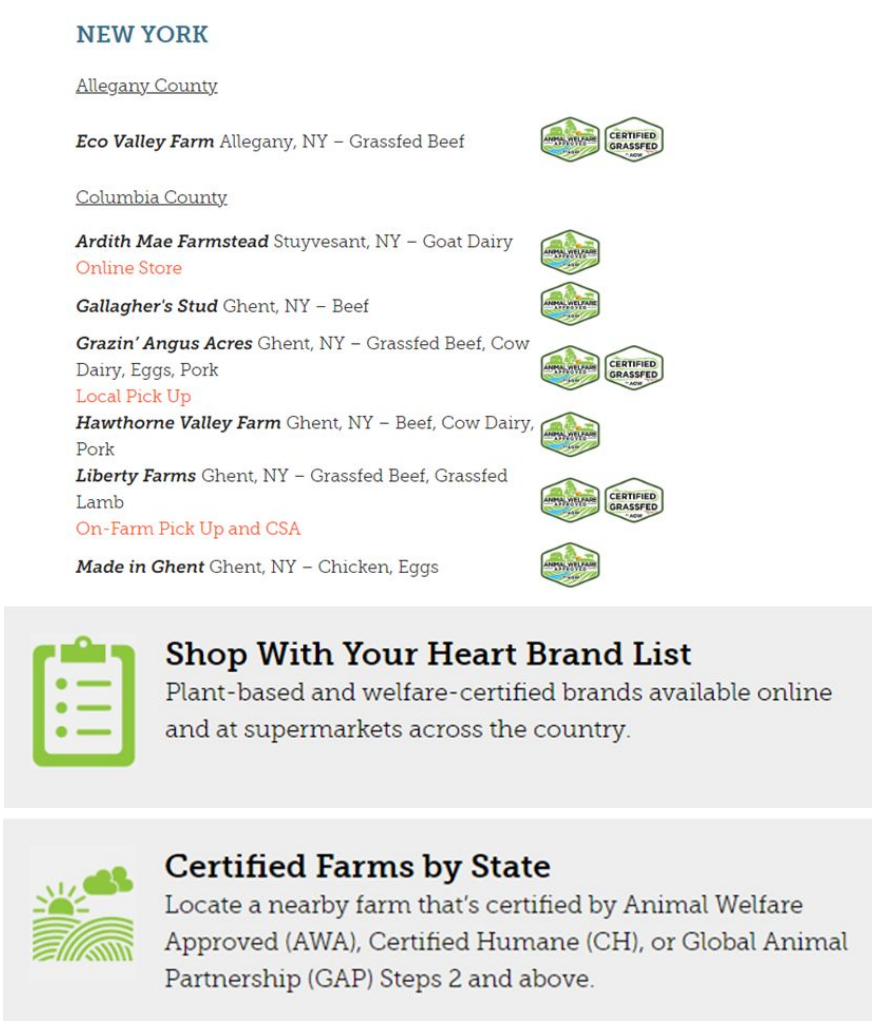
Barriers to Values-Based Food Procurement

- Achieving local sourcing at scale
  - Local farms are often on the smaller side
  - Local farms may not have the certifications you're seeking
- Distribution networks not diverse enough
- Limitations of current procurement contract
- **Price point**

Useful Tools

- ASPCA resources for finding higher-welfare food
  - aspca.org/farms
  - aspca.org/foodbrands

- State legislation to incentivize values-based procurement
  - Good Food NY bill



NEW YORK

Allegany County

Eco Valley Farm Allegany, NY – Grassfed Beef

Columbia County

Ardith Mae Farmstead Stuyvesant, NY – Goat Dairy
Online Store

Gallagher's Stud Ghent, NY – Beef

Grazin' Angus Acres Ghent, NY – Grassfed Beef, Cow Dairy, Eggs, Pork
Local Pick Up

Hawthorne Valley Farm Ghent, NY – Beef, Cow Dairy, Pork

Liberty Farms Ghent, NY – Grassfed Beef, Grassfed Lamb
On-Farm Pick Up and CSA

Made in Ghent Ghent, NY – Chicken, Eggs

Shop With Your Heart Brand List
Plant-based and welfare-certified brands available online and at supermarkets across the country.

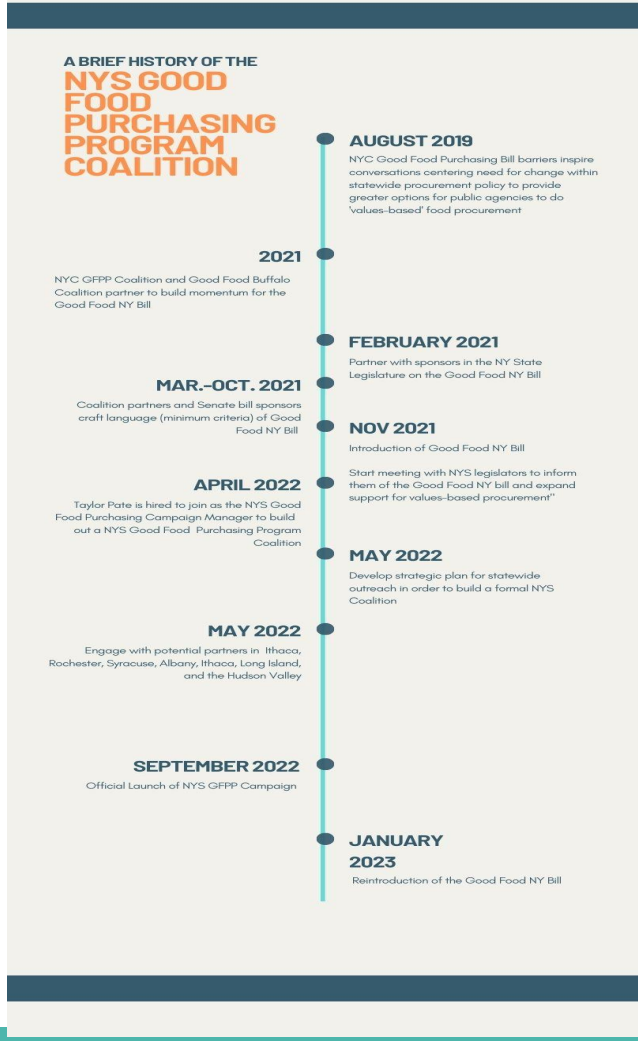
Certified Farms by State
Locate a nearby farm that's certified by Animal Welfare Approved (AWA), Certified Humane (CH), or Global Animal Partnership (GAP) Steps 2 and above.

What is the Good Food NY Bill intended to do?

- Amends GMU 103
- Allows for a bid to be awarded to a qualified vendor who fulfills one or more of the values-based minimum criteria (which is defined as meeting standards within the areas of **Local Economies, Animal Welfare, Environmental Sustainability, Nutrition, Valued Workforce,** and **Equity)**
- **Successful contracts would be given preference over other bidders (including lowest responsible bidders) so long as the cost included in the bid is no more than 10% greater than the cost included in the bid completed by the lowest responsible bidder** that doesn't meet the values-based standards that we lay out in the bill

NYS Work to date to amend GMU 103

- NYC → NYS: Local experiences illuminated the need for broader change
- NYC introduced a local Good Food Purchasing bill in 2019
- NYC-GFPP Coalition worked on strengthening the bill language but was met with restrictions from NYS procurement law
- 2021 | NYC Coalition + Good Food Buffalo Coalition collaborates to introduce the *Good Food NY Bill*
- 2022 |NYS Coalition is formed



Why is this bill so critical?

- Municipalities across NYS will be supported in doing and operationalizing values-based food procurement
- **The goals are twofold:**
  - Encourage larger food corporations to have more ethical practices and to uphold the five value categories
  - Create pathways for smaller producers and vendors [with a specific emphasis on BIPOC producers/farmers and food businesses] to be awarded institutional contracts

Transparency in the Good Food NY Bill

- Confronting opacity in the food system
- Institutions and residents need to know where their food is coming from
- **ALL bidders will also now be required to include in relevant supply chain data in their bid** (which includes name, addresses, etc of the producers, suppliers, distributors, aggregators that are involved in the provision process of creating the products that the bidder will supply

Racial Equity

- **Small and historically marginalized vendors** (such as Black, Indigenous, & POC farmers and food producers) have had *less opportunities* to contract with state and local agencies due to a number of factors.
- Insert how racial injustice + inequity has shown up in our local, regional (and nat'l) food systems?
- This bill aims to address that in part by **giving preference to to minority and women owned business enterprises (MWBE)**

Questions??

If you have other questions that come up, you can contact us via email :

Ribka Getachew, rgetachew@foodadvocates.org

Taylor Pate, tpate@foodadvocates.org

Kara Shannon, kara.Shannon@aspca.org

Resources

- NYS-Good Food Purchasing Coalition Commitment Form
- Good Food NY Bill Info Sheet
- Good Food NY Bill FAQs
- ASPCA Farm Animal Welfare Certification Guide
- ASPCA Welfare-Certified Farm List
- ASPCA Welfare-Certified and Plant-Based Brand List