



# Good Food Purchasing Program: Redefining Food Procurement





# OVERVIEW

- Background
- Policy Adoption
- Implementation
- National Expansion



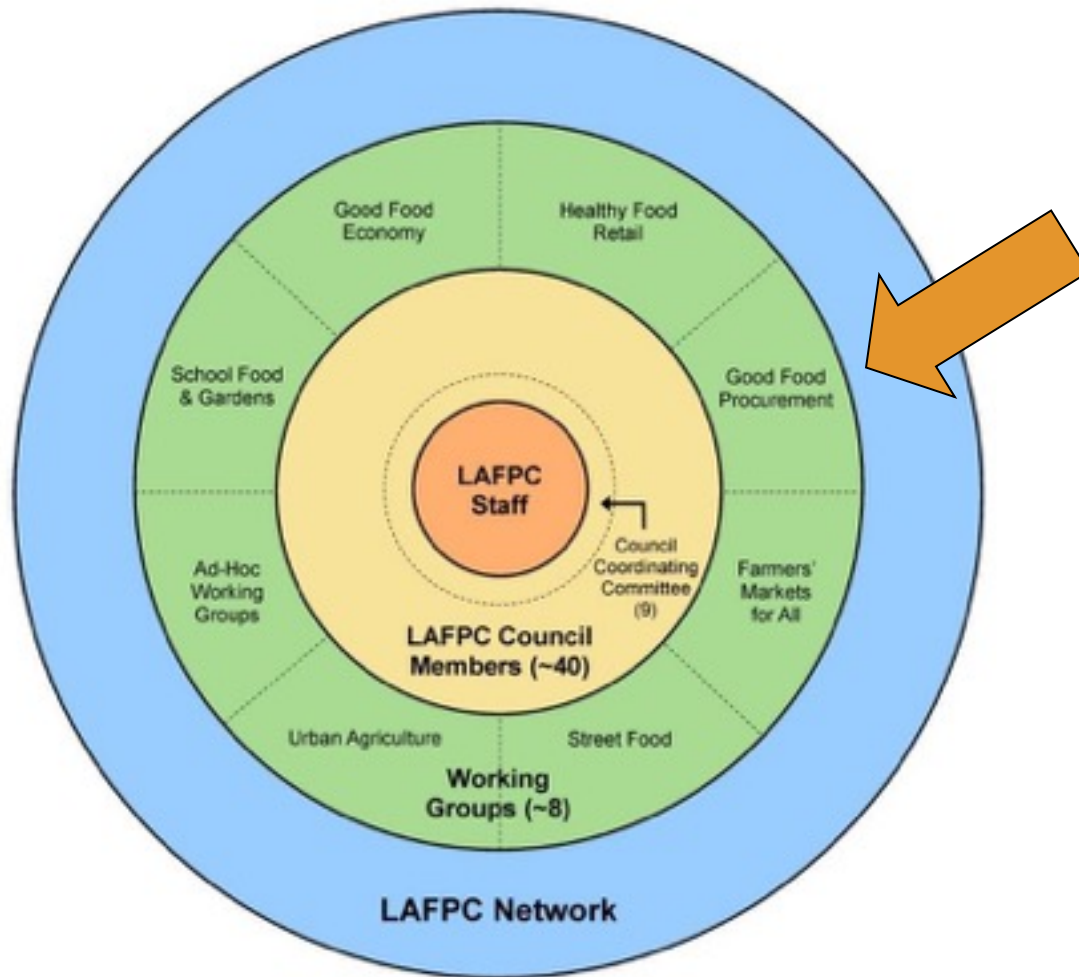


## BACKGROUND & DEVELOPMENT



# GFPP DEVELOPMENT

## L.A. Food Policy Council Organization Structure



## GFPP Development Partners

- Compassion Over Killing
- Coosemans Shipping Los Angeles
- Field Fresh Foods
- Food Chain Workers Alliance
- Kaiser Permanente
- LA County Department of Public Health
- Natural Resources Defense Council
- Office of Sustainability, City of Santa Monica
- Pret a Manger
- San Diego Unified School District

# GFPP DEVELOPMENT

	Local Economies	Environmental Sustainability	Valued Workforce	Animal Welfare	Nutrition
City of Los Angeles (GFPP)	X	X	X	X	X
Los Angeles Unified School District (GFPP)	X	X	X	X	X
U.S. General Services Administration		X			X
New York City	X	X	Most policies address local purchasing, environmental sustainability and/or nutrition. The Good Food Purchasing Policy is a more holistic policy.		X
San Francisco	X	X			X
Philadelphia		X			X
Los Angeles County					X
Illinois	X				
Kaiser Permanente	X	X			X
University of California**	<	<	<	<	X

\*\*University of California is part of the Real Food Challenge, which requires purchasing 20% “real food” across the four categories of local, sustainable, fair, and humane.

**Local.  
Sustainable.  
Fair.  
Healthy.  
Humane.**



Photo credit: LA Times 2014



# GFPP SCORING SYSTEM OVERVIEW

- **Baseline commitment for each value:** Requires commitment in each category to give equal weight to all values.
- **Tiered scoring system:** Opportunity for increased commitment in each category allows participants to tailor participation to best suit organizational goals.
- **Points and star rating:** Points are given in each category and participants are awarded one to five stars based on their cumulative score.
- **Increased commitment over time:** Overall Good Food purchases must increase over time to maintain star rating.
- **Traceability:** Requires purchasers to work with suppliers to establish transparent reporting systems to verify product source.
- If vendor and/or suppliers do not have current capacity to meet food purchasing goals, the vendor may submit a plan to achieve full compliance at baseline level by end of year one.

# VALUE: LOCAL ECONOMIES

LOCAL ECONOMIES		
Level 1	Level 2	Level 3
<ul style="list-style-type: none"><li>• Local within 200 miles AND large scale operation (10 SoCal counties and &gt;500 acres); or</li><li>• Outside of 200 mile range but in California AND medium scale operation (180-499 acres); or</li><li>• Outside California but small scale operation (&lt;180 acres)</li></ul>	<ul style="list-style-type: none"><li>• Local within 200 miles AND medium scale; or</li><li>• Outside of 200 mile range but in California AND small scale operation</li></ul>	<ul style="list-style-type: none"><li>• Local within 200 miles AND small scale operation</li></ul>
<p><b>Baseline:</b> 15% annual average of total cost of food purchases comes from a Level 1 Local Economies producer in Year 1, with amount increasing by 2% each year to maintain baseline status.</p>		



# VALUE: ENVIRONMENTAL SUSTAINABILITY

**87,169**

**acres of agricultural land was  
converted to urban & built  
land in the LA foodshed  
(2004-2010)**

*CA Dept of Conservation 2011*



**Baseline:** 15% annual average of total cost of food purchases comes from a Level 1 Environmentally Sustainable producer in Year 1, with amount increasing by 2% each year to maintain baseline status; AND no seafood purchased listed as “Avoid” in the Monterey Bay Aquarium’s Seafood Watch Guide

# VALUE: VALUED WORKFORCE

- Health and safety violations, low pay, wage theft, lack of benefits, discrimination, lack of training and career advancement opportunities.
- High rates of food insecurity, poverty, and obesity.



## WAGES OF FOOD SYSTEM WORKERS

**MEDIAN WAGE \$9.65**

%	WAGE SEGMENT
23%	Subminimum Wage
37.6%	Poverty Wage
25.8%	Low Wage
13.5%	Living Wage



Photo by Chris Kirchhoff

# VALUE: VALUED WORKFORCE

## VALUED WORKFORCE

### Level 1 (Baseline)

— Distributor has policy to respect the freedom of association of farmers, ranchers, and fisherfolk;

and

— All vendors and suppliers: sign in writing that they comply with domestic labor law (including state and local) in countries where they produce goods and services, as well as the core standards of the International Labour Organization (ILO):

1. Freedom of association and the right to collective bargaining.
2. Elimination of all forms of forced or compulsory labor.
3. Abolition of child labor.
4. Elimination of discrimination with respect to employment or occupation



*Modeled after City of LA's Sweatfree Purchasing Policy*

### Level 2

— Meets the Level 1 baseline requirements; and

Vendor and Supplier:

— Have a social responsibility policy, which includes:

- (1) union or non-poverty wages;
- (2) respect for freedom of association and collective bargaining;
- (3) safe and healthy working conditions;

and

- (4) prohibition of child labor, except as allowed by domestic law and at least one additional employment benefit such as:
- (5) health care benefits
- (6) paid sick days;
- (7) profit-sharing with all employees; or

— Are Fair Trade Certified



### Level 3

— Meets the Level 1 baseline requirements; and

Vendor and Supplier:

— Have a union contract with their employees; or

— Are a worker-owned cooperative; or



— Have signed the CIW Fair Food and Foodworker Code of Conduct; or



— Are Food Justice-Certified by Agricultural Justice Project; or



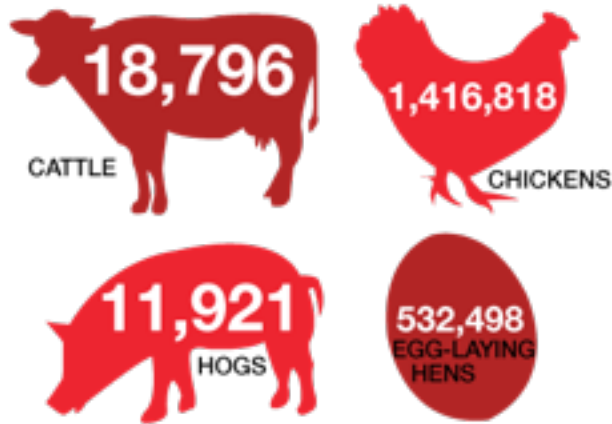
— Are certified by the Equitable Initiative



Required for all participants

Option to purchase 5% of food spend at Level 2 or 3 for additional points

# VALUE: ANIMAL WELFARE



Average number of animals per farm in CA  
NASS Census of Agriculture (2007)

- Inhumane breeding, growth and slaughter practices, including use of gestation crates and battery cages.
- Environmental and public health impacts, including water contamination from runoff, air quality, emissions, antibiotic resistance and food safety outbreaks.
- Use of antibiotics can cause health complications for farm and meat processing workers, including high levels of antibiotic resistance.

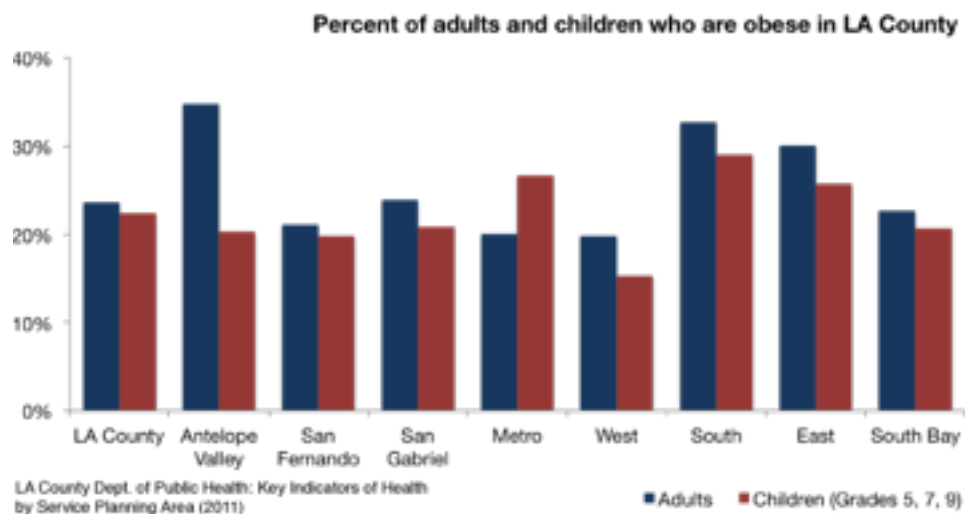


**Baseline:** 15% annual average of total cost of food purchases comes from a Level 1 Humane producer in Year 1, with amount increasing by 2% each year to maintain baseline status; AND 100% of all eggs are cage-free



# VALUE: NUTRITION

- Access, affordability and appeal of healthy food
- Quality of available food
- Supply and demand for healthy products
- Health disparities
- Individual and societal norms related to food consumption



**Baseline:** Meet 13 out of 25 items on healthy food checklist (developed by LA County Department of Public Health).

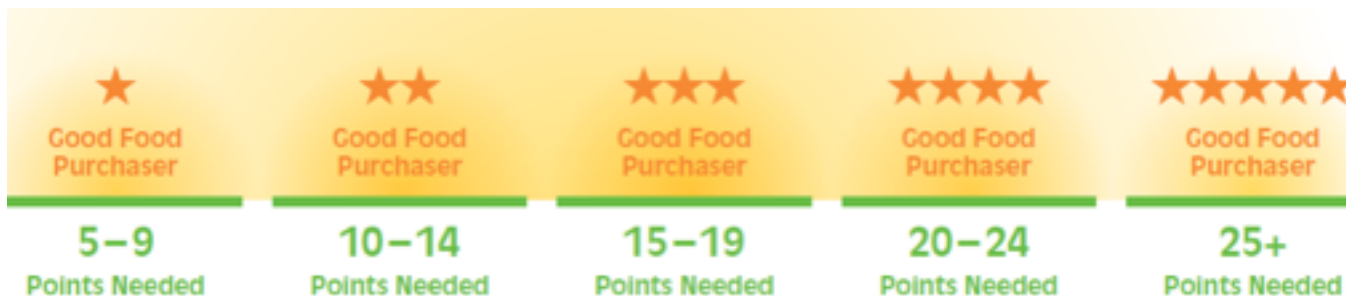
# GFPP SCORING SYSTEM: EXAMPLE

Total Food Budget: \$500,000/quarter

LOCAL ECONOMIES SCORING		
LEVEL 3 LOCAL ECONOMIES	% OF PURCHASES	EXTENDED VALUE
Produce	3.0%	\$15,000
Dairy	0.2%	\$1000
Meat	0.0%	\$0
Seafood	0.0%	\$0
Grains	0.1%	\$500
<b>TOTAL LEVEL 3</b>	<b>3.3%</b>	<b>\$16,500</b>
LEVEL 2 LOCAL ECONOMIES	% OF PURCHASES	EXTENDED VALUE
Produce	2.0%	\$10,000
Dairy	4.1%	\$20,500
Meat	0.5%	\$2500
Seafood	0.0%	\$0
Grains	0.4%	\$2000
<b>TOTAL LEVEL 2</b>	<b>7.0%</b>	<b>\$35,000</b>
LEVEL 1 LOCAL ECONOMIES	% OF PURCHASES	EXTENDED VALUE
Produce	10.75%	\$53,750
Dairy	2.5%	\$12,500
Meat	5.0%	\$25,000
Seafood	0.0%	\$0
Grains	2.5%	\$12,500
<b>TOTAL LEVEL 1</b>	<b>20.75%</b>	<b>\$103,750.00</b>

TOTAL LOCAL ECONOMIES POINTS TALLY	
LEVEL 3	
LEVEL 2	
LEVEL 1	2
Bonus Points	2
<b>TOTAL POINTS</b>	<b>4</b>
<b>% OF TOTAL FOOD SPEND</b>	<b>31.05%</b>

The institution would earn 4 points in the Local Economies category. A star rating is assigned based on total aggregate points in all categories.



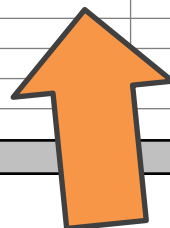


## EXAMPLE: QUARTERLY INVENTORY BY FOOD PRODUCT CATEGORY

### FRUIT & VEGETABLE PURCHASING DATA

(quarter, year)

Food Type	Total Order Information							Distributor
	# Cases	\$/Case	Total Cost	Product Detail (Example: Farm, Brand, Supplier, etc.)	Headquarters Location	Production Location	Food Safety Certification (i.e. GAP, Global Gap HACCP)	
Total Fruits & Vegetables			\$0.00					



Purchasers and their food service companies work with distributors to determine the farm or ranch where products originated prior to processing, wholesale, and distribution.



# EXAMPLES: GOOD FOOD PRODUCTS

Most food service providers are already purchasing products that qualify as Good Food in some or all of the value categories. Common purchases that raise the GFPP score include:

Local Economies	<ul style="list-style-type: none"> <li>• All fruits or vegetables grown in Southern California (i.e. berries from Ventura County, citrus from Inland Empire &amp; San Diego, etc.)</li> </ul>
Environmental Sustainability	<ul style="list-style-type: none"> <li>• All organic products</li> <li>• Antibiotic &amp; hormone-free meat &amp; dairy</li> <li>• Participation in “Meatless Mondays”</li> </ul>
Valued Workforce	<ul style="list-style-type: none"> <li>• Dole Fresh Fruit &amp; Dole Fresh Vegetables (Union)</li> <li>• Muranaka Farms: Herbs, Greens, Onions, etc. (Union)</li> <li>• South Central Farmers Cooperative</li> <li>• Equal Exchange Coffee</li> </ul>
Animal Welfare	<ul style="list-style-type: none"> <li>• Cage-free eggs</li> <li>• Antibiotic &amp; hormone-free meat</li> </ul>
Nutrition	<ul style="list-style-type: none"> <li>• Prioritize purchase of whole, seasonal products</li> <li>• Minimize purchase of processed products with added sugars and sodium</li> <li>• Utilize menu labeling, worksite wellness programming, and/or portion control strategies</li> </ul>





## POLICY ADOPTION & IMPLEMENTATION



# ADOPTION IN LOS ANGELES

- ✓ **LA City Good Food Purchasing Executive Directive** – October 24<sup>th</sup>, 2012
- ✓ **LA City Council Good Food Procurement Motion** – October 24<sup>th</sup>, 2012
- ✓ **Los Angeles Unified School District Good Food Procurement Resolution** – November 13<sup>th</sup>, 2012 & December 9<sup>th</sup>, 2014



**IMPACT = 750,000 daily meals**







# SUPPORTERS

## HEALTH

- American Diabetes Association
- American Heart Association
- California Food Policy Advocates
- Community Health Councils
- Los Angeles County Department of Public Health
- Healthy School Food Coalition
- Volunteers of America of Greater Los Angeles
- Parents from Roosevelt HS

## ENVIRONMENT

- ASPCA
- Center for Ecoliteracy
- Center for Food Safety
- Compassion Over Killing
- Environmental Working Group
- Natural Resources Defense Council
- Organic Consumers Association
- Urban & Environmental Policy Institute

## AGRICULTURE

- California Produce Wholesalers
- Coosemans LA Shipping
- Gold Star Produce
- Food Commons
- LA Specialty
- Fresco Community Market
- Fresh Point Southern California
- McGrath Family Farms
- Swanton Berry Farm
- Roots of Change
- West Central Produce

## LABOR

- Change to Win
- Food Chain Workers Alliance
- Los Angeles Alliance for a New Economy
- Restaurant Opportunities Center – LA
- SEIU Local 99
- Teamsters Local 572
- UFCW Local 770
- UNITE HERE Local 11
- UTLA
- Warehouse Workers United





# WHAT HAPPENS WHEN GFPP IS ADOPTED?:

- **Conduct Baseline Assessment**
  - Providers notify vendors, collect farm level data, and submit due diligence reporting docs
  - GFPP staff completes data analysis and baseline assessment
- **Technical Assistance**
  - Individual & group technical assistance
  - Assist with development of multi-year implementation plans.
  - Sample GFPP language for RFPs and contracts.
  - Online Tools & Resources
- **Verify Sources & Award Star Rating**
  - Collect detailed purchasing data, semi-annually
  - Analyze data & award score
- **Recognize Success**
  - Annual Check-in/Year End Review
  - Outstanding Participants Publicly Recognized
  - Logos & marketing materials



# EXAMPLE: GOOD FOOD SUPPLIER DATABASE ENTRY

SUPPLIER	MURANAKA FARM INC
Type of Supplier	Grower, Shipper
Production Location(s)	Moorpark, CA; Mexicali, Mexico; Ojos Negros, Mexico; Maneadero, Mexico; San Luis Valley, AZ
HQ Address	11128 E Los Angeles Ave
City	Moorpark
State	CA
Country	US
Local Economies (Herd Size)	
Local Economies (Acreage)	
Local Economies (Size)	Larger than 499 acres
Local Economies (Distance from MTV)	Not local but within California
Local Economies (Distance from LA)	Local within 200 miles
Environmental Sustainability	Findings of pollutant violations
Valued Workforce	Has a Union Contract
OSHA/WHd Violation	
Animal Welfare	
Food Safety Note	
Ownership Structure	Family-Owned Farm
Product Types	HERB-CILANTRO, Onion-green, Radish-Loose, Parsley-Italian, Kale-Green, Leek, Parsley-Curly, Radish-Red Icicle, Onion-Green Cello, Herb-Parsley Italian, Onion-Green Cello Washed
Contact Person	
Phone Number	805-529-6692
Email	
Purchasers	Institution X, Institution Y, Institution Z
Category	Produce



# RECOGNITION: LA FOOD DAY



## FOOD DAY 2014 LOS ANGELES





# EARLY IMPACTS: MARKET SHIFTS = PRODUCTION SHIFTS

## Changes in purchases by LAUSD:

- Approximately \$50 million of the total annual food budget is purchased from local produce, dairy, egg and grain producers.
- Approximately \$10 million is spent annually on fruit and vegetable purchases from local growers.

resulted in

## Changes in production practices by LAUSD SUPPLIERS:

- 1) Vendor now purchases all whole grain buns and roll products made from 100% *Sustainable, California Grown Wheat Flour*. All recipes use wholesome ingredients, low in sodium and containing NO high fructose corn syrup.
- 2) 150 jobs created along supply chain in processing & manufacturing (LA Times 2013)
- 3) Assisting alliance of 31 small growers in San Bernardino County as they transition towards new crops after orange groves threatened by invasive pests (LA Times 2014)

# GFPP EXPANSION: THE CENTER FOR GOOD FOOD PURCHASING





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**PURCHASING  
PROGRAM**

# VALUES SHAPE POLICY

**The Good Food Purchasing Program is a commitment to:**

## HEALTHY

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.