



Healthy Food in Health Care

A movement for a better food system

October 17th, 2023

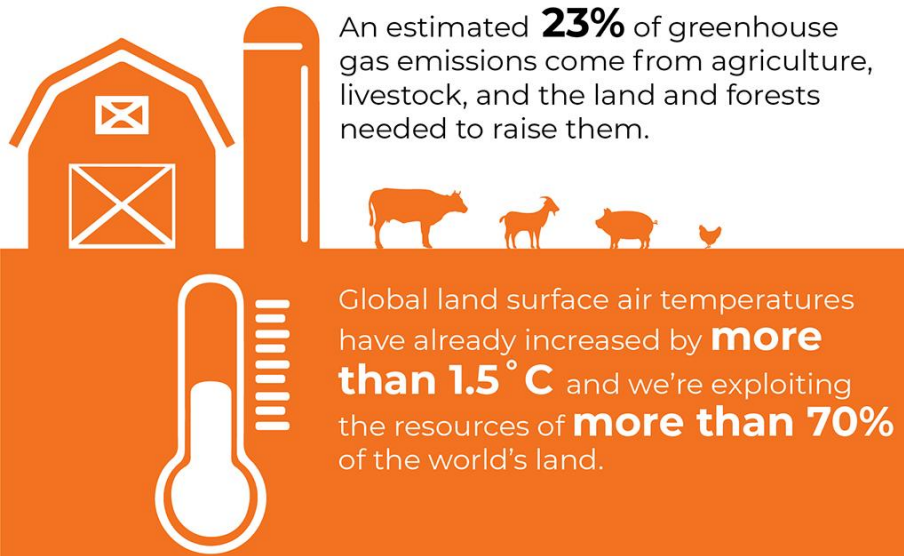


As the only sector with healing as its mission, health care has an opportunity to use its ethical, economic, and political influence to create ecologically sustainable, equitable, and healthy communities.



Food Related Emissions & Health Care Solutions

UN Climate Change Report: Food and Land



UN Climate Change Report: Food and Land



Healthy Food in Health Care Standard



FOOD PURCHASING

Strategy highlights

- Purchase products that were produced using environmentally **sustainable** practices.
- Purchase **local** food that is grown/raised or processed within 250 miles of your institution (500 miles for meat, poultry, and seafood)
- Purchase local food from **diverse** suppliers such as (but not limited to) women, veterans, persons with disabilities, or people of color.

Standard includes certification programs that help buyers to identify organic and regenerative grower - practices that can improve soil health for carbon sequestration and resilience in the changing climate.

ACCEPTED FOOD PRODUCT CERTIFICATION AND LABEL CLAIMS	VALUE CATEGORIES				
	ENVIRONMENTAL SUSTAINABILITY	LOCAL ECONOMY	ANIMAL WELFARE	WELFARE EQUITY	COMMUNITY RESILIENCE AND JUSTICE
American Grassfed Association	■		■		■
Animal Welfare Approved by A Greener World	■				■
Aquaculture Stewardship Council (farmed mollusks only)	■				
Blue Seal	■				
Best Aquaculture Practices (farmed mollusks only)	■				
Bird Friendly	■				
Certified Grassfed by A Greener World	■		■		
Certified Humane	■		■		■
Certified Humane - Barn Raised, Free Range & Pasture Raised	■		■		■
Certified Naturally Grown	■				■
Certified Regenerative Agriculture One (CRAO)	■				■
Demeter Certified Biodylins	■				■
Equitable Food Initiative	■			■	
Fair Food Program	■			■	
Fair for Life	■	■			
Fairtrade International	■			■	
Food Alliance	■			■	■
Food Justice Certified	■			■	■
Global Animal Partnership, Step 1	■		■		■
Global Animal Partnership, Step 2	■		■		■
Global Animal Partnership, Step 3	■		■		■
Global Animal Partnership, Step 4	■		■		■
Global Animal Partnership, Step 5, 6+	■		■		■
Global G.A.P. (farmed mollusks and seaweeds)	■				
Grassroots Alliance	■				■
Land to Market Verified (previously Ecological Outcome Verified)	■				■
Linking Environment and Farming LEAF	■				
Marine Stewardship Council (wild caught seafood)	■				
Meat With Dignity	■			■	
100% Grassfed by Pennsylvania Certified Organic (PCO)	■		■		
Regenerative Alliance	■				■
Real Organic Project	■				■
Regenerative Organic Certified	■				■
Responsible Fisheries Management Certified Sustainable (wild caught seafood)	■				
Sanjour Safe	■	■			
Small Producers Symbol	■				
Sustainable Ocean	■		■		
USDA Organic	■				■
USDA Transitional Organic	■				■
IMC Nonox Ever 3	■				■
USDA Process Verified label claims for antibiotic usage in animal agriculture: <ul style="list-style-type: none"> - No Antibiotics Ever (NAE) - No Antibiotics Important to Human Health (NAIHH) - No Antibiotics Important to Human Medicine (NAIHM) - No Antibiotics Used Important to Human Medicine (as defined by WHO) - Raised With No Antibiotics Ever (RWNAE) - Raised Without Antibiotics (RWA) or (RWO) 	■			■	
ADDITIONAL PRODUCT ATTRIBUTES					

Local: Privately, cooperatively, or non-profit owned and operated, or B Corp certified, businesses within 250 miles of the institution (500 miles for meat, poultry, and seafood).

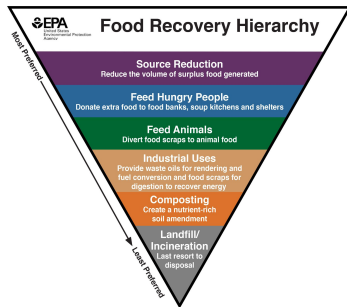
FOOD WASTE SOLUTIONS

COMPOST

Strategy highlights

- Conduct a waste audit that will help you identify the sources of wasted food at your facility.
- Reduce plate waste and meal costs and improve patient satisfaction by using a room service model with patient meals
- Partner with food banks, soup kitchens, shelters or third-party organizations to donate edible, surplus food.

Health care is joining organizations across the country in the goal to reduce food waste by 50% by 2030.



\$218 billion is spent on food that is never eaten. Food waste source reduction efforts create savings that can be invested in local, sustainable, and diverse purchasing.

PLANT-FORWARD FUTURE

Strategy highlights

- Reduce your carbon & water footprint by reducing animal products purchased.
- Take the Cool Food Pledge
- Offer whole or minimally-processed, plant-based main dishes at each meal service.

*Food production is responsible for approximately 25% of global greenhouse gas emissions. The Science Based Targets Initiative estimates we need to **reduce emissions from food production by 67% by 2050** in order to avoid catastrophic climate change. Livestock production is responsible for **approximately 14.5%** of global greenhouse gas emissions.*



EAT ONE PLANT-FORWARD MEAL EACH DAY FOR 30 DAYS TO WIN
Join your colleagues | Eat great food | Win prizes



What is Plant-Forward Future?

Plant-Forward Future is a curated set of resources from Practice Greenhealth, Health Care Without Harm, and our partners that will help health care facilities set a plant-forward goal, menu and market plant-forward dishes, and track their progress.








practicegreenhealth.org/plantforwardfuture



Why Plant-Forward?

Health:

- A poor diet contributes to 4 out of 10 of the leading causes of death in the US.
- Healthier diets, including the consumption of plant proteins could save \$50 billion in health care costs.

BEEF <small>(Industrially-produced meat)</small>	BEANS
	
VS	
PRICE	
\$4.11 per pound <small>source: Bureau of Labor Statistics</small>	\$1.35 per pound 
NUTRITION	
GROUND BEEF (per 100 grams)	BLACK BEANS  (per 100 grams)
22g protein 270 calories 18g total fat 7g saturated fat 8mg cholesterol 0g fiber 2.3mg iron	22g protein 130 calories 0g total fat 0g saturated fat 0mg cholesterol 8g fiber 2.9mg iron
Cholesterol and saturated fat are linked with heart disease	Fiber is an essential nutrient for digestion and cancer prevention
ENVIRONMENT	
1,800 gallons of water	300 gallons of water
Feed: 6 pounds of corn per pound	Feed: none
Production generates pollution and increases risk of antibiotic resistant disease	Lower environmental impact. May enhance soil and benefit ecosystem. 

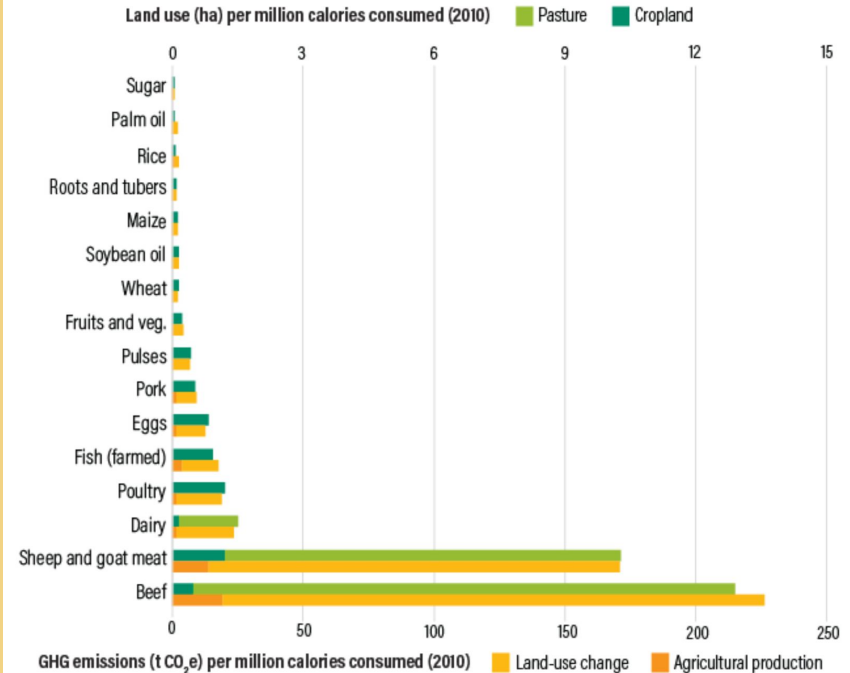


Why Plant-Forward?

Food Security:

- The world population is expected to reach 10 billion by 2050.
- The production of animal proteins consumes 83% of the available agricultural land and generates only 18% of the total calories consumed by humans.

Animal-based foods are more resource-intensive than plant-based foods



Source: GlobAgri-WRR model.

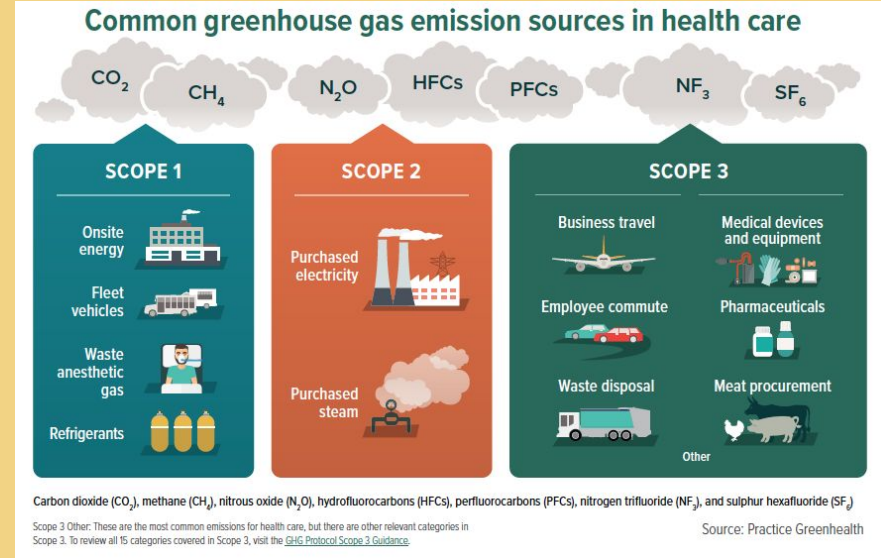
WORLD RESOURCES INSTITUTE



Why Plant-Forward?

Environment:

- Food production is responsible for almost 25% of global greenhouse gas emissions.
- We need to reduce emissions from food by 67% by 2050 in order to avoid catastrophic climate change.



Why Plant-Forward?

Profitability:

- 44% of consumers are trying to increase their intake of plant-based proteins like beans and nuts.
- Plant-forward menus can lead to an increase in patient and employee satisfaction rates, and 83% of diners in hospitals say they would choose plant-forward options at least sometimes.



COOL FOOD

Cool Food Pledge helps dining facilities – from hotels and restaurants to universities, schools, hospitals, and workplace cafeterias – cut their food-related greenhouse gas emissions by increasing and improving their plant-forward menu options.



coolfood
FOR DELICIOUS CLIMATE ACTION



ALL-BAR-ONE

BANK OF AMERICA



RobinFood

Bloomberg



WORLD BANK GROUP

Genentech
A Member of the Roche Group



Monde Nissin



CITY OF COPENHAGEN



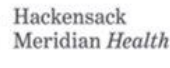
UC San Diego Health



Beth Israel Lahey Health
Beth Israel Deaconess Medical Center



BRIGHAM HEALTH



BRIGHAM HEALTH



Memorial Sloan Kettering
Cancer Center



Froedtert
HOSPITAL

Indiana University Health



Montefiore

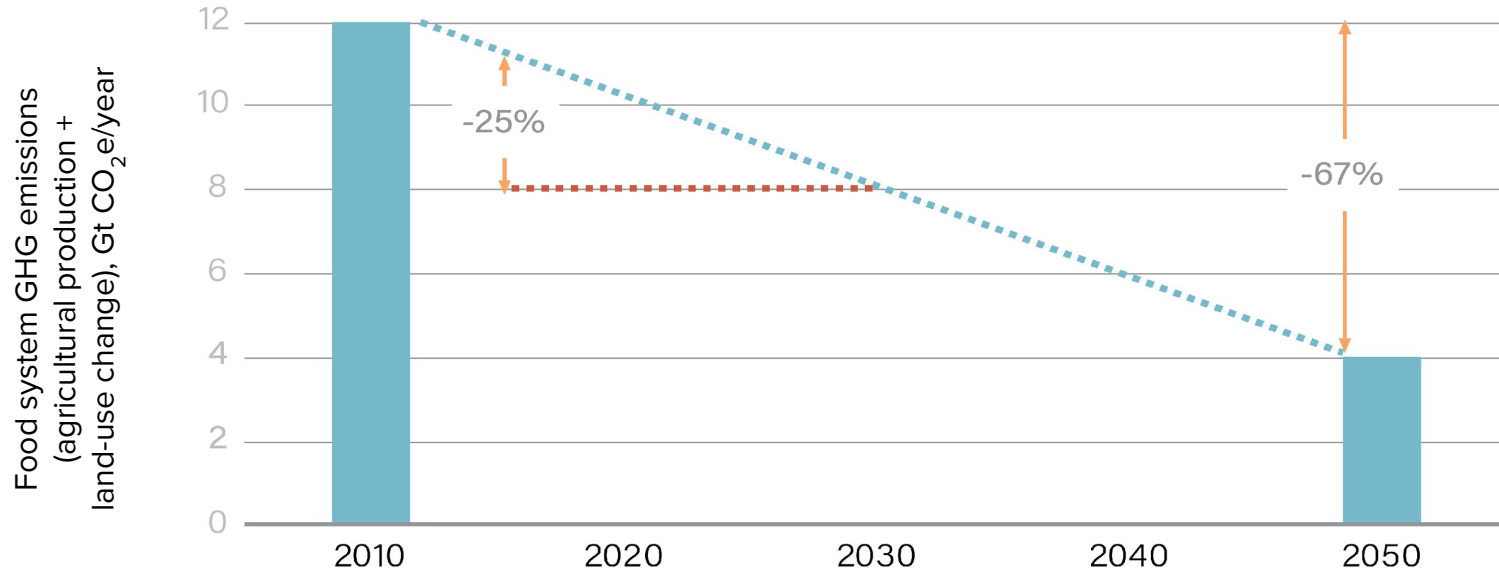


HOW THE COOL FOOD PLEDGE WORKS

The Cool Food Pledge helps members:

1. **Pledge** support of a science-based target for diet-related GHG emissions reduction,
2. Develop the best **plan** to bring about change, and
3. **Promote** success

PLEDGE: COLLECTIVE TARGET



Sources: Searchinger et al. (2019), Science Based Targets Initiative (2019)

PLAN: THE 5P FRAMEWORK

5 different areas where your facility can take action to promote plant-forward dishes

PEOPLE

Actions to promote plant-forward dishes that engage your staff members

PRESENTATION

Actions to promote plant-forward dishes that involve re-designing food menus

PROMOTION

Promoting plant-forward dishes using marketing, communication and pricing strategies

PRODUCT

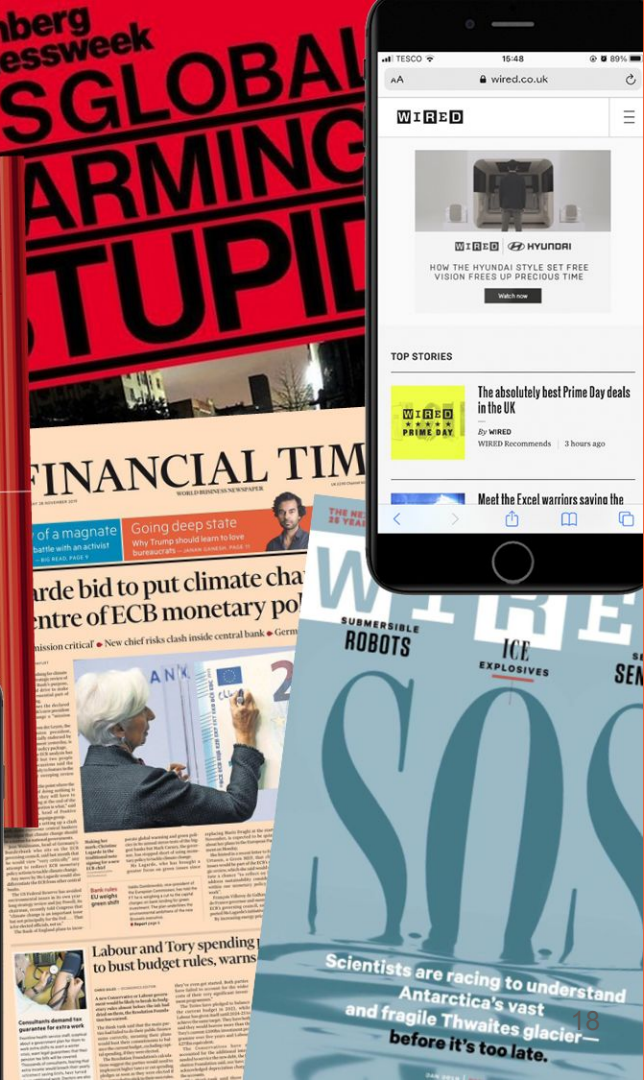
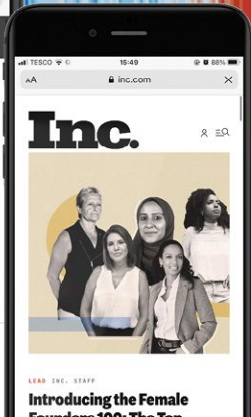
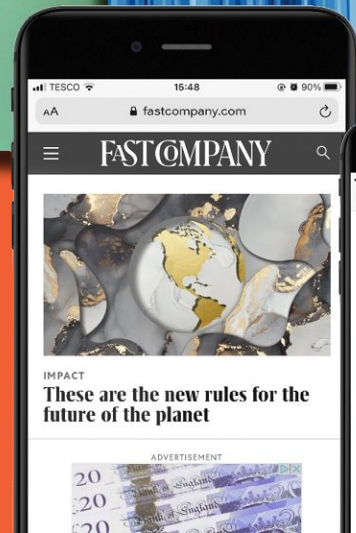
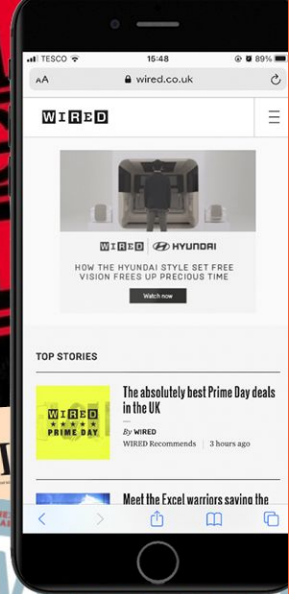
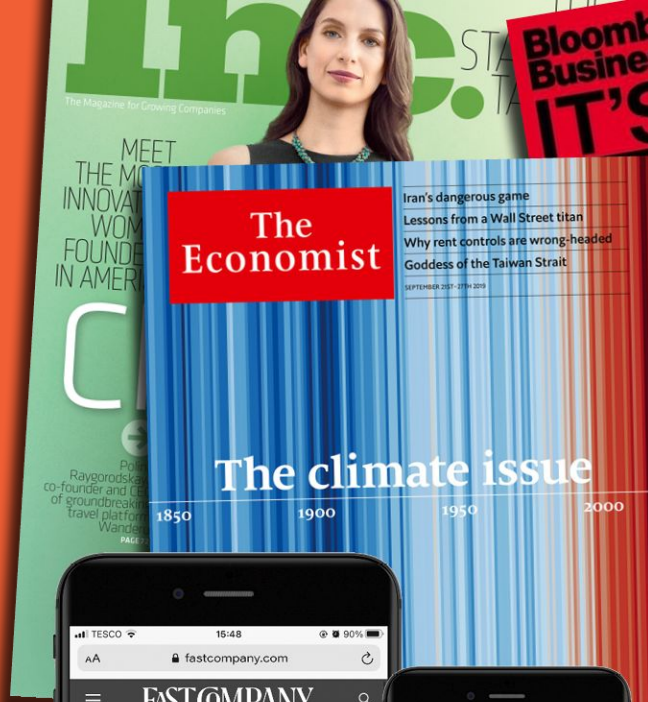
Actions to promote plant-forward dishes that involve modifying the food itself

PLACEMENT

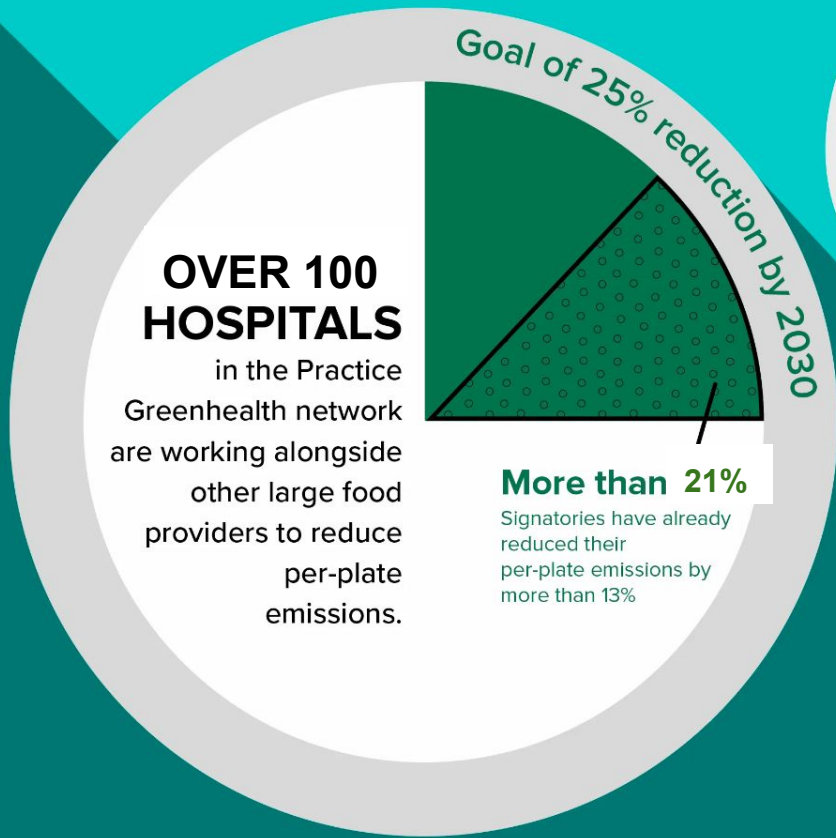
Actions to promote plant-forward dishes that involve changing food displays



PROMOTE



THE COOL FOOD PLEDGE



PLANT POWERED 30



30 DAYS | 30 MEALS

ONE DELICIOUS CHALLENGE

EAT **ONE** PLANT-FORWARD MEAL EACH DAY FOR **30** DAYS TO WIN

Join your colleagues | Eat great food | Win prizes



PLANT POWERED 30



A 30-day challenge to inspire your employees to choose a plant-forward meal once per day (and hopefully more!)

- **Goal:** For participants to learn that eating plant-forward...
 - Is easier than they might have thought
 - Is good for their health, the environment, and the community
 - Is a delicious and satisfying experience
- **Suggested leads:** Employee wellness in partnership with food service
- Register at practicegreenhealth.org/plantpowered30/join to unlock the challenge resources.





health care Culinary Contest

Reimagining Hospital Food





Thank you!

Contact:

Amber Hansen, MS RD | ahansen@hcwh.org
Regional Program Manager, Healthy Food in Health Care