



West Coast Climate & Materials Management Forum

June 13, 2024

Food Purchasing & Climate Impacts

Zoom Logistics and Technical Orientation

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- For closed captioning of today's discussion, please select the closed captioning icon at the bottom of your screen.
- All participants are in listen-only mode now. Please email nell.solomon@erg.com if you experience any technical difficulties with Zoom.
- Please submit questions for discussion into the Q&A feature.
- Today's session will be recorded and shared at a later date through the Forum website at www.westcoastclimateforum.com



West Coast Climate Forum Webinar Series Disclaimer

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This webinar is being provided as part of the West Coast Climate and Materials Management Forum Webinar Series. The Forum is a collaboration of state, local, and tribal governments. We invite guest speakers to share their views on climate change topics to get participants thinking and talking about new strategies for achieving our environmental goals. Mention of trade names or commercial products does not constitute endorsement or recommendation for use.

Please note the opinions, ideas, or data presented by speakers in this series do not represent West Coast Climate and Materials Management Forum members policy or constitute endorsement by the forum.

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West Coast Climate
& Materials Management Forum

Agenda

- ❖ Setting the Stage for Municipal Food Purchasing & Climate Change
- ❖ The Center for Good Food Purchasing Model
- ❖ City of Seattle Projects Underway
- ❖ New York City's Food Policy Program

Today's Speakers

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Karen Cook
GSA



Colleen McKinney
Center for Good Food
Purchasing



Chris Iberle
City of Seattle's
Office of Sustainability
& Environment



Tia Schwab
New York City
Mayor's Office
of Food Policy



West Coast Climate
& Materials Management Forum

Setting the Table: The Forum's Past Work on Food

West Coast Climate and Materials Management Forum Webinar

June 13, 2024

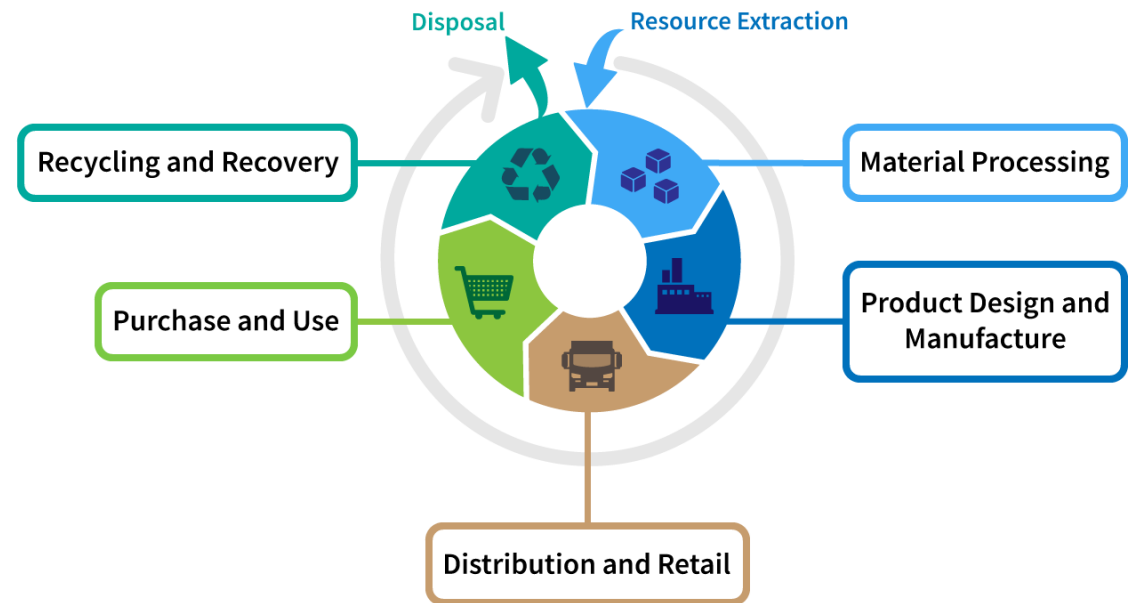


West Coast Climate & Materials Management Forum

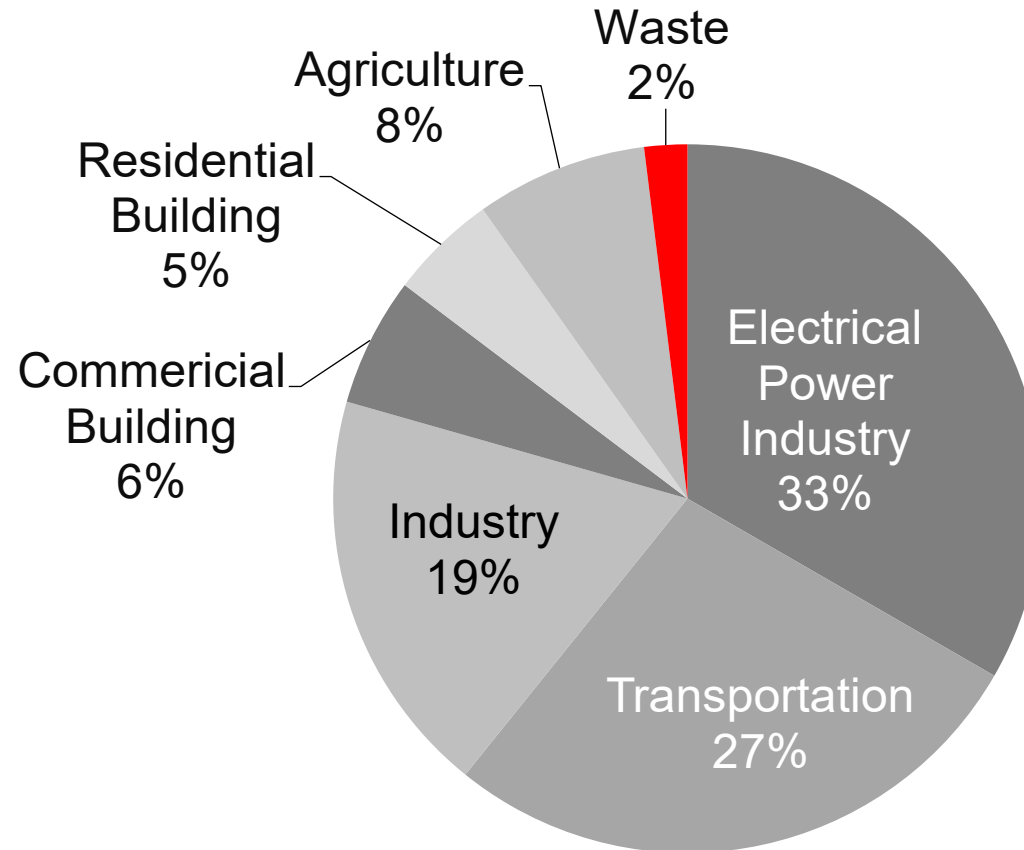
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A collaboration of state, local, and tribal governments with the mission to:

- Develop ways to institutionalize sustainable materials management practices.
- Develop tools to help jurisdictions reduce the greenhouse gas emissions associated with materials



Sector-Based GHG Emissions

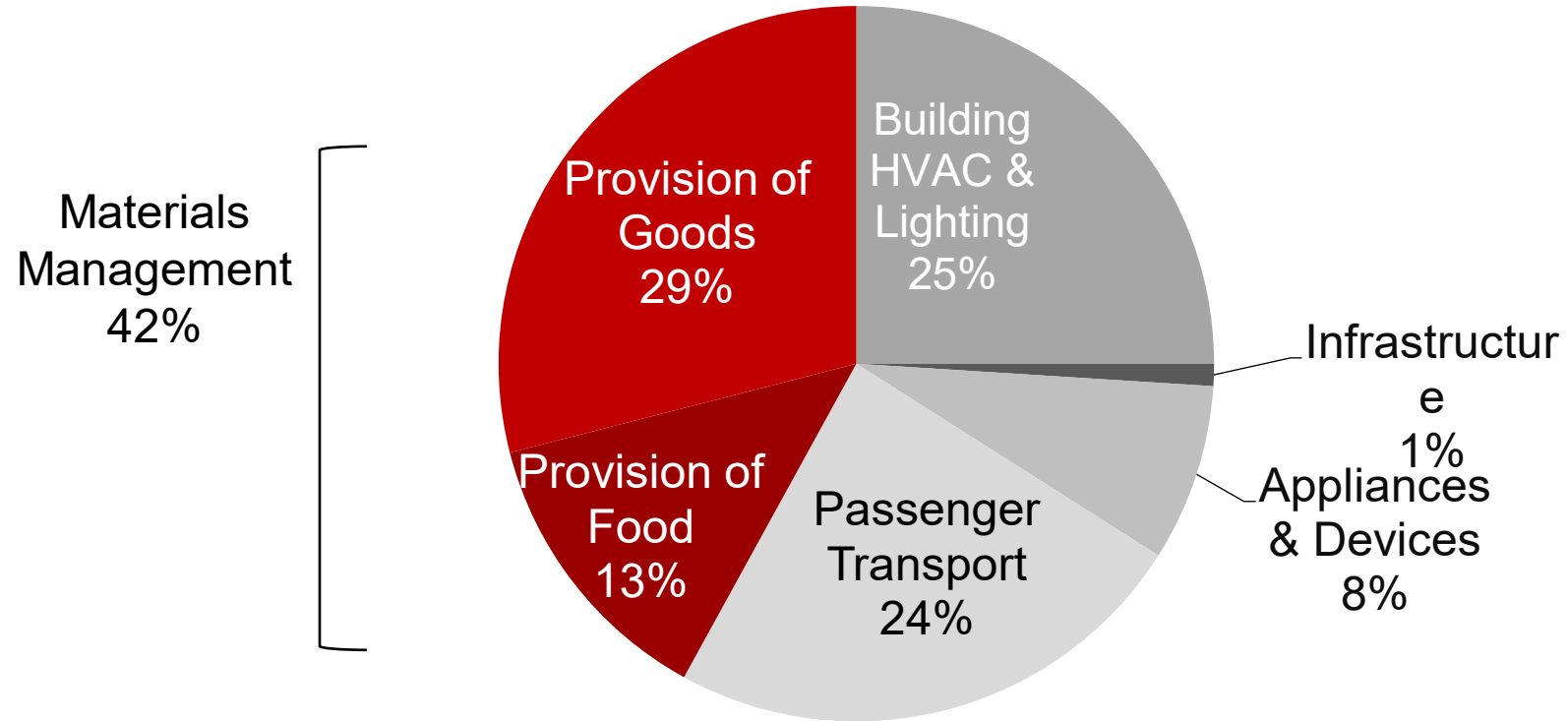


Source: U.S. Inventory of GHG Emissions and Sinks : 1990-2006 (US EPA, 2008)

Sector-Based GHG Emissions

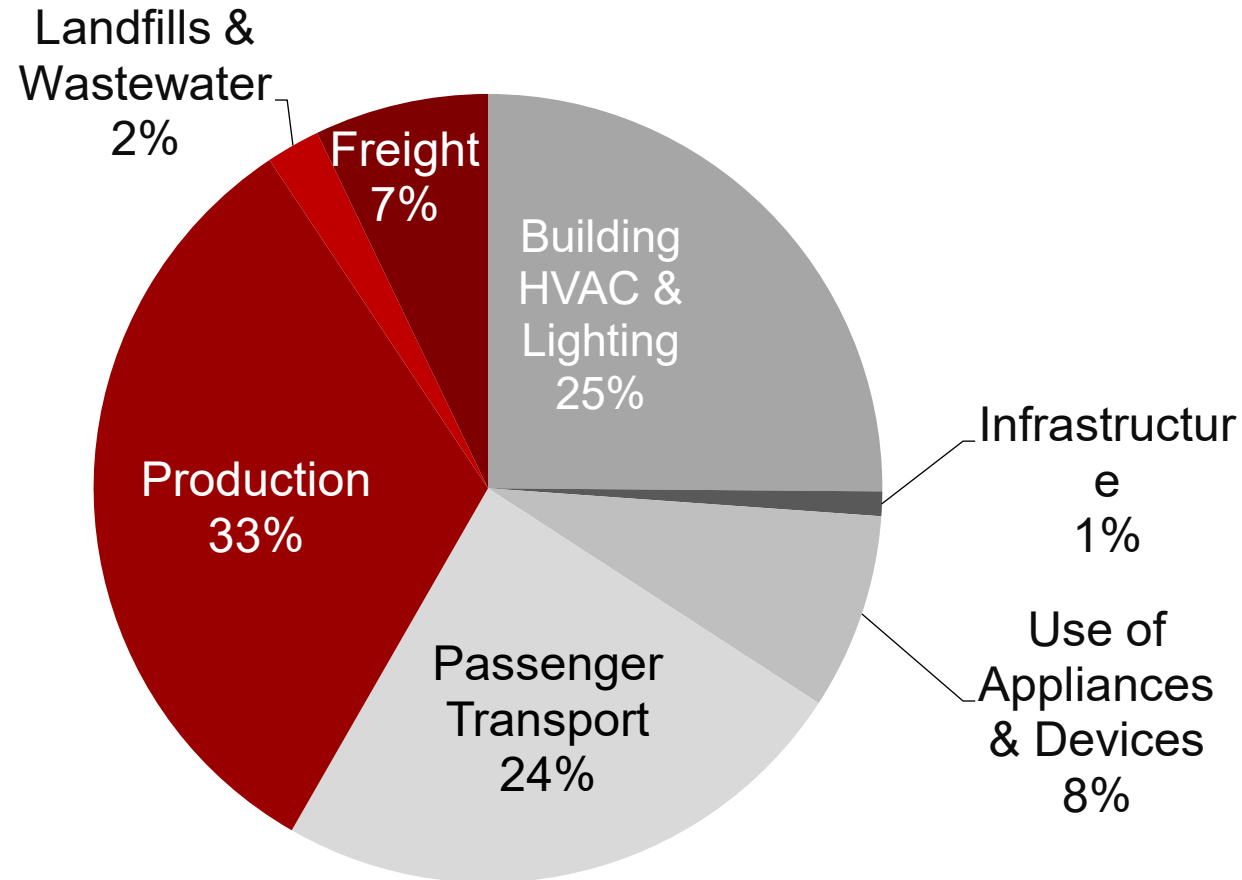


System-Based GHG Emissions

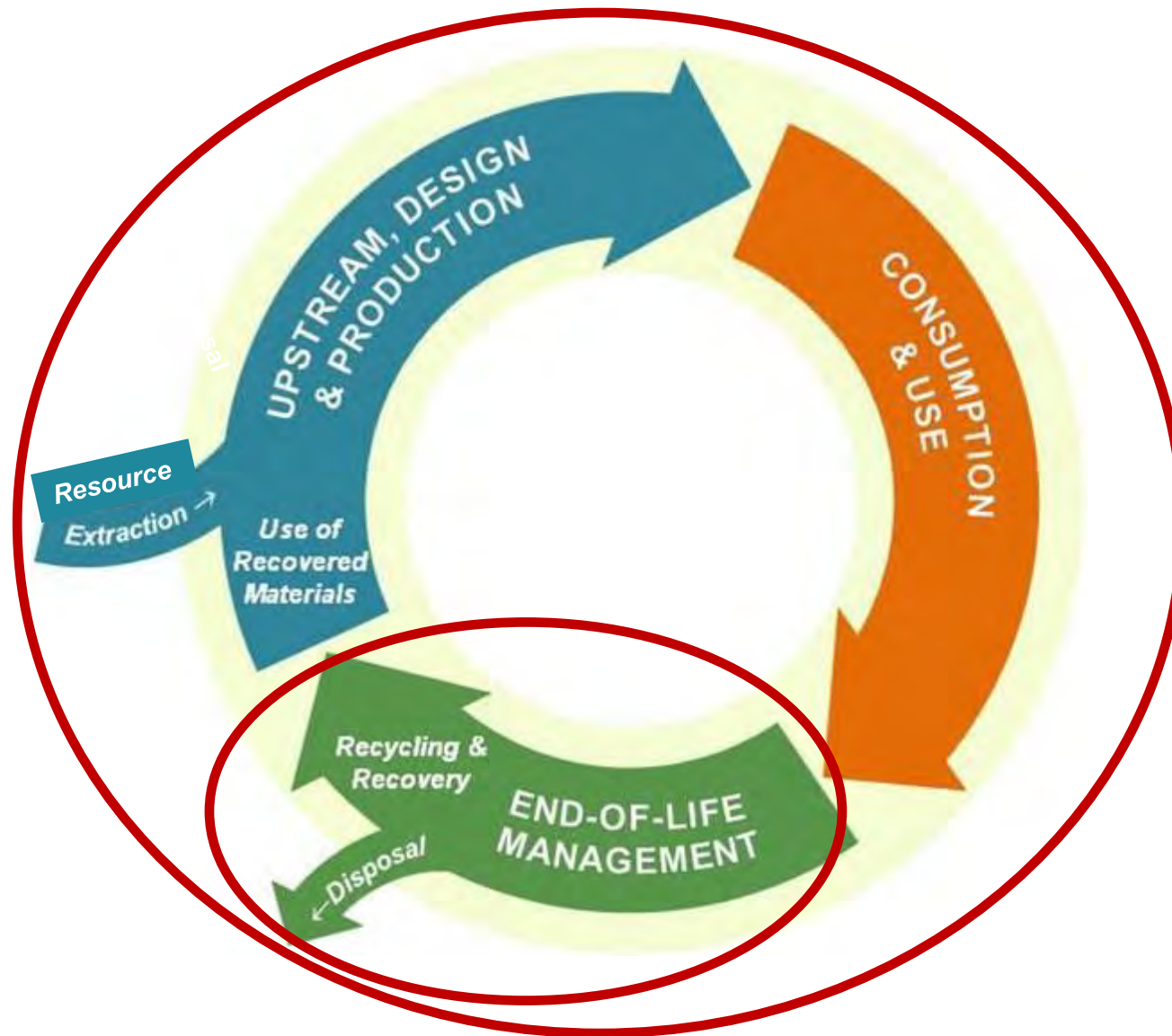


Source: *Opportunities to Reduce Greenhouse Gas Emissions through Materials and Land Management Practices*. U.S. EPA

Materials: Production Dominates Emissions



Source: *Opportunities to Reduce Greenhouse Gas Emissions through Materials and Land Management Practices*. U.S. EPA

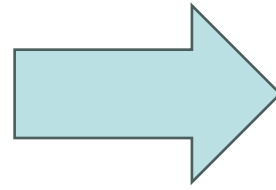


END-OF-LIFE Management vs. MATERIALS Management

Build Toolkits to Reduce Community Food Waste

Food: Too Good To Waste

An Evaluation Report for the Consumption Workgroup of the West Coast Climate and Materials Management Forum



Food: Too Good to Waste Implementation Guide and Toolkit

<https://www.epa.gov/sustainable-management-food/food-too-good-waste-implementation-guide-and-toolkit>



Climate Friendly Purchasing Toolkit

Toolkit Goals:

- Reduce carbon footprint from institutional purchases
- Identify the most carbon-intensive products and services
- Provide how-to guide for purchasing professionals





Climate Friendly Purchasing Toolkit

Targeting Tools

To help government target their efforts on the most significant GHG emissions in the supply chain.



How to complete a supply chain GHG inventory

This detailed primer shows how to combine purchasing data and available LCA tools to get a complete picture of the GHG emissions in your organization's specific supply chain.



Trends Analysis

Instructions are provided on how to use the data from trends analysis to target GHG reductions. It is a compilation of more than 40 supply chain GHG inventories, sortable by organization type, size, and total supply chain budget.

Sector-specific strategies

Each module includes background on how the sector contributes to GHG emissions, and guidance on specific purchasing strategies to reduce GHG emissions.



Construction:
Asphalt, Concrete,
and More



Diesel Fuels



Food



Professional
Services



Information and
Communication
Technology (ICT)

<https://westcoastclimateforum.com/cfpt>

Thank You!

Karen Cook | Sustainability Project Manager

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www.acsustain.org

<http://westcoastclimateforum.com/cfpt>



GOOD FOOD PURCHASING PROGRAM

Food, climate, and procurement

Colleen McKinney, Director of Engagement

June 13, 2024

“

**FOOD IS THE SINGLE STRONGEST
LEVER TO OPTIMIZE HUMAN HEALTH
AND ENVIRONMENTAL
SUSTAINABILITY**

”

**FROM:
FOOD IN THE ANTHROPOCENE: THE
EAT-LANCET COMMISSION ON
HEALTHY DIETS (2019)**

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



COMMUNITY HEALTH & NUTRITION

\$1.8 trillion/yr = Health care costs spent on preventable, chronic metabolic diseases in the U.S. For every \$1 spent on purchasing food in the US, there are \$2 in health and environmental costs.

ENVIRONMENT & CLIMATE IMPACTS

Nearly 1/3 of greenhouse gas emissions come from the food system, including livestock and fisheries, crop production for people and animals, land use, and processing, transport, packaging and retail.

The food system employs 21.5 million people in U.S., 1/6 of the nation's workforce. Yet 5 of 8 of the worst paying U.S. jobs are in the food system and 2/3 of people living in extreme poverty are agricultural workers and their families.

WORKER HEALTH & WELL-BEING

Exit of small and mid-sized farmers drains local economies, contributes to sprawl and threatens prime ag lands.

LOCAL & COMMUNITY-BASED ECONOMIES

9.5 billion animals are raised for food in the US every year, most on factory farms. 70% of all antibiotics used in the US are on farmed animals to compensate for inhumane living environments.

ANIMAL WELFARE

EQUITY, ACCOUNTABILITY & TRANSPARENCY

Low-income communities and communities of color are disproportionately impacted by all of these issues. Community accountability and transparency are essential to centering the voices of these impacted communities in decision-making.

A COMPLEX FOOD SYSTEM

WHO WE ARE

THE CENTER FOR GOOD FOOD PURCHASING

uses the **power of procurement** to create a
transparent and **equitable** food system
that prioritizes the health and well-being
of people, animals and the environment.





Good Food Purchasing Values



OUR NATIONAL PARTNERS



ChangeLab
Solutions



DOMESTIC
FAIR TRADE
ASSOCIATION



FARM FORWARD



Friends of
the Earth



HEAL
FOOD ALLIANCE
health • environment • agriculture • labor



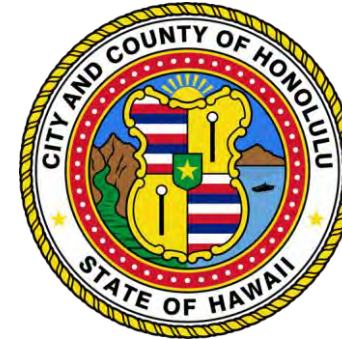
JOHNS HOPKINS
CENTER for A LIVABLE FUTURE



Union of
Concerned Scientists
Science for a healthy planet and safer world



OUR LOCAL PARTNERS

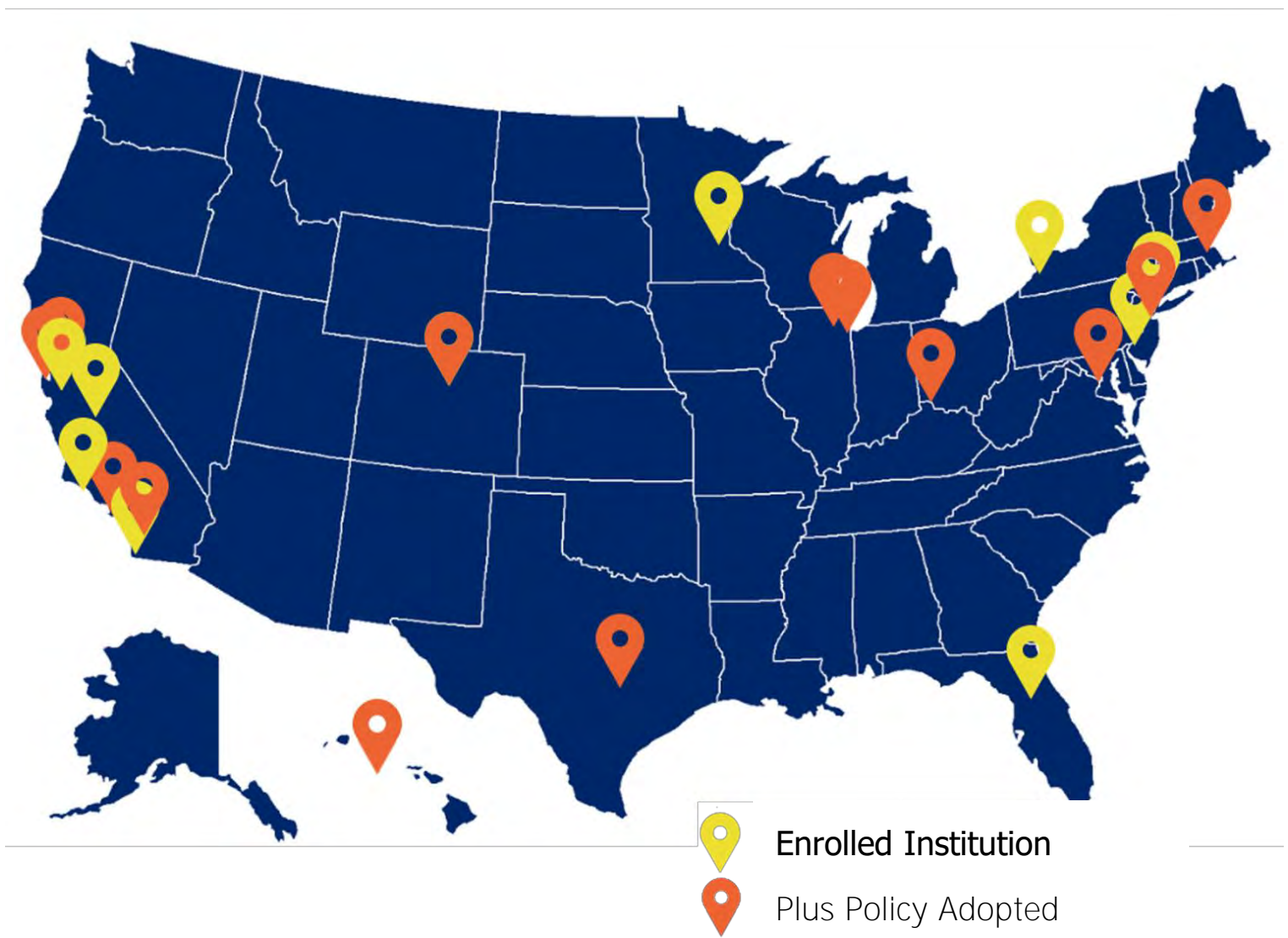


OUR REACH
OVER 70
INSTITUTIONS

27 CITIES &
COUNTIES

19 POLICIES

MORE THAN
\$1.1 BILLION ANNUAL
FOOD SPEND



CITIES ACROSS THE WORLD ARE PLEDGING TO MAKE BIG SHIFTS TOWARDS CLIMATE FRIENDLY DIETS



THE COOL FOOD PLEDGE

Helping companies, universities, hospitals, and public facilities provide diners more of what they want while slashing food-related greenhouse gas emissions



The Planetary Health Plate



#foodcanfixit #EATLancet



A global green new deal

GFPP ALIGNMENT WITH SDGs

Local
Economic

Environment
al

Valued
Workforce

Animal
Welfare

Health &
Nutrition



THE COOL FOOD PLEDGE



	Local Economic	Environmental	Valued Workforce	Animal Welfare	Health & Nutrition
GOOD FOOD PURCHASING PROGRAM	✓	✓	✓	✓	✓
C40 CITIES	✓	✓			✓
THE COOL FOOD PLEDGE		✓		✓	✓
MILAN URBAN FOOD POLICY PACT	✓	✓	✓		✓
EAT	✓	✓			✓
SUSTAINABLE DEVELOPMENT GOALS	✓	✓	✓		✓

HOW THE PROGRAM WORKS

TRANSPARENCY + ACCOUNTABILITY = MARKET SHIFTS TO SUPPORT EQUITY

- 1 Assess Baseline
- 1 Set Goals + Make Shifts
- 1 Track Progress
- 1 Celebrate Success



IMPACT HUB



[Make an Impact](#) ▾ [Real-World Examples](#) ▾ [Resources](#) [About](#) [Contact & FAQ](#)




EXPANDING GOOD FOOD FOR ALL

Cities can lead the way in solving some of our toughest
CLIMATE, HEALTH, AND EQUITY CHALLENGES.

Launched Nov 2021

IMPACT HUB

 [Make an Impact](#) [Real-World Examples](#) [Resources](#) [About](#) [Contact & FAQ](#)

Carbon and Water Calculator

Your region's population:

Over 1 million people

Your annual institutional food spend:

We'll use an average total food spend for public institutions in similarly-sized regions unless you specify otherwise. If you know your region or institution's food spend, you can enter it below.

Reduce Carbon and Water Footprint

Choose a percentage to replace:

0 100

30%

If you replaced 30%, you could:

Decrease annual CO2 equivalent emissions by 48,185,382 lbs

Equivalent to taking 4,721 passenger vehicles off the road annually

Decrease annual water use by 183 million gallons

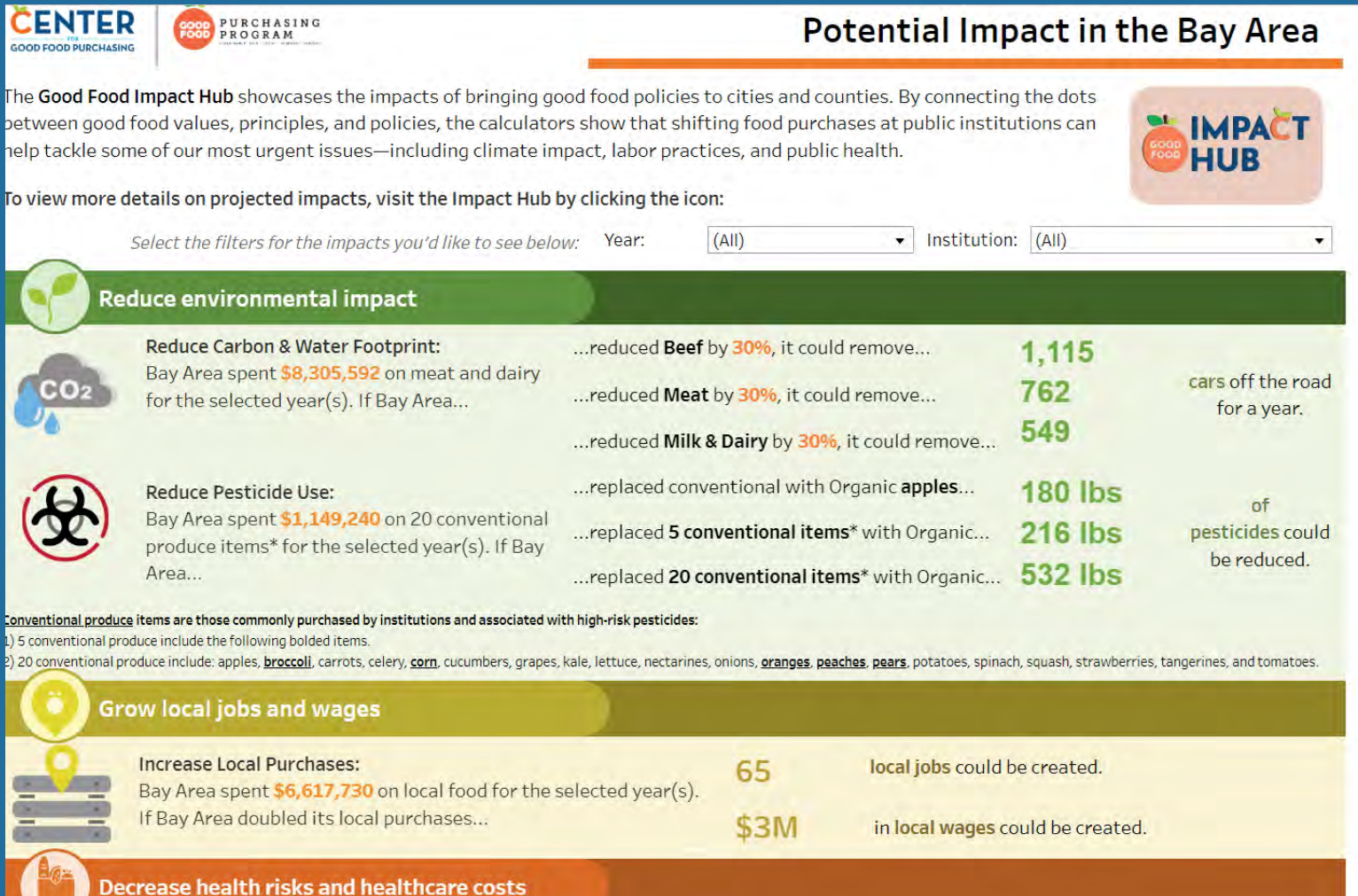
Equivalent to meeting the annual water needs of 3,636 households

Estimated shift in annual food spend from animal proteins to plant proteins: \$4,958,910

[How do I interpret these results?](#)

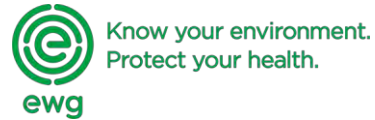
- 3 Impact Calculators
- 5 values and 3 core principles featured
- 8 Cities Highlighted
- 53 resources

REGIONAL IMPACT MODELING: BAY AREA, CA



- 9 participating public agencies across City of San Francisco, Alameda County, Santa Clara County, and Oakland
- Understand regional performance, set regional strategy

Federal Good Food Purchasing Coalition





Thank you!

To find out more about the Good Food Purchasing Program, please visit:

goodfoodpurchasing.org



Seattle's 2024 Values-based Food Purchasing Initiatives

Chris Iberle

Food Policy & Programs Strategic Advisor

City of Seattle's Office of Sustainability & Environment

Consumption Workgroup Webinar on Food Purchasing & Climate Impacts

June 13, 2024

West Coast Climate & Materials Management Forum



City of Seattle

City of Seattle Healthy Food in Schools Partnership

- With Seattle Public Schools (SPS) and Office of Sustainability & Environment
- Funded by Seattle’s Sweetened Beverage Tax
- SPS serves 20,000 school meals per day to 13,700 students

Increase student access to fresh, healthy foods

Fresh Fruit & Vegetable Program (FFVP)

Food & Nutrition Education

Increase SPS’ capacity to provide more high-quality school meals

SPS Farm to School Specialist staff position

Sustainable, equitable (“values-based”) food purchasing incentive funds

Grow partner engagement in Seattle school food

School Meals & Food Education Working Group

SPS Culinary Services Kitchen Staff Advisory Group

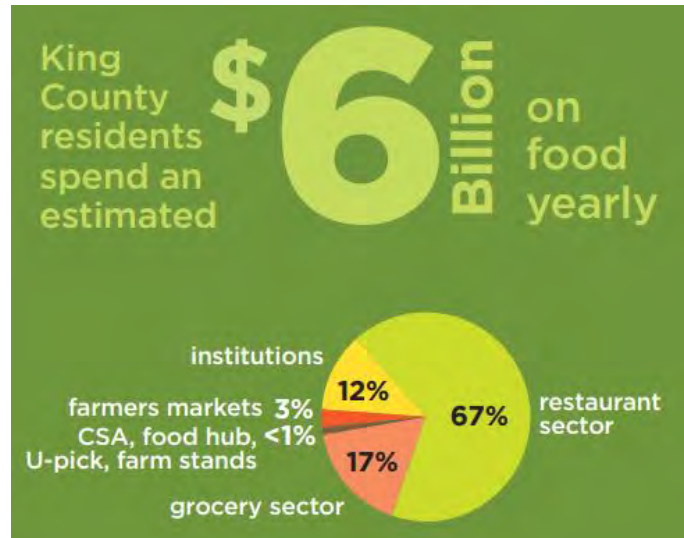
seattle.gov/environment/food-policy-and-programs-new/healthy-food-in-schools



Expanding Seattle's values-based institutional food purchasing efforts

Transforming institutional food procurement to:

- ✓ Purchase more foods and suppliers that align with core values of environmental sustainability, racial equity, local economy, fair labor, health & nutrition, and cultural relevance
- ✗ Purchase fewer foods and suppliers that contribute to climate change, environmental injustice and degradation, social & racial inequities, unfair wages, etc.



Institutional food service in King County spends an estimated

\$74 million

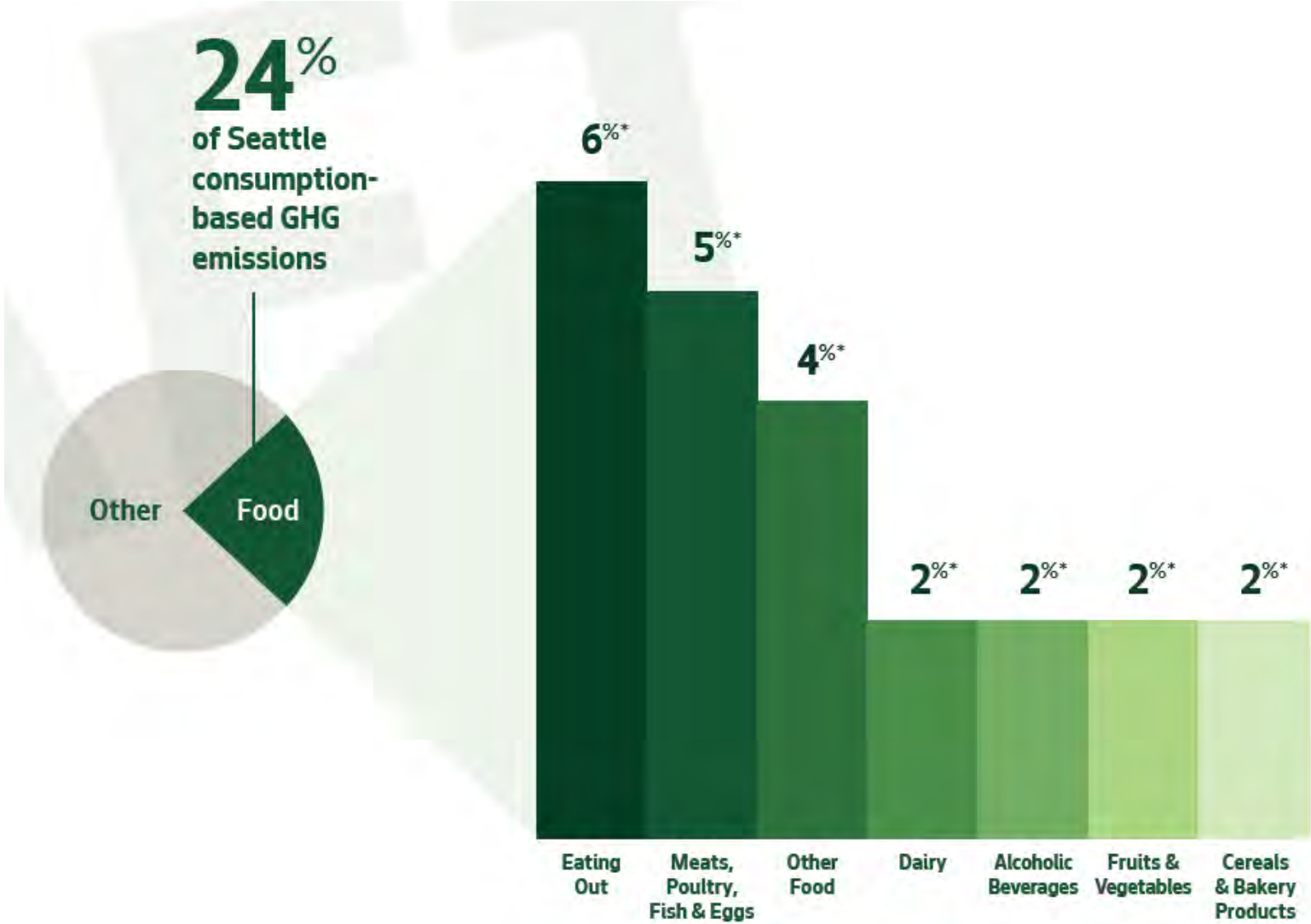
on food annually

[King County Local Food Initiative](#)



Expanding Seattle's values-based institutional food purchasing efforts

Summary of Seattle's Consumption-based GHG Emissions From Food (2019 Inventory Results)



Seattle's 2024 Values-Based Food Purchasing Initiative

A part of implementing Seattle's updated [Food Action Plan](#)

Action 1.A: Prioritize Culturally Relevant & Equitably Purchased Foods in City Food Programs: Continue increasing access to culturally relevant and local food, focusing on women- and minority-owned businesses (WMBE), Black, Indigenous, People of Color (BIPOC) owned businesses, and Tribal enterprises.

Action 5.B: Strengthen Food Value Chain Coordination: Strengthen value chain coordination between City-supported food programs and vendors to increase food sourcing from sustainable, local, and BIPOC-owned food producers and farms.

Action 5.A: Explore Development of a Sustainable, Equitable Food Purchasing Initiative



Seattle's 2024 Values-Based Food Purchasing Initiative

Goal: Support City of Seattle food programs and other external Seattle-area institutions to invest food purchasing funds in a more sustainable, equitable food system

Food Action Plan IDT Subgroup:

- Department of Neighborhoods
- Human Services Department
- Office of Sustainability & Environment
- Seattle Public Utilities
- Seattle Parks & Recreation

- Started in 2023 as peer collaboration space for staff implementing values-based food procurement in City food programs
- Developed a **first draft of a Core Values Framework**
- Developing shared best practices and toolkit for City staff to apply the framework

VBFP Framework Development project with:

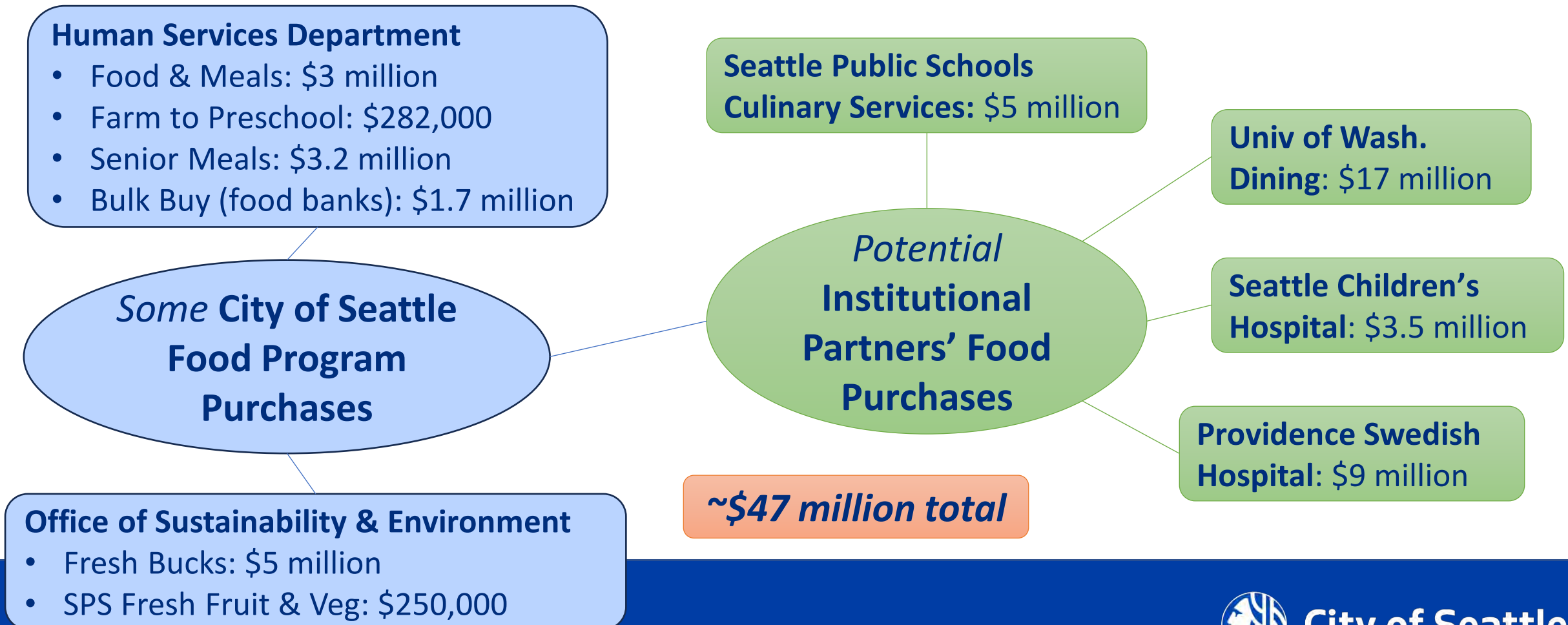
- Team of 7 BIPOC community leaders
- Six community partner and contractor focus groups/listening sessions

- Refine a second draft of the Core Values Framework at two community leader workshops
- Engage community partners and City contractors to get feedback on Framework and implementation needs
- Develop a final Core Values Framework with recommended supporting materials (templates, tools, KPIs)



Seattle's 2024 Values-Based Food Purchasing Initiative

Purchasing funds that could be reinvested in low-carbon, values-aligned foods & producers



Developing Seattle's Values-Based Food Purchasing Framework

Defining six Core Values*

from Food Action Plan - Action 5.A:

- Racial equity
- Environmental sustainability
- Local economy
- Fair labor practices
- Health & nutrition
- Cultural relevance

** Referring to CFGP Good Food Purchasing and Anchors in Action values framework standards & definitions as a foundation!*



Developing Seattle's Values-Based Food Purchasing Framework

Defining six Core Values

from Food Action Plan - Action 5.A:

- Racial equity
- Environmental sustainability
- Local economy
- Fair labor practices
- Health & nutrition
- Cultural relevance

...to be able to
apply them in:

Procurement process steps

Goal Setting

Program Design

Developing Criteria &
Specifications

Developing proposal
Templates

Contract review &
Selection

Managing contracts &
outcomes

Measuring impacts



Developing Seattle's Values-Based Food Purchasing Framework

Defining six Core Values

from Food Action Plan - Action 5.A:

- Environmental sustainability – *draft definition*
“Foods produced using practices that are:
 - Regenerative (such as building soil health, improving biodiversity, improved grazing, agroforestry, and more)
 - Reducing greenhouse gas emissions
 - Organic
 - Seasonal
 - Plant-based
 - Preventing food & packaging waste
 - Reducing water use”



Emerging Opportunities

Potential 2024 Partnership with Univ. of Washington Dining

Identify and support implementation of high-impact food purchasing opportunities

- 4 million meals and \$17 million food purchasing budget annually
- [35% local food purchasing goal](#) from UW's Sustainability Action Plan
- Plant-forward [Menus of Change](#) initiative participant

Proposal for Low-Carbon institutional Food Procurement Project *2025 EPA Climate Pollution Reduction Grant*

Increase plant-based menus and sustainable, regenerative food purchasing in institutional food services such as K-12 schools, universities, and hospitals

- Technical assistance for 7-8 institutions to reduce food procurement emissions by 20-30%
- Sub-award funding for participating institutions and low-carbon food producers
- Committed partners include Seattle Public Schools, Providence Swedish Hospital, Food Lifeline, and key City of Seattle food programs





Sustainable Food Purchasing in NYC

Tia Schwab, Policy Advisor, NYC Mayor's Office of Food Policy



Mayor's Office of Food Policy (MOFP)

- MOFP provides strategic and policy advisement to the Mayor and senior leadership on all issues related to food.
- Mission is to advance the City's efforts to:
 - **Increase food security**
 - **Promote access to and consumption of healthy foods**
 - **Support economic and environmental sustainability across the food system**

Food Forward

Goal 1: All New Yorkers have multiple ways to access healthy, affordable, and culturally appropriate food.

Goal 2: New York City's food economy drives economic opportunity and provides good jobs.

Goal 3: The supply chains that feed New York City are modern, efficient, and resilient.

Goal 4: New York City's food is produced, distributed, and disposed of sustainably.

Goal 5: Support the systems and knowledge to implement the 10-year food policy plan.



Food and Climate

- The agrifood system is responsible for around 1/3 of GHG emissions (includes agriculture and livestock; land-use change; and food transport, processing, packaging, retail, and waste)
- Even if the burning of fossil fuels were phased out completely, current global food production and consumption practices would drive global warming above 2°C

Food and Climate

“Ignoring the 1/3 of greenhouse gases emitted by food systems is not an option.”

–iPES Foods

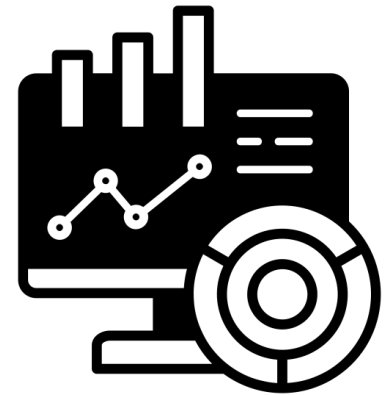
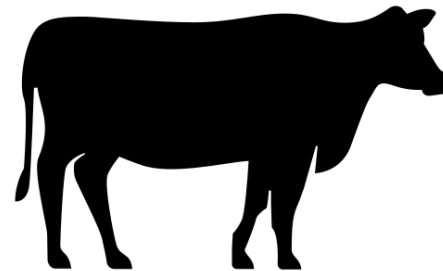
Food and Climate

- Diet transitions
 - In the U.S., animal-sourced foods account for 82% of diet-related greenhouse gas emissions (similar trends in NYC)
 - Halving global industrial meat production and consumption could reduce annual emissions by 8%
- Food waste
 - Halving food loss and waste across the supply chain could reduce emissions by 8%
- Regional food systems, best management practices

NYC Department of Health Campaign



NYC Good Food Purchasing (GFP) initiative

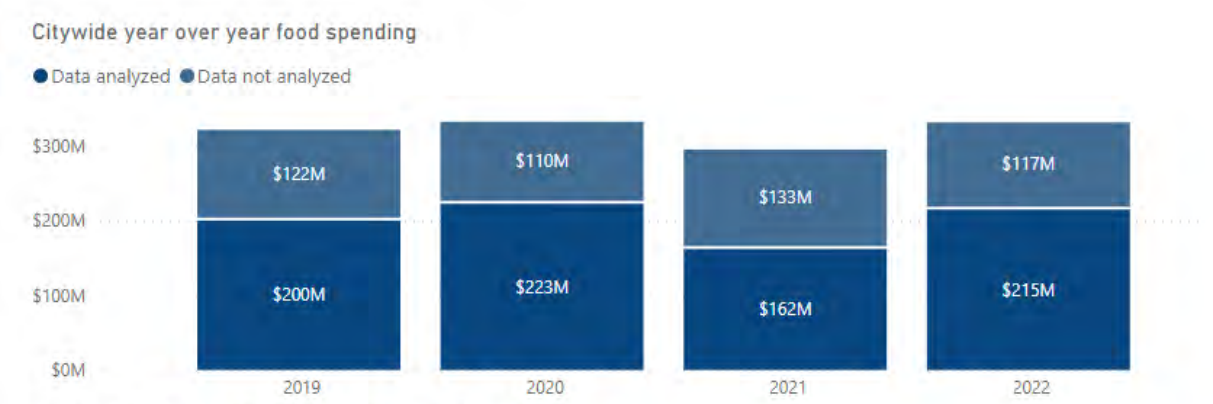
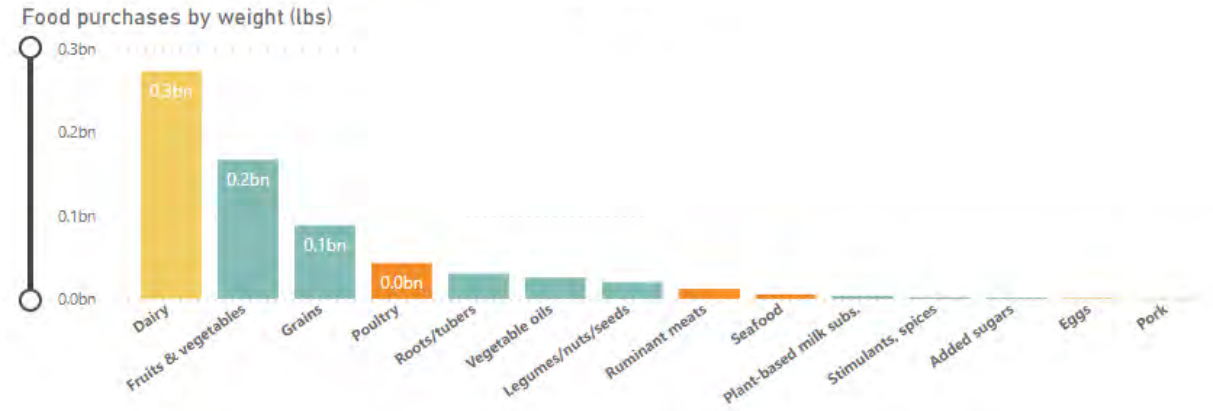
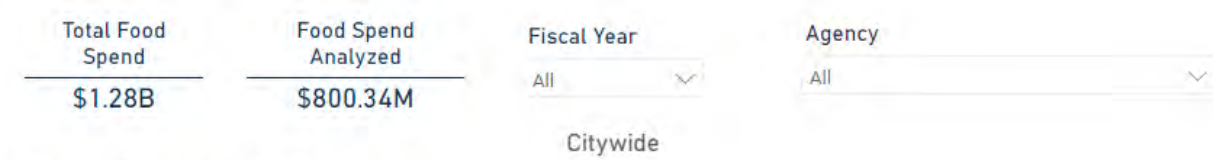


Metrics and Goals

Transparency	Local Economies	Environmental Sustainability
% of requested purchasing data that is complete (suitable for analysis)	\$ to New York State and NYC/NYS MWBE vendors	total metric tons CO ₂ e and kilograms CO ₂ e per 1,000 calories
Nutrition	Animal Welfare	Valued Workforce
% compliance with the NYC Food Standards	weight of animal products purchased	responsible bidder evaluation

GFP Dashboard

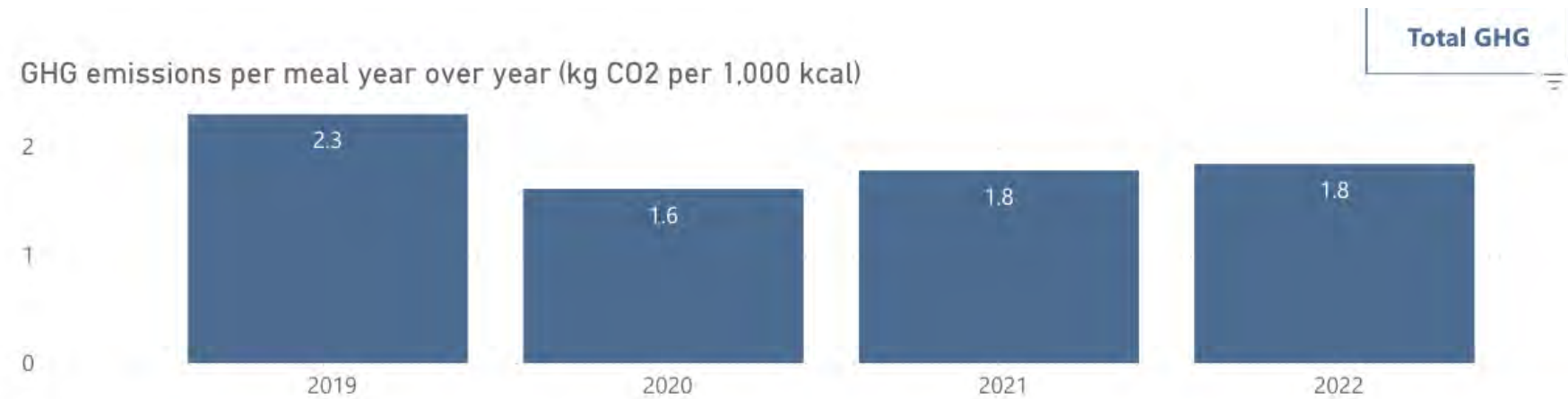
- Total Food Spend Analyzed: ~215M
- Total GHG: ~242K tons CO2e
- NY State Food Spend: 57%
- NY MWBE Food Spend: 5%
- NY Food Standards: 95% compliant



*FY stands for Fiscal Year, defined as July 1 of the prior year through June 30

Environmental Sustainability

- Goal: 30% reduction in GHG emissions by 2030
- Lever: fewer animal products, more plant foods
- Progress: 22% reduction in per plate emissions between FY 2019 and FY 2023



Learnings

- Benefits from behavioral "nudges" and food education
- Requires collaboration between menu planning, culinary, AND procurement teams
- Requires an investment in the culinary workforce

Behavioral Nudges

The New York Times

How New York's Public Hospitals Cut Carbon Emissions: More Vegetables

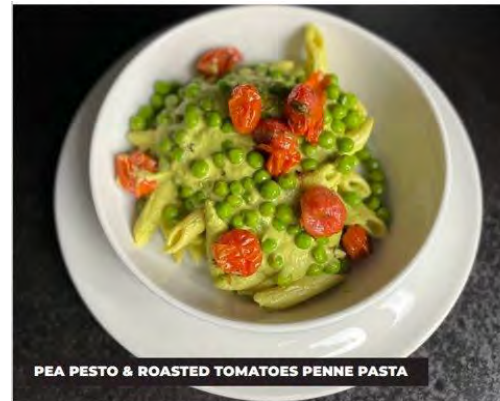
Making plant-based meals the default has reduced food-related greenhouse gas emissions by 36 percent, the mayor's office said. Just don't say "vegan."



CURRIED KABOCHA SQUASH



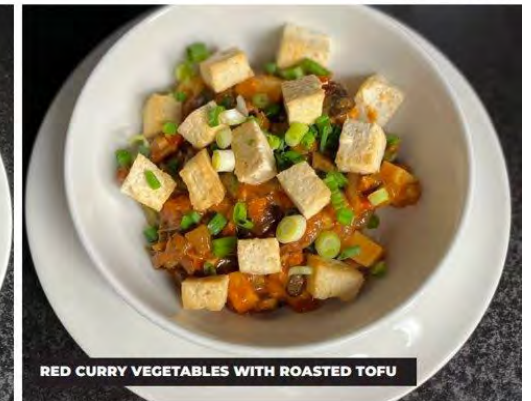
MOROCCAN ROOT VEGETABLE STEW



PEA PESTO & ROASTED TOMATOES PENNE PASTA

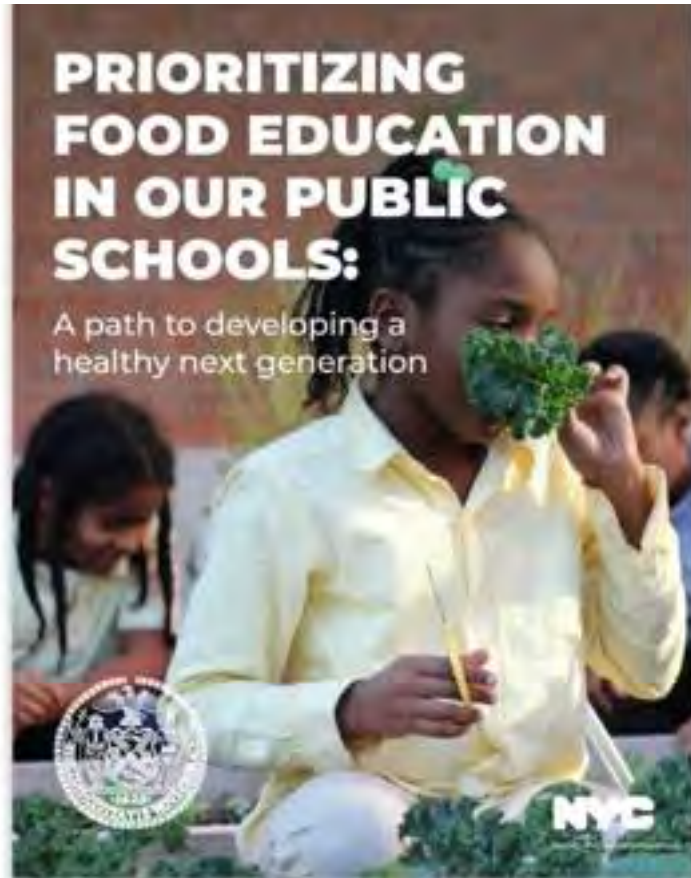


JACKFRUIT JAMBALAYA



RED CURRY VEGETABLES WITH ROASTED TOFU

Food Education



Wellness in the Schools (WITS)



Carbon Neutral Cities Alliance (CNCA) grant





Food Policy