

**GOOD
FOOD**
is
**GOOD
HEALTH
CARE**



GOOD FOOD *is* GOOD HEALTH CARE

Health care institutions are cornerstones of their communities. They do more than provide medical care and expertise: they are large employers, community educators, and drivers of the local economy. A healthy community is proof of a successful hospital.

Hospitals and other health care providers also spread preventative care messages that foster

healthy communities. Food that is fresh, healthy, and environmentally sustainable is central to preventative care.

By making fresh, local food available to staff, patients, and the wider community, health care institutions can model and teach healthy eating practices that promote the health of the individual, the environment, and the local economy.

“ We have a strong commitment to wellness. By partnering with local growers to offer healthy food options, we are actively involved in creating a culture of healthy living. ”

—H. Scott Greenley
Director of Nutrition Services
Chester County Hospital



WHAT IS GOOD FOOD?

Good food is food that is healthy, green, fair, and affordable.

WHY CHOOSE GOOD FOOD?

HEALTH

More than one-third of U.S. adults are obese, and diet-related conditions are among the leading causes of preventable death in the United States. Hospitals can model healthy behavior by replacing high-fat, high-sodium processed foods with fresh, minimally processed foods like vegetables, fruits, whole grains, and sustainably-raised meats, eggs and poultry.

SAFETY

Hospital patients with compromised immunities are more vulnerable to food-borne illnesses. Shortening the supply chain—the number of steps between the producer and the consumer—improves the likelihood a food-borne illness can be traced back to its source. Unlike “conventional” industrial foods, local, source-identified food can be easily traced back to the farmer or producer who made it.

AFFORDABILITY

Hospitals with healthy food initiatives have often found the switch to be revenue neutral: increased

prep costs are offset by decreased transportation costs, and local produce purchased “in season” is often less expensive. Implemented with other measures to increase food’s appeal and decrease plate waste, local foods can help hospitals cut costs.

STRONGER LOCAL ECONOMY

Hospitals are economic engines in their communities. By purchasing food locally, hospitals multiply their impact on the local economy, supporting agriculture and small food processors, retaining money and jobs in the region.

BETTER WORK ENVIRONMENT

Hospital staff work long hours and need good food at work and at home to stay healthy and care for others. Farmers’ markets and local farm box programs at the hospital make it easier for staff to bring fresh, healthy food home. Combined with healthier choices in the hospital cafeteria, staff can be healthier and happier with good food at home and at work.

“Our goal is to provide healthy, local food all year long to as many people as possible, including patients, staff, and the broader community.”

—Shelley Chamberlain
Assistant Director for Dining Services
Thomas Jefferson University Hospital

FARM TO HEALTH CARE AROUND THE COUNTRY

Health care providers around the country are responding to the call for more fresh, nutritious, sustainable food choices.

LOCAL FOODS IN MINNESOTA

St. Luke’s Hospital in Duluth, MN was awarded a Governor’s Partnership Award for Excellence in Waste and Pollution Prevention for its creation of an environmentally responsible hospital food system, which includes sourcing local produce, organic fruit, locally raised bison, hormone-free milk, and Lake Superior herring and whitefish.

SWIFT AND SUBTLE CHANGE IN CAMDEN

Cooper University Hospital improved the healthfulness and sustainability of its cafeteria food with little fanfare: local, antibiotic-free ground turkey quietly replaced ground beef in many meat dishes; staff praised new vegetable dishes featuring local produce; a weekly farm stand allows visitors and staff to buy food to cook at home.

HEALTHY BEVERAGES IN CHICAGO

Vanguard Health Chicago has been recognized by local and national media for proactively combatting the area’s obesity epidemic through its Healthy Beverage program, which replaced high-sugar, high-calorie beverages—often linked to obesity—with 100 percent fruit juices, low-fat milk, and other low-calorie beverage options.

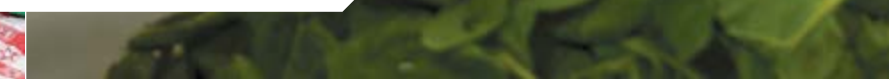
FARMERS’ MARKETS IN PHILADELPHIA

Jefferson University Hospital earned the EPA Trailblazer Award for regional leadership in sustainable food practices, including a weekly farmers’ market on Chestnut Street in Philadelphia every Thursday, May–November.



HOSPITALS TAKING THE LEAD

Thomas Jefferson University Hospital (left) and Cooper University Hospital (right) are making fresh, local food available at weekly farmers’ markets, farm stands, and on cafeteria menus.



PARTNERING *with* COMMON MARKET



ABOUT COMMON MARKET

Common Market Philadelphia is a nonprofit distributor of locally grown food that connects our region's communities with sustainably grown farm food.

Our mission is to increase the availability of fresh food to people with limited access, particularly low-income and at-risk populations. We support a food system that is fair to growers, farm workers, consumers and the environment.

Common Market believes health care institutions are well positioned to provide food access that promotes individual, community and environmental health, and is committed to helping institutions shift their food procurement to include more local and sustainable foods.

HOW CAN WE HELP YOU?

Our experienced staff is pleased to partner with the health care community. We offer:

- An extensive list of seasonal produce, fresh and frozen meats and poultry, dairy and eggs, and value-added products in both retail and foodservice packs—a good fit for farm stands or food service;
- Friendly, informative customer support services to ensure you receive the high-quality local farm foods you want, in the quantities you need, at prices health care food service budgets can afford;
- Point-of-sale signs and farm profiles to promote your local, healthy food;
- Delivery 5 days per week to guarantee farm-freshness.



FRESH, LOCAL PRODUCE DELIVERED RIGHT TO YOUR KITCHEN.

Common Market brings the bounty of our region to your hospital kitchen. We have a wide variety of products year-round to help your patients, staff and community eat local and eat healthy all year long. Find out more about Common Market's services for health care providers. Visit commonmarketphila.org or contact info@commonmarketphila.org.

TAKING THE LEAD WITH HEALTHY FOOD: 7 WAYS TO GET STARTED

- 1 START THE CONVERSATION:** Talk with clinicians, dietitians, and other hospital stakeholders early on, and set goals to achieve meaningful health outcomes.
- 2 EASE INTO IT:** Simple substitutions can have a big health benefit without a big backlash: try replacing ground beef with ground turkey, or fried foods with baked versions.
- 3 DRINK UP:** Replace sugar-sweetened beverages with water, 100% juices, and other natural low-calorie options in cafeterias and vending machines.
- 4 CENTER-PLATE SMARTS:** Give preference to humanely-raised meat, poultry, eggs, and dairy free from subtherapeutic antibiotics, and include veggie-proteins like beans and tofu.
- 5 MAKE IT A MARKET:** A farm stand or farmers' market encourages staff, patients, and visitors to take home fresh vegetables and more, and makes the hospital a community hub for healthy food.
- 6 TAKE IT HOME:** Hospital-hosted local farm box programs make it easy for staff to take home healthy food without stopping at the grocery store, contributing to staff wellbeing away from work.
- 7 BUY LOCAL:** Purchase from local farms and vendors, and showcase local food options through menu tags, point-of-sale signs, and newsletters—be proud of good food!

*Common Market can help!
Go to commonmarketphila.org or contact
info@commonmarketphila.org.*



commonmarketphila.org