Food procurement applies to foods purchased, served or distributed.

Nutrition standards help ensure that foods and beverages served by agencies contribute to a diet consistent with the Dietary Guidelines for Americans (DGA), 2010.

Uses existing food dollars to create a more nutritious food environment. “Put your money where your mouth is.”

A Report and Recommendations by the Workgroup on Food Procurement Guidelines to the:

New York State Council on Food Policy
Food Policy Initiation

- Assess the food environment to determine where food is purchased, distributed, served.
- Survey key people in the local food environment.
- Consider the dynamics of the environment and how to overcome any barriers to policy implementation.
- Identify a champion
- Issue an RFP
Broome County Grantees
Implementing Food Procurement Standards

- Broome County Central Foods - Serves approximately 1.8 million meals annually at Willow Point Nursing Home, Senior Centers, to Meals on Wheels recipients, children’s centers, and at the Broome County Jail.

- Meals on Wheels of Western Broome (MOWWB) - Private not-for-profit organization that provides home delivered meals service, Monday through Friday, to homebound elderly and adults living with disabilities. MOWWB serves a total of 400 people each year.

- YMCA of Broome County - Provides meals and snacks to 215 youth through their childcare programs.
FOOD PROCUREMENT POLICY
YMCA OF BROOME COUNTY

The principal objective of this policy is to foster and promote standards for the procurement of food commodities in order to benefit the health of youth in all of our child care programs, and to ensure individuals purchasing, preparing, and distributing the food are informed of the food commodities to be supplied.

Food Procurement Policy: Due to the increased prevalence of childhood obesity and the associated risk for chronic diseases, such as diabetes, heart disease, and cancer, at least 85% of the foods purchased and/or served for distribution to youth attending childcare programs will adhere to the New York State Food Policy Council Standards released 09/08/2012. Adopting and implementing these nutrition standards will help ensure that foods and beverages provided or served contribute to a diet consistent with the Dietary Guidelines for Americans, 2010.

Phase In of Policy: At least 85% of all new menu items are applicable to this policy. Existing menu items will be analyzed for their nutrient content. Staff will work with vendors to find alternatives to items that do not meet the standards. For menu items that are prepared by scratch, recipes will be reformulated to meet the standards.

This policy will be reviewed and updated on a yearly basis with the intention of further reducing the amount of foods purchased and prepared that contain high levels of sodium, fat and sweeteners, and increasing the use of fresh nutrient dense foods.

A. Nutrient Standards:

- Artificial Trans fat:
  - Purchase foods that have no synthetic sources of trans fats. Purchase food with “0 grams” trans fat.
  - Current FDA labeling regulations allow manufacturers of foods packaged for direct sale to consumers in retail markets to list trans fat content as “0 grams” if the product contains less than 0.5 grams per serving.

- Sodium:
  - All individual items should contain 480 mg or less sodium per serving,
B. Food Category Standards:

- **Dairy:**
  - Children from one year of age until their second birthday, whole milk will be served.
  - For youth aged >2 years of age, milk is 1% or fat free and unsweetened. (Flavored milk is not recommended for children under five. For children ages five-18 years flavored milks are permitted and should be < 180 calories per 8 oz. serving).
  - Any fluid milk substitute (e.g., soymilk) contains ≤ 100 calories per 8 oz. (For children ages 5-18 years flavored fluid milk substitutes are permitted and should contain < 180 calories per serving).
  - Purchase low-fat or non-fat yogurt.

- **Bread, pasta, and other grains and starches:**
  - Sliced sandwich bread contains ≤ 180 mg sodium per serving, be whole wheat or whole grain and contain ≥ 2 g fiber per serving (whole wheat/whole grain should be listed as the first ingredient).
  - Other baked goods (e.g., dinner rolls, muffins, bagels, tortillas) contain ≤ 290 mg sodium per serving.

- **Cereal:**
  - Cereal contains ≤ 215 mg sodium per serving, ≤ 6 g sugar per serving, and 2 g fiber per serving.
  - Cereals that contain dried cranberries, dates, and/or raisins are exempt from the sugar standard due to the limited availability of this product type that meets the sugar standard. Cereals must still meet fiber and sodium standards.

- **Vegetables:**
  - Canned/frozen vegetables and beans contain ≤ 140 mg sodium per serving.

- **Fruits:**
  - Fruit to be canned in unsweetened juice or water. Fruit canned in syrup should not be purchased. Frozen fruit to be frozen without sugar or syrup.

- **Tuna, salmon and other seafood:**
  - Canned and frozen seafood contain ≤ 290 mg sodium per serving.
• **Poultry:**
  - Canned/frozen poultry contain ≤ 290 mg sodium per serving.
  - Purchase at least 90% lean ground poultry or skinless poultry

• **Beef and pork:**
  - Canned beef/pork contains ≤ 480 mg sodium per serving.

• **Luncheon meat:**
  - Luncheon meat to contain ≤ 480 mg sodium per serving.

• **Condiments and sauces:**
  - Salad dressings contain ≤ 290 mg sodium per serving.
  - Sauces, including tomato, contain ≤ 480 mg sodium per serving.

• **Portion controlled items and other convenience foods:**
  - Portion controlled items and other convenience foods such as breaded chicken and veal patties, frozen French toast and waffles contain ≤ 480 mg sodium per serving.

• **Frozen whole meals:**
  - Frozen whole meals contain ≤ 35% of the daily sodium limit (adults: ≤ 805 mg, children ≤ 770 mg, seniors ≤ 525 mg)*.

• **Soup and Broth:**
  - Sodium ≤ 480 mg.

• **No foods requiring deep frying should be purchased or provided.**

**Execution of the Policy:** Full execution of this policy will be in effect one year from the date it is adopted by the Board of Directors. This policy will be revisited on a yearly basis for the next five years with the intent that the YMCA of Broome County will progressively increase the amount of healthy food procured and served throughout our facility and all program areas.
Central Foods Activities with Implementing Better Food Procurement

Grocery Bid Lists are made using Excel files:

1. Excel Files Created:
   - Assessed canned and dry foods
   - List of canned and dry foods already meeting standards
   - List of canned and dry foods needing healthier alternatives
   - Central Foods Healthier Grocery Search for Canned and Dry Foods
   - Vendor-returned information for healthier canned and dry goods

2. This process was continued for frozen and dairy products

3. Procedure for Implementing Food Procurement Guidelines:
   - Identify from where you currently purchase foods
   - Start with grocery list (Central Foods will provide grocery list)
   - Determine nutritional values on current bid list and record values
   - Create two lists: one that meets nutritional standards and one of foods that do not
   - Determine what vendors supply the types of food that you need
   - Update grocery bid lists to contain new nutritional values
   - Repeat for other food lists

4. Facts to consider:
   - Nutritional value of foods
   - Location of where food is grown and produced
   - Cost of implementing charges
Meals on Wheels of Western Broome, Inc. Food Procurement Policy

1. Charge: Meals on Wheels of Western Broome is a private not-for-profit organization. The proposed purchasing standards are intended to meet the 2010 Dietary Guidelines and the Broome County Cancer Prevention Grant 85% of the time.

2. Policy is a result of assessing nutritional needs of homebound seniors.

3. Emphasizes: consume more foods such as fruits, vegetables, whole grains, and free and low fat dairy products and to consume fewer foods with sodium, saturated fats, trans fats, cholesterol, added sugars and refined grains.

4. Contract process: under contract to use food suppliers that are part of MedAssets Supply Chain System.

5. Nutrient Standards: purchase foods with no synthetic sources of trans fat and items that contain less than 360mg of sodium for people over 51 years of age and to purchase low sodium whenever possible.
**Dairy**
- 2% milk
- unsalted butter – limited amount for baking and some entree items
- lower/reduced sodium cheese-sliced swiss
- lower/reduced fat cheese

**Bread, pasta and other grains and starches**
- sliced sandwich bread contains < 180 mg sodium per serving, be whole wheat or whole grain and contain < 2 g fiber per serving. (Whole wheat/grain should be listed first in ingredients). Or 100% whole grain/multigrain. Purchase brown rice, hi-fiber pasta.

**Vegetables**
- canned/frozen vegetables and beans contain <140 mg sodium per serving – or no salt added. Canned product that can be drained and rinsed will be used when 'no salt added' versions are not available – or will be substituted altogether.

**Fruits**
- canned in unsweetened juice or water – or frozen without sugar.

**Tuna and other fish products**
- canned and frozen contain <290 mg sodium per serving – or no added salt.

**Poultry**
- canned/frozen <290 mg sodium per serving – 90% lean ground poultry or skinless poultry –

**Beef & Pork**
- canned contain <480 mg sodium per serving. Purchase extra lean beef & pork – 90% lean ground beef – bacon at <290mg sodium cooked and drained. *(The Meals on Wheels of Western Broome emergency meal plan is in place using canned beef stew. This plan is in place to be used only in an emergency when there is a shortage in staff or the supplier can not deliver the order needed for the regular menu and there is no alternative available.)*

**Luncheon meat**
- <480 mg sodium per serving using product that is sliced in house that is usually lower in sodium.

**Condiments and sauces**
- salad dressing <290 mg sodium per serving – minimal quantity used to be appetizing.
- sauces, including tomato, contain <480 mg sodium per serving
- low fat or reduced fat version soy sauce

**Portion Controlled/convenience foods**
- breaded chicken, veal patties, <480 mg sodium per serving – low/reduced fat options

**Soup/broth**
- <480 mg per serving – low fat
Food Procurement Media Coverage


Broome looks to serve healthy meals

Broome County has become the first municipality in upstate New York to develop a framework to ensure the meals it serves are in line with the USDA Department of Agriculture's Dietary Guidelines for Americans, Executive Debbie Preston announced this week.

The county, which serves approximately 1.8 million meals annually to Willow Point Nursing Home, Meals on Wheels, recipients and others, will implement food procurement guidelines by the state Council on Food Policy.

"Broome County is leading the state in providing nutritious foods, low in sodium for our residents who rely on Broome County for their meals," Preston said in a statement.

The new food standards will apply to all meals purchased by the county and will reduce the number of processed foods and increase the amount of fresh fruits and vegetables served. The new standards also take into account the nutritional needs of older adults and those with disabilities.

Guest Viewpoint

Broome Co. adopts better food standards

Claudia Edwards

I welcome a recent report from the Working Group on Food Procurement for the New York State Council on Food Policy. This report puts forth recommendations for food procurement and hunger assistance standards for state and county institutions.

The recommendations from the working group dem- onstrate a need for a common framework to guide public agencies and institutions in making healthy food choices. The recommendations also take into account the heartbreaking reality that obesity and diabetes rates have skyrocketed in the region and that this is a serious public health crisis.

The recommendations in the report are based on the Dietary Guidelines for Americans. The guidelines suggest major goals for Americans: reduce calories with physical activity; consume more nutrient dense foods such as vegetables, fruits and whole grains; switch to low-fat dairy products; and consume fewer foods high in sodium (more than 480 milligrams per serving), trans fat, saturated fats, cholesterol and refined sugars. It is the best interest of state and local governments to offer food choices that incorporate the DGA recommendations, thereby promoting optimal health and reducing the incidence of chronic disease.

A lifetime of poor dietary choices and overconsumption can be very costly. Obesity costs in New York are nearly $12 billion, according to the office of the state comptroller. Diabetes prevalence has increased in our region and has resulted in a cost of $297 million annually, according to the 2012 Regional Food System Assessment for South Central New York. Eating diets high in fat and refined sugar and low in fruits and vegetables can increase an individual's chance of developing breast, colon, endometrial, kidney and other cancers.

Broome County Executive Debbie Preston is taking a proactive prevention-oriented approach by adopting the DGA as policy for the Broome County Central Foods operations that provides 1.8 million meals a year to Willow Point Nursing Home, Senior Meals Program, the Broome County Correctional Facility and local day care providers. This approach offers nutritional opportunities and is an important step toward preventing obesity and controlling diabetes, par-
Food Procurement: Central Foods

http://binghamton.ynn.com/content/top_stories/659719/broome-county-cooks-up-recipe-for-healthier-community/
□ **Meals on Wheels of Western Broome**
  
  - Main obstacle - Integrating the DGA with the special dietary requests from clients. Many clients, under the advice of their physician, were told they should not eat vegetables high in Vitamin K when taking the medication Coumadin. Additional dietary restrictions posing challenges in meeting the DGAs were for clients who were on a cardiac diet, renal diet, diabetic diet, or those that had food allergies, or conditions affected by the consumption of seeds, nut or skins.
  
  - Secondary obstacle - Recipes were not written making it difficult to consistently produce a product that meets the DGA

□ **Broome County Central Foods & YMCA**

  - Main obstacle - Healthier alternatives were difficult to find. When healthier alternatives were found, they were more expensive, posing a challenge to transition to healthier products and staying within the parameters of the current fiscal budget.
Meals on Wheels of Western Broome

- Meals that were formerly made to meet each individual client’s dietary restrictions are being altered to achieve a better balance of nutrients to meet the client’s nutritional needs, allowing them to eat some of the food items that may have been omitted previously in their diet. These changes are being implemented using the DGA and latest therapeutic diet guidelines from the Academy of Nutrition & Dietetics, American College of Gastroenterology, and the American Diabetes Association, and other professional organizations.

- To ensure that menu items are produced so that they result in serving a consistent product, food service staff is transitioning from a free lance method of cooking to writing down the recipes so that they can be followed by others if required.
Broome County Central Foods

- BCCF will phase in products that meet the new standards over several grocery bid periods, starting with the fourth quarter bid for 2013 (Sept 1 – Dec 31). They will begin to implement the requests for healthier products into 1/3 of their grocery bid at a time.

YMCA

- Plans to phase in products as they become available from their vendors.
- Purchases from grocery stores will be made in compliance with standards.
Evaluation Measures

- **Process Measures**
  - # of CBOs and municipalities educated on nutrition standards
  - # of CBOs and municipalities adopting and implementing policies
  - # of people impacted in CBO/municipality
  - % of nutrition standards adopted as recommended
  - % of nutrition standards adopted above recommendations
  - # of recipes modified
  - # of menu items modified

- **Outcome Measures**
  - Systems Change: Food Procurement Practice (bidding system, software, marketing)
  - Reduction in obesity
  - Reduction in diabetes
  - Reduction in cardiovascular disease
  - Reduction in cancer
Successful Implementation Strategies

- Education
- Assessment
- Engagement
- Policy Adoption Process
- Communication/earned media plans
Education

- Background of the issue
- Why it is important
- ROI
- Tailor messages to different audiences
  (food vendors, food service directors, municipal leaders, elected officials, peers)
SODIUM REDUCTION | New York
Reducing Sodium in School Meals Is Elementary

Statement of Problem: Most American adults and children consume more sodium than the recommended daily amount of sodium, which leads to high blood pressure and heart disease. High blood pressure increases the risk for heart attack and stroke. Studies have shown that reducing sodium intake can lower blood pressure and reduce the risk of heart disease.

Project Description: In 2010, Bronx County received support from the New York State Department of Health (NYSDOH) to reduce sodium in school meals. The project involved a collaboration between schools, parents, students, and community leaders to reduce sodium in school meals.

Outcomes: The project successfully reduced sodium in school meals by reducing the amount of sodium in lunch meals by 20%. This reduction was achieved by implementing a series of strategies, including:

- Educating students and teachers about the importance of reducing sodium in their diet.
- Offering a variety of low-sodium options in the school cafeteria.
- Providing training for school staff on how to prepare low-sodium meals.

Background: Sodium is a critical nutrient for the body, but too much sodium can lead to health problems such as high blood pressure and heart disease. According to the American Heart Association, the average American consumes about 3,400 milligrams of sodium per day, far exceeding the recommended daily intake of 2,300 milligrams.

Sodium Reduction in Senior Meals: Lessons From the Field

Background: According to the 2010 County Data Book presented by the New York State Office for the Aging (NYSOFA), there are 79,000 individuals over 65 years old in New York City. Many older adults depend on senior meals from local organizations.

Steps to Success:

1. **Know Your Players:** Identify the key organizations and people involved in the initiative.
   - **Local Health Departments:** Coordinate with local health departments to promote healthy eating habits.
   - **Schools:** Work with schools to reduce sodium in their meals.
   - **Community Organizations:** Engage community organizations to raise awareness about sodium reduction.

2. **Develop a Plan:** Develop a plan to reduce sodium in senior meals.
   - **Set Goals:** Establish achievable goals for reducing sodium.
   - **Create a Budget:** Allocate funds for purchasing low-sodium ingredients.

3. **Implement Strategies:** Implement strategies to reduce sodium in senior meals.
   - **Offer Low-Sodium Options:** Offer a variety of low-sodium meal options.
   - **Train Staff:** Train staff on how to prepare low-sodium meals.

4. **Monitor Progress:** Monitor progress towards reducing sodium in senior meals.
   - **Track Sodium Levels:** Track the sodium levels in meals over time.
   - **Evaluate Outcomes:** Evaluate the outcomes of the initiative to determine its effectiveness.

5. **Share Results:** Share results with partners and stakeholders.
   - **Present Findings:** Present findings to local health departments and schools.
   - **Publicize Successes:** Publicize successes to encourage others to adopt similar initiatives.
Assessment

Conduct Community Food Procurement Assessment

- Work with key partners to develop survey tool and direct to key respondents
- Issue to large food procurement entities
- Follow up
- Obtain results
- Use results to inform internal next steps
- Hold meeting of respondents to provide forum for discussion of results
Engagement

- Priority population participation
- Seed money and RFP process to identify willing organizations
- Use of local champions
- Recognition events
Policy Adoption Process

- Examples of a municipality and non-profit and community based org
# Food Procurement Communication/Earned Media Plan

- **Description of Activity/Topic**
- **Types of Media:** (Letter to Editor, PSA, GVP, News Release, Press Event, Social Media)
- **Month**
- **Responsible Partner**
- **Results**

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Claudia Berardi

Mario Bova

Melissa Haas and/or team members

Ray Gonzalez, Terra Nova school, Cynthia Genick, Copey Hospital, County Hospital Institute, Central Food

Herkof officials, ACS representatives
Challenges

- Knowledge level of food procurement
- Educating Vendors
- Availability of products
- Cost
- Acceptability of products
Achieving Sustainability

Organizational routines
- Organizational memory
- Flexibility & adaptability
- Values and rules

Institutionalized standards
- Standardize Processes
- Product Bids
- Menus

Processes specific to sustainability
- Centralized resources for purchasing, planning, analyzing

Keys to Success
- Commitment to larger goal of providing nutritious food items of higher quality
- Solicit support from all levels and engage key stakeholders from schools, community based organizations, government municipalities, etc.
- Capitalize on existing programs and use a phased in approach
More Sustainability

- Track Progress
- Provide technical support & assistance
- Inform and disseminate success stories
Lessons Learned

- Engage leadership early
- Establish relationships with other community nutrition experts and food procurement partners
- Conduct a community assessment with entities that procure large quantities of food
- Engage priority populations in process
- Conduct gradual implementation of standards Use of RFP process to engage organizations
- Work with Vendors
- Nutrition analysis software
Contact Information

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