

**Foundation for Agricultural Research
Institutional Sales
Good Food Purchasing Program**

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“Governments have few sources of leverage over increasingly globalized food systems, but public procurement is one of them.”

Olivier de Schutter Former UN Special Rapporteur on the Right to Food (2014)

Developing a Food Vision for Denver

Listening Sessions

11 Community

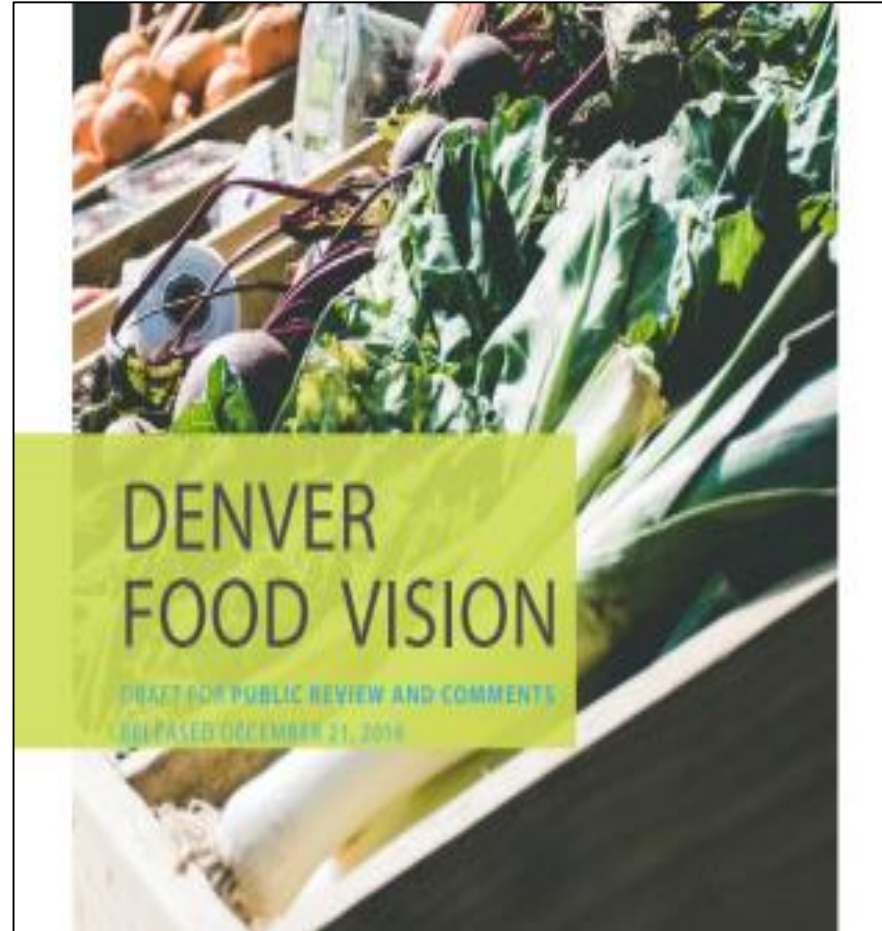
64 partners

388 residents

11 Industry

70 partners

216 Businesses



Participants

13% identified as not having enough to eat

24% engaged in a civic process for the first time

Denver Food Vision: Vibrant

PRIORITIES

Promote Denver as an epicenter for the regional food economy

Support the creation, expansion, and success of food businesses in Denver

Spur innovation and entrepreneurship across food and agriculture industries



2030 WINNABLE FOOD GOALS

- Increase size of the Denver food economy by \$500M (from \$6.9-7.4B per year)
- Attract \$100M of new capital to Denver food businesses
- 25% of all food purchased by public institutions come from Colorado

Good Food Purchasing Program

- Local Economies
- Environmental Sustainability
- Valued Workforce
- Nutrition
- Animal Welfare



Moving GFPP Forward in Denver

- Baseline Assessment
- Mayoral Advisory
- Changes in Food Service Contracts
- GFPP Coalition



Institutions Participating in the Baseline Assessment

Institution	Annual Food Spend
Denver Public Schools	17.7M
Centura Health	4.7M
Denver University	3.3M
Denver Sherriff's Department	3.2M
Denver Museum of Nature and Science	1.7M
CU Boulder Athletic Facilities	500K
Denver Office of Children's Affairs	<u>275K</u>
TOTAL	\$31,375,000

Center for Good Food Purchasing

- Baseline Assessment
- Identify Goals, Develop an Action Plan
- Improve Impact and Track Progress
- Institutionalize Good Food Purchasing Goals
- Celebrate Success



Mayoral Advisory

Denver Sustainable Food Policy Council

- Adopt the Good Food Purchasing Program for City institutions purchasing food
- Create a transparent and equitable food system built on the 5 core values of GFPP
- Ensure Denver's most vulnerable populations are receiving healthy and nutritious food
- Set a precedent and example for other Denver institutions

Center for Good Food Purchasing Standards

Local Economies

- 15% of food purchases are from local sources – within a 250 mile radius

Environmental Sustainability

- 15% of produce purchases are pesticide free, or 5% are Certified Organic

Valued Workforce

- Safe working conditions, fair compensation
Allocated time off, sick days



Center for Good Food Purchasing Standards

Animal Welfare

- Replace 15% of Animal Products with Plant Based Protein, OR USDA Organic Meats

Nutrition

- Score points for: Grains – 51% are whole grains, eliminate hydrogenated oils and deep frying, highlight fruit offerings with signage



Stakeholders Representing Five Pillars

Healthy Hospital Compact
Frontline Farming
United Commercial Food Workers
American Society for the Prevention of
Cruelty to Animals
CSU Food Systems Initiative
Office of Children's Affairs
Rocky Mountain Farmers Union
Denver Museum of Nature and Science



CO Potato Administrative
Committee

Questions? More information?



**DENVER
FOOD VISION**

DRAFT FOR PUBLIC REVIEW AND COMMENTS
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