



PUBLIC FOOD PROCUREMENT

to Meet New York City's Climate Goals



FFAR



**The
Rockefeller
Foundation**



Food Policy



FOOD SYSTEMS INSTITUTE
COLORADO STATE UNIVERSITY

**CLIMATE
WEEK
NYC**

BY THE CLIMATE GROUP



Stineke Onema
Executive Secretary
UN Nutrition



Kate MacKenzie
Executive Director
NYC Mayor's
Office of Food
Policy



Good Food Purchasing Framework

Implementing transparent, values-based food procurement



Food Procurement in NYC

- Context
- Methods
- NYC Food Standards
- Executive Order 8
- PlaNYC goals

Overview

What

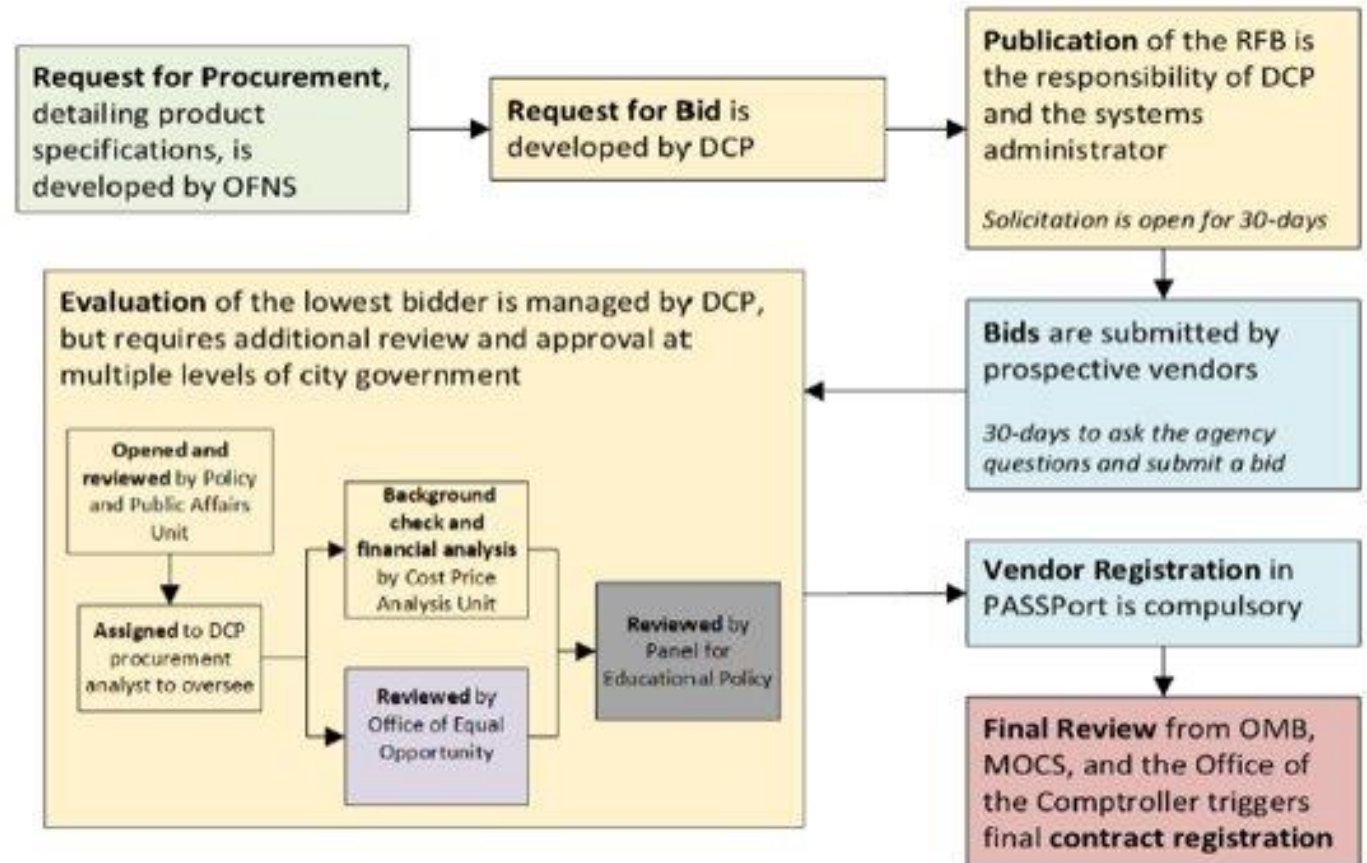
- Purchase both food and meals
- \$300M + food spend across city agencies
- 230+ million meals a year
- More than 10,000 food service staff

Where

- 1600 schools
- 11 public hospitals, 5 long-term care facilities
- 9 Corrections facilities
- 673 food pantries
- 1 Foster care facility, 2 juvenile detention centers
- 9 city-operated homeless shelters; 235 non-profit operated shelters
- 300 Older Adult Centers
- Home Delivered meals for Older Adult

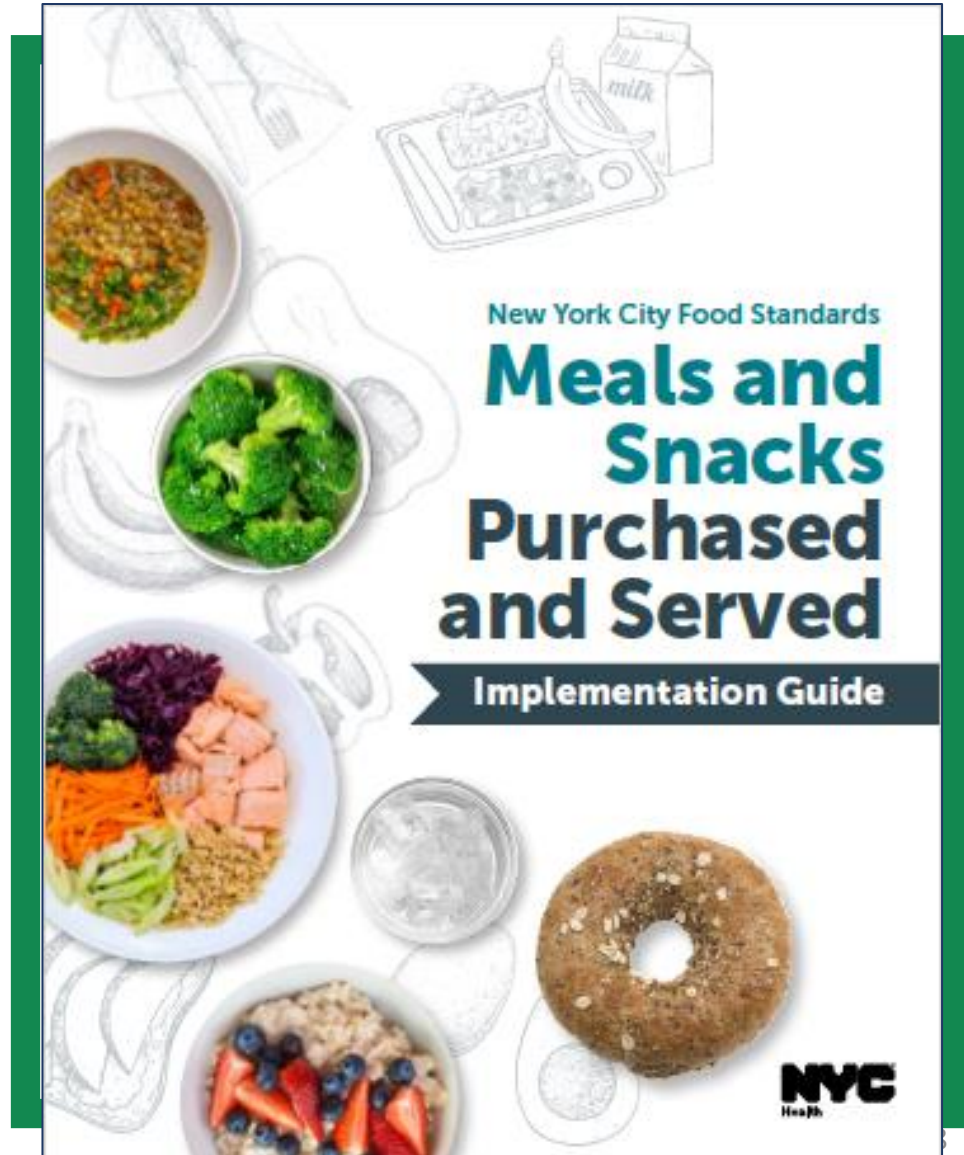
Procurement is complex and done in many different ways

- Types of contracts
 - Contract Direct
 - Distribution Contract
 - Human Services Contract
- Types of contract solicitation/awards
 - Competitive Sealed Bid
 - Request for Proposals



Food Policy Supports

- NYC Standards for Food and Meals purchased and served by City agencies
- Executive Order 8 – reporting requirements
- PlaNYC Commitments to reduce carbon emissions of food purchases

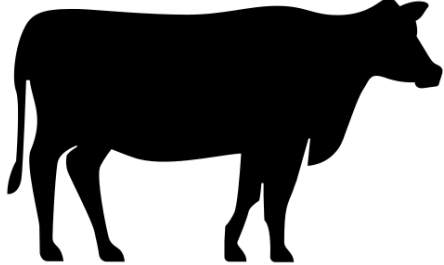




Good Food Purchasing Framework

- Goals
- NYC Values and Metrics
- Food Spend Data

NYC Good Food Purchasing Framework



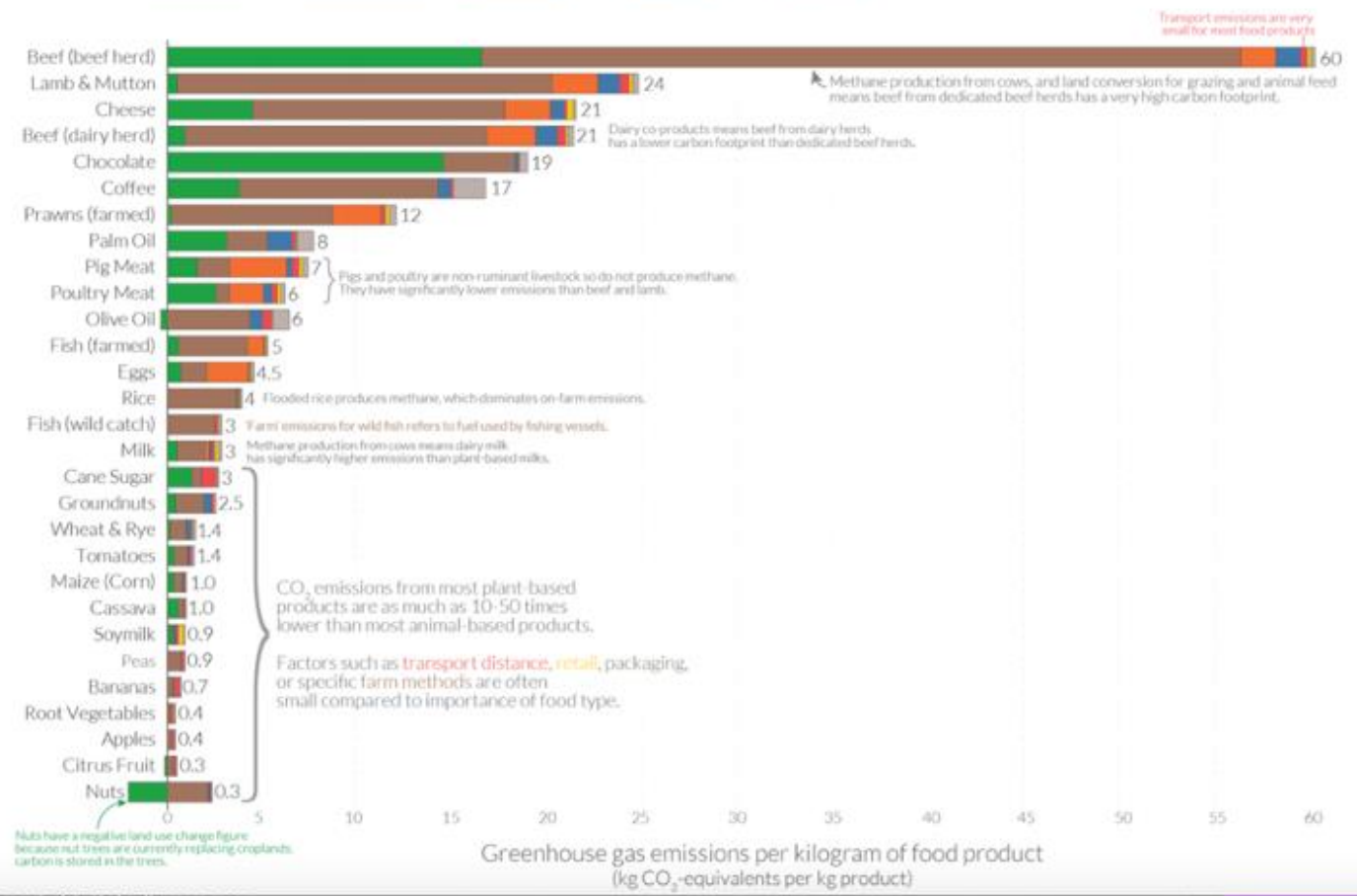
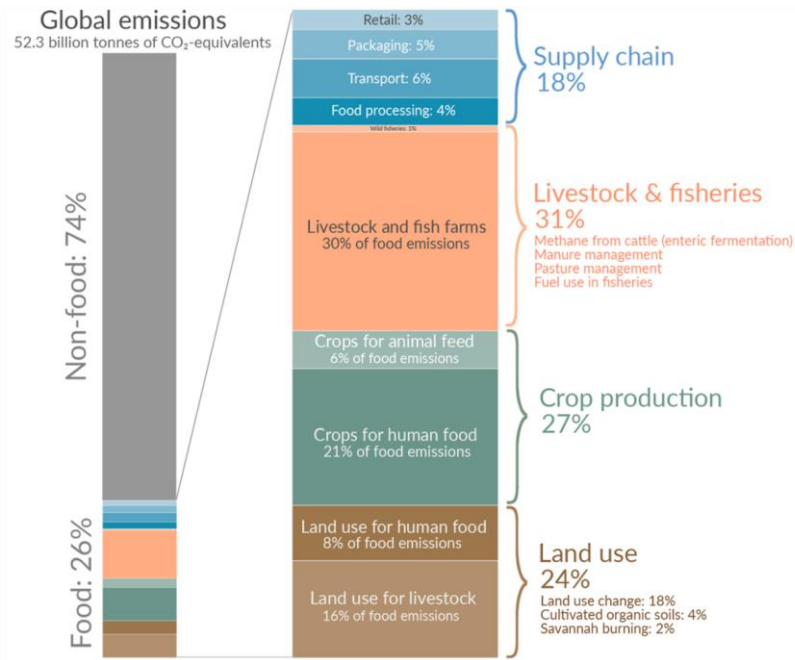
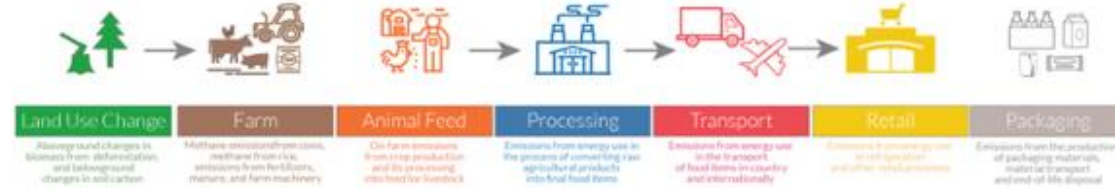
NYC Values and Metrics

| Data Completion | Local Economies | Environmental Sustainability |
|---|--|--|
| <p>The proportion of requested purchasing data that is suitable for analysis expressed as a percentage.</p> | <p>The dollar spend on products that contribute to elements of the local economy: New York State and NYC/NYS MWBE vendors.</p> | <p>The carbon footprint of the city's food purchases, expressed in total metric tons CO₂e and kilograms CO₂e per 1,000 calories.</p> |
| Nutrition | Animal Welfare | Valued Workforce |
| <p>The extent to which an agency is in compliance with the NYC Food Standards, expressed as a percentage.</p> | <p>The volume (weight) of animal products purchased, expressed as a total and in year-over-year change.</p> | <p>The city is in the process of developing a metrics approach that aligns with the City's legal framework.</p> |

Food and Carbon

Food: greenhouse gas emissions across the supply chain

Our World in Data

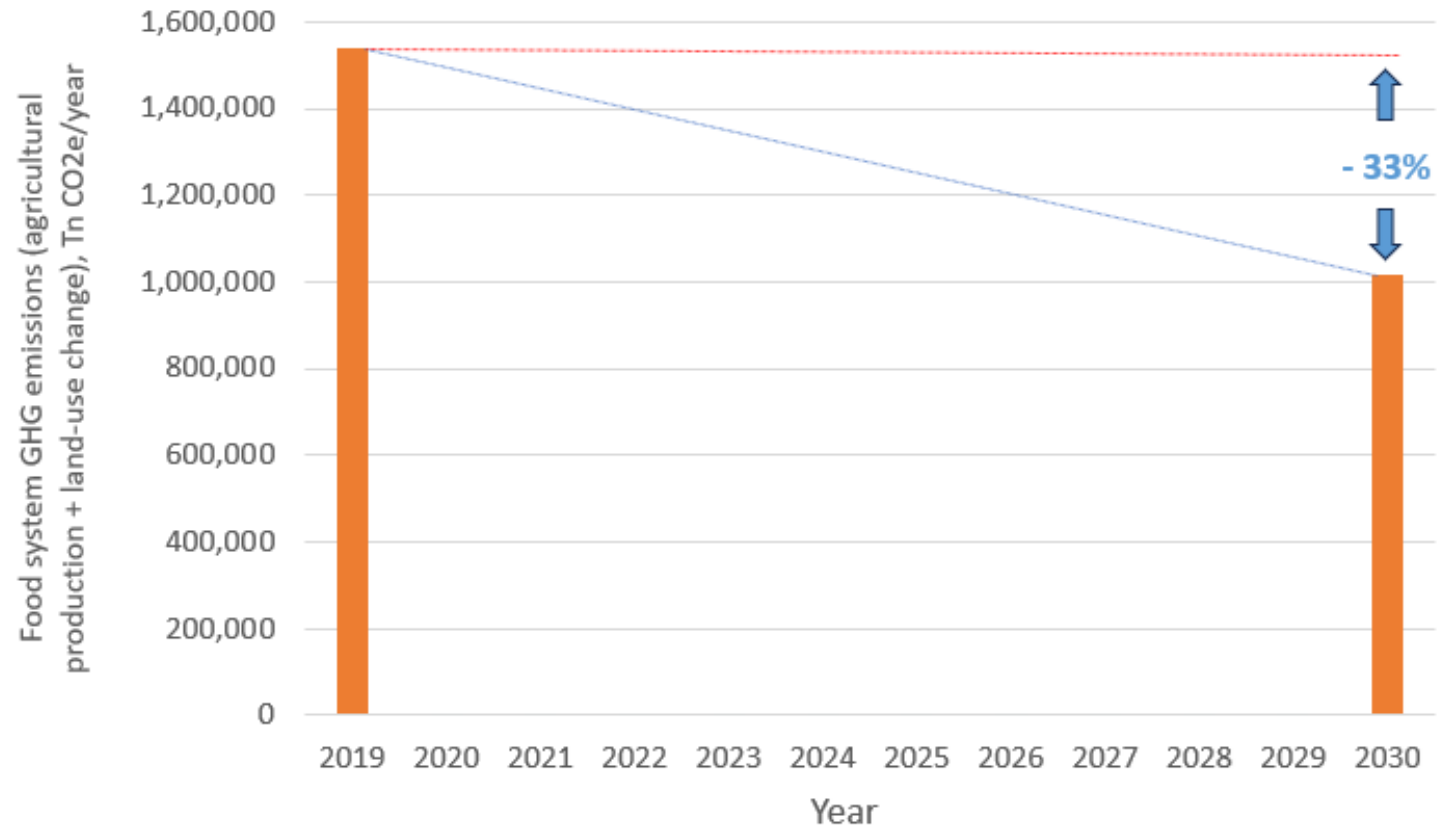


Data source: Joseph Poore & Thomas Nemecek (2018). Reducing food's environmental impacts through producers and consumers. Published in Science. Licensed under CC-BY by the author Hannah Ritchie (Nov 2022).

GHG Emission Reduction of City Food and Meal Purchases

The World Resources Institute (WRI) developed the Cool Food Pledge to engage private sector catering companies to reduce their impact.

New York City was the first U.S. city to join the pledge.





New Inventory Shows That Buildings, Transportation, and Food Represent New York City's Top Three Sources of Greenhouse Gas Emissions

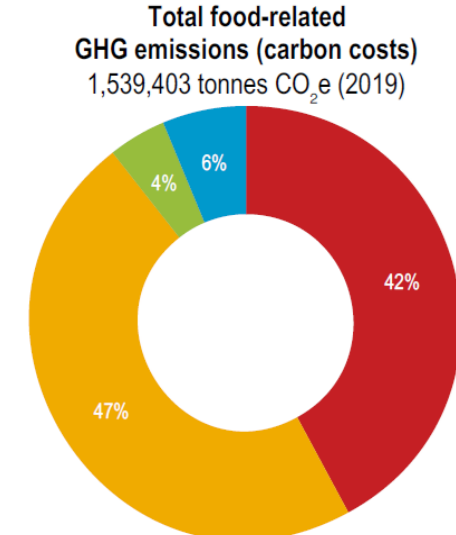
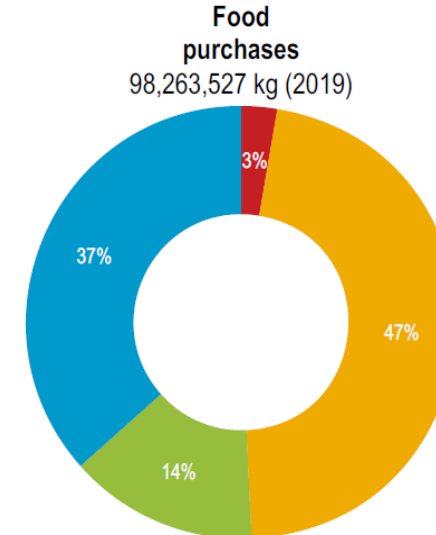
City Also Launches Corporate Challenge to Reduce Private Sector Food Emissions by 25 Percent

33% Reduction by 2030 – City Agencies

- Each agency to reduce its greenhouse gas emissions (GHG) 33% (compared to 2019) by 2030.
- We can do this by buying less lbs. of the products that have the highest GHG emissions: *beef, lamb, and dairy products.*

City of New York - Citywide: total food-related GHG emissions (2019 baseline)

| | |
|-----------------------------|-----|
| Ruminant meats | 3% |
| Dairy | 40% |
| Poultry | 6% |
| Seafood | 1% |
| Eggs | 0% |
| Pork | 0% |
| Animal-based foods (misc.) | 0% |
| Grains | 11% |
| Legumes/nuts/seeds | 3% |
| Plant-based milk subs. | 1% |
| Fruits & vegetables | 26% |
| Roots/tubers | 6% |
| Vegetable oils | 4% |
| Alcohol, stimulants, spices | 0% |
| Added sugars | 0% |



| | |
|-----------------------------|-----|
| Ruminant meats | 42% |
| Dairy | 39% |
| Poultry | 7% |
| Seafood | 1% |
| Pork | 0% |
| Eggs | 0% |
| Animal-based foods (misc.) | 0% |
| Grains | 2% |
| Legumes/nuts/seeds | 2% |
| Plant-based milk subs. | 0% |
| Vegetable oils | 3% |
| Fruits & vegetables | 2% |
| Roots/tubers | 1% |
| Alcohol, stimulants, spices | 0% |
| Added sugars | 0% |

■ Beef and lamb ■ Other animal-based foods ■ Plant proteins ■ Other plant-based foods

Sources: Purchase data provided by member. Emission factors from Poore and Nemecek (2018) (agricultural supply chain) and Searchinger et al. (2018) (carbon opportunity costs).

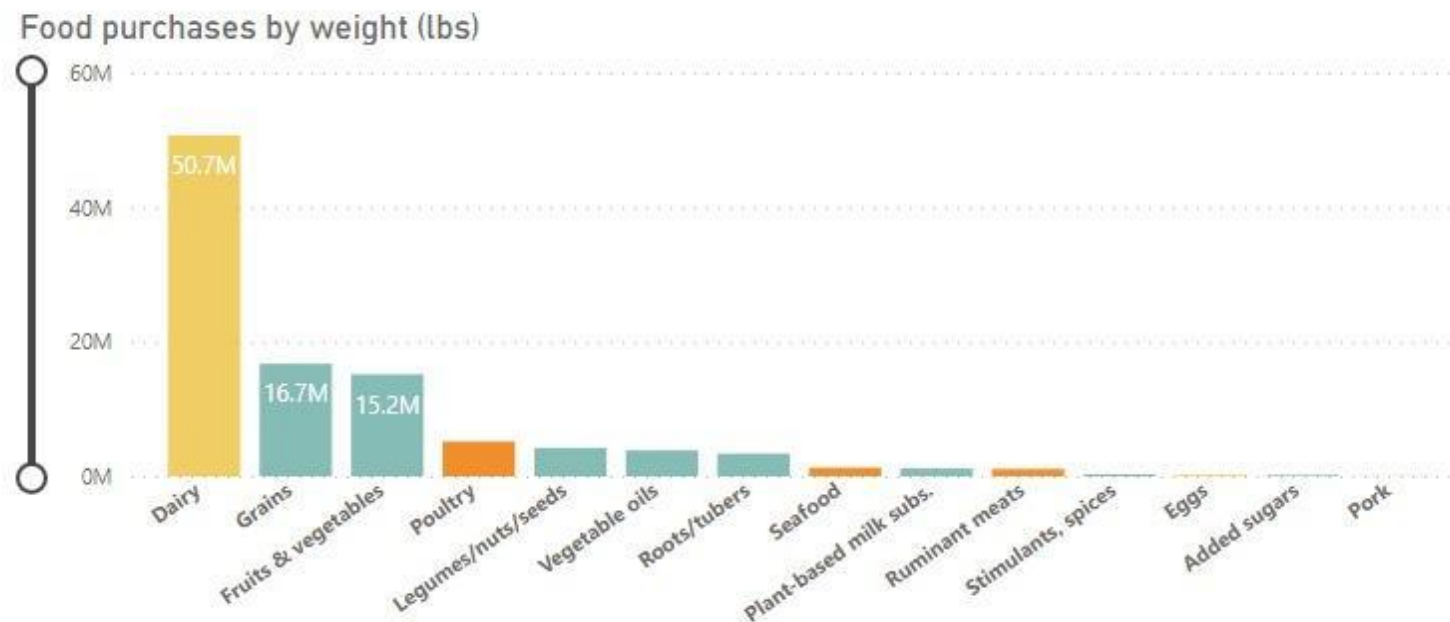
The New York Times

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."

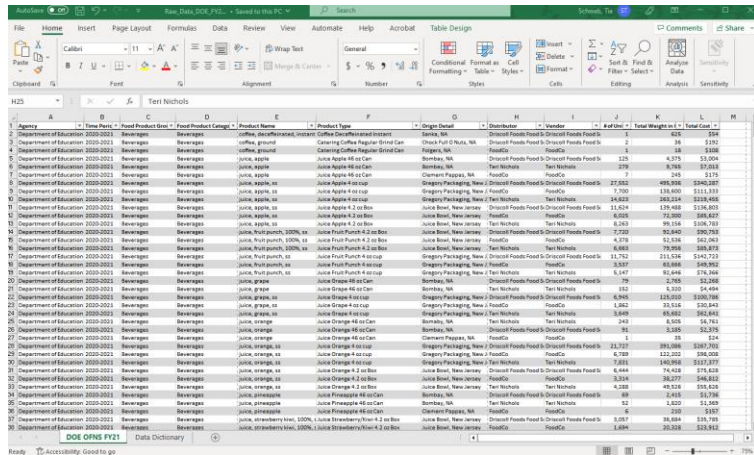
MOFP GFP Dashboard

- Data visualization for each year and agency/citywide
- Can explore tabs for each metric



MOFP GFP Dashboard

- Data files available for each year and each agency
- Three-year summary data available for FY19-21 for each agency and citywide



| | FY 2019 | FY 2020 | FY 2021 | Notes |
|--|---------------|---------------|---------------|--|
| General Metrics | | | | |
| Total Food Spend | \$348,988,149 | \$340,867,221 | \$296,152,385 | Reported food spend by the agency |
| Food Spend Analyzed | \$200,344,491 | \$222,820,326 | \$159,255,893 | Food spend collected within purchasing data |
| Food Spend Analyzed | 57% | 65% | 54% | Proportion of total food spend reported within food spend analyzed |
| Local Economies | | | | |
| New York Food Spend ¹ | \$75,994,896 | \$114,523,384 | \$92,130,269 | Spend from businesses located within New York State |
| New York Food Spend | 38% | 51% | 58% | New York Food Spend out of Food Spend Analyzed |
| NY MWBE Spend ² | \$164,207 | \$8,377,863 | \$7,405,726 | Spend for items from minority or women owned businesses |
| NY MWBE Spend | 0.08% | 3.76% | 4.65% | NY MWBE Spend out of Food Spend Analyzed |
| NY MBE Spend | \$0 | \$8,276,978 | \$6,843,667 | Spend for items from minority owned businesses |
| NY MBE Spend | 0.00% | 3.71% | 4.30% | NY MBE Spend out of Food Spend Analyzed |
| NY WBE Spend | \$164,207 | \$100,885 | \$562,060 | Spend for items from women owned businesses |
| NY WBE Spend | 0.08% | 0.05% | 0.35% | NY WBE Spend out of Food Spend Analyzed |
| Environmental Sustainability | | | | |
| Total GHG emissions (tons CO ₂ e) | 333,067 | 196,212 | 123,724 | Greenhouse gas emissions related to weight of food procured |
| GHG emissions per meal (kg CO ₂ e per 1,000 kcal) | 2.32 | 1.61 | 1.74 | Total GHG emissions per 1,000 kcal of food procured |
| Animal Welfare | | | | |
| Total weight of animal products purchased | | | | <i>To be included in future reporting</i> |
| Nutrition | | | | |
| Compliance with Food Standards | 95% | 96% | 95% | Compliance according to the NYC Food Standards |



Food Policy





Betina Bergmann Madsen
Chief Procurement Officer
Copenhagen, Denmark

15-0-2023

Betina Bergmann Madsen, Budget Team
Børne- og Ungdomsforvaltningen

Copenhagen sustainable and healthy public food procurement

Creating the best city for all Copenhageners



The road to 90% organic

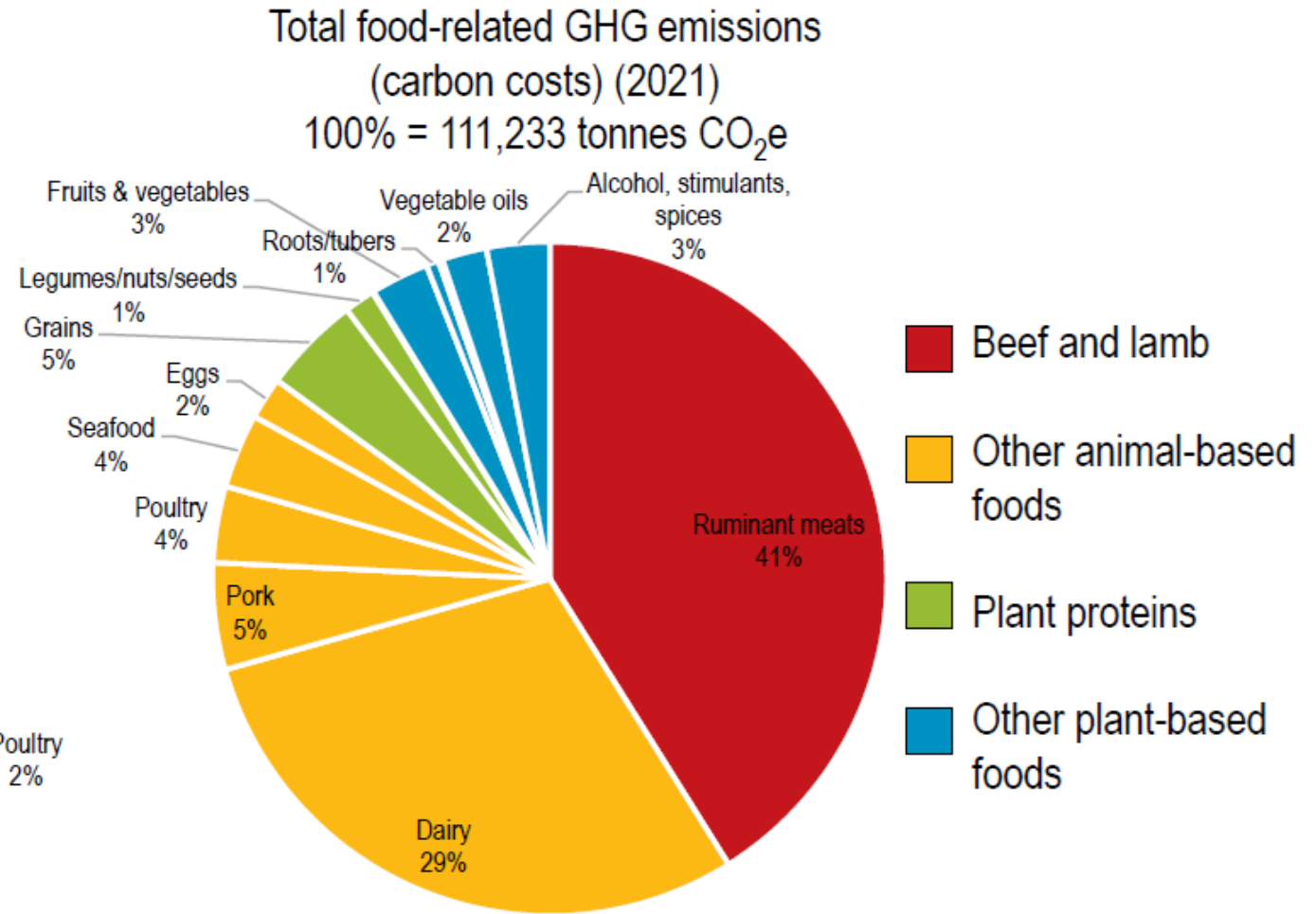
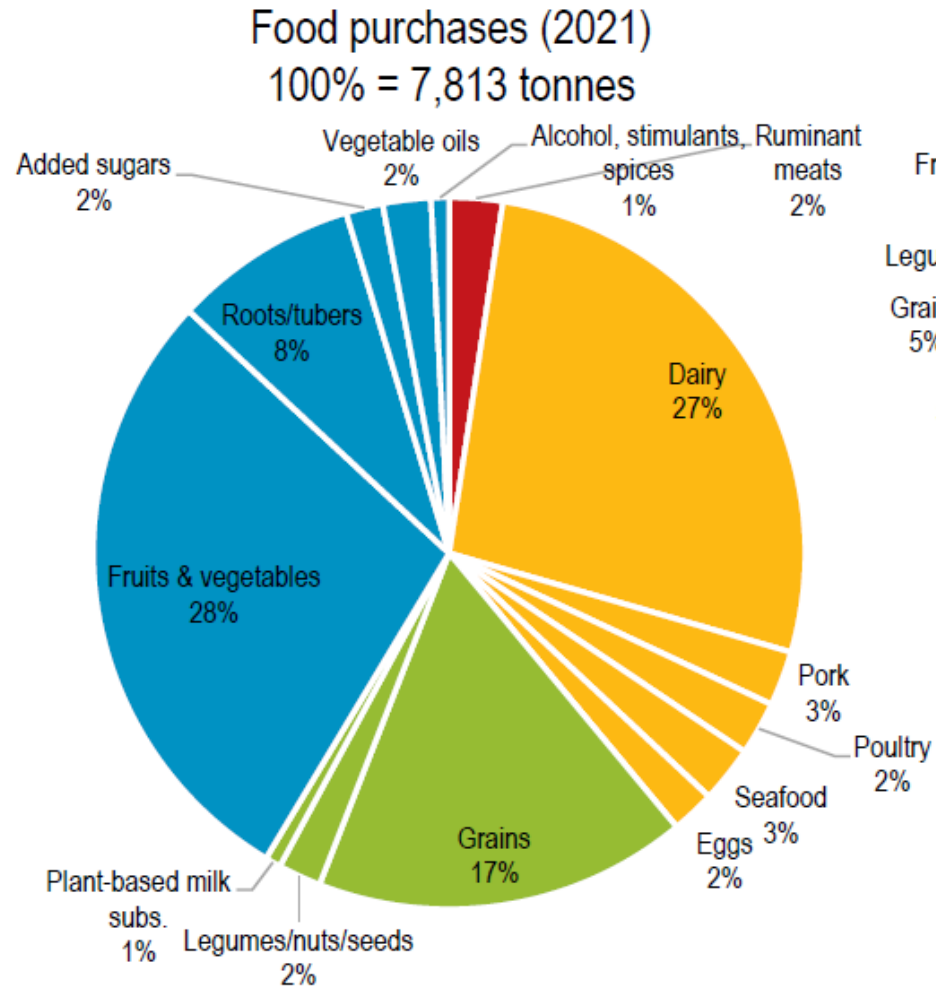
- Copenhagen **Eco-Metropolis** 2001 vision stated an 90% organic target, and was implemented with 3 subtargets: 60% by 2006, 75% by 2011 & 90% by 2015
- **Cost of conversion:** approx. 1 mill. EURO per year for training and other cost to the conversion agents.
- **Training for kitchen staff:** cook from scratch, less waste, less meat – more greens, use seasonal products = organic food with no added cost
- **Rotation programmes for unemployed.** Receive training and replace kitchen staff during courses = employment rate of 83 %
- **Organic principles** integrated in public kitchens.
- Organic consumption is increasingly being measured by **government certification**
- **Change in procurement,** market development, products in season, diversity, sensory evaluation,

Food procurement in the municipality of Copenhagen

- 90% organic in 2015
- Approx. **80,000** daily meals
- Approx. **40,000** diners daily
- **900,000,000** kg annually.
- 700-800 tons per month.
- **1100** kitchens in **925** locations
- Approx. **1700** employees in the kitchens
- Approx. **38,000,000** EUR in annual food consumption
- **10 %** of all municipal procurement in Denmark



WRI-report data from 2021 report



- Beef and lamb
- Other animal-based foods
- Plant proteins
- Other plant-based foods

Source: Purchase data provided by member. Emission factors from Poore and Nemecek (2018) (agricultural supply chain) and Searchinger et al. (2018) (carbon opportunity costs).

Our approach to food

- Copenhagen represents sustainable meals that combine health, taste and climate-responsibility.
- [Our approach to food | Mad og Måltider \(kk.dk\)](#)



High political ambition with CPH Food strategy and the SDG's

- 90%organic
- Prevent food waste
- Seasonality and diversity
- Climate-friendly food / climate weight
- Packaging
- Green vehicles
- No flight policy
- Sustainable soy and – palm oil
- Fairly traded - certified goods
- Nutrition in procurement
- Procurement as a tool for teaching and reaching goals beyond buying food



The role of the procurement lawyer

- The procurement officers are one of the keys to making sustainable tenders. They have a unique opportunity to create these much-needed changes. Being a procurement lawyer is not just an ordinary office job. As a procurement lawyer and public purchaser, you are a **very important key in bringing the political goal to life.**
- The small changes that you can write into the tender documents may be the decisive factor that contributes to the **food chain starting to move in a more sustainable direction** which then can create noticeable changes in primary production, even in distant countries. In Food Trails one of our tasks is to describe why it is very important that the procurement policy of the city allows the procurement officer to include GPP criterias and not just price in the evaluation on the tenders.



Potato tender - CÒA

- SME and farmer
- Movie from a farmer
- Visit to the farm
- Potato home to grow
- Teaching material:
 - How to become a farmer
 - How does one potato become 10 potatoes?





Kartoffelkit - How to

Nu skal du til at lægge din kartoffel, men vær forsigtig. Det er vigtigt at spirerne på kartoflerne ikke falder at

- 1 Fyld potten ca. halvt op med jord
- 2 Læg forsigtigt en læggekartoffel ned i spanden med jord
- 3 Dæk kartoflerne forsigtigt til med ca. 10 cm jord - her er det vigtigt ikke at trykke på jorden
- 4 Vand din kartoffelplante
- 5 Dekorér din potte med klistermærker - Husk at skrive navn på den
- 6 Når du kommer hjem, skal du stille din kartoffelplante, så den kan få sollys

Herfra skal din kartoffelplante have sol, vand og kærligt opsyn fra dig. Gennem YouTube film fra Mejnernts Mella får du viden om at dyrke kartofler og du bliver guidet i, hvornår din kartoffelplante skal vandtes.



New official dietary guidelines

The Official Dietary Guidelines - good for health and climate are:

- Eat plant-rich, varied and not too much
- Eat more vegetables and fruit
- Eat less meat – choose legumes and fish
- Eat wholegrain foods
- Choose vegetable oils and low-fat dairy products
- Eat less sweet, salty and fatty food
- Thirsty? Drink water

[Official Dietary Guidelines \(altomkost.dk\)](http://altomkost.dk)

30

Spis planterigt, varieret og ikke for meget

Spis flere grøntsager og frugter



Spis mad med fuldkorn



Spis mindre kød – vælg bælgfrugter og fisk



Sluk tørsten i vand



Vælg planteolier og magre mejeriprodukter



Spis mindre af det søde, salte og fede



The National Procurement Officer Network and The Inspiration Catalogue



- **The National Procurement Officer Network** is hosted by the Danish Ministry of Environment and chaired by the Municipality of Copenhagen. We share knowledge, encourage and inspire each other.
- The “Inspiration catalogue of the future - How together we can make the world's most sustainable public food procurement” published by the WHO . The intention is that **the catalog will go in depth with different topics**, and provide inspiration for how they can be incorporated into tenders in different ways. The facilitator will continue to gather inspiration and add new topics so that the material is continuously updated with **"State of the art - for the moment"**

The teaching material



- A description of the stages useful to go through in the **preparation of the tender**.
 - The analysis of the **policy objectives** to which one is subject – both locally, nationally, and internationally.
 - **Statistics** for what has been purchased and what demands (specifications) are important for the end user.
 - What can the market deliver and how far along are they in their transition to becoming more sustainable?
 - Preparation of **draft tender documents**
- How to conduct a legal **market dialogue** meeting
- A description of the **documents which are most often included** in a call for tenders and the characteristics of the various documents.
- Knowledge about **Sustainability criteria**.
- Most importantly, **methods that have been used in procurement** on how to incorporate the sustainable criteria are described.

- <https://apps.who.int/iris/handle/10665/363337>

EU Public Food Procurement Group
&
One planet Network -
Public Food Procurement Group



JA Best-ReMaP was funded by the European Union's Health Programme (2014-2020).



New food strategy –
new contract

- Health promotion
- Co2 reduction
- Waste management
- Climate weight

Find articles about
food procurement in
Copenhagen, The
Apple case and the
Food strategy at my
LinkedIn profile:
Betina Bergmann Madsen

City of Copenhagen
www.maaltider.kk.dk

Contact:

Betina Bergmann Madsen

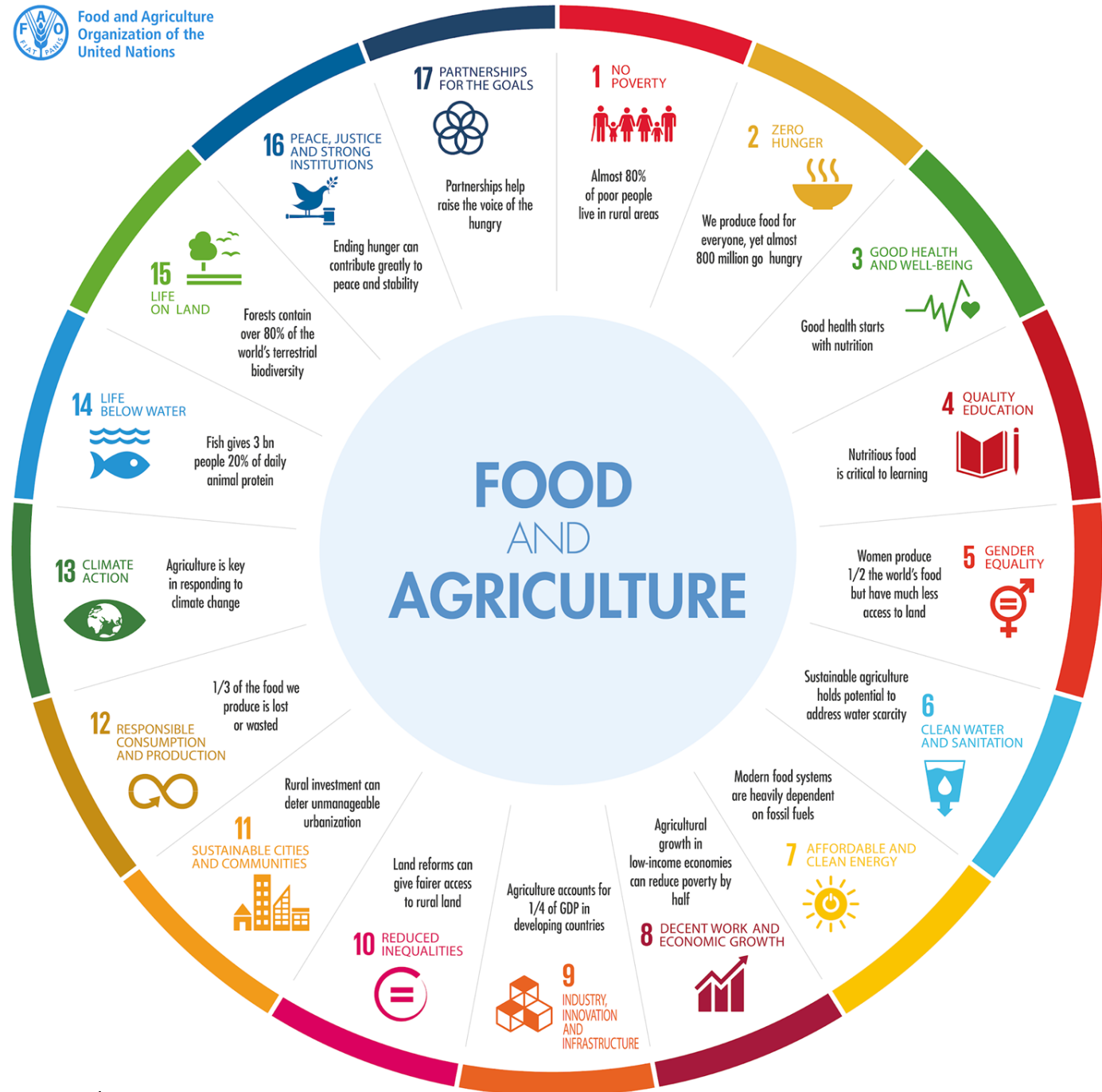
Betmad@kk.dk

+4523636229

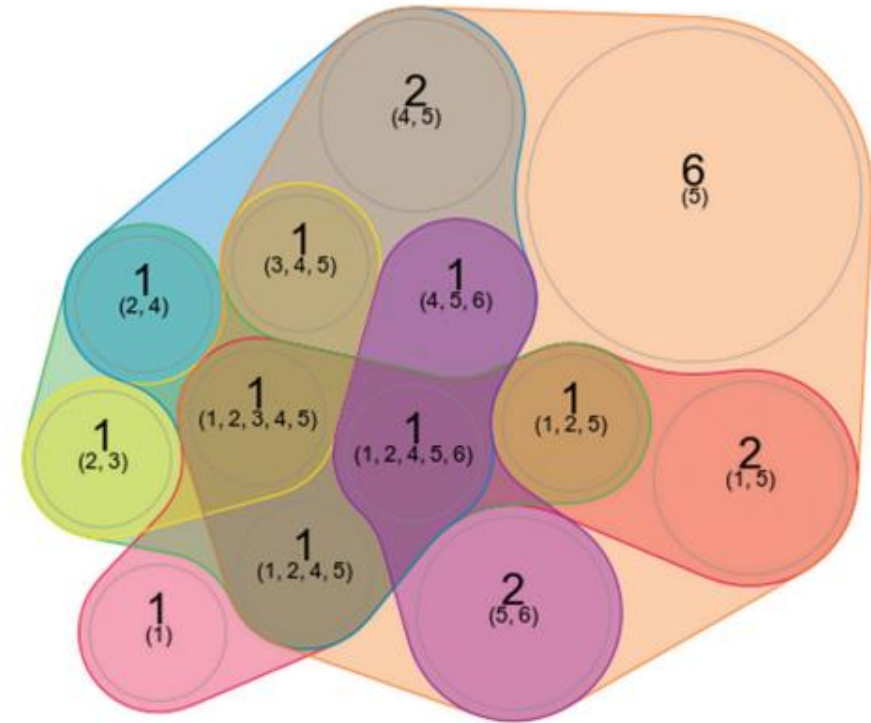
Becca Jablonski
Co-Director Food
Systems Institute
Associate Professor
Dept. of Agricultural and
Resource Economics
Colorado State
University



How public food procurement fits into the SDGs



Local purchasing and student outcomes



- 1: Procurement ($n = 7$)
- 2: Experiential Learning ($n = 6$)
- 3: Integrated Curriculum ($n = 3$)
- 4: Nutrition Education ($n = 8$)
- 5: Promotion Activities ($n = 18$)
- 6: Global Activities ($n = 4$)

Source: Prescott et al. 2020)

FIGURE 2 Euler diagram depicting the degree of overlap in farm to school activity categories investigated in the 21 included studies. Each farm to school activity category is numbered from 1 to 6 and is also identified by a color. The size of each circle states and is scaled according to the number of studies it represents. The set (or combination) of farm to school activity categories represented by each circle is listed in parentheses.

Evidence that local food procurement creates opportunities for decent work and economic growth?

- Do local food procurement incentives get passed on to producers?
- Potential for “beggar-thy-neighbour”
- Cities hold the power



Responsible production?

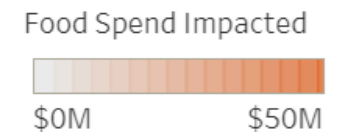
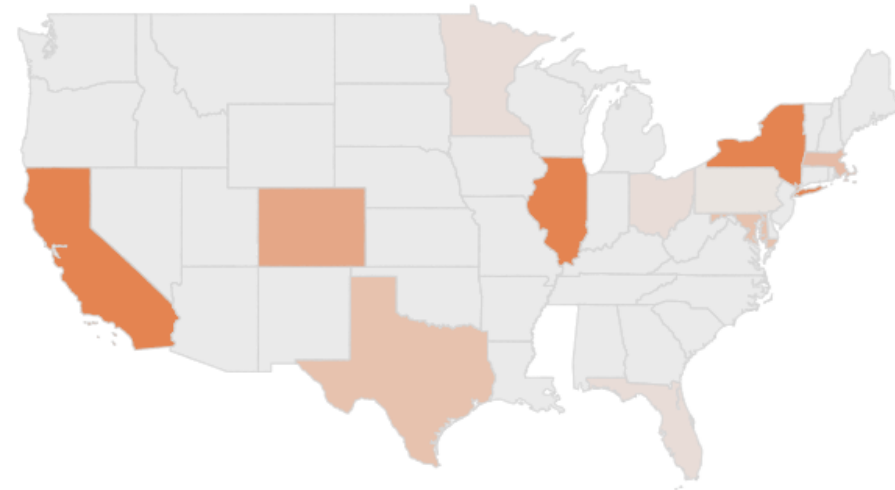
- Relationship between local production and environmentally-beneficial production practices?
- Unclear relationship between local procurement and food waste.
- Local food may have a >transportation footprint in terms of both greenhouse gas emissions and energy consumption due to transportation inefficiencies.



U.S. Public Food Procurement Policies



Through the Good Food Purchasing Program, **cities, school districts and major institutions** assess baseline purchasing practices, set goals and an action plan to increase Good Food purchases over time, track progress, and celebrate success.

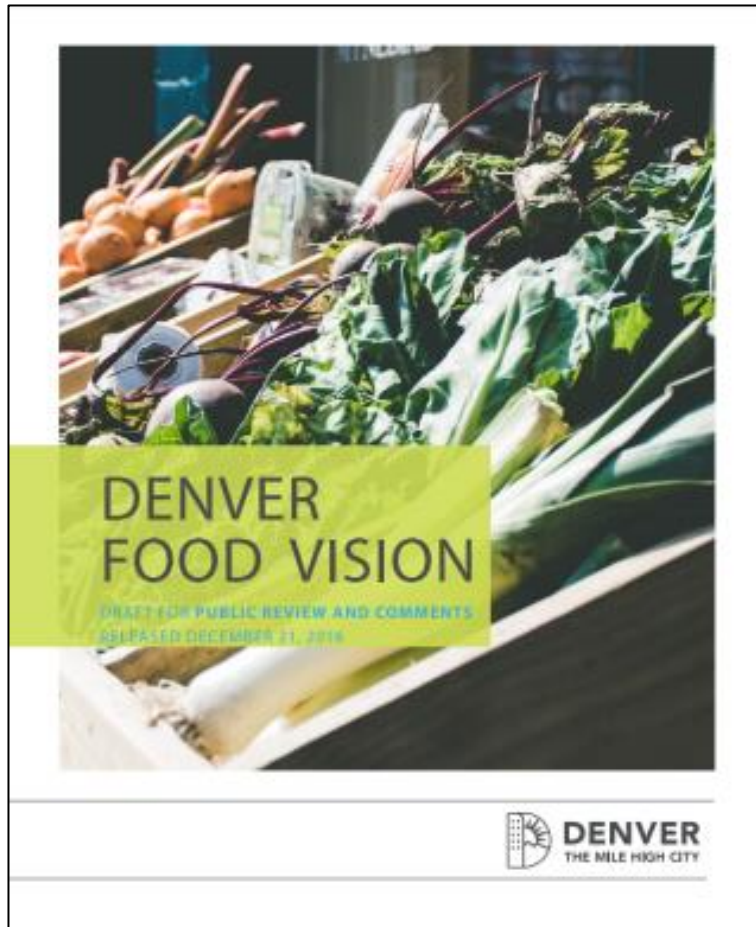


Map shows the total food spend from institutions enrolled in the Good Food Purchasing Program by State.

Questions:

What are the regional socio-economic and environmental impacts and tradeoffs of public food procurement policies?

Denver Food Vision: Vibrant



PRIORITIES

Promote Denver as an epicenter for the regional food economy

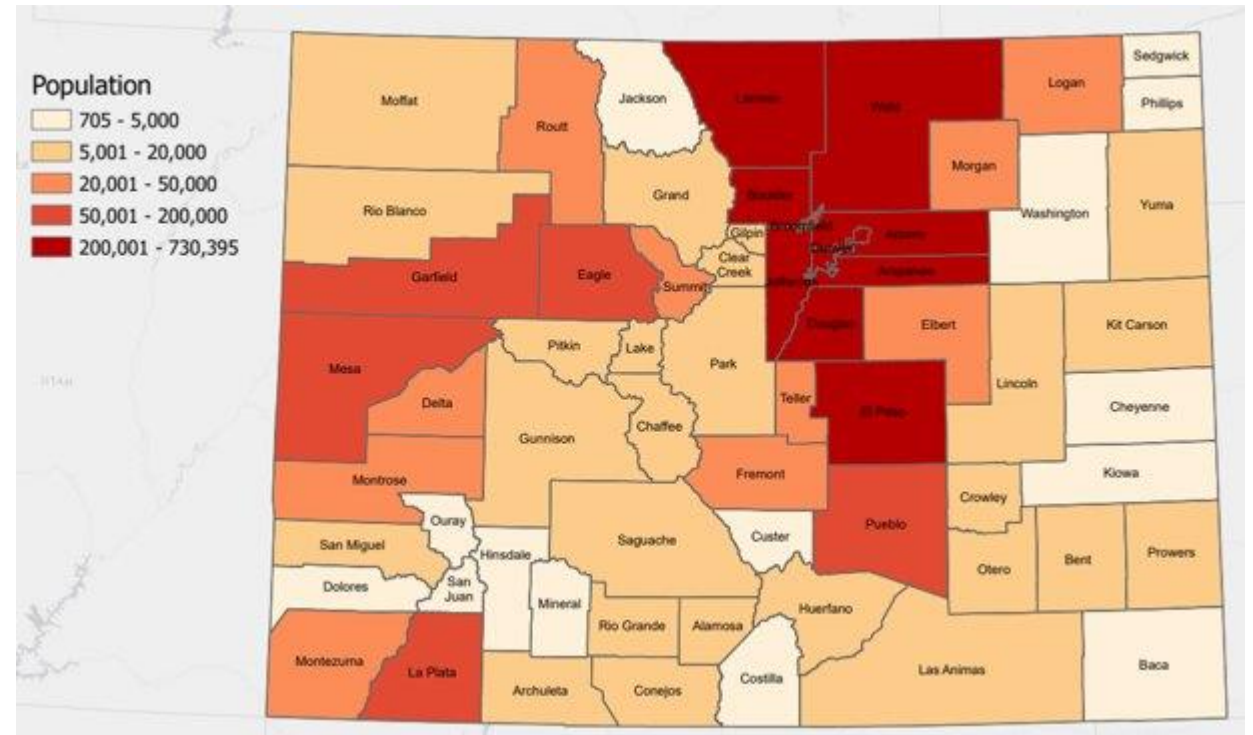
Support the creation, expansion, and success of food businesses in Denver

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

Food systems development strategies involve rural-urban linkages



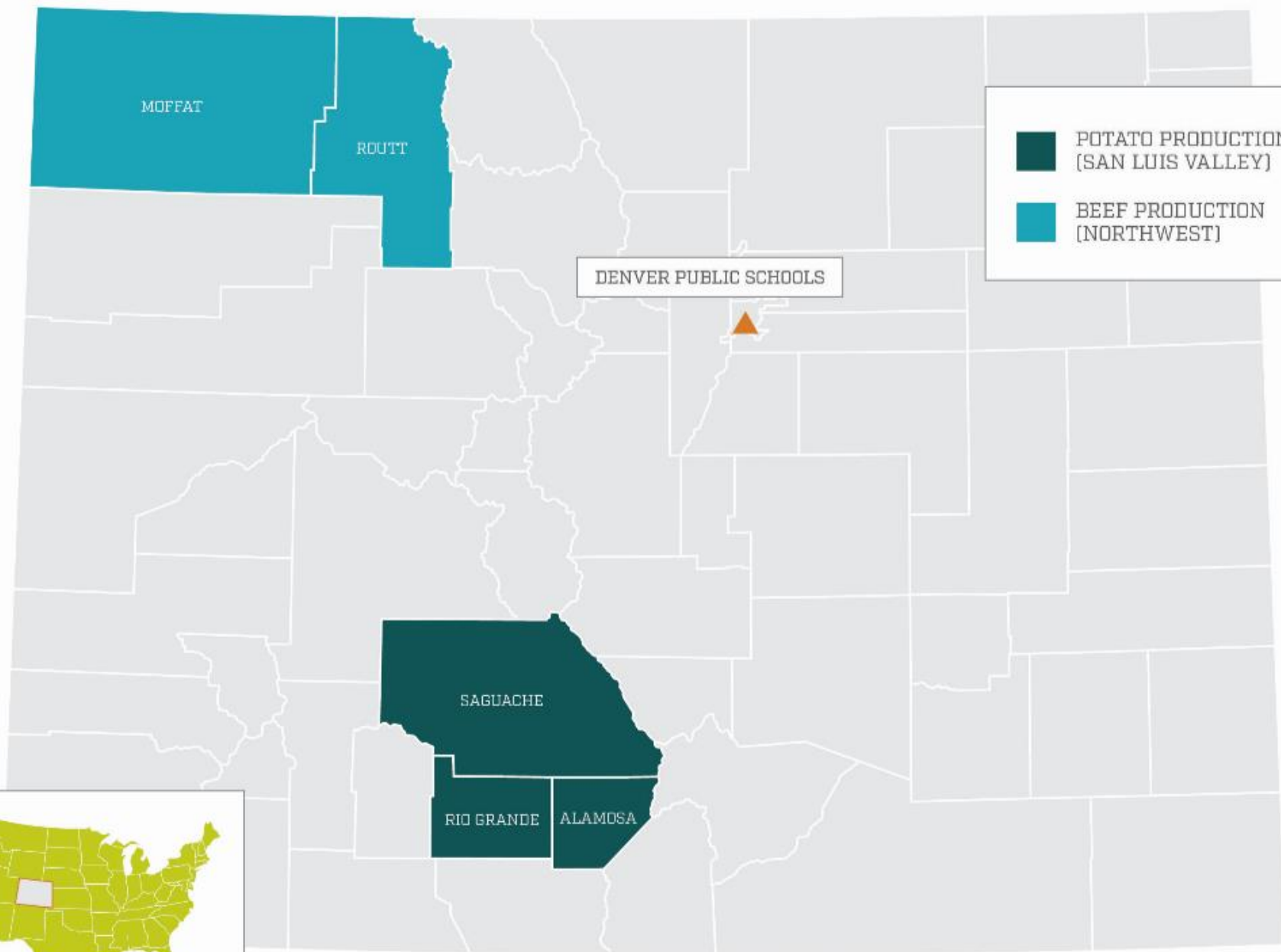
2020 Population by County (2020 US Census)

According to the 2017 Census of Agriculture, Denver County has 12 farms.

- 3 were <\$1,000 in sales
- 5 were between \$1,000-\$2,499
- 1 was between \$10,000-\$19,999
- 2 were between \$50,000-\$99,999
- 1 >\$100,000

Denver's Good Food Purchasing Program Coalition





**POTATO PRODUCTION
(SAN LUIS VALLEY)**

**BEEF PRODUCTION
(NORTHWEST)**

DENVER PUBLIC SCHOOLS



Figure 1a. FFAR_ABModel Colorado Potato Submodel

SCENARIOS

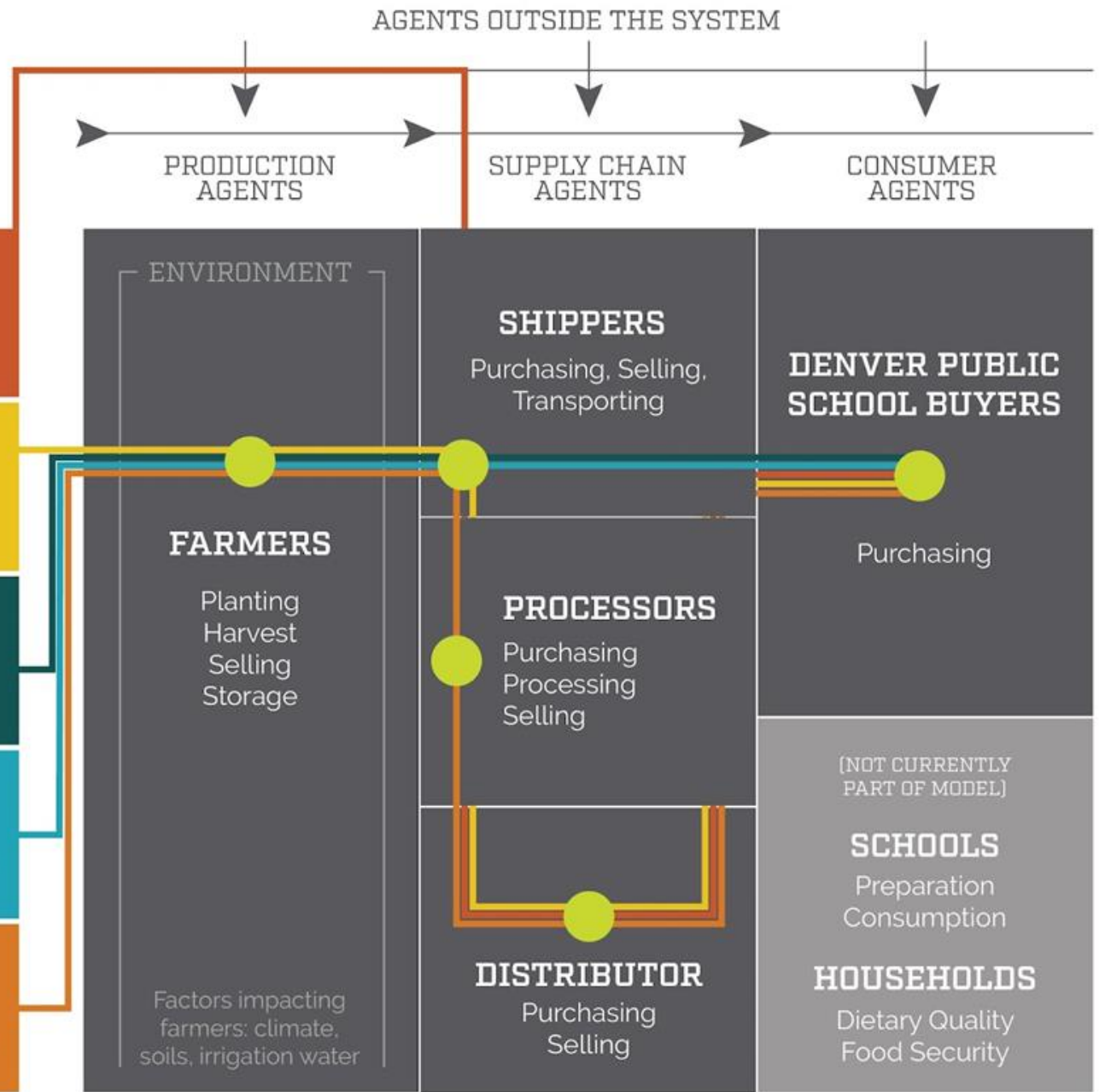
BASILINE: OUTSIDE THE SYSTEM » DISTRIBUTOR » DPS
DPS purchases french fries from distributor for all potato product needs, nothing from CO growers is purchase.

LOCAL: FARMER » SHIPPER » DISTRIBUTOR » DPS
DPS purchases conventional russets.

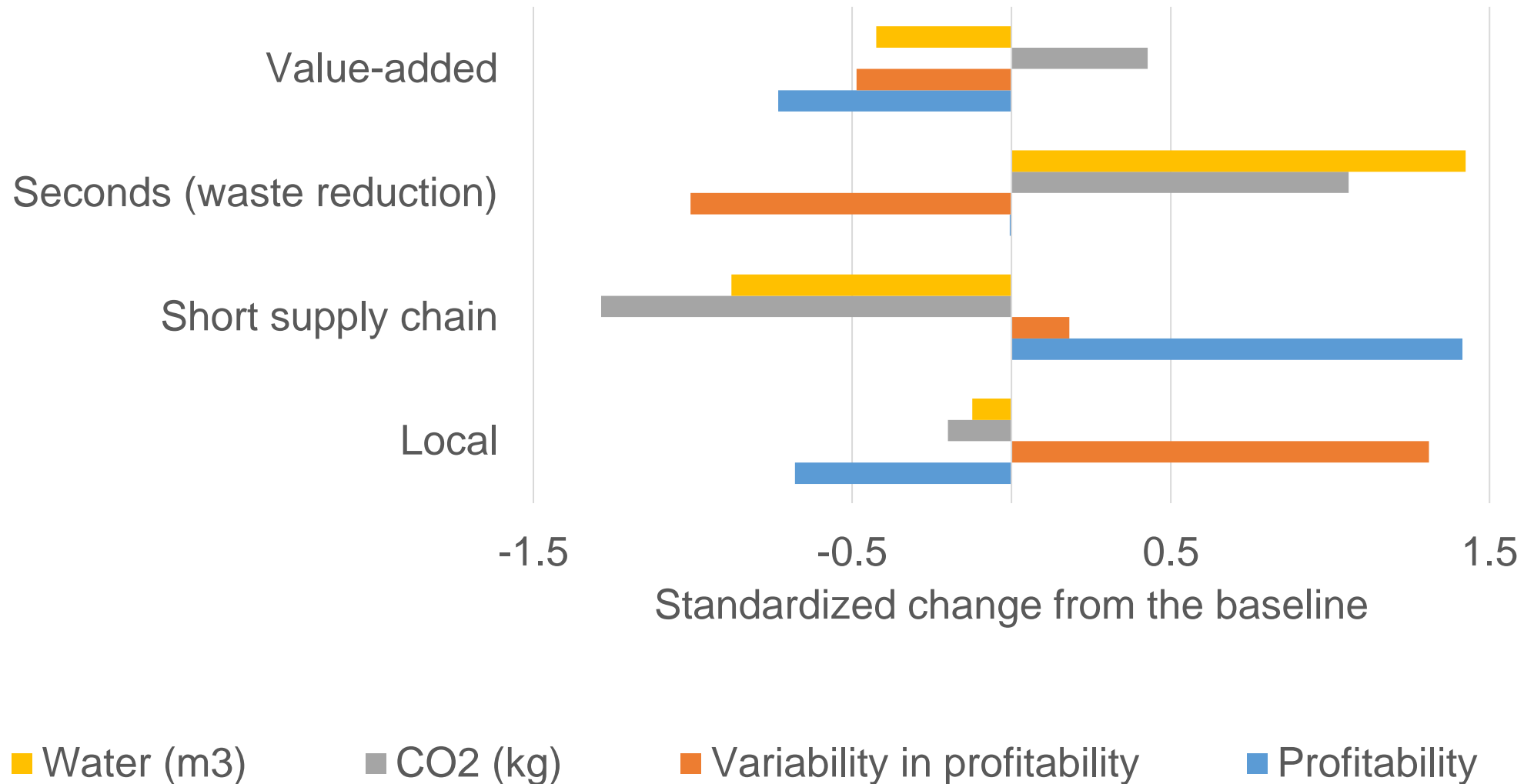
SHORT SUPPLY CHAIN: FARMER » SHIPPER » DPS
DPS purchases conventional russets directly from shippers

SECONDS (WASTE REDUCTION): FARMER » SHIPPER » DPS
DPS purchases small conventional russet potatoes (seconds) from shippers.

VALUE-ADDED: FARMER » SHIPPER » PROCESSOR » DISTRIBUTOR » DPS
DPS purchases small conventional russet potatoes (seconds) from shippers.



Farm/ranch level impacts: Potatoes



The screenshot shows the Denver City website header with the logo and navigation links. The main content area features a breadcrumb trail, a search bar, and a list of links related to the Good Food Purchasing Program. Below the links is a section titled 'The Denver Good Food Coalition' with a paragraph of text and a sign-up form link.

DENVER
THE MILE HIGH CITY

New Account Login

MAKE A PAYMENT REPORT AN ISSUE SERVICES ENGLISH (UNITED STATES)

My Property Community Business Vehicles & Parking Safety Government

Explore our site Search

Home / Government / Agencies, Departments, and Offices / Public Health & Environment / Community & Behavioral Health / Food System Policies / **Good Food Purchasing Program**

Good Food Purchasing Program

- [What is the Good Food Purchasing Program?](#)
- [Training and Education](#)
- [The Denver Good Food Coalition](#)
- [Resources](#)

The Denver Good Food Coalition

Coalition building for the GFPP has been underway for the last several years, facilitated by City staff, the Sustainable Food Policy Council and other community partners. A recent Denver Good Food Coalition meeting included participants from hospitals, universities, schools, farm organizations, labor, and the City of Denver, among others. The Coalition provides a space for different viewpoints to be represented while educating members about policy related to topics such as agricultural labor and animal welfare issues. There is great momentum to adopt the Good Food Purchasing Program as one method to improve the quality of food being served to residents in low income communities.

Interested in news and meeting notifications for the Denver Good Food Coalition? Sign up now! Download the form below and return it to Marion.Kalb@denvergov.org.

Denver Good Food Coalition Sign Up Form (PDF, 144KB)

Impact from project

NYC Food Procurement Policy



Good Food Purchasing

The Good Food Purchasing (GFP) Program provides a transparent metrics-based, flexible framework that encourages large institutions to direct their buying power toward five core values: local economies, environmental sustainability, valued workforce, animal welfare, and nutrition.

The City of New York has developed a viable approach to integrating the principles of GFP across agency food spending. This ambitious citywide strategy will ensure that city funds spent on food supports both individual and planetary health.

The plan for NYC: Focus on 3-4 Commodities

Top NYC Purchases 2020-2021: Broad Categories

| Food product category | Total cost | | Total (lbs) |
|-----------------------|---------------|---------|-------------|
| Meals | \$ 48,282,017 | | |
| Dairy | \$ 32,329,034 | | |
| Condiments & Snacks | \$ 18,356,050 | | |
| Grain Products | \$ 9,925,461 | | |
| Fruit | \$ 8,185,894 | | |
| Vegetables | \$ 7,298,598 | Beans | 2,346,806 |
| Chicken | \$ 6,910,428 | Beef | 414,512 |
| Beverages | \$ 4,223,570 | Lettuce | 382,731 |
| Seafood | \$ 2,557,568 | | |
| Roots & Tubers | \$ 2,508,993 | | |
| Turkey, Other Poultry | \$ 1,849,650 | | |
| Legumes | \$ 1,404,740 | | |
| Beef | \$ 1,019,349 | | |
| Tree Nuts & Seeds | \$ 889,776 | | |

With thanks...



FOOD SYSTEMS INSTITUTE
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