

Community Food Security Coalition

The Community Food Security Coalition (CFSC) is a non-profit 501(c)(3), North American organization.

Mission: The Community Food Security Coalition cultivates food systems that are healthy, sustainable, just, and democratic by building community voice and capacity for change.

www.foodsecurity.org



Community Food Security Coalition

www.foodsecurity.org/insurance.htm

New Entry Sustainable Farming Project

www.nesfp.org

Maine Organic Farmers and Gardeners Association

www.mofga.org

Activities include:

- Conduct training workshops for producers in Maine and Massachusetts on food safety practices, crop insurance coverage options, and product liability insurance coverage options
- Provide follow-up technical assistance to producers in Maine and Massachusetts in improving food safety practices, developing food safety plans, in securing crop insurance coverage, and in securing product liability insurance coverage
- Host a learning community for 25-35 farmer organizations that need assistance with food safety and liability insurance issues to learn about model programs and share lessons learned
- Hold 4 webinars and 4 follow up conference calls for the learning community to learn and network about food safety and liability insurance requirements of institutions and strategies for addressing these, as well as crop insurance coverage information for limited resource producers
- Develop a webpage to host information from webinars/ conference calls, case studies developed, and other resources identified, and create a google group

National Resources

Community Food Security Coalition:

www.foodsecurity.org

National Farm to School program:

www.farmentoschool.org

National Farm to College program:

www.farmtocollege.org

Health Care Without Harm:

www.noharm.org



Join Us Next Tuesday

Follow-up Conference Call

Tuesday, April 24th, 1 pm - 2 pm Eastern

Details for calling in will be sent through the Google Group list

Presenters

Christy Cook

Senior Manager of Sustainability for Campus Services, Sodexo

Jay Taylor

Media Outreach and Sustainability Coordinator, University of VT, Sodexo

Andrew Cox

General Manager/ Director of Sustainability, Dining Services, The Hotchkiss School, Sodexo

A
better
tomorrow
**starts
today.**

Sodexo Supply Chain

**Offering Local, Seasonal and Sustainably Produced
Foods on Campus**

April 18th, 2012



sodexo



A better tomorrow starts today.



Sodexo's Commitments for a Better Tomorrow



We will reduce our carbon intensity across all our operations and clients' sites.



We will reduce our water intensity across all our operations and clients' sites.



We will promote choices with reduced sugar, salt and fats.



We will develop and promote health and wellness solutions for our employees, clients and customers.



We will increase the purchase of products sourced from fairly and responsibly certified sources.



We will source local, seasonal or sustainably grown and raised products.



We will source sustainable fish and seafood.



We will provide and promote varied and balanced food options.



We will support local community development.



We will ensure compliance with a Global Sustainable Supply Chain Code of Conduct.



We will reduce organic waste generated at our sites and in our operations.



We will reduce non organic waste generated at our sites and in our operations.



We will source and promote sustainable equipment and supplies.



We will fight hunger and malnutrition by engaging the entire Sodexo community including employees, customers, clients and suppliers.

sodexo

Making every day a better day

Quality Assurance (QA) Review



All food suppliers, including producers, manufacturers and distributors, must provide proof that they have a proactive food safety and food security program in place which meets or exceeds Sodexo Product Quality Assurance requirements.



- Regulatory Compliance
- Food Safety Programs (HACCP, GMP's, GAP's, Training)
- Sanitation Programs (SSOP's)
- Building and Facilities
- Pest and Rodent Control
- Plant and personnel practices
- Receiving, Storage and Distribution
- Processing Standards
- Packaging and Labeling
- Food Security / Defense
- Recall, Withdrawal and Stock Recovery

Learn more on SodexoNet by viewing the Product Quality Assurance resources.

How distributors are chosen



- **On-site visit by supply management**
- **Current 3rd party food safety certificate**
- **\$5m liability insurance per occurrence and list Sodexo as additional insured**
- **Current Blue Book rating**
- **Sodexo Code of Conduct**
- **Existing customer listing**
- **Recommendations from Sodexo operators and clients**



“Sodexo encourages participation and growth opportunities for local farmers and requires that its produce suppliers use best efforts to provide developmental assistance to “local” farmers.

Accordingly, Distributor represents to Sodexo that locally grown products shall be included in its portfolio of products offered to customers and delivered to the Accounts when in season to the extent such local products are available.

Sodexo defines “local” as farmers within the same state or geographic region.”

Produce & Local Sourcing: Supply Management by The Numbers



- Produce spend for Sodexo NORAM is \$360 million
- Produce represents 9% of Total Spend in NORAM
- Regional spend is 75% vs 25% from broadline distributors
- 1% Certified Sustainable produce
- 75 Regional Vendors

LOCAL PRODUCE PURCHASED THROUGH SODEXO DISTRIBUTORS IN THE UNITED STATES

Data represents 67% of what we spent on produce

FRESH PRODUCE	FY09	FY10
State or Geographic Region		17.3%
250 miles		15.5%
100 miles		9.1%
Certified (various)	4.4%	5.4%

The screenshot shows a web browser displaying the Sodexo website. The page title is "2010 SUSTAINABILITY REPORT NORTH AMERICA". The header includes the Sodexo logo and navigation links: "About Us", "Environmental Performance", "Healthy & Sustainable Food Systems", "Community", and "Tell Us What You Think". Below the header, there is a section titled "Sodexo: What's for Lunch" with a video player showing fresh produce. To the right, there is a "VIEW OUR COMPLETE REPORT" section with a "DOWNLOAD THE COMPLETE REPORT" button.

- **General Manager & other managers on campus:**
 - Listens and communicates with campus community
 - Work with RAMs and Regional Distributors to arrange for farmer visits to campus and showcase the farmer's local foods
 - Use the Sodexo tools to communicate local food choices in the dining program

- **Regional Account Manager (RAM)**
 - Support to identify local/sustainable foods from vendor partners
 - Run usage reports
 - Serve as a liaison for the Sodexo account managers with the vendor partners

- **Regional Distributor**
 - Food Safety
 - Good Agricultural Practices (GAPs)
 - Adding more local farms

Sample situation



- GM provides information to the RAM
- RAM reviews the request and sends to Dex Tompkins, Category Director
- Dex will work with the farmer to get into the appropriate supply chain

○ **Benefits to Campus Partners & Students:**

- Local seasonal products are available
- Safe food and a financially sustainable community
- Transportation
- On campus involvement
- Seasonal eating

○ **Benefits to Farmers:**

- Consistent market
- Guarantee purchase
- Guidance on good agricultural practices (GAPs)
- Insurance
- Use the guarantee from the produce company to grow their business

○ **Benefits to Sodexo:**

- Better Tomorrow Commitment
- Meet customer requests
- Reassurance of offering safe foods from reliable partners



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Conducting business with high ethical standards is fundamental to Sodexo.

In light of this, we formalized this Supplier Code of Conduct to articulate our expectations of those with whom we conduct business including those businesses with which we have continuing supply relationships.

Code of Conduct Key Issues

- Child labor
- Forced labor
- Wages and benefits
- Working hours
- Health and safety
- Freedom of association,
- Non-discrimination
- Disciplinary practices
- Environmental guidelines
- Community involvement
- Ethical standards
- Conflicts of interest and
- Communications

Communicating Local Items

Nutritional Icons



A better tomorrow starts today.

Sodexo offers many choices to make your dining experience great.

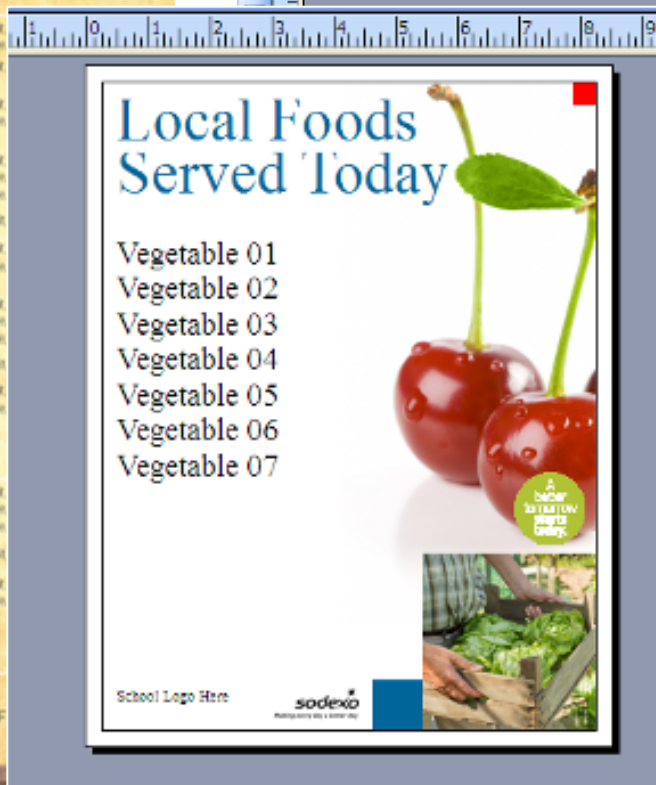
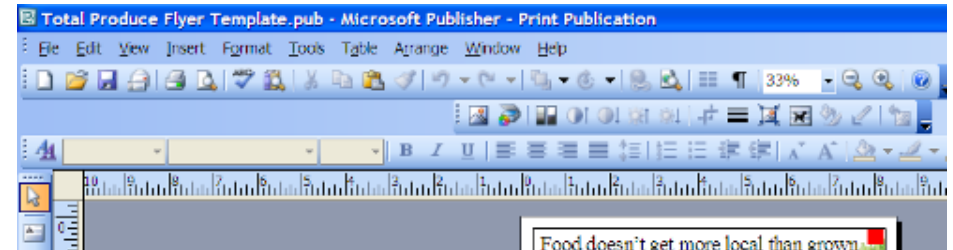
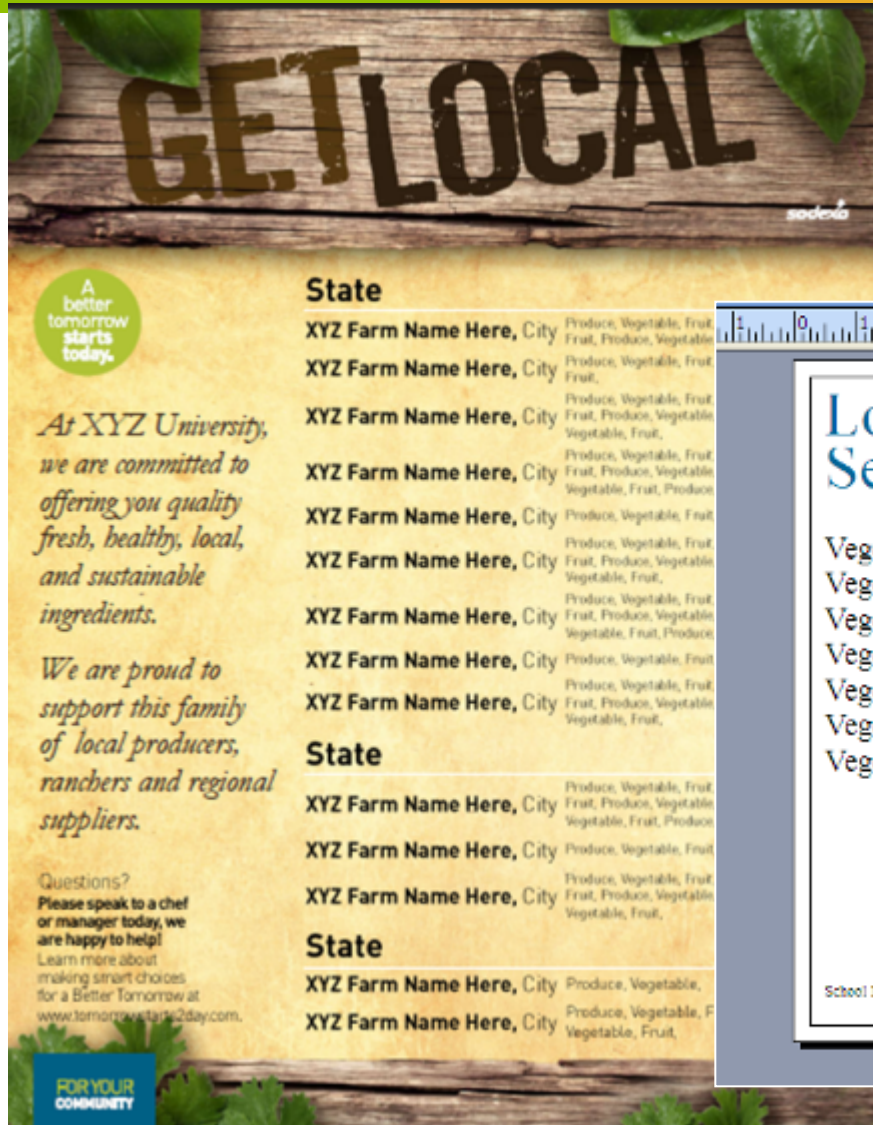
Look for these icons to help you identify menu items that meet your needs:

-  **Balanced**
-  **Gluten Free**
-  **Local**
-  **Organic**
-  **Vegan**
-  **Vegetarian**

FOR YOUR HEALTH Questions? Please speak to a chef or manager today, we are happy to help!
Learn more about making smart choices for a Better Tomorrow at www.tomorrowstarts2day.com.



Customizable Templates



LCD Monitors



A better tomorrow starts today.

WELCOME

Sodexo is committed to serving you local, seasonal and sustainability grown or raised products from safe sources.

FOR YOUR HEALTH



A better tomorrow starts today.



Your dining team proudly serves local apples.



Did you know?
The Sodexo team serves milk from local dairies that have committed to not treating their cows with artificial hormones.

FOR YOUR COMMUNITY



Did you know?
Sodexo's chefs prepare meals on college campuses across North America using fresh, seasonal ingredients from more than 700 local farms.

FOR YOUR COMMUNITY



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The Story of Local at the University of Vermont

Wednesday - April 18th, 2012



- **Jay Taylor – Media Outreach and Sustainability Coordinator**
 - Graduated from the University of Vermont in 2010 after serving as UVM's student body President and as a member of Sodexo's Student Board of Directors.



○ Past

- How and when did we bring local foods to campus?
- What were the primary obstacles encountered?

○ Present

- Where are we today and how do we measure our progress?
- What kind of relationships do we develop with these producers?

○ Future

- What is future of local foods at UVM and what infrastructure is needed to get there?
- How will this movement shape procurement and distribution networks?

- **Introduction of Local Foods began in late 2005**
 - Identified both demand for and a supply of local foods: Farm-to-Plate
 - Encountered and worked through major logistical hurdles
- **Strategic partnership with Black River Produce**
 - Sources from ~120 Vermont producers and ~150 regional producers
 - Enables centralized delivery/distribution and billing for local foods
 - Satisfies liability concerns



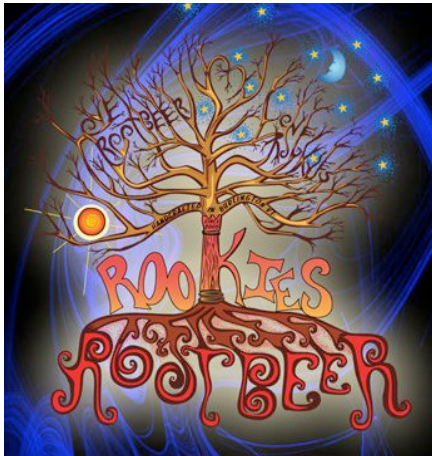
We have had a very positive working relationship and applaud Sodexo's commitment to supporting the local economy through the purchase of local produce, dairy products, meat, and various value added products made within the State of Vermont.

- Scott Sparks, VP of Sales
Black River Produce

The Story of Local @ UVM – Present!



- **These relationships aren't just about our purchases...**
 - Terrific opportunity for these local businesses to gain exposure
 - We invite many of our local vendors to campus for tastings
 - Positions these businesses for growth



We really love working with professional people who are passionate about who we are and about supporting local businesses in the community. This is just one reason why we love working with the Sodexo team—because they care as much for our community and surroundings as we do.

- Jenny Rooke, Co-Founder
Rookie's Root Beer

- Supporting “Local” isn’t just about our purchases...
 - 10-cents from every single-serve Hood milk since 11/16/09: **\$15,700!**



Thanks in part to your help, more than \$140,000 has been raised to help support the over 1400 dairy farms of our region...We're very proud that such a young program as Keep Local Farms could be so successful in just its first two years of operations.

- Jan Stallone, Business Development Mgr
Keep Local Farms

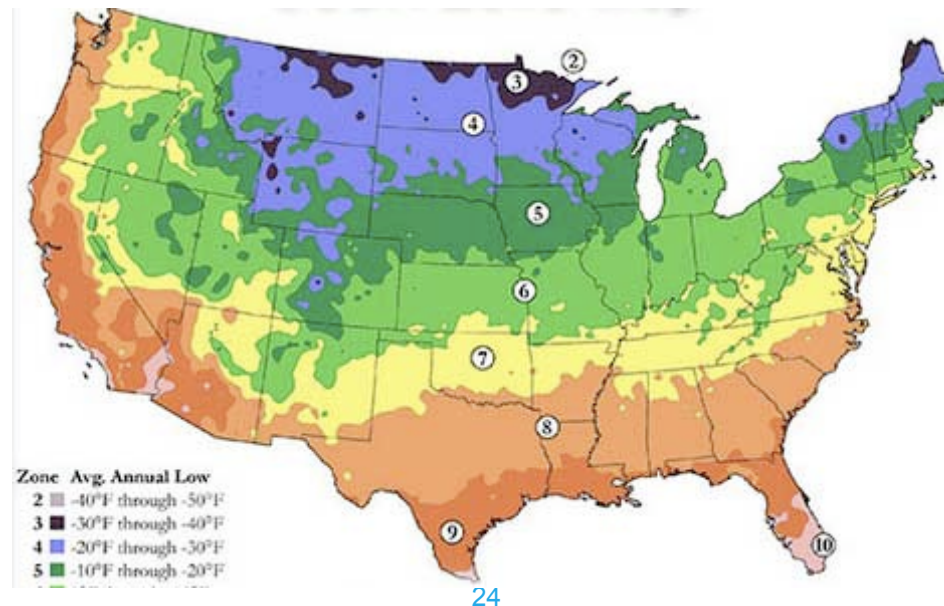
The Story of Local @ UVM – Future!



● Produce is Limited by Short Regional Growing Season

- 2 choices for winter produce
 - Harvest season flash-freezing with frozen storage/distribution
 - Indoor growing facilities

● We are taking an active role in conveying our demand to suppliers



○ Produced Locally vs. Sold Locally

- What is local, anyway?!
- How do you know if it is “local enough?”

○ **Where are we now?**

- At UVM we track local foods as a component of the Real Food Calculator
 - Excludes purchases from local companies like Koffee Kup Bakery.
- UVM in Fall 2011 ~ 12% Real, 8% of which is from Local
- Brennan’s @ UVM in Fall 2011 ~ 50% Real, 47% of which is from Local

The Story of Local @ UVM – Recap



○ Past

- Local distribution relationship has helped us overcome the logistical hurdles

○ Present

- We help small businesses gain exposure, steady sales, and access to UVM

○ Future

- Now that we have clearly defined goals we are becoming active in supply discussions
- Next frontier: Fresh or Frozen?

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The Story of Sourcing Local Meat at the Hotchkiss School

Wednesday - April 18th, 2012



- **Andrew Cox – The Hotchkiss School Dining Services**
- **General Manager and Director of Sustainability**
 - Formerly the Executive Chef at Harvard’s Kennedy School of Government in Cambridge, MA
 - Promoted in August 2011 to integrate the farm and dining services



The Hotchkiss School - A Background



Demographics

- 9-12 grade boarding school
- 600 co-ed students
- Lakeville, CT

Agriculture at Hotchkiss

- 280 acre farm
- Experiential learning
 - FFEAT (Fairfield Farm Ecosystem and Adventure Team)
 - Pasture for cattle grazing and raising chickens
 - Dining Hall food supply
 - Co-curricular courses



○ Adams Family Farm, Athol MA

- Current processor for Whippoorwill Farm
- USDA Certified
- Walked Adams Farm through the process step by step including audit

○ Third Party Audit

- Auditors
- The criteria
 - HACCP (Hazard analysis critical control points)
 - Quality
 - Employee Practices
 - Grounds and Equipment
 - Food Defense (Security)
 - Receiving, Storage, Shipping
 - Sanitation
 - Processing
 - Pest Control

○ Steritech and Others

- Costs range from \$1,500-\$6,000
- This includes travel and lodging for auditors
- Humane treatment audits are also available

○ What we learned

- A passing score of 85% is a good start
- Understand the deficiencies and follow up with Product Quality Assurance
- Lab testing

○ The first slaughter facility

- Was USDA certified
- New facility only 30 minutes away
- Would not allow a third party audit

○ The second slaughter facility

- Was 45 minutes away
- New York State Agriculture and Market Certified
- Exception in USDA slaughter regulations for inter-state commerce on state certification
- Had concerns with possible the exposure of the exception



- **The third slaughter facility, Westminster Meats, Westminster station, VT**
 - Was USDA certified
 - Was 142 miles away
 - Was already third party audited for Whole Foods
 - Had dates available immediately
 - Met the requirements for a new vendors
- **Gourmavian Farms**
 - Heritage Breed Chicken producer in Bolton, CT
 - Slaughter at Westminster Meats
 - Met vendor requirements
 - Didn't meet distributor requirements
 - Provides chicken to existing approved distributor



What have we learned?



○ Where do we process now?

- Identify the path of least resistance
- Ensure Product Quality Assurance has vetted the whole process
- Go forward with purchasing the animals
- Review for each species and look for opportunities to improve efficiency

○ Advantages of distributors for Rancher/Growers

- Leave the audits up to the slaughter and distributors
- Utilize distributors to manage branding or cooperatives
 - Set standards with similar producers
 - Share best practices
 - Ensure market availability
 - Promote work life balance

Thank You!

Questions?

Questions & Answers

Christy Cook

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