



Healthcare's Great Market for Local and Organic Farmers

**By Luis Vargas, Procurement Manager, UCSF Med Center
Department of Nutrition and Food Services**

And

Ben Thomas, Farm to Market Program Director, CAFF

Today's presentation will cover...

...the increasing demand for local food in health care in California and how UCSF Medical Center is looking locally for climate change.



Who is CAFF?

Mission: To build sustainable food and farming systems through policy advocacy and on-the-ground programs that create more resilient family farms, communities and ecosystems.



Healthcare institutions are seeking local food



THE **COOL FOOD** PLEDGE

www.caff.org/gfmarketplace

Selling to Distributors

Case Study: Five Hospitals **increased** local purchasing **\$90,000** (from 7%-12% of purchases) **from Fall '16-'17**



Great Taste



PRODUCE, INC.



Safe Taste



Direct Purchasing at St. Josephs Hospitals

\$42,000 in 2017/18

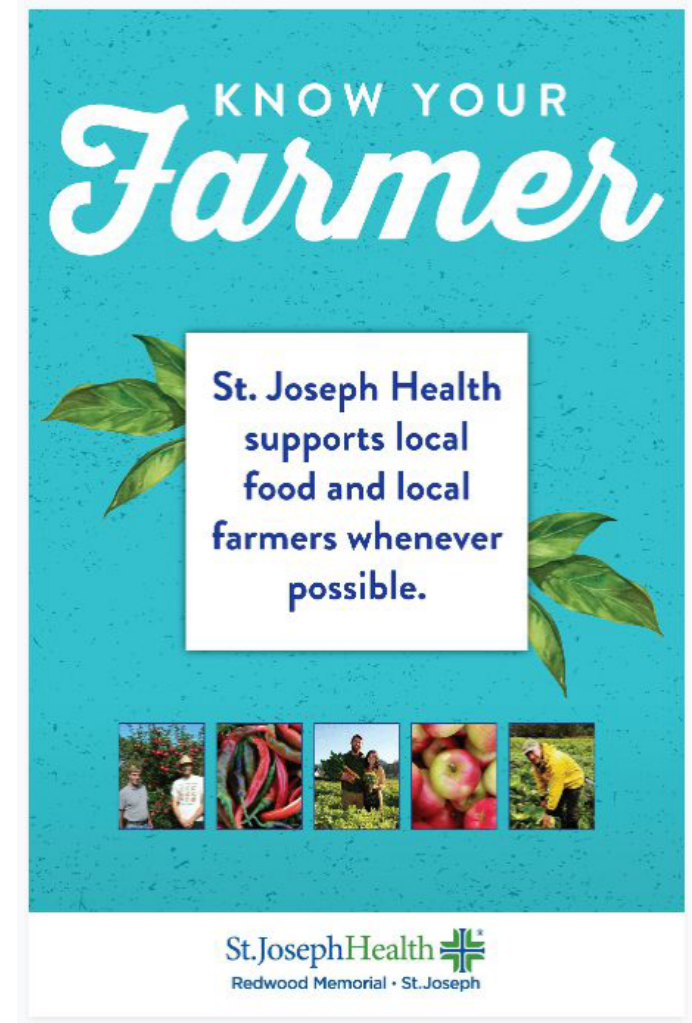
Willow Creek Farms

Humboldt Grassfed

Fair Curve Farm

Clendenen's Farm

**Lettuce, Mixed Greens,
Zucchini, Broccoli, Cabbage,
Brussels Sprouts, Apples**



Good Food Showcase

**Upcoming
Good Food
Showcases**

**Bay Area – May
2019**

**Sacramento Area -
October 2019**

**GOOD FOOD
SHOWCASE**



March 8, 2018 11:00 - 2:00 + 1 Hour Mixer
Shrine Event Center, 170 Lindbergh Ave, Livermore

An interactive networking expo showcasing local food available in California. This event brings together sustainable growers and producers with institutional buyers, food service and other community advocates. Together we are strengthening the local food market.

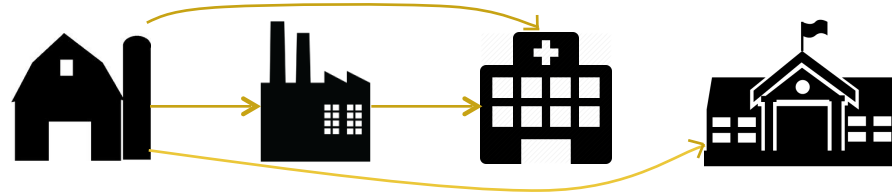
EXHIBITOR Farm \$50 Distributor \$200 Other CA Food Business \$100	
BUYER \$15	COMMUNITY \$15

www.caff.org/gfshowcase farmtocafeteria@caff.org

No one will be turned away for lack of funds because building a sustainable food system is our priority. Sponsorship opportunities are available and help make this event available to all.



Selling to Schools and Hospitals



Myths

All schools and hospitals require GAP certification and insurance minimums

Farms need to be mid- to large scale to sell to schools and hospitals

Selling to schools and hospitals requires high volumes and perfect quality

Facts

Schools and hospitals are demanding local, family farm-identified produce

Schools and hospitals are purchasing from wholesale distributors and farm direct

CAFF is dedicated to helping farmers sell to institutional food services

Questions ? ? ?

Luis Vargas

Procurement Manager

UCSF Medical Center Department of Nutrition and Food Services

Luis.Vargas@ucsf.edu

Farm to Cafeteria Team:

Ben Thomas, Angie Corwin, Yousef Buzayan, Justin Grossman

farmtocafeteria@caff.org

