

OCTOBER 2021



Serving Up Local II: Lessons in Procurement

SCC Consulting
in research partnership with:
Golden Horseshoe Food and
Farming Alliance and
University of Guelph



Agenda

01

Serving Up Local Projects - Background

02

Social & Economic Benefits

03

We can do this! Procurement Strategies

04

Project Results

05

Key Takeaways



Serving Up Local I

In 2016- 2019 we worked with 3 municipalities and 9 LTC homes to support them in reaching a 5% increase in local food from their baseline.

After 18 months - the teams far surpassed their 5 % goal and collectively saw a 23% increase in local foods.

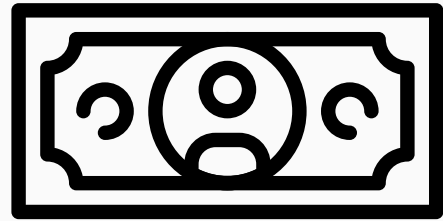
Serving Up Local II

2019-2021 This led us to a research project partnership between GHFFA & University of Guelph to:

- **analyze the data trends before and after a local food purchasing and tracking priority**
- **assist OMAFRA in making some evidence-based targets or aspirational goals under Ontario's local food act.**



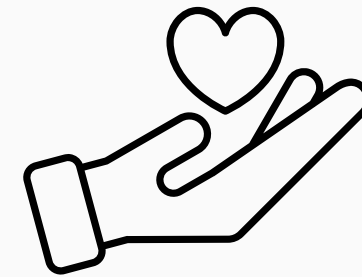
Social & Economic Benefits



Power of Public
Institutions to support
the local economy



Environmental Benefits
of food grown and
processed locally



Social benefits to
improve residents'
quality of life

Malnutrition in
long-term care

30-60%

of older adults living in LTC,
worldwide are affected by
malnutrition

Food intake increases as residents'
perception of the "quality" of their meals
increases

Perception of quality
of local food

71%

residents & their families said
knowing local food is served
at their LTC home improves
their perception of the food

local food may be a tool to help address
malnutrition and dehydration rates in
long-term care homes and contribute to
improved quality of life

Calls for Change

Calls for food reform in LTC food are wide-ranging

01

Dieticians of Canada's ON LTC Action Group call for more fresh produce & quality proteins

02

ON Auditor General 2019 Report on Food & Nutrition call for performance targets

03

Public calls for reform in LTC food



• We can do this!! •


The dominant narrative in institutional food

Feeling limited

- Feel restricted by food contracts
- Lack of clarity with distributor
- Contracts & rebates with preferred vendors

Barriers to getting started

- Trade rules an assumed barrier
- No baseline measurements
- No tracking
- Lack of knowledge on food category spend
- Lack of knowledge of products and vendors
- Lack of inspiration & time

A hand holding a pen points to a document with a scales of justice icon. The document contains placeholder text. A clipboard is visible in the top right corner.

Overcoming Trade Barriers

Trade agreements & directives forbid procurement that differentiates based on geographic location of goods, either based on origin, place of manufacturing or production.

What it means:
food contracts & RFP process can give no weight or evaluation points for the priority of food grown, raised and manufactured locally



Procurement Language: Velocity Reports

1

Ask Distributors & GPOs for
Velocity reports

For baseline measurement and to track
your success shifting your food system!

2

Include reporting requirements in
your RFP

Ask for velocity reports for all food
categories that also identify local
purchases

Procurement Language: Value Add

Value add sections of the RFP don't hold evaluation weight & won't trigger non-discrimination clause when highlighting prioritization of local food

Write in what you need:

- business performance reviews
- monthly meetings with account managers and local food specialists
- local food key performance indicators
- time to work with the distributor chef on menu development





Splitting contracts

1

Use Fresh Produce & Fresh/Frozen Proteins categories not under contract with GPO

Split these category contracts off & source from smaller distributors that offer high quality and more seasonal availability

2

Use contracts below \$25,000

In the province of Ontario, preference can be made towards local food under this threshold

Build a Relationship with your Vendors



Forward Contracts provide purchaser with guaranteed product availability at certain price, while giving producer legal commitment that the product will be purchased at the set price.

Supporting Small & Medium Enterprises

Work together on product development

Tracking and reporting helps keep municipalities accountable to the goals they have declared.

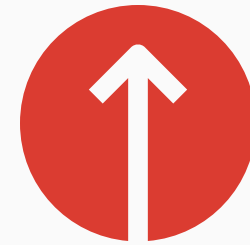
If you can't measure it, you can't change it.



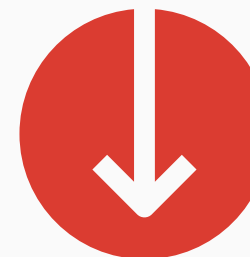
Project Results



A local food mandate can help meet the nutritional goals that provide a social benefit in LTC



- fresh produce by **19%**
- local seasonal produce by **31%**
- Frozen vegetable spend
- local high quality proteins



- processed food spend decreased

Project Results



There were significant ranges in
priority food category purchases
from home to home

Fresh Produce

2%  10%

Proteins

6%  20% of total
budget spend

Key Takeaways

Municipalities have a strong role to play in Values-Based Procurement

You are big clients with the ability to ask for what you want!

Use procurement documents & Contracts

- Use Procurement documents for Velocity reports and Value Add
- Split food category contracts

Engage directly with vendors

for inspiration and product development and forward contracting

Track food origin and food category totals

See the successes you are having in shifting the institutional food system and use them to report on government goals ex. climate declaration, economic development

Thank you!



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