



PURCHASING
PROGRAM

Local-Level Case Studies of Government-Wide Adoption of Values-Aligned Food Purchasing:

Cook County, IL / Chicago Metro & Santa Clara County, CA / SF Bay Area



PURCHASING
PROGRAM

Santa Clara County:
O'Connor Hospital





PURCHASING
PROGRAM



Santa Clara County:
O'Connor Hospital



PURCHASING
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Santa Clara County
Procurement
Department with
Santa Clara
University
Students





PURCHASING
PROGRAM

Santa Clara County:
St. Louise Regional Hospital

A vertical poster for Universal Meals. At the top is the "um Universal Meals" logo. Below it, the text "Better-Than-Takeout Sweet and Sour Cauliflower" is displayed in a mix of bold and regular fonts. A red rounded rectangle contains the date and time: "Friday, May 19 11:30 a.m. - 2 p.m.". Below this, it says "St. Louise Regional Hospital Cafeteria". The central image shows a white paper bowl filled with sweet and sour cauliflower. A yellow circular badge in the bottom right corner of the image area says "Free of the top 9 allergens!". At the bottom left, there are logos for "Santa Clara County PUBLIC HEALTH" and "Physicians' Committee".

um Universal Meals

Better-Than-Takeout
Sweet and Sour
Cauliflower

Friday, May 19
11:30 a.m. - 2 p.m.

St. Louise Regional Hospital Cafeteria

Free of the
top 9
allergens!

Santa Clara County
PUBLIC HEALTH

Physicians' Committee



PURCHASING
PROGRAM

Santa Clara County:
O'Connor Hospital





PURCHASING
PROGRAM



Santa Clara County:
St. Louise Regional
Hospital



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PROGRAM



Santa Clara County:
O'Connor Hospital



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Santa Clara County:
St. Louise Regional Hospital





PURCHASING
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Santa Clara
County:
Valley Medical
Center



PURCHASING
PROGRAM



Chicago Metro
Good Food
Purchasing
Initiative
Buyer and
Supplier Mixer



PURCHASING
PROGRAM

Chicago Metro
Good Food
Purchasing
Initiative
Good Food
Vendor Fair





PURCHASING
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Chicago Metro
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Purchasing
Initiative
Buyer and
Supplier Mixer





PURCHASING
PROGRAM



Chicago Metro Good
Food Purchasing
Initiative
Good Food Vendor Fair



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Chicago Metro
Good Food
Purchasing
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Buyer and
Supplier Mixer





PURCHASING
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Chicago Metro
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Supplier Mixer





PURCHASING
PROGRAM

Chicago Metro
Good Food
Purchasing
Initiative
Good Food
Vendor Fair





MULTI-YEAR PROOFPOINT PROJECTS IN THE BAY AREA, CALIFORNIA, AND AUSTIN, TEXAS

WHAT IS A PROOFPOINT?

Proofpoint regions are places where deep investment in Good Food Purchasing allows us to identify and then broadly share key learnings around what's needed to bring Good Food Purchasing efforts to scale. Multi-year proofpoint projects in the Bay Area, California, and Austin, Texas, regions have demonstrated the promise of values-based procurement and highlighted the potential for success driven by strategic planning, education, facilitation and coordination, and infrastructure and investment.



BAY AREA, CA

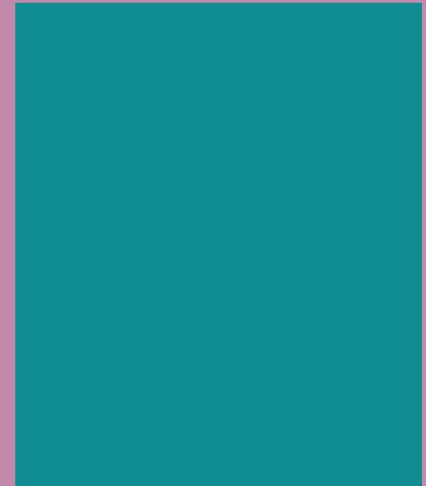
San Francisco Bay Area public institutions, including schools, jails, and hospitals, are working to align their spending with the five core values of the national Good Food Purchasing Program, procuring food that is local, sustainable, fair, humane, and healthy.

Launched by SPUR, in collaboration with the Center for Good Food Purchasing, the San Francisco Bay Area Local Food Purchasing Collaborative is a partnership of 12 institutions that together spend more than \$40 million annually on food.

By combining purchasing power, each member of the collaborative gains greater leverage to meet its values-based food purchasing goals.



[Click to read the roadmap from the Bay Area Collaborative, including links to key resources created by project partners.](#)



PROOFPOINT EXAMPLE: BAY AREA, CA

PARTICIPANTS

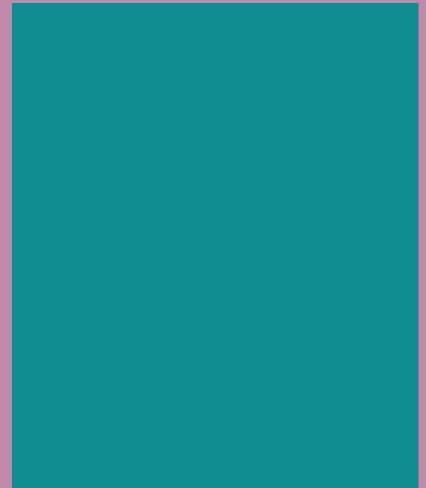
- Zuckerberg San Francisco General Hospital, Laguna Honda Hospital, Santa Clara Valley Medical Center, St. Louise Regional Hospital, O'Connor Hospital
- San Francisco Sheriff's Department, Alameda County Sheriff's Department, Alameda Probations
- Berkeley Unified School District, San Francisco Unified School District, Oakland Unified School District, West Contra Costa Unified School District

FUNDERS

- USDA (Regional Food System Partnership grant)

KEY PARTNERS

- SPUR
- Center for Good Food Purchasing
- SF Market
- Health Care Without Harm (hospital-specific technical assistance)
- Impact Justice (carceral settings-specific technical assistance)
- California Department of Food and Agriculture Office of Farm to Fork (K-12 education-specific technical assistance)



PROOFPOINT EXAMPLE: BAY AREA, CA

WHAT WE DID

- Built a regional network that brought institutions together across jurisdictions
- Created an aggregate dashboard of purchasing data to enable information sharing, benchmarking, and identification of key opportunities for improvement or collaboration
- Created sector-specific tools to offer targeted guidance for GFPP implementation
- Hosted convenings, including a buyer-supplier gathering aimed at fostering relationships between buyers and regional producers, as well as a policymaker and funder briefing aimed at communicating the impact of and barriers to a regional, values-based procurement approach and the areas in need of further investment



PROOFPOINT EXAMPLE: BAY AREA, CA

WHAT WE LEARNED: *Three key priority areas for ongoing work*

Investment

Investments should include institutions facilitating strategic advancement of work, the measurement of progress, and identification of opportunities across participating agencies by investing in a dedicated internal coordinator.

Policy

Policy innovations such as incentive funds can help institutions address commonly-cited barriers to implementation such as budget constraints, and test cases for incentives such as [a current initiative for schools in California](#), can help make the case for more funds to be made available across public institution types.

Outreach

Intentional relationship-building and education can help bring more values-aligned suppliers into the institutional market. Project partners should collaborate with community-based organizations to build greater awareness about values-based food procurement in the region, the institutional demand for Good Food, and how to address barriers to accessing the public procurement process.



AUSTIN, TX

The City of Austin's Office of Sustainability has invested in the Good Food Purchasing Program for years. Staff have convened a cohort of institutions and other values-based procurement stakeholders since 2016 and beginning in 2017, funded area institutions to participate in the program.

Over the past three years, the Michael & Susan Dell Foundation funded work in the Austin-area to deepen technical assistance and analytics support for participants, with the goal of increasing the impact, effectiveness, and reach of values-based purchasing.

[Click to read a case study of the Austin project, including links to key resources created by project partners.](#)



PROOFPOINT EXAMPLE: AUSTIN, TX

PARTICIPANTS

- Austin Independent School District (AISD)
- Lake Travis Independent School District (LTISD)
- UT Austin (inactive)
- Austin Convention Center (inactive)

FUNDERS

- City of Austin Office of Sustainability
- Michael and Susan Dell Foundation

KEY PARTNERS

- Sustainable Food Center
- Austin Travis County Food Policy Board
- SIFT Consulting (consultant)
- Kitchen Sync Strategies (consultant)



PROOFPOINT EXAMPLE: AUSTIN, TX

WHAT WE DID

- Created technical assistance tools to support including GFPP values in solicitations, identify cost management strategies from successful participants, and increase communication and coordination between participants and suppliers
- Supported ongoing efforts to secure policy commitments by the City of Austin and Travis County to invest in a sustainable values-based procurement initiative for the region
- Collected and shared individual and aggregate data to set goals, drive action, and monitor progress



PROOFPOINT EXAMPLE: AUSTIN, TX

FOOD PLAN RECOMMENDATIONS

During the course of the project grant, the City of Austin Office of Sustainability, in partnership with Travis County, embarked on a food system planning process. Based on the lessons learned, the Center identified recommendations in the following areas to support values-based procurement.

Planning

- Research and assessment | Partner collaboration | Tracking and communicating impact

Education

- Technical assistance | Distributor and buyer engagement | Capacity building

Facilitation & Coordination

- Regional approach | Centralized alignment | Robust partner engagement

Investments & Infrastructure

- Sustained funding | Leverage infrastructure | Local incentives



KEY TAKEAWAYS

The multiyear infusion of funding into two proofpoint cities accelerated work to the benefit of both GFPP participants and other food service operations in the regions. Through the projects, tools were developed and made widely available to:

- Support implementation by sector;
- Coordinate more effectively between buyers and suppliers;
- Incorporate Good Food values into solicitations;
- Share proven strategies to manage potential costs associated with values-aligned food purchasing; and
- Align goals, monitor progress, and identify sourcing opportunities across many participants in a region.

The deep work of partners on the projects also helped reveal the importance of sustainable, long-term funding to:

- Support facilitation and coordination activities by municipal staff and community-based organizations;
- Invest in aggregation and distribution of food from values-aligned, regional producers to institutions of varying sizes; and
- Advance transformative policies that enable institutions to pay the true cost of values-aligned food.

The future of this work in both regions is promising. The Bay Area Collaborative will join with partners in LA and beyond to advance a California-wide policy and implementation strategy. In Austin, the Food Plan (still in process) is anticipated to include a wide range of strategies that would further enable values-based food purchasing and help regional partners continue to make the case for local investment and policy change.