



**OAKLAND UNIFIED  
SCHOOL DISTRICT**

*Community Schools, Thriving Students*

# The Good Food Purchasing Policy

## Summary, Context, and Future



Presented by OUSD Nutrition Services Department

November 30, 2016

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# Executive Summary

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Since 2014, OUSD Nutrition Services has partnered with The Center for Good Food Purchasing to evaluate our food procurement. In November, 2016, we are asking the OUSD Board of Directors to recognize and codify this work by **adopting the Good Food Purchasing Resolution with later adoption of Board Policy & Administrative Regulation.**





# Executive Summary

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Pioneered by the Los Angeles Food Policy Council and Los Angeles Unified School District, **The Good Food Purchasing Program** uses the power of procurement to create a transparent and **equitable food system** that prioritizes the **health and well-being of people, animals and the environment.**





# Values Shape Policy

The Good Food Purchasing Program is a commitment to five values, which shape procurement:

- 1. Local Economies** – priority for small and midsize producers operating within 250 miles of Oakland.
- 2. Environmental Sustainability** – Priority for producers that employ sustainable production systems that reduce or eliminate synthetic pesticides and fertilizers; avoid the use of hormones, antibiotics and genetic engineering; conserve soil and water; protect and enhance wildlife habitat and biodiversity; and reduce on-farm energy consumption and greenhouse gas emissions.
- 3. Animal Welfare** – Priority for producers that provide healthy and humane care for livestock.



# Values Shape Policy

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The Good Food Purchasing Program is a commitment to five values, which shape procurement:

**4. Valued Workforce** – priority for producers that provide safe and healthy working conditions and fair compensation for all food chain workers and producers from production to consumption.

**5. Nutrition** – Priority for promoting health and well-being by offering seasonal fruits and vegetables, using whole grains, reducing salt and added sugars, and eliminating deep frying.

# The History

Since 2008,  
OUSD Nutrition  
Services has  
prioritized  
school meal  
improvements  
and Farm to  
School.

- **2008-2009** – OUSD Nutrition Services launches **Farm to School** program in partnership with the Community Alliance with Family Farmers, incorporating “**geographic preference**” in our produce RFPs.
- **2010** – OUSD Nutrition Services partnered with the Center for Ecoliteracy to conduct the **Rethinking School Lunch Oakland** (“RSLO”) Feasibility Study to establish a comprehensive framework for District-wide nutrition services reform to address health, environmental and social issues. As a result of RSLO’s recommendations for facilities improvement, an overwhelming majority (84%) of Oakland voters passed the **Measure J Bond** in **2012**.



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- **2012** – OUSD Nutrition Services acquires **Oakland Fresh School Produce Market** program, operating up to 20 after school local produce markets at schools.
- **2013** – OUSD Nutrition Services launches **California Thursdays** program in partnership with the Center for Ecoliteracy, expanding Farm to school beyond produce to include meats, dairy products, and grains. By 2016, *California Thursdays* has expanded to over 70 districts across California, which collectively prepare 34% (319 million) of the school meals served in California..

# The History

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**Since 2008,  
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- **2014** – The OUSD Board of Education adopted the **Farm to School Resolution** (Enactment No. 1415-0081) to declare its support for school-based programs that connect students and families to the local food system.
- **Between 2014 and 2016** – OUSD **increases local California produce** purchases by 24% and almost \$200K annually through a recipe development and staff training program.



# The History

## OUSD Nutrition Services has worked with the Center for Good Food Purchasing to evaluate food procurement since 2014.

- Between 2012 and 2015, OUSD Nutrition Services moved from a 2 star rating to a 3 star rating, of a total of 5 possible stars.



- OUSD currently procures approximately *30% of all food items locally* and has more than doubled humane and sustainable purchases as a result of implementing California Thursdays.

**In the 2014-15  
School Year, OUSD  
invested \$2,374,558  
in the local  
economy.**

The Good Food Purchasing Program uses a points-based scoring system to evaluate institutional procurement in five value categories: local economies, environmental sustainability, valued workforce, animal welfare, and nutrition. Points from each category are totaled to determine an aggregate star rating.

Overall, OUSD went from a two star to a three star rating after the implementation of CA Thursdays.



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By introducing menu items like Mary's Chicken Drumsticks and Mindful Meats ground beef tacos, OUSD more than doubled our humane purchases.



By increasing our direct purchases of fresh, seasonal, local produce grown without pesticides, OUSD has more than doubled sustainable purchases.



# The Future

**This is only the beginning.**

- OUSD Nutrition Services is working with the Center for Good Food Purchasing to evaluate our food procurement for the 2016-17 school year and we expect to see further gains reflected by our expansion of Mindful Meats purchases; introduced Pacific Grenadier from Real Good Fish, in Moss Landing, CA; and increased farm-direct purchasing including organic butternut squash, organic oranges, and organic strawberries.
- In November, 2016, we are asking the OUSD School Board to formally **adopt the Good Food Purchasing Resolution with later adoption of Board Policy & Administrative Regulation.**



# The Center



OAKLAND UNIFIED  
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**A supportive,  
metric-based  
framework.**



The Center plays the following role to support us in meeting our goals:

- **Assess Baseline:** Establish supply chain transparency and perform baseline assessment (completed).
- **Set Goals & Make Shifts:** Support us in setting short and long-term goals and taking steps to meet them.
- **Track Progress:** Provide independent verification + scoring.
- **Celebrate Success:** Recognize successes + provide branded materials to celebrate milestones.

# The Future

## Five stars by 2026.

- Building on our successes to date, OUSD Nutrition Services will make incremental shifts in our procurement over the next 10 years to reach a five star rating by 2026.
- Three, five, and ten year benchmarks have been established to monitor progress.
- The Center, Central Kitchen and Instructional Farm, will open new procurement avenues, including direct bulk purchasing and in-house processing for produce and meats, allowing OUSD to continue to make menu improvements, while at the same time controlling costs.



**EVERY STUDENT THRIVES!**



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