



ChangeLab Solutions
Law & policy innovation for the common good.

The webinar will begin at 11am PT.
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Building Healthy, Equitable Communities Through a Just Food System

changelabsolutions.org/the-series

June 21, 2018



Welcome to the Building Healthy, Equitable Communities Series

A virtual space for exploring the topic of health equity



Episode 1: Health Equity (April)

Building healthy, equitable communities through equitable laws and policies



Episode 2: Healthy Children & Families (May)

Building healthy, equitable communities through supports for working families

Episode 3: Food Systems (June)

Building healthy, equitable communities through a just food system

Episode 4: Built Environment (August)

Building healthy, equitable communities through comprehensive city planning

Episode 5: Schools (September)

Building healthy, equitable communities through transforming the school climate

Bonus Training: Preemption (October)

Preemption, public health, and equity - the search for local solutions

Episode 6: Community Power (October)

Building healthy, equitable communities through community-driven solutions



What you can expect from our episodes:



Blog Post

Critical Thinking on Health Equity & Food Systems: 8 Policies



Webinar

Building Healthy, Equitable Communities Through a Just Food System



Expert Panel

Continued Conversation About Food Systems
(June 26)



Welcome!



Kim Libman

Program Director
ChangeLab Solutions

Brett Jones

Executive Vice President
Evergreen Cooperatives

AGENDA



- What is food procurement?
- What is equitable procurement?
- How is procurement connected to health equity?
- How do we put these ideas into practice?

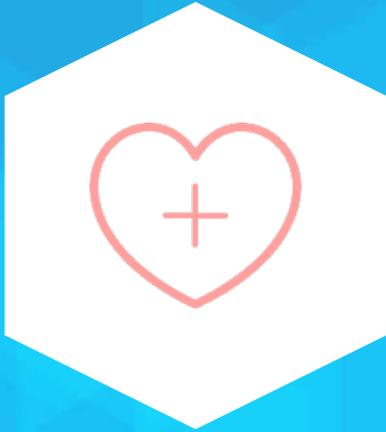


What is food procurement?

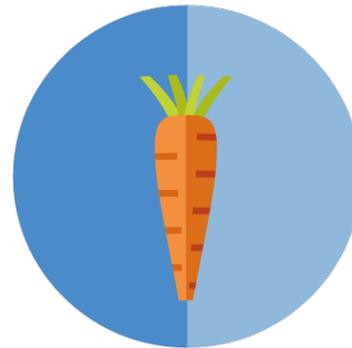
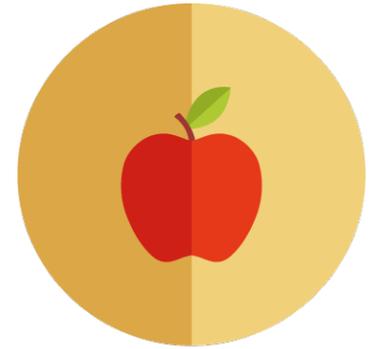
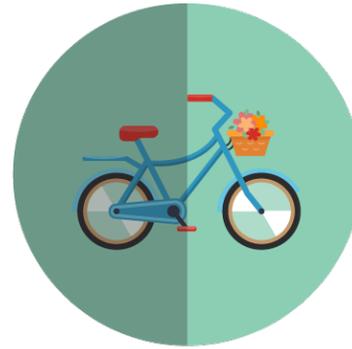


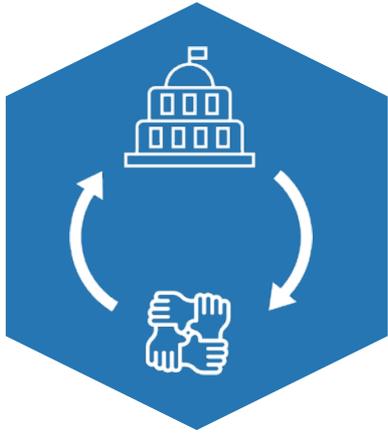
Procurement

is the *process* of finding, contracting for, and acquiring goods or services.



Procurement & Nutrition





Procurement Mechanisms

- ✓ Contracts
- ✓ Policies
- ✓ Permits



What is *equitable* procurement?



Transforming Lives and Neighborhoods

Brett Jones

Our Goals

- Promote wealth-building for residents of specific Cleveland neighborhoods
- Anchor capital so it doesn't 'leak' out of NE Ohio
- Launch new Green, cooperatively-owned companies
- Stabilize and revitalize Cleveland neighborhoods via innovative job creation
- Develop a model for national impact



Where and Why?

- 7 specific neighborhoods around GUC were identified
- Of 50,000 residents, 40% live below poverty line
- Median household income less than \$18,500/year
- Previous attempts at economic development failed
- “A job alone is not enough.”
 - We decided to try something new...



evergreen COOPERATIVES



2009



2010



2012



2013



123 Employees - 52 Members

Brief History

- Leadership: “All Hands on Deck” Strategy
Government, Philanthropy, and Business leaders
- ECL and E2S: started in 2009, 2010
- ECC becomes a 501c3: 2011
- EBS: formed and staffed in 2012
- GCG: launched in early 2013
- CEO + New management team: mid-2013
- First profit-sharing events in 2014
- ECL takes over Collinwood Facility: 2018
- The Fund for Employee Ownership: 2018





- LEED Gold Commercial Laundry Facility
- Water re-use and Heat Exchangers reduce cost and carbon footprint
- Capacity of 10 million lbs. / year (processing 8 million currently)
- Recently expanded the workforce from 50 to 150 employees



- One of the largest food production facilities in a core urban area
- 3 million heads of lettuce + 300k pounds of herbs/year
- Over 85% of water captured from rooftops
- Currently 38 employees, est. 50 total
- 75% sales increase in 2016
- **CHALLENGE:** Renewable Energy / Expansion





- Commercial Solar Panel Installations (over 2.0MWe to date)
- LED Lighting (over 50% reduction in electricity)
- Commercial Painting line continues to grow
- 20 Glenville homes renovated last year
- Currently 25 employees
- Using Evergreen's "Green Energy Fund" to finance LED retrofit projects
- **CHALLENGE:** Funding current LED pipeline



- Provides Leadership and Back-office support via shared services model
- Relationship to co-ops (and other 'customers') controlled by a Management Services Agreement
- Fee structure tied to top line revenue – primary goal is to provide robust services below market cost
- Services include: accounting, finance, HR, insurance, legal, sales/marketing, and IT support
- Billable consulting also provided to various groups around the US

Summary

Now at 230 total employees

83% Cleveland residents

84% minority, 40% re-entry

21 Employee Homes purchased

Time to Grow!

Recent Media

- [REDF Lessons Learned](#)
- [Surdna Foundation Research/study](#)
- [NBC re Evg Housing](#)
- [Huffington Post Video](#)
- [WSJ re: Evg Refugee program](#)
- [House of Rep Testimony re GCG](#)
- Smithsonian Exhibit now open
- [CDA Video](#)
- [E2S Video](#)



Other Updates

230 Employees

- Living in GUC: 45%
- Living in CLV: 90%
- Minorities: 83%
- Prisoner re-entry: 38%
- Home ownership: 20
- Car ownership: 8



2-Pillar Approach

Anchor-
based
strategy

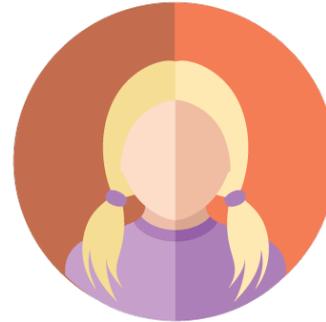
Acquire
Convert
Support

Thank you!





Healthier
communities for
all through better
laws & policies



Disclaimer

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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How is procurement connected to health equity?



What is equity?

Health equity = “the state in which everyone has the opportunity to attain full health potential and no one is disadvantaged from achieving this potential because of social position or any other socially defined circumstance.”

EQUALITY



EQUITY



You say health equity, I say...

Fairness

Justice

Opportunity

Procurement & health equity



Using the Power of Procurement for Healthier Communities

Institutions Buying Food for Health & Equity

A more just food system through the power of procurement

Large institutions, like government agencies and hospitals, purchase a lot of food and drinks every day. These institutions are an important source of food, since Americans eat more than one-third of their calories outside the home. If the purchasing decisions of large institutions are driven by good food values, it will benefit community wellness, the local economy, and the environment.



FOOD SYSTEM FACTS

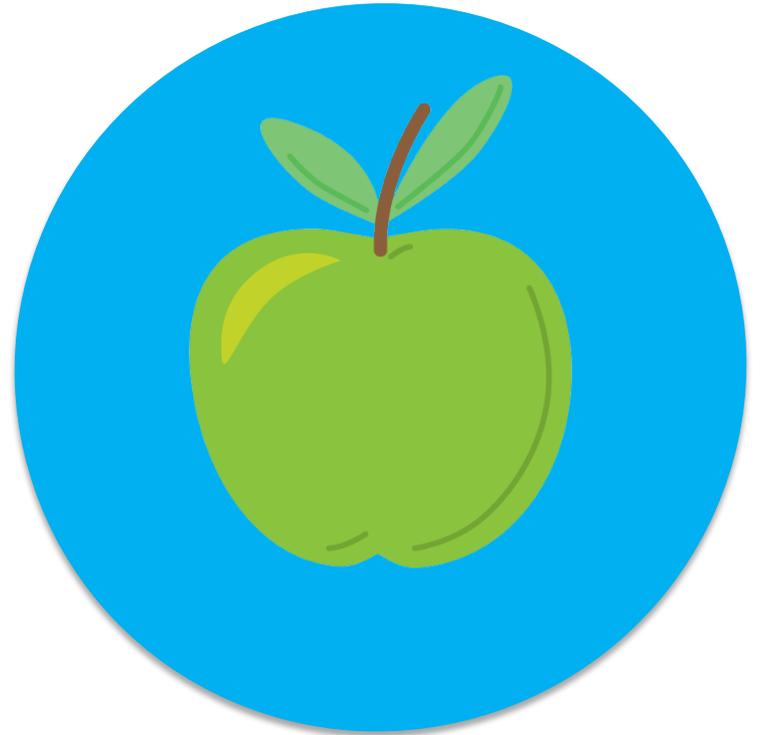
-  **LOCAL ECONOMIES:** Every dollar spent on local food generates another \$0.40–\$1.60 of economic activity.
-  **ENVIRONMENTAL SUSTAINABILITY:** If US public schools reduced their meat purchases by 30%, they could reduce their carbon footprints by 700 million kgs at no extra cost.
-  **VALUED WORKFORCE:** One out of every 7 workers in the US works along the food chain, yet many of these jobs come with low pay. Procurement policies can help improve their conditions.
-  **HEALTH & NUTRITION:** Children are eating more fruits and vegetables at lunch due to the updated nutrition standards in the Healthy, Hunger Free Kids Act.
-  **ANIMAL WELFARE:** Higher welfare standards for farm animals are also good for public health and the environment.
-  **DIVERSITY IN BUSINESSES:** Supplier diversity programs help counteract disparities in access to opportunity for diverse businesses, including ones that are owned by women, people of color, veterans, and disabled persons.

LEARN MORE!

Food Service Guidelines for Federal Facilities: [cdc.gov/obesity/strategies/food-serv-guide.html](https://www.cdc.gov/obesity/strategies/food-serv-guide.html)

EXCEED: The Tool for Using Healthy Food Service Guidelines: [exceedtool.com](https://www.exceedtool.com)

HEALTH & NUTRITION



DIVERSITY IN BUSINESSES



LOCAL ECONOMIES



VALUED WORKFORCE



**ANIMAL
WELFARE**

**ENVIRONMENTAL
SUSTAINABILITY**





How do we put these ideas
into practice?



7 Steps to Equitable Procurement

1. Inventory
2. Partners
3. Control
4. Standards
5. Adopt policy
6. Implementation
7. Enforcement



Resources & National Programs that Support Equitable Procurement

- Contracting for Equity: Best Local Government Practices that Advance Racial Equity in Government Contracting and Procurement
- The Good Food Purchasing Program
- The Real Food Challenge
- The Democracy Collaborative



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Thank you! Questions?

Join our expert panel for **Continued Conversation About Food Systems** on June 26, 11am - noon PT

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Want more **health equity**?

Next up, Episode 4! *Building Healthy, Equitable Communities Through Comprehensive City Planning*

- Blog: August 6
- Webinar: August 21
- Expert Panel: August 23

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Resources for changemaking:



- Institutions Buying Food for Health & Equity
- Establishing Healthier Food Service Guidelines for Government Facilities
- Homegrown: Implementing State & Local Preferences for Food Procurement
- Local and State Policies: Healthy Food Service on Government Property
- Understanding Healthy Procurement: Using Government's Purchasing Power to Increase Access to Healthy Food

For these and other resources, visit us at changelabsolutions.org



Keep the conversation going

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For questions about the series, Sophia Pennella:
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