Meat of the Matter:
Fighting Climate Change through Institutional Food Purchasing

Chloë Waterman
Program Manager, Climate-Friendly Food Program
Friends of the Earth strives for a more healthy and just world.
“GOVERNMENTS HAVE FEW SOURCES OF LEVERAGE OVER INCREASINGLY GLOBALIZED FOOD SYSTEMS, BUT PUBLIC PROCUREMENT IS ONE OF THEM.

When sourcing food for schools, hospitals, and public administrations, governments have a rare opportunity to support more nutritious diets and more sustainable food systems in one fell swoop.”

OLIVIER DE SCHUTTER
Former U.N. Special Rapporteur on the Right to Food (2014)
STEP 1: Establish a working group

- Health Department
- Sustainability Department
- Advisory Council
- Purchasing Department
- Nutritionist
- Food Policy Council
STEP 2: Enact a climate-friendly food procurement policy

Find A Vehicle + Find a Mechanism

- Standalone food procurement policy
- Green purchasing policy
- Climate action plan
- Food or wellness policy

- Executive order or ordinance
- Integrate into existing policy
- Non-binding resolution

Friends of the Earth
Images from goodfoodpurchasing.org
STEP 3: Develop climate-friendly food standards

- More plant-based protein options
- Smaller meat portions
- Reduced-size main dishes
- Non-dairy drinks
LIVE WELL
SAN DIEGO
STEP 4: Develop a communications & training plan

Creative menus

Blended burgers
70% meat
30% mushrooms

Customer surveys

Marketing & Education

Make the business case

Friends of the Earth
STEP 5: Update bid solicitations & contracts

Integrate climate-friendly food standards

Identify top priority commodity, food service, and concession contracts
Tenant must feature:
1. Displays that promote healthy eating and good environmental stewardship
2. Visible food preparation areas
3. Portion sizes which support good health
4. Portion-appropriate menu items for children

Tenant must use:
5. Low- or non-phosphate detergents
6. Un-bleached paper products and compostable To Go containers and utensils

To the very greatest extent possible, Tenants must use:
7. Organic agricultural products from the Northern California region
8. Agricultural products that have not been genetically modified
9. Organic or all-natural meat from animals treated humanely and without hormones or antibiotics
10. rBST-free cheese, milk, yogurt and butter
11. Cage-free, antibiotic-free eggs
**STEP 6: Track and report progress**

**Reduced purchases of**
- **45,000 lbs Beef**
- **15,000 lbs Pork**
- **30,000 lbs Cheese**
- **35,000 lbs Chicken**

**Increased purchases of**
- **Lentils & beans**
- **Nuts & seeds**
- **Whole grains**
- **Veggies**

- **100 million gals of water saved**
- **1.7 million lbs of CO₂ avoided**
- **2 million fewer miles driven**

$\text{More $$ for sustainable food purchasing}$

Friends of the Earth
HOUSE BILL 492

By: Delegates Gilchrist, Carr, Charkoudian, Cullison, Fraser-Hidalgo, Jalisi, Kelly, R. Lewis, Love, Moon, Sample-Hughes, Stewart, and K. Young
Introduced and read first time: February 1, 2019
Assigned to: Health and Government Operations

A BILL ENTITLED

AN ACT concerning

Procurement – Carbon–Intensive Foods

FOR the purpose of requiring the Maryland Green Purchasing Committee to publish a list of carbon–intensive foods, in consultation with the Department of the Environment and the Department of General Services, and to establish best practices for units to reduce the volume of carbon–intensive foods purchased to the maximum extent practicable as a percentage of gross food purchases; requiring each unit to give consideration and preference to certain foods; establishing a certain goal of the Department of General Services; requiring each unit to report certain information to the Department of General Services on a form, and providing penalties.
Shrinking the Carbon and Water Footprint of School Food:
A RECIPE FOR COMBATING CLIMATE CHANGE

A pilot analysis of Oakland Unified School District’s Food Programs
BY KARI HAMERSCHLAG AND JULIAN KRAUS-POLK
FEBRUARY 2017

Scaling Up Healthy, Climate-Friendly School Food
STRATEGIES FOR SUCCESS
FOOD SHIFTS MATTER

Over 2 years, Oakland Unified School District reshaped its menu with fewer animal foods and more protein-rich legumes and vegetables. This shift generated considerable **water** and **climate benefits**, and **cost savings**: 

- **Saved 42 million gallons of water**
- **14% reduction** in the carbon footprint of its entire food purchases
- **63 Olympic-sized swimming pools**
- **15,000 trees planted**
- **1.5 million fewer miles driven**
- **87 solar systems installed on the school districts’ roofs**

**Cost savings**: $42,000

**Friends of the Earth**
First-Ever Legislation Incentivizing Plant-Based School Lunch Options Moves Forward in California

March 28, 2019

State bill enabling California’s schools to cut greenhouse gases and serve healthier food passes first legislative hurdle

SACRAMENTO, Calif. – The California Assembly Education Committee has approved legislation incentivizing K-12 public schools across the state to offer healthier, climate-friendly lunch options. Assembly Bill 479 establishes a new California School Plant-Based Food and Beverage Program that would provide public schools with additional state funding for serving a plant-based entree and non-dairy milk.
Beyond procurement: Other policies encouraging meat reduction

**Consumption strategies**

- Meat tax
- Ban on processed meat in default kids meals
- Waiving licensing fees for food trucks with plant-rich offerings
- Requiring supply chain emissions reporting for food companies that do business with governments
- Public awareness campaign such as Meatless Monday
Beyond procurement: Other policies encouraging meat reduction

Production strategies

• Shifting subsidies away from meat and dairy and toward healthy foods that are under-consumed
• Internalizing the externalities of meat and dairy production by holding the companies financially responsible for their pollution, emissions, overuse of antibiotics, etc.
• “Just transition” away from industrial animal agriculture
Thank you!

Chloë Waterman

cwaterman@foe.org
@chlowaterman
@foe_us
foe.org