

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

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| (1) DEPARTMENT General Services | (2) MEETING DATE 7/24/2012 | (3) CONTACT/PHONE Janette Pell, General Services Agency Director (805) 781-5200 Jeff Hamm, Health Agency Director (805) 781-5500 | |
| (4) SUBJECT Request to approve a "Local Food Purchase Policy" for use by the County of San Luis Obispo. | | | |
| (5) RECOMMENDED ACTION The General Services Agency and the Health Agency recommends that your Board approve the "Local Food Purchase Policy" for use within the County of San Luis Obispo and authorize the General Services Agency Director to conduct updates to the policy every other year. | | | |
| (6) FUNDING SOURCE(S) N/A | (7) CURRENT YEAR FINANCIAL IMPACT \$0.00 | (8) ANNUAL FINANCIAL IMPACT \$0.00 | (9) BUDGETED? Yes |
| (10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____) | | | |
| (11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A | | | |
| (12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A | | (13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A | |
| (14) LOCATION MAP N/A | (15) BUSINESS IMPACT STATEMENT? No | (16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____ | |
| (17) ADMINISTRATIVE OFFICE REVIEW | | | |
| (18) SUPERVISOR DISTRICT(S) All Districts - | | | |

County of San Luis Obispo



TO: Board of Supervisors

FROM: General Services / Janette Pell, General Services Agency Director
(805) 781-5200
Jeff Hamm, Health Agency Director
(805) 781-5500

DATE: 7/24/2012

SUBJECT: Request to approve a "Local Food Purchase Policy" for use by the County of San Luis Obispo.

RECOMMENDATION

The General Services Agency and the Health Agency recommends that your Board approve the "Local Food Purchase Policy" for use within the County of San Luis Obispo and authorize the General Services Agency Director to conduct updates to the policy every other year.

DISCUSSION

In 2005, the Childhood Obesity Task Force was convened by the San Luis Obispo County Community Foundation, and funded by the County Board of Supervisors, to develop a Community Action Plan to increase healthful eating and regular physical activity among San Luis Obispo County residents. A Health Education Specialist position was created in the Public Health Department to help coordinate countywide efforts. The Childhood Obesity Task Force evolved into Healthy Eating Active Living San Luis Obispo (HEAL-SLO). HEAL-SLO currently has over 40 local organizations as members, who work together to address the obesity epidemic.

HEAL-SLO has developed many programs since 2007. One of its popular programs is called ReThink Your Drink, which focuses on decreasing consumption of sugary beverages, a known contributor to weight gain. Over 175 presentations have been made to over 3,000 individuals at preschools, afterschool programs, school classrooms, parent groups and non-profit organizations, with the goal of increasing water as a beverage of choice. As a result of how well ReThink Your Drink has been received, Go, Slow, Whoa was developed. Go, Slow Whoa is a snacking curriculum which focuses on healthy choices for snacks between meals. To date, over 300 children have participated at 15 presentations. Other accomplishments include sponsoring walk and bike to school days, holding fruit and vegetable tastings at local elementary schools, helping develop school gardens, and developing the Be A Health Hero poster campaign, which included teacher and parent handouts based on California Department of Education curriculum standards.

HEAL-SLO is based on the socio-ecological model which recognizes the interwoven relationship that exists between the individual and their environment. While individuals are responsible for instituting and maintaining the lifestyle changes necessary to reduce risk and improve health, individual behavior is determined to a large extent by the social environment, e.g. community norms and values, regulations, and policies. HEAL-SLO has always acknowledged the necessity of developing policies which support healthy eating and active living. An example is the work done in the tobacco field. While tobacco cessation classes help many smokers quit smoking, the most important factors which have contributed to reduced smoking rates are policies which ban smoking (at worksites, at restaurants, at schools etc), and taxes on cigarettes. The Local Food Purchase Policy that is being recommended is the first policy that HEAL-SLO is advocating.

There are many reasons why approving a Local Food Purchase Policy is important:

- Symbolic: Public institutions play a vital role in providing leadership and setting an example for a sustainable food supply.
- Buying local supports our local economy: Supporting local Producers benefits our County by keeping local dollars spent by farm and business owners recycling back into our local economy, thereby multiplying consumer demands locally. In the case of direct sales, the Producer receives a greater share of the consumer dollar as externalities related to storage and distribution may be reduced or eliminated. Supporting local Producers will help sustain the viability of Central Coast agriculture, and help to preserve this important economic and cultural resource so that we can continue to rely on a dependable local food supply.
- Buying local increases food security: The Central Coast is fortunate to have a year-round growing season and many different microclimates where a wide variety of food can be produced. The county's suitable soil, amenable climate and commitment by farmers to excellence in land stewardship ensure quality produce that is nationally recognized; however, our arable land is rapidly being lost to development. Seven thousand (7,000) acres of farmland were converted to urban sprawl in just two years, from 2000 to 2002¹. Preserving our agricultural landscape and our ability to feed ourselves will come as a result of increased support of our local food Producers.
- Purchase of Local Produce decreases travel distances, shortens supply chains, and has the potential to confer multiple benefits including:
 - Flavorful Food: In the global food system, fruits and vegetables travel an average of 1,500² miles from farm to fork and certain foods, such as apples, may remain in controlled atmosphere storage facilities for up to a year³ before they reach a grocery store. In our local food system where transportation and storage may be minimized, Producers can allow their fruits and vegetables to ripen naturally while providing us with a variety of fruits and vegetables. Access to flavorful produce choices helps fight the obesity epidemic by providing healthy and tasty alternatives to processed foods.
 - Fresh Food: Global-scale produce has been bred and selected for transportability, shelf-life and the ability to ripen artificially. Buying local produce decreases travel distances, can reduce handling and storage requirements, and could allow for a more natural ripening process and consumption closer to the harvest date.
 - Decreased Travel Distances: Decreased travel distances can enhance conservation efforts by reducing the need to ship and store, which translates into energy savings. In San Luis Obispo County, we can grow many crops year-round. We can choose to consume produce that is grown locally and in abundance. In some cases, we can reduce our dependence on fossil fuels by choosing locally grown minimally processed and packaged produce. Promoting the purchase of local food is also an adaptation strategy listed in "Integrated Climate Change Adaptation Planning in San Luis Obispo County".

The County only has control over food which is purchased for the jail and juvenile services center. The total amount spent on food in FY 2010-11 was \$595,494 (\$94,550 on produce). The Local Food Purchase Policy would require that reasonable efforts be made to purchase local produce at prices that are fair to all parties concerned, before purchasing produce elsewhere.

Policy defines "local" by the following three tiers. The first preference would be to purchase Tier 1 produce. If that is not available, then Tier 2 produce would be acceptable. If Tier 2 produce is not available, then Tier 3 produce would be acceptable. If no local produce is available in any of the tiers, then purchasing produce outside the tiers would be allowed.

- Tier 1 –produce grown by the local farmer and processed within San Luis Obispo County
- Tier 2 –produce grown by the local farmer and processed within 5 neighboring counties Monterey, Kern, Kings, Ventura, and Santa Barbara

¹ Pasciuto, Kimberly. 2010. "Central Coast Foodshed Guide, Information and Resources for the Development of a Foodshed Identity for the SLO County Region"

² Hendrickson, John. 1996. "Energy use in the U.S. food system: A summary of existing research and analysis."

³ North Carolina Ag Extension Service. "Post-Harvest Cooling and Handling of Apples" <http://www.bae.ncsu.edu>

- Tier 3 – produce grown and processed within the State of California

The General Services Agency Director shall conduct updates to the policy every other year.

OTHER AGENCY INVOLVEMENT/IMPACT

The Healthy Eating Active Living Coalition (HEAL-SLO) actively supports the adoption of this policy. The General Services Agency (GSA) was consulted and supports the adoption of this policy. The Sheriff's office was consulted and supports the adoption of this policy. The Central Coast Agricultural Network (CCAN) was consulted and supports the adoption of this policy. The San Luis Obispo County Farm Bureau was consulted and supports the adoption of this policy. The County Department of Agriculture/Weights and Measures was consulted and provided input into this policy.

FINANCIAL CONSIDERATIONS

The Local Food Purchase Policy will require that the County's Purchasing Department consult and collaborate with other appropriate county departments and/or industry experts to prepare a list of local Producers and Brokers that meet the policy requirements. Reasonable efforts will be made to accommodate Producers to ensure that local produce is purchased, at prices that are fair to all parties concerned, before purchasing elsewhere. It is not the intent of this policy to increase food purchase costs to the County. When reasonable and fair prices are determined for Tier 1 produce, the County will purchase produce that is grown and processed within the County of San Luis Obispo. There should not be any significant impact to General Fund support required for food purchases.

RESULTS

Approval of the "Local Food Purchase Policy" for use by the County of San Luis Obispo will promote economic vitality and support local agricultural interests, and promote optimal public health and safety of its citizens by making fresh and nutritious produce readily available to County Departments that purchase food as part of their operations. This action contributes to a Healthy and Prosperous Community.

ATTACHMENTS

1. Local Food Purchase Policy