

Farm to Health Care

Producer operation details

The health care sector nationwide spends \$12 billion on food. This market has traditionally gone to large-scale, national food producers as a way to negotiate pricing based on collective volume.

However, the priorities of the health care sector are changing. Nationally, health care organizations have expressed their interest in regionalizing purchasing to support the health and economic viability of the communities they serve. Health care institutions increasingly are shedding their “bad hospital food” reputations by offering fresher, locally grown and sustainably produced foods. However, facilities looking to make these shifts identify multiple barriers, including:



- The supply of locally produced food does not always meet the institutional demand.
- Hospitals and their food distributors are not always aware of local farmers with the capacity to meet their needs.
- Local and sustainable food pricing can be, or is perceived as, a barrier because of a lack of communication between producers and the facilities.
- Some facilities lack the training and labor to process and utilize whole foods.

Hospitals can be a consistent and reliable high-volume customer for farmers. The consistency of demand has allowed many producers to diversify and grow their supply at a price that is viable for this market.

This questionnaire will help you inform hospitals and food distributors about your business and connect with interested health care food buyers. Complete the questions based on your current business model and, where appropriate, add any comments that would provide helpful information about your business.

Please mail your completed questionnaire to the New Hampshire Community Loan Fund at the address in the header above, Attention: Manager of Business Education. Or you can email it to candersen@communityloanfund.org.

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We will review your answers and contact you with any questions. Once reviewed, your completed questionnaire will be forwarded to Health Care Without Harm (HCWH), whose Regional Healthy Food In Health Care (HFHC) Coordinator will forward it to the NH Healthy Food In Health Care Working Group.

This Working Group is co-convened by Healthy Eating Active Living (HEAL NH), NH Hospital Association, and HCWH. Many NH health care facilities participate in this group to share best practices about how to increase purchases of sustainable and local food products for their facility. Information about your product specifications from this questionnaire will be shared with this group as appropriate, as a way of introducing your product to the NH hospital market.

If interest exists, someone from the group will contact you about opportunities to source your products.

Contact information

Name: _____

Business name: _____

Business address: _____

Email: _____

Phone: _____

Mobile: _____

Web site: _____

Product description

Please list and describe the products you offer to health care facilities. Include any product sheets, lists or brochures and wholesale pricing information that will assist in reviewing your offer. *Note: if you are a beef producer please complete the additional questions at the end.*

(continued)

Production standards

Please describe your production standards.

Do you have any of these certifications?

- USDA Certified Organic
- Certified Organic by other organization; name of organization _____
- Food Alliance Certified
- Certified Humane Raised and Handled
- Animal Welfare Approved
- Bird Friendly
- Salmon Safe
- Marine Stewardship Council (Seafood)
- Rainforest Alliance Certified
- Fair Trade Certified
- Hormone Free; Raised Without Added Hormones
- Raised Without Antibiotics; Antibiotic-free feed
- No Genetically Engineered Ingredients (GMO free)
- Raised Without Growth Hormones – rBGH-Free (Dairy)
- Grass fed; besides hay what other supplemental feeds do you use in any?

- Free range
- Integrated Pest Management
- Other? _____

Food safety

Please check the certification(s) you meet.

- Good Agricultural Practice certification
 - USDA certified meat, processed in a USDA certified processing facility
 - Hazard Analysis and Critical Control Point (HACCP) compliant
 - ServSafe certified
 - Other, please explain: _____
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If you are not certified to any of the above, please explain what food safety audit system you use

Insurance

What is your general product liability coverage?

- \$1 million
- \$3 million
- \$5 million
- Other, please explain _____

Consistent product

What cuts or forms of meat can you offer? _____

In what quantity can you consistently offer them? _____

If offering fruits and/or vegetables, in what form or processing can you supply them?

- Cleaned and bagged
- Fresh cut and sliced
- Frozen and packaged
- Other, please explain: _____

If freezing or processing is not a service you offer, are you willing to seek a farm or other business that could handle this for you?

- Yes, I know a business I can work with
- Yes, but I don't know of a business I can work with
- No
- Maybe, it depends. Please explain: _____

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Delivery/Distribution

In what ways are you able to deliver product to the hospital(s)? (direct, through distributor, other)

If direct, how frequently (days and times) can you deliver? _____

If direct, what geographic region are you able to deliver product to the hospital(s)? _____

If you cannot deliver the product, do you have a distributor?

Yes, I currently work with the following distributors: _____

No, I need to identify a distributor to work with.

When choosing a distributor, ensure that the company is able to sell to the facility you want to work with. Due to contract restrictions, hospitals may be able to purchase only from certain distributors.

Please note some hospitals may be able to purchase directly from a farm/food business, but most are unable to accommodate multiple deliveries and invoices and prefer the security and ease of buying through a distributor. Sourcing through a distributor has the advantage of providing liability insurance, food management systems, and marketing for its producers.

Licensing and permits

Do you have all applicable licenses and permits required for your business and products?

Yes

No, I need to obtain the following: _____

Unsure, I need more information about requirements

(continued)

Ordering system

Do you have an electronic order placement system?

Yes

No (if no, you should have a user-friendly documented ordering process)

Pricing

Do you have a wholesale price list for the products you are offering?

Yes

No, I need to develop one

Hospitals often pay invoices on a 30- to 60-day schedule, but other arrangements may be possible. Working through a distributor may offer the benefit of earlier payment.

What payment terms are you able to handle? 30 days 60 days 90 days

Other factors

- Some hospitals may be open to pre-season arrangements in which they commit to purchasing a specified volume of a product from the farmer within a negotiated price range.
- Working with other farmers in your area informally, or by forming a co-op, may allow you to provide a more-consistent supply to large-volume purchasers.
- Hospitals may be open to hosting an on-site farmers market or CSA drop-site. This is usually facilitated through the human resource or community outreach office and has the added opportunity for the hospital to purchase surplus market items or CSA shares for their internal food service operations.

Are you interested in learning more about these opportunities? Yes No

Note: if you are a beef producer please complete the additional questions on the next page.

This resource was created as a collaboration between the New Hampshire Community Loan Fund and Health Care Without Harm. The Healthy Food in Health Care Program of Health Care Without Harm harnesses the purchasing power and expertise of the health care sector to advance the development of a sustainable food system. For more information about the Food Program, go to www.healthyfoodinhealthcare.org or email Jen Obadia at jobadia@hcwh.org

Please mail your completed questionnaire to the New Hampshire Community Loan Fund, 7 Wall St., Concord, NH 03301, and Attention: Manager of Business Education. Alternatively, you can email it to candersen@communityloanfund.org.

Beef producers

Please answer the additional questions about your operation.

- a) Do you raise beef cattle? _____
- b) What is the approximate size of your herd (number of cows, calves, bulls) and how many do you have processed each year?

- c) Do you have feeders for sale (400-600 lbs. cattle) and approximately how many per year? _____
- d) Do you breed or bring in feeders or both? _____
- e) Can you increase you're herd size with existing pastureland? If yes, would you and by how many?

- f) Would you increase your herd size if you had access to land?

- g) Which USDA processing plant(s) do you use?

- h) Approximately, how many miles are you driving to those plants? _____
- i) Have you completed an enterprise analysis to know what hanging weight price per pound is required to cover you costs and make a profit?

- j) Are you interested in exploring being part of a group of beef producers who provide cattle to be processed for sale to institutions?
