



A project of the New England
Healthy Food in Health Care program



Overview

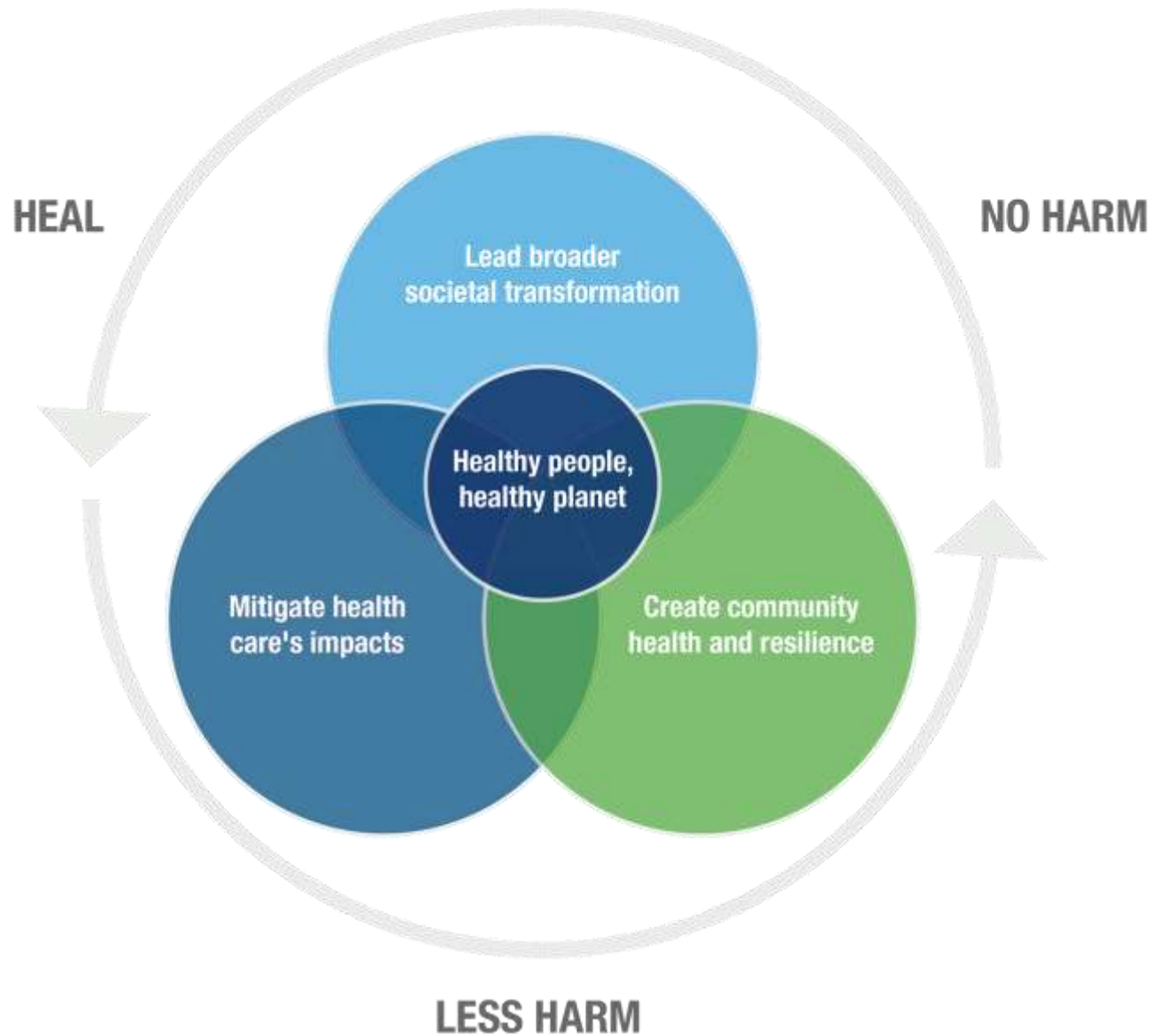
- About Health Care Without Harm
- Nourished by New England
 - Seasonal Harvest Program
 - Faces of New England
- Case Study of Commonwealth Kitchen

Health Care Without Harm

Mission:

Transform health care worldwide so that it reduces its environmental footprint, becomes a community anchor for sustainability and a leader in the global movement for environmental health and justice

Resilient communities framework



Healthy Food in Health Care Program

Leveraging the purchasing power, expertise and investment potential of the health care sector to build a healthier more sustainable food system.



Over 1,000 hospitals,
4,000 health
professionals

Environmental nutrition framework

Not All Apples Are Created Equal

Environmental Nutrition Redefines What Constitutes Healthy Food

TRADITIONAL NUTRITION

Focuses on biochemical components of food and individual food consumption

Asks:

How much Vitamin C?

How many calories?

How much fiber?

ENVIRONMENTAL NUTRITION

Accounts for social, political, economic, and environmental factors related to the food system as a whole

Also asks:

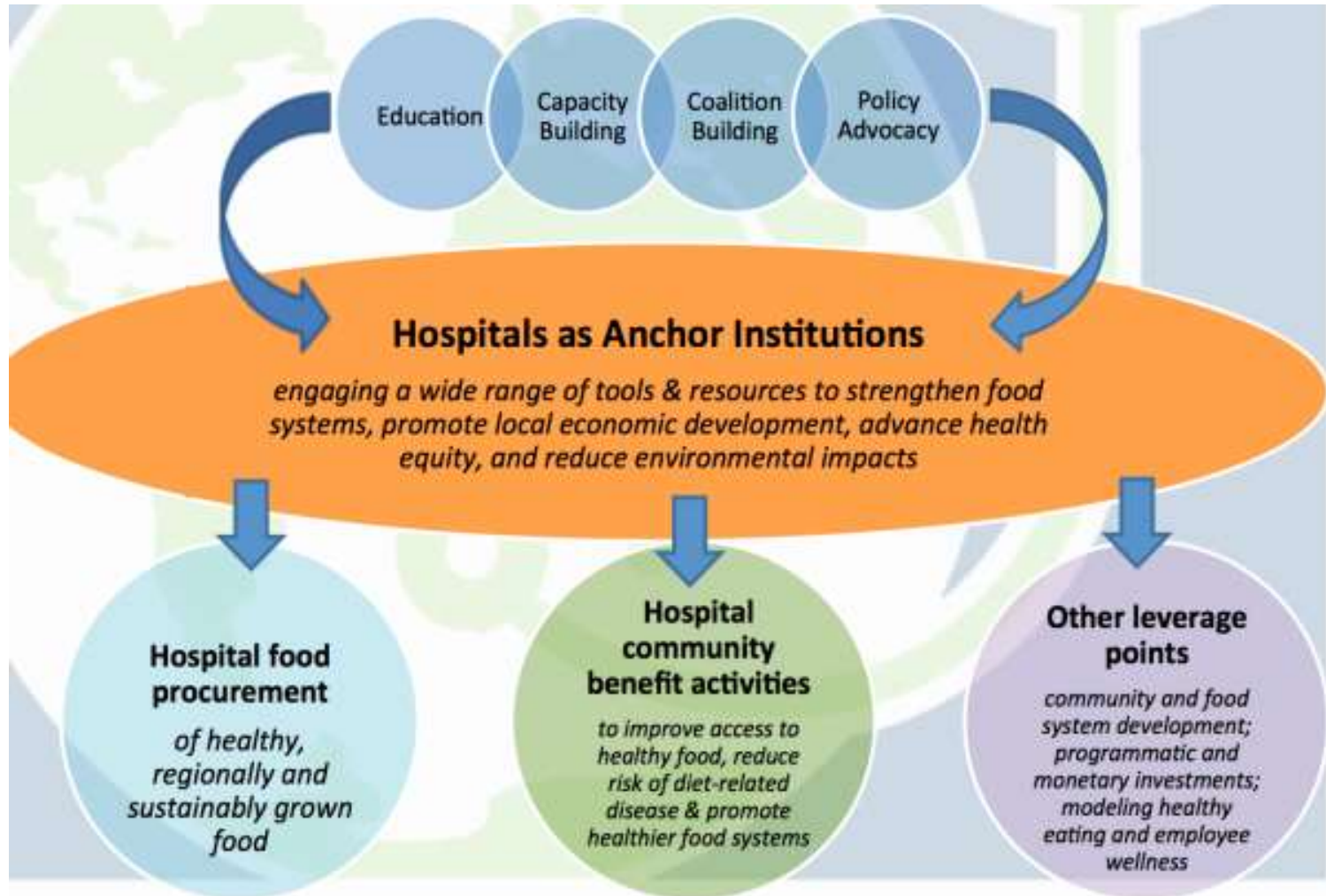
Was it grown with harmful pesticides or synthetic fertilizers?

What labor standards were used?

Were toxic chemicals used in packaging?



The unique role of health care in improving the food system



About Nourished by New England

- Two pronged program designed to address supply and demand side needs of the New England food system
 - Seasonal Harvest
 - Faces of New England
- Builds off of the [New England Food Vision](#) which set a goal for the region to produce 50% of all food consumed in New England by 2060

The logo features the numbers '50' and '60' in a large, bold, blue font. A small orange banner with the word 'BY' in white capital letters is positioned between the two numbers, connecting them to form '50 BY 60'.

50-60

Nourished by New England: Seasonal Harvest



Eat local! Connect to the seasons and celebrate the variety of New England's bounty.



Healthy people



Healthy places



Healthy economy

Storing, freezing, and preserving crops makes it possible to eat New England grown all winter long.

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Join us and other hospitals across the region to celebrate New England grown and harvested food!



Carrots



Sweet and crunchy, carrots contain beta-carotene, an antioxidant important for healthy vision. Carrots come in a variety of colors—orange, purple, yellow, red, and white. Different colors offer different nutritional benefits.

We buy local to nourish our bodies and our community.

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Healthy people

Food picked when ripe and eaten within days of harvest tends to be more nutritious.



Healthy places

Farms produce our food, protect our natural resources, and preserve our history.



Healthy economy

Purchasing local keeps money in the community, creates jobs, and strengthens our economy.

We buy local to nourish our bodies and our community.

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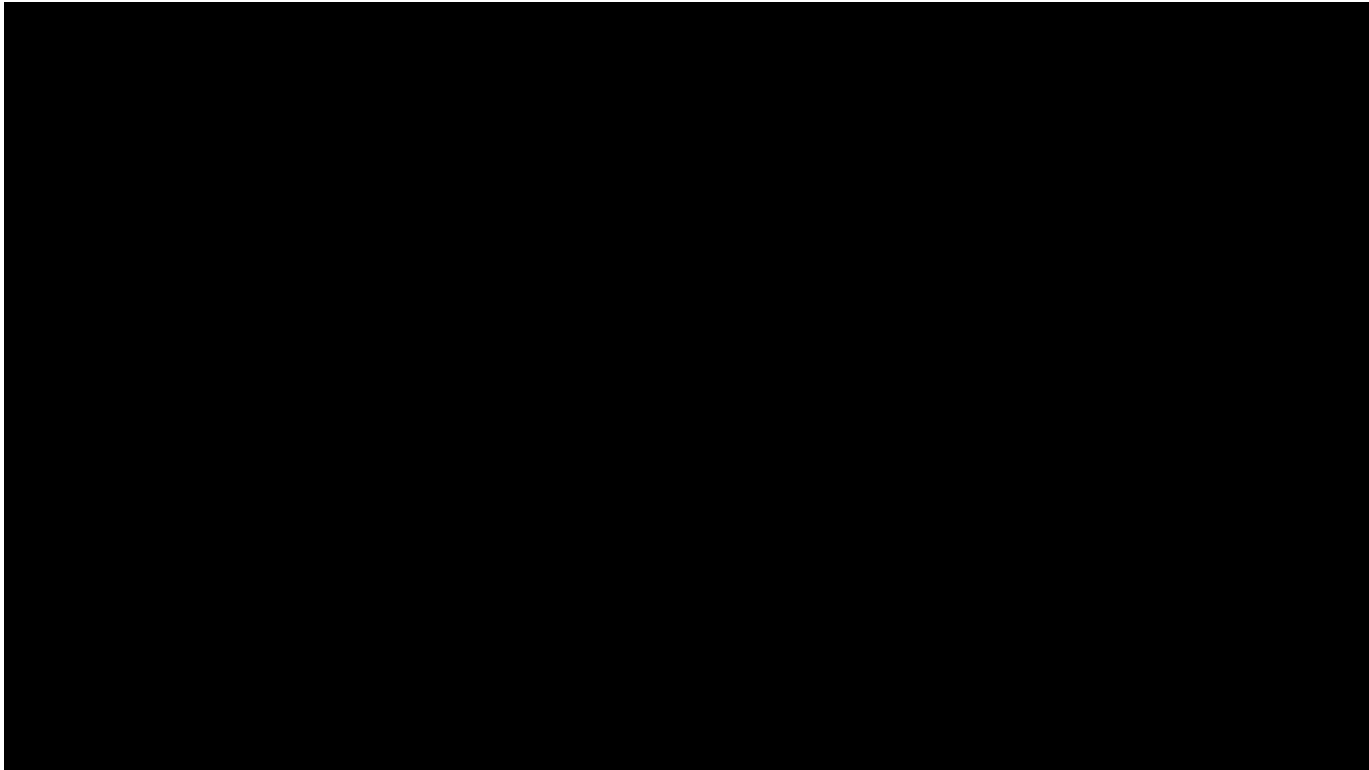
Nourished by New England: Seasonal Harvest

- Program launched on Oct. 1 with the fall season
- 45 hospitals are currently participating



- 24 hospitals (53%) reported their spending from fall
- Reported sales:
 - \$35,000 on featured products
 - \$88,500 total on local products

Nourished by New England: Faces





All Souls
Tortilleria



Commonwealth
Kitchen



Deep Root
Organic
Co-op



Heiwa
Tofu



Jericho
Settlers
Farm



Lakeside
Family
Farm



Maple
Wind
Farm



Micro
Mama's



Miles
Smith
Farm



Misty Brook
Organic
Farm



Mousam
Valley
Mushrooms



Red
Fire
Farm



Red
Tomato



Rhode
Island
Mushroom
Co.



Seconds
First



Three River
Farmers
Alliance



Vermont
Bean
Crafters



Vermont
Venture
Center



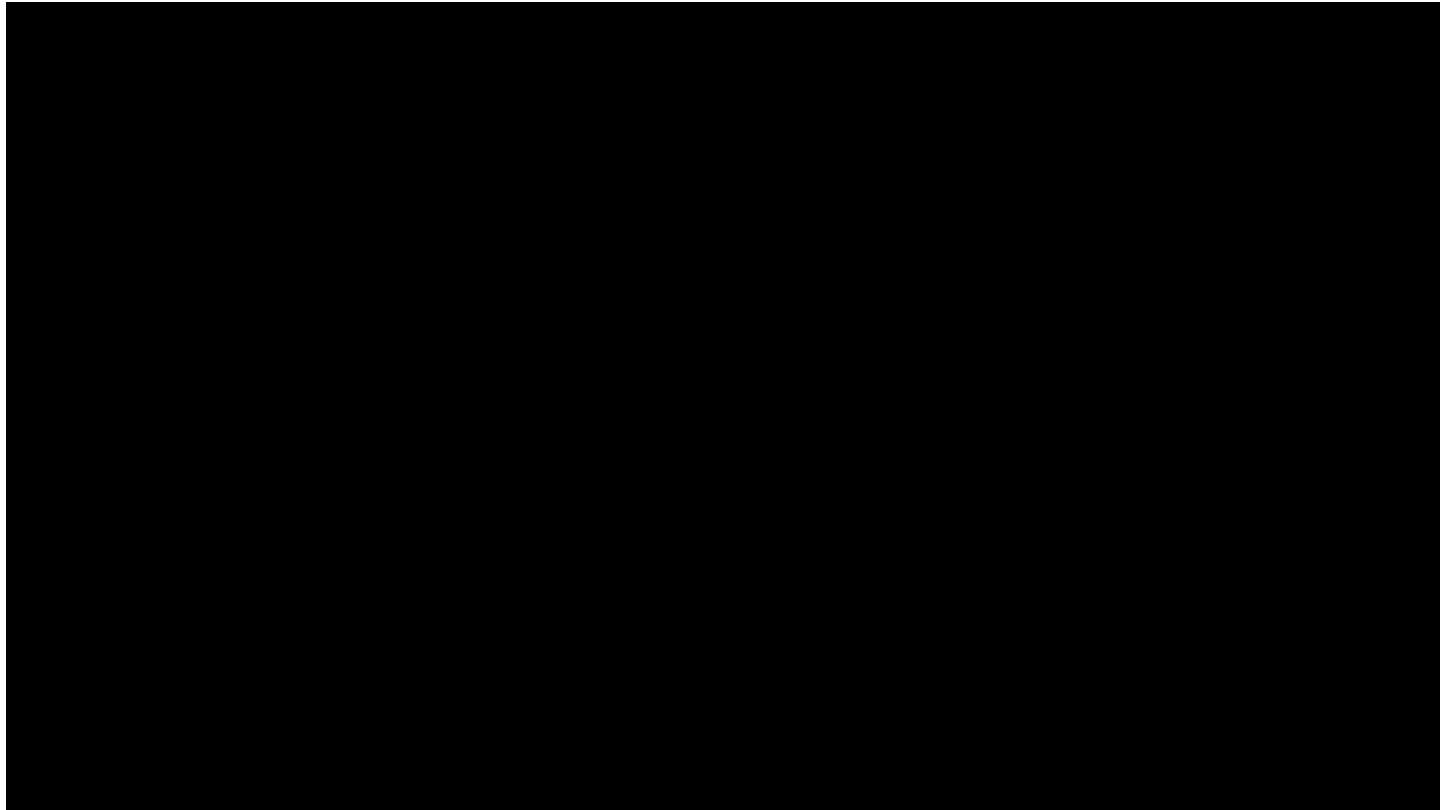
Wright's
Dairy Farm
and Bakery

Nourished by New England: Faces

Program components include:

1. Individualized technical assistance
2. Development of promotional video for personal use
3. Featured on virtual trade show
4. Featured on HCWH website and in regional newsletter
5. Direct introduction to potential accounts through work group meetings and field trips
6. Twice annual meetings as a team to discuss successes and challenges

CommonWealth Kitchen



Connecting Commonwealth Kitchen with health care

- Commonwealth Kitchen diverted 800 pounds of apples from the compost pile to create an apple sauce for Boston Children's Hospital
- The new relationship is preventing food waste, generating income, and feeding children delicious apple sauce



For questions about Nourished by New England

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