



**Oregon**  
Department  
of Agriculture

# Institutional Food Buyers Alliance

Shaping the health, economy, environment and social equity of  
our community through collective action

Multnomah County Board Briefing

April 1, 2014

# The Power of Institutional Purchasing

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\$4 Billion spent on food in Metro region



For every 1% we can increase our local food consumption the annual net economic benefit to the Metro region is \$20 Million

5% increase = \$100 Million

# Listening Session & Project Scoping

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Conducted 8 months of listening session with local institutions

- Identify Challenges and Barriers
- Share Best Practices and Celebrate Successes
- Collaborate on Common Goals
- Peer-to-peer Learning Network



# MFAP Action 15.4

**Establish a regional alliance of institutional purchasers:**

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- Purchasing goals and guidelines
- Metrics
- Model purchasing language
- Incentives To promote the purchase of regional food and drive the market to develop more supply.



# Background and Purpose

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The Institutional Food Buyers Alliance (IFBA) was launched in January 2013 to bring large food purchasers together to support the health of our community, the local food economy and create jobs by increasing and promoting the purchase of regional and sustainable food. Specifically the IFBA works to make this type of purchasing easier by:

- Developing shared and consistent procurement language
- Leveraging purchasing power to drive the market to develop more supply
- Sharing best practices, challenges and successes for regional and sustainable food purchasing
- Networking with other buyers, suppliers and producers to identify future purchasing opportunities



IFBA Tour – Wavra Farm (NORPAC Grower)

# Structure

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- The IFBA is co-convened by **the Multnomah County Office of Sustainability** and the **Oregon Department of Agriculture**.
- The IFBA is guided by the expertise of a team of regional food advocacy organizations that serve on the Advisory Team.



# Our Advisory Team

- Oregon Physicians for Social Responsibility
- Ecotrust Farm to School
- FoodHub
- Oregon Environmental Council
- Oregon Tilth
- Food Alliance
- Modern Convenience Stores Inc./ New Seasons Market



Oregon  
Environmental  
Council  
It's Your Oregon



ecotrust





# Membership and Activities

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- **Membership:** IFBA membership is open to any large food buyer including (but not limited to) hospitals, schools, universities, and business campuses. There is no fee for membership

IFBA Tour - Siri & Son Farms



- **Meetings and Events:** Meetings are held on a quarterly basis in Portland at the Food Innovation Center. Past events include farm, processing and food distributor tours and culinary trainings.
- **Projects:** One current project of the IFBA is currently in process – the Institutional Food Purchasing Project



# Upcoming Meetings

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- Next IFBA Meeting:
  - IFBA Vendor Fair
    - Date: April 21, 2014
    - Time: 9:30-11:30AM
    - Location: Food Innovation Center

# Institutional Food Purchasing Project

- Project of Institutional Food Buyers Alliance
- Funded by **Oregon Department of Agriculture Specialty Crop Program**
- **Goal:** *Increase the demand for and purchasing of fruits, vegetables and tree nuts grown and processed in Oregon by institutional purchasers.*
- Participation/Activities:
  - ✓ 10 institutions
  - ✓ Focus on 11 target crops
  - ✓ Educational and technical support offered



# Target Crops

Crop	OR Purchases	Non-OR Purchases	Overall Purchases	Perecent Purchased from OR	5% (percentage points) Increase in OR Purchases
Blueberries, Fresh	1232	3002	4234	29.0%	Increase 212 lbs
Blueberries, IQF	0	220	220	0.0%	Increase 11 lbs
Cranberries, fresh whole	0	55	55	0.0%	Increase 3 lbs
Cranberries, IQF	0	0	0	0.0%	
Hazelnuts	245	0	245	100.0%	Increase 12.5 lbs
Strawberries	174	23,637	23811	0.7%	Increase 1191 lbs
Strawberries IQF	7380	0	7380	100.0%	Increase 369 lbs
Broccoli, Heads	0	5696	5696	0.0%	Increase 285 lbs
Broccolie Fresh, cut	5700	24719	30419	18.7%	Increase 1521 lbs
Carrots, whole	5920	24590	30510	19.4%	Increase 1526 lbs
Carrots, cut	0	26585	26585	0.0%	Increase 1329 lbs
Green Beans, fresh	2250	7222	9472	23.8%	Increase 474 lbs
Green Beans, IQF	9344	43368	52712	17.7%	Increase 2636 lbs
Lettuce, heads	12060	48925	60985	19.8%	Increase 3049 lbs
Lettuce, dices or leaf	0	96428	96428	0.0%	Increase 4821 lbs
Onions, Whole	6605	30400	37005	17.8%	Increase 1850 lbs
Onions, Diced	10500	32993	43493	24.0%	Increase 2175 lbs
Potatoes, whole	67500	65765	133265	50.7%	Increase 6663 lbs
Potatoes, cut/french fried	10660	170035	180695	5.9%	Increase 9035 lbs
Zucchini, whole	10734	10872	21606	49.7%	Increase 1080 lbs





## Butler Farms – Norpac Grower

Corn Harvest





## Stahlbush Island Farms

Colorful product samples





## Oregon Grown Culinary Training

Matt Talavera, Providence Portland Medical Center



# Project Next Steps

- Educational/Technical Support
  - Tracking set up
  - Marketing Material Development
  - Distributor Communication
- Purchasing
  - Big push on purchasing May-August
  - Tracking
  - Reporting



**What's next?**

# Contacts

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