



PLOW TO PLATE™

A COMMUNITY COALITION SUPPORTING LOCAL FARMS, FOOD & HEALTH
SPONSORED BY NEW MILFORD HOSPITAL

Disease Prevention Through Community~Wide Food Systems Change

A “Citizen~Centered” Model



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New Milford Hospital

Member

New York~Presbyterian Healthcare System

Affiliate: Columbia University College of Physicians & Surgeons

Impetus For Change

Our Health

Our Food

Our Farms



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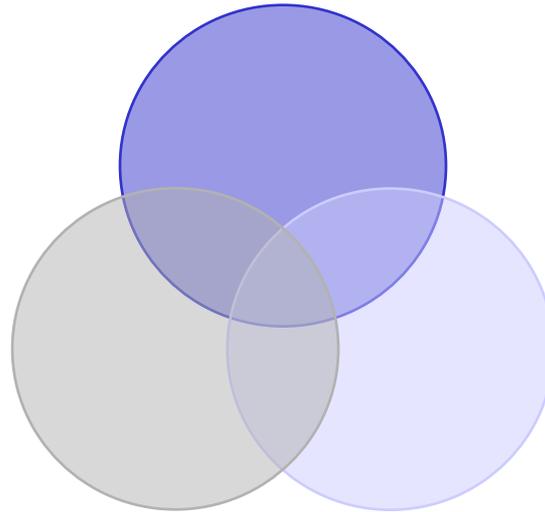
Our Health



Health

New Milford Hospital

Local Physicians

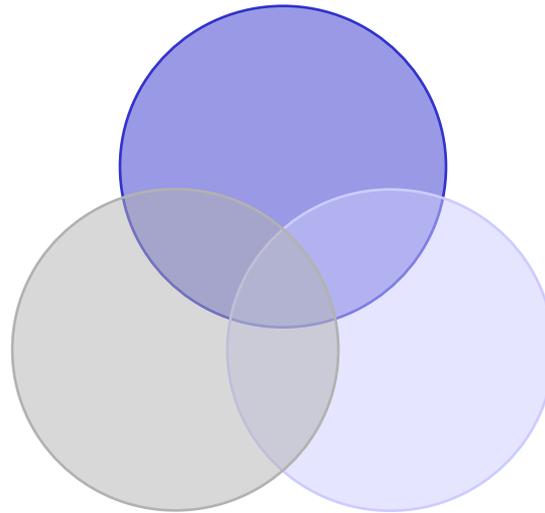


Our Food



Health

**New Milford Hospital
Local Physicians**



Food
Chefs

Sustainable Food Experts

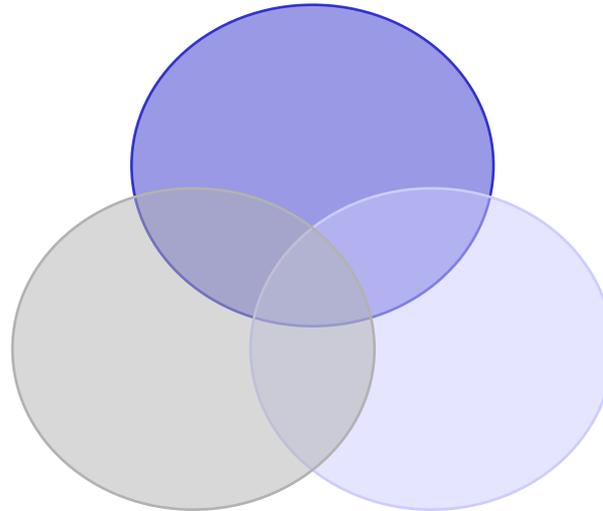
Our Farms



Plow to Plate™

Health

New Milford Hospital
Local Physicians



Food Chefs

Sustainable Food Experts

Farms

Farmers
Local Government
Elected Officials

PLOW TO PLATE™ MISSION

To promote the joy, health and economic well-being that comes from a community united in support of local farmers, who give us real food, harvested and shared with friends and families.

Clinicians

Policymakers

Hospital

Social
Service
Agencies
(Youth,
Seniors)

Community Coalition

Media



Farmers

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Schools

Farmers'
Markets

Restaurants / Chefs

Bringing Plow to Plate Within Hospital Walls

- The Vision
 - Patients
 - Retail Operations
 - Local Farmers





Sustainable Food Systems



Process & Challenges

- **Assessment**
- **Recommendations**
- **Adjustments**
- **Change**



Initial Impressions

- Organization and cleanliness in the Kitchen
- Retail Operations
 - Cafeteria
 - Catering
- Food Services Employees



Food Service Operations Vendor

- Large International Corporation
 - Contractual Obligations
 - Local Leadership
 - Corporate Leadership
 - For Cause Provisions
 - 60 Day Notice



The Decision to Make a Change

- Patient Complaints
- Patient Satisfaction Scores
- Board Committee Meeting



The Process for Change

- **RFP**
 - **Included Current Vendor**
 - **10 Companies Invited**
 - **6 Companies Participated**
 - **2 Finalists**
 - **Site Visits to the 2 Finalists**

Consumer Supported Agriculture

**30 Shares Guaranteed by Hospital
Sold Out in Less Than 1 Week**

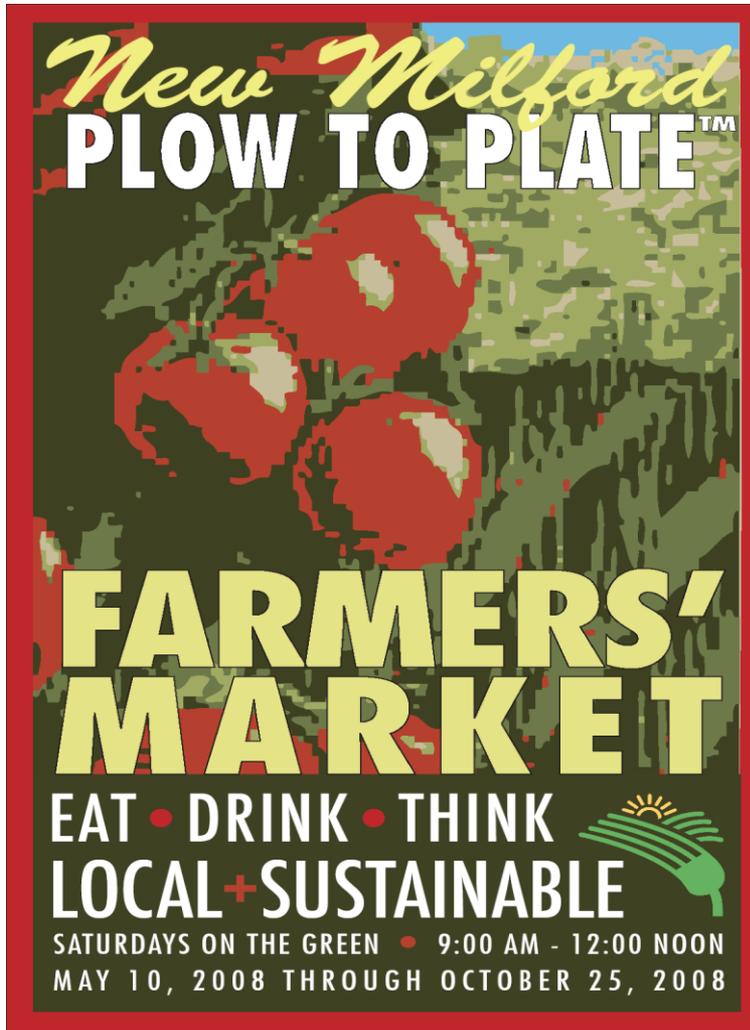


New Milford Youth Agency Program

www.youthagency.org



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Re~Build The Farmer's Market and Add Events:

- ~ Education
- ~ Music
- ~ “Ask the
Naturalist”



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ADVOCACY & MEDIA

A Connecticut “Locavore” New
Year’s Resolution: Pay
Attention to the Farm Bill!



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Link Doctors, Patients, Farmers and Food

A COMMUNITY COALITION SUPPORTING LOCAL FARMS, FOOD & HEALTH

NEW MILFORD PLOW TO PLATE FARMER'S MARKET

4 U2E2BLT

Grants from
UNION SAVINGS
BANK and
CANDI FWOOD
VALLEY
PEDIATRICS

PLOW TO PLATETM
sponsored by
NEW MILFORD
HOSPITAL

IN FARMS WE TRUST

FARM BUCKSTM

REDEEMABLE AT MARKET & PARTICIPATING
FARM STANDS FOR FOOD GOODS

Our Future



Our Future

- To serve simple, nutritious, and delicious meals to our patients, employees, and visitors.
- To provide education to our patients, employees, and our community regarding healthy eating habits.
- To initiate environmentally sound practices in other areas of the hospital (EVS, Plant Operations).



Our Future

To create a food service that ultimately promotes the continuous well-being of ourselves and our planet.



Our Future

Research Funding:
Levels, Process,
Direction

Universal Coverage
Basic Safety Net?

Health

Revamp
Farm/Ag
Policy

Environmental
Policies

Public Education

“Think Different!” (Apple Computer ad)

Our Future

