ABOUT THE GROUP

The organizations in the National Farm to Institution Metrics Collaborative work across the country to measure and track the impact of the institutional market from producer to buyer. We have 30 members based in 20 states working at municipal, county, multi-county, state, regional, and national levels. We hold quarterly calls and occasional in-person meetings; offer opportunities for collaborative partnership; and provide a platform for sharing best practices, foundational metrics terminology, tools and resources.

“Public and private institutions spend billions of dollars each year on food. Schools, universities, hospitals, prisons, corporate cafeterias, and senior care facilities share one thing in common—they prepare, cook, and serve thousands of meals every day.”

Why Farm-to-Institution Sourcing is the Sleeping Giant of Local Food (Civil Eats, 2016)

TYPES OF INSTITUTIONS

- K-12 SCHOOLS
- COLLEGES
- HEALTH CARE
- CORRECTIONS
- SENIOR CARE
- EARLY CHILD CARE
- CORPORATE
- GOVERNMENT AGENCIES

MORE INFO

To learn how some of our member organizations are measuring the impact of farm to institution in their target area, continue reading. If you want to learn more or get involved in our listserv, quarterly conference calls, occasional in-person meetings, and plans for the future, please contact Hannah Leighton at hannah@farmtoinst.org.

The National Farm to Institution Metrics Collaborative is coordinated by Farm to Institution New England.
COMMUNITY HEALTH IMPROVEMENT PARTNERS (CHIP)
www.sdchip.org
www.sdchip.org/initiatives/food-systems

Mission: To develop and lead collaborative solution making initiatives designed to overcome the significant challenges facing the health of our San Diego regional community. Of these, CHIP’s Food Systems initiative tackles obesity and nutrition-related illnesses by enabling a marketplace connecting healthy, sustainably-sourced, local farm foods to the community.

Metrics Project Summary: CHIP Food Systems initiative connects farm to institution in order to improve the local farm economy and maximize benefit to the community by providing greater access to healthy foods. To support this work, CHIP has led various research projects, including its series on The State of Farm to School in San Diego County, as a means to show regional progress within the field. Due to CHIP’s extensive farm to school work, namely through our San Diego County Farm to School Taskforce, we have created a Farm to School Index metric to evaluate school district farm to school activity. In working with a broad (and growing) range of institutions, CHIP Food Systems is designing methods for collecting and analyzing farm to institution data. The need for developing shared metrics on a national level for this broad-level farm to institution evaluation is critical, and we believe the National Farm to Institution Metrics Collaborative is a large step toward further progress.

CULTIVATE MICHIGAN
www.cultivatemichigan.org

Mission: To work toward the Michigan Good Food Charter goal that Michigan institutions source 20% of their food from Michigan suppliers by the year 2020.

Metrics Project Summary: Cultivate Michigan, the local food purchasing campaign of the Michigan Farm to Institution Network, is designed to help farm to institution programs grow and track progress. By joining Cultivate Michigan, institutions pledge to reach the 20% local by 2020 goal. Each year, we feature four seasonal foods and provide toolkits for each in order to make it easy for institutions to find, buy, and use local food. By highlighting these products, we hope to increase demand for them and improve access to them. Institutions track their local food purchases of featured and other Michigan foods. Together, we can watch the statewide impacts on the economy grow.

ECOTRUST
www.ecotrust.org
www.food-hub.org/nwfba

Mission: To inspire fresh thinking that creates economic opportunity, social equity, and environmental wellbeing. For 25 years, we have acted as a catalyst for radical and practical change in the Pacific Northwest, fostering resilience from the ground up. Our Food & Farms team works to build a robust regional food system that improves access by vulnerable populations to nutrient-dense, regionally grown and processed food, while improving local economies and creating jobs.

Metrics Project Summary: Ecotrust helped launch an association of schools, hospitals, assisted living facilities, and other large scale food buyers called the NW Food Buyers’ Alliance. This peer-to-peer network brings together more than 80 foodservice directors, who collectively make millions of dollars of food purchasing decisions each year in Oregon and Washington. Participants share best practices, visit farms, ranches, and each other’s kitchens, and compare notes on local purveyors. From 2014-2016, the Alliance saw a 114% increase in local purchasing by member institutions. Current areas of focus include harnessing the purchasing power of the alliance to transform regional supply chains, establishing common procurement goals, and building out a farm to institution metrics platform (in alignment with the national metrics collaborative).
FARM TO INSTITUTION NEW ENGLAND
www.farmtoinstitution.org
dashboard.farmtoinstitution.org

Mission: To mobilize the power of New England institutions to transform our food system.

Metrics Project Summary: The New England Farm to Institution Metrics Project was initiated by Farm to Institution New England (FINE) in March 2015 to inform New England farm to institution stakeholders (e.g., practitioners, policy makers, funders and financiers, researchers) about the role of the farm to institution sector in our regional food system. It is a data-driven overview of the impact of the farm to institution supply chain, from production through consumption. The project focuses on three institutional sectors: K-12 schools, institutions of higher education, and hospitals.

We communicate key findings through an online dashboard (www.dashboard.farmtoinstitution.org), a set of six state profiles, a series of three original survey research reports and recorded webinars, a blog series, and more. We also make regular presentations to state, regional, and national policy makers and target audiences. Project data comes from national sources like the USDA’s Farm to School Census and the U.S. Census of Agriculture as well as regional data collected by our partners including Health Care Without Harm. FINE’s Metrics Project has also implemented three original surveys designed to fill gaps in existing baseline information on the farm to institution sector in New England for the following groups: food distributors, institutions of higher education, and farmers.

FARM TO INSTITUTION NEW YORK STATE (FINYS)
http://finys.org

Mission: Spearheaded by American Farmland Trust, Farm to Institution New York State (FINYS) is a statewide partnership of agricultural, public health, and economic development organizations who have come together to provide new market opportunities for local farmers, while bringing healthy, high-quality food to people eating in schools, colleges, hospitals, senior centers, residential institutions and group homes. Our mission is to strengthen the economic security of farmers and the health of New Yorkers by empowering institutions to spend at least 25% of their food budget on food grown in New York.

Metrics Project Summary: FINYS partners believe that transforming the local food economy requires systemic change and the efforts of many – from agriculture, public health, economic development, environment, education and other sectors. Metrics work is currently focused on collecting and publishing baseline data on food purchasing by publicly-funded programs in New York State. American Farmland Trust and FINYS partner New York Academy of Medicine have compiled information on these programs, the number of people served and the dollar value of food purchased for meals and snacks in K-12 schools, child and adult care, emergency food, and many other settings. The first Public Plate brief combines the baseline data with an analysis of the potential economic and public health impacts if 25% of those food budgets purchased fresh, minimally-processed foods grown or raised on farms in New York. Future briefs will focus on the impact of local food procurement within specific sectors including K-12 schools, healthcare and higher education to highlight the challenges and opportunities unique to these settings.

From 2013-2016, FINYS coordinated a Farm to SUNY pilot with four campuses of the State University of New York (SUNY). Baseline data and increases in purchasing of New York-grown fruits and vegetables was tracked to measure the impact of technical assistance with sourcing and student-led promotions. Building on the success of that pilot, FINYS is conducting a survey of 55 SUNY colleges to collect information on food budgets and local food procurement practices, and to gauge interest in the goal of spending 25% of their food budgets on foods grown or raised on New York farms.
**HEALTH CARE WITHOUT HARM**

[www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org)

**Mission:** To transform the health sector worldwide, without compromising patient safety or care, so that it becomes ecologically sustainable and a leading advocate for environmental health and justice. Health Care Without Harm’s national Healthy Food in Health Care program harnesses the purchasing power and expertise of the health care sector to advance the development of a sustainable food system.

**Metrics Project Summary:** To date, HCWH metrics have focused on traditional process indicators with a focus on local and sustainable foods as well as meats raised without the routine use of non-therapeutic antibiotics. This information has been collected through a national survey, implemented every other year. In addition to data collection with the health care sector, HCWH works with cross-sector partners at the regional and national levels to align our metrics with those being used in the college and K-12 sectors. To this end, the New England HFHC Team is a member of the FINE metrics advisory board. At the national level, we are working with Real Food Challenge and School Food Focus to align metrics. In 2016, we started developing a national strategy to consistently and reliably capture procurement data from the health care sector. We are doing so in coordination with our sister organization Practice Green Health. We also aim to develop impact indicators and a strategy for data collection in order to help demonstrate the impact of these shifting procurement patterns. What does it mean for farmer viability? For ecological health? For public health?

---

**JOHNS HOPKINS CENTER FOR A LIVABLE FUTURE**

[http://mdfoodsystemmap.org](http://mdfoodsystemmap.org)


**Mission:** The Maryland Food System Map Project is a project of the Johns Hopkins Center for a Livable Future. The project provides space for users to look at different parts of the food system geographically and offers resources to help discover opportunities and inform activities aimed at strengthening the system. The project strives to unite food systems data from disparate sources; to develop and grow the body of food systems data in Maryland; and to support our partners in their work to create an equitable, environmentally sustainable and economically viable food system in Maryland.

**Metrics Project Summary:** Institutions play an important role in the food system as large purchasers and servers of food to Maryland residents. In 2014, the project developed and disseminated surveys to universities and hospitals in Maryland to collect data on the economic impact of purchasing local foods by major institutions. We created two-page briefs describing the results and made datasets available to our users. In 2016, we are continuing this data collection and — since they are key players in the institutional food chain — we are adding food distributors to the mix. By collecting and growing the data available on Maryland institutional food purchasing, both overall and locally sourced foods, the project will provide a rich dataset and case studies useful to our partners in planning and advocating for farm-to-institution policy and growth.
Mission: (1) Allow institutions to more easily incorporate locally grown agricultural products into their cafeteria offerings, salad bars, and vending machines; (2) Allow institutions to work with food service providers to ensure greater use of locally grown agricultural products by developing standardized contract language for food service contracts.

Metrics Project Summary: The Missouri Farm to Table Task Force is a collaboration of agriculture, public health, elementary education, university extension, corrections, military and state commodity buyers. The task force was expanded by a Senate bill in 2016 that changed the focus in Missouri from Farm to School to Farm to Table. The program goal is for participating institutions to use 10% of their food budgets specifically on Missouri product purchasing.

To date, the only metrics available for the project are derived from the USDA Farm to School Census. Over the next two years, the task force plans to evaluate the possibilities of network expansion, as well as understand how farm to table will be measured by the different institutions. Work has begun on a seasonal harvest campaign, relevant certification initiatives and an increased presence in an online procurement system.

YOUR ORGANIZATION HERE!
The National Farm to Institution Metrics Collaborative is an open group that welcomes new members. If you’re interested in joining or learning more about us, contact Hannah Leighton from Farm to Institution New England at hannah@farmtoinst.org.
The National Farm to Institution Metrics Collaborative consists of 30+ members based in more than 20 states working at municipal, county, multi-county, state, regional, and national levels. On this map, green states are those containing members of the group. New members are welcome from all states!