



ANTONIO R. VILLARAIGOSA  
MAYOR

## EXECUTIVE DIRECTIVE NO. 24

Issue Date: October 24, 2012

**Subject: Good Food Purchasing Policy**

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### Introduction

The Los Angeles regional foodshed, which we define as spanning the 200 mile, ten county region around the City (Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura), is among our country's largest producers of fruits, vegetables, and nuts. At the same time, only about half of Los Angeles County residents eat the recommended five servings of fruits and vegetables per day. We face an obesity pandemic—which costs LA County billions of dollars annually in health care costs—and yet a hunger epidemic. Over one million City residents face food insecurity.

By leveraging its purchasing power, the City has the opportunity not only to enact our Good Food for All Agenda, which promotes Good Food (food that is healthy, affordable, fair, and sustainable), but we also have the ability to incentivize and encourage our regional food system as a whole, to make Good Food more widely available to all Angelenos. Directing our food purchases can encourage greater production of sustainably produced food, healthy eating habits, respect for worker's rights, and support for the local business economy by providing new opportunities for small and mid-sized farmers and job creation along the food supply chain. Therefore, I am directing all City departments with food purchases of greater than \$10,000 annually, through their department budgets and/or contracts and concessions, to adopt the Good Food Purchasing Pledge and initiate plans to follow the Good Food Purchasing Guidelines for Food Service Institutions ("Good Food Purchasing Guidelines" or "Guidelines").

These Guidelines lay out priorities for offering nutritious menu options, and purchasing food that is healthy, locally produced, and sustainably grown by farms that treat their workers with respect and use humane animal treatment practices.



These Guidelines have been developed by our Office in collaboration with the Los Angeles Food Policy Council, an initiative of my Office. This policy has taken into account the viewpoints of stakeholders from all aspects of the food system including farm owners, food distributors, public health departments, food chain workers, restaurants, and other large institutional food purchasers, to name a few. The Guidelines are summarized below and included in full along with the Good Food Purchasing Pledge as an appendix to this directive.

### Summary of the Good Food Purchasing Pledge and Good Food Purchasing Guidelines

The Good Food Purchasing Pledge is a commitment to improving our region's food system through the adoption and implementation of the Los Angeles Good Food Purchasing Guidelines. While this directive is aimed at City departments with food purchases of greater than \$10,000 annually, through their department budgets and/or contracts and concessions, I would like to see even greater participation. I invite other food service institutions, including those in the public, and private for profit and non-profit sectors also to adopt the Good Food Purchasing Pledge.

The Good Food Purchasing Guidelines emphasize five values:

- **Local Economies** – Small and mid-sized agricultural and food processing operations within the local area or region;
- **Environmental Sustainability** – Sustainable production systems that conserve soil and water, emphasize good pest management practices, and protect and enhance wildlife habitat and biodiversity;
- **Valued Workforce** – Safe and healthy working conditions and fair compensation for all food chain workers and producers from production to consumption;
- **Animal Welfare** – Healthy and humane care for livestock; and
- **Nutrition** – Foods that promote health and well-being by offering generous portions of vegetables, fruit, and whole grains and reducing salt, added sugars, fats, and oils, and eliminating artificial additives.

The Good Food Purchasing Guidelines outline a series of steps toward implementation that include, among other things, the following features:

- A **baseline** that must be maintained throughout participation;
- **Multi-year benchmarks** that recognize the time it takes to make changes and allow the shift to occur incrementally;
- A **tiered value system** that recognizes and rewards higher tiers of achievement;
- **Traceability** by asking purchasers to work with suppliers to establish transparent reporting systems to verify product source; and
- **Annual progress reports** to ensure continuous achievement and improvement.

Review and Adoption of the Good Food Purchasing Pledge and Good Food Purchasing Guidelines

All City departments with food purchases of greater than \$10,000 annually, through their department budgets and/or contracts and concessions, shall adopt the Good Food Purchasing Pledge and initiate plans to follow the Good Food Purchasing Guidelines. The departments will sign the pledge and commit to implementing the Good Food Purchasing Guidelines in all future food procurement, and make best efforts to incorporate the Good Food Purchasing Guidelines into new contracts for food purchases.

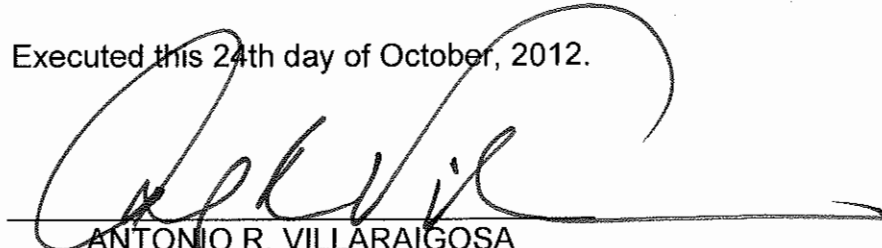
Departments that control their own funds, including proprietary departments, with food purchases of greater than \$10,000 annually, through their department budgets and/or contracts and concessions, are strongly encouraged to adopt the Good Food Purchasing Pledge and commit to implementing the Good Food Purchasing Guidelines.

The Guidelines establish a multi-star grading system for affected departments, one star being the minimum level of compliance, five stars being the maximum. Upon adopting the pledge, affected departments will review their existing purchasing policies and practices and assess compliance levels with the Good Food Purchasing Guidelines, with the goal of complying with the Good Food Purchasing Guidelines at the one star level as soon as possible. All such departments will make their best efforts to achieve a five star rating within five years.

Reporting

My Office will work with affected departments during the next six months to develop plans for implementing and reporting practices that reach the baseline benchmark and assess their annual progress. Within six months of this directive, all affected City departments will then have a plan for implementing and reporting practices that reach the baseline benchmark to be recognized as Good Food Purchasers. At that time, all departments will also have implemented continuous improvement practices as they are outlined in the Good Food Purchasing Guidelines. Thereafter, all departments will report their food procurement policies, practices, and progress annually to the City Administrative Officer for tracking and evaluation.

Executed this 24th day of October, 2012.



ANTONIO R. VILLARAIGOSA  
Mayor