



SEA TO CAMPUS CASE STUDY



Fresh pollock from Ocean Crest. Photo courtesy of Boston Medical Center



EXCEPTIONAL CARE. WITHOUT EXCEPTION.

Institution: Boston Medical Center in Boston, Massachusetts

Food Service Operation Type: Food Service Management Company - Morrisons

Dining Operations: 498-bed facility with three cafeterias

Meals Served Per Year:
360,000 patient meals
980,000 cafeteria meals

Species Served: Atlantic pollock, white hake, redfish, and cape shark

Total Volume Served: 6,000 pounds per year

Frequency Seafood is Served: once per week

Percent Local Seafood (of overall seafood spending): 100%

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OVERVIEW OF THE SEAFOOD PROGRAM

BMC has made important strides to support a healthy, sustainable food system, dating back to 2010 when they signed the Healthy Food in Health Care Pledge, an initiative of Health Care Without Harm. Following this commitment, they deepened their engagement by aiming to support the Gloucester fishing community through their purchases. The decision to initiate this sustainable and local seafood program was two pronged. Incorporating the health benefits and high-quality taste of wild caught seafood was seen as a great way to enhance the menu and provide nutritious, wholesome foods to patients. The local seafood program is also part of Boston Medical Center's mission to increase sustainability by supporting local fisheries that practice sustainable and responsible fishing practices.

BMC did not determine the criteria for species. Rather, the program depends on a partnership with the Gloucester Fishermen's Wives Association and Cape Ann Fresh Catch, which coordinate ordering and delivery from local seafood vendor Ocean Crest.

SEAFOOD CRITERIA



Cape Ann Fresh Catch exclusively works with small boats landed in Gloucester, MA. The boats all fish in the Gulf of Maine and primarily catch groundfish.

Monitoring and compliance measures are in place to ensure acceptable harvest levels.

Cape Ann Fresh Catch supports a small diversified fleet who have a strong, personal connection to the sea and are driven by the desire to protect the ocean environment for future generations.

HOW THE SEAFOOD PROGRAM WORKS

The fish for BMC is procured through a partnership with the Gloucester Fishermen's Wives Association and Cape Ann Fresh Catch. This unique program is essentially a community supported fishery that provides sustainably caught fish fillets in exchange for a pre-paid share. BMC does not specify the species of fish to be delivered. Instead they accept and serve various types of locally caught fish in order to

prevent over-fishing of any individual species. The average price per pound of the fish has been "relatively inexpensive" compared to other entrée proteins served at the facility.

Each delivery of the fish is traceable back to the boat. The vendor identifies the type of fish, along with the fishing boat, date, and location of the catch upon delivery. While this information

HOW THE SEAFOOD PROGRAM WORKS *(continued)*

is provided, BMC has not conducted extensive promotion of the sustainable seafood options, such as signage highlighting the origin of the fish. Instead, they have relied on word of mouth to market the program and have found this successful. Fish entrees are very popular and routinely sell out. While BMC has been able to

access the volume and variety of fish they have wanted to date, they are unclear if serving a fish entrée multiple days per week would be accepted by many of their patrons and patients. It is this question about customer preference that has limited the growth of the program.

LESSONS LEARNED

Taste testing has proven essential for getting customers to try the new menu items. Community partners have also been key to the program, providing both procurement and promotional support. These non-profit community partners have also been able to patiently develop the program even though it is not yet highly profitable.

LEARN MORE

Health Care Without Harm's 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. Get connected with Health Care Without Harm by visiting www.farmtoinstitution.org/farm-health-care.

To learn more about farm to institution efforts across New England, visit www.farmtoinstitution.org.

RECIPES

Dijon Herb Crusted Fish: www.farmtoinstitution.org/recipe/dijon-herb-crusted-fish

For more farm to institution recipes, go to www.farmtoinstitution.org/tools#recipes