



Monterey County

Board of Supervisors
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

Legistar File Number: A 19-200

June 18, 2019

Introduced: 5/30/2019

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an agreement with Everyone's Harvest for the operation and management of the certified Farmers' Market at NMC for an amount not to exceed \$130,080 with an agreement term July 1, 2019 through June 30, 2022.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) (\$13,008) of the original cost of the agreement.

RECOMMENDATION:

It is recommended the Board of Supervisors:

- a. Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute an agreement with Everyone's Harvest for the operation and management of the certified Farmers' Market at NMC for an amount not to exceed \$130,080 with an agreement term July 1, 2019 through June 30, 2022.
- b. Authorize the Deputy Purchasing Agent for NMC or his designee to execute up to three (3) future amendments to the agreement which do not significantly alter the scope of work and do not cause an increase of more than ten percent (10%) (\$13,008) of the original cost of the agreement.

SUMMARY/DISCUSSION:

In an ongoing commitment to promote healthy eating and wellness to our patients, employees, and community, NMC desires to partner with Everyone's Harvest, a local non-profit organization, to manage its certified weekly Farmers' Market on its campus. NCM believes that the market is in line with its mission and new tag line of Inspiring Healthy Lives as the market exposes the medically underserved and poorer community to fresh, healthy options at an affordable price.

As NMC does not have experience running a certified Farmers' Market, it decided to partner with Everyone's Harvest, an experienced organization that currently operates the weekly Marina, Pacific Grove, and Seaside Farmers' Markets. NMC feels that Everyone's Harvest is a good partner as they support local farmers and they offer and facilitate Electronic Benefit Transfer (EBT) to allow low income families the ability to purchase fresh produce and accept Woman, Infants, Children (WIC) vouchers for produce at the market.

This agreement is from July 1, 2019 through June 30, 2022 (73 Farmers' Markets). The agreement

includes the following: a Market Manager, Program Coordinator, and the Fresh Produce Prescription Program.

Market Manager: This individual is responsible for all operational aspects of the market including recruitment of vendors at the market, set up and break down of the market, enforcing the regulatory governmental rules and regulations, managing the farmers' documents and paperwork, and collecting all necessary fees from the farmers.

Program Coordinator: This individual is responsible for marketing the Farmers' Market to the local community adjacent to the hospital and to the county employees in the different departments that share NMC's campus. This individual also coordinates the health and fitness events at the market to include healthy cooking demonstrations. Additionally, this individual will coordinate the Fresh Produce Prescription.

Fresh Produce Prescription: This program is an innovative partnership between the Health Department clinics and the NMC's Farmers' Market. The program focuses on preventive health care to fight the rise of chronic diseases related to obesity. The doctors in the Health Department clinics will identify and select patients to enroll in the program. The doctors will prescribe fresh fruits and vegetables to overweight patients and direct them to the Natividad Farmers' Market where they can redeem a weekly voucher to spend at the market. This program has been tested in other communities and research has shown an increased consumption of fruits and vegetables as well as improved health status of the participants.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this agreement as to legal form, and the Auditor-Controller has reviewed and approved as to payment provisions. This agreement has also been reviewed and approved by NMC's Finance Committee on June 7, 2019 and by its Board of Trustees on June 7, 2019.

FINANCING:

The cost for this agreement is \$130,080, of which \$42,766 shall be included in the Fiscal Year 2019-20 Recommended Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The Farmers' Market at NMC promotes healthy eating and wellness to our patients, employees, and community. The Farmers' Market also exposes the medically underserved and underprivileged community to fresh, healthy options at an affordable price that is in line with NMC's mission and new tag line of Inspiring Healthy Lives.

- Economic Development
- Administration

Health and Human Services

Infrastructure

Public Safety

Prepared by: Andrea Rosenberg, Hospital Assistant Administrator, 783-2562

Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

Everyone's Harvest Agreement

Attachments on file with the Clerk of the Board