



Monterey County

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Board Report

Legistar File Number: A 16-070

April 12, 2016

Introduced: 3/17/2016

Version: 1

Current Status: Agenda Ready

Matter Type: BoS Agreement

Approve and authorize the Deputy Purchasing Agent for (NMC) or his designee to execute Amendment No.3 to the Agreement (A- 127757) with Everyone's Harvest to operate the Certified Farmers Market at NMC, extending the Agreement an additional three (3) year period for a revised full term of February 1, 2012 through June 30, 2019 and adding \$105,721 for a revised total Agreement amount not to exceed \$285,979.

RECOMMENDATION:

It is recommended the Board of Supervisors:

Approve and authorize the Deputy Purchasing Agent for (NMC) or his designee to execute Amendment No.3 to the Agreement (A- 127757) with Everyone's Harvest to operate the Certified Farmers Market at NMC, extending the Agreement an additional three (3) year period for a revised full term of February 1, 2012 through June 30, 2019 and adding \$105,721 for a revised total Agreement amount not to exceed \$285,979.

SUMMARY/DISCUSSION:

In an ongoing commitment to promote healthy eating and wellness to our patients, employees, and community, Natividad Medical Center has partnered with Everyone's Harvest, a local non-profit organization, to manage its certified weekly Farmer's Market on NMC's campus. In 2010 NMC collaborated with the Health Department to launch the concept of bringing a Farmer's Market to the hospital. Both entities thought the market would be a great way to expose the medically underserved and poorer community to fresh, healthy options at an affordable price. As NMC did not have experience running a certified Farmer's Market, NMC decided to partner with Everyone's Harvest, an experienced organization that currently operates the weekly Marina and Pacific Grove Farmer's Markets. NMC felt that Everyone's Harvest was 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. Natividad has had a relationship with Everyone's Harvest since 2010 (note: For the 2011 season Everyone's Harvest did not manage the market, as NMC contracted directly with the market manager who had previously worked for Everyone's Harvest) to provide the services listed below. The market season runs from May through October. This amendment will extend the agreement until June 30, 2019 (72 farmer's markets) and will include a new offering at the market called the Fresh Produce Prescription (Fresh Rx) 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 Farmer's Market to the local community adjacent to the hospital and to the county employees in the different departments that share Natividad'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 (more details outlined below).
- **Fresh Produce Prescription**- This program is an innovative partnership between the Health Department clinics and the NMC Farmer's 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 NMC Farmer's 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 Amendment No.3 as to legal form and risk provisions and the Auditor-Controller has reviewed and approved as to payment provisions. The Amendment No.3 has also been reviewed and approved by Natividad Medical Center's Finance Committee on 2/25/16 and Board of Trustees on 3/4/16.

FINANCING:

The cost for this Amendment No.3 is \$105, 721 for a revised total Agreement amount not to exceed \$285,979. \$35,240 is included in the Fiscal Year 2016/2017 Recommended Budget. There is no impact to the General Fund.

Prepared by: Andrea Rosenberg, Assistant Administrator, Operations & Support Services, 783-2562

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

Attachments:

- Everyone's Harvest Amendment No.3
- Everyone's Harvest Amendment No.2
- Everyone's Harvest Renewal and Amendment No.1
- Everyone's Harvest Original Agreement
- Everyone's Harvest Spend Sheet