

AT UPMC MEMORIAL

Mission

To improve the health and wellness of our employees and community by providing greater access to healthier foods and wellness initiatives.

Vision

Partner with local community farmers and co-op operators to establish a boutique marketplace and operating farm on the UPMC Memorial campus to provide community access to fresh food and nutritional education.





Genesis of Farm to Hospital concept

- **Winter 2019** – Dr. KimberLee Mudge presents a detailed plan on how to create a wellness culture on the new campus, including a Farm to Hospital concept.
- **Spring/Summer 2019** – Visit campus and design trail and farm layouts to support wellness initiatives
- **Fall 2019** – Plan phased approach to wellness campaign, Transform the Trail, CSA/Co-Op, full-blown Farm to Hospital
- **Summer 2020** – Launch Transform the Trail Campaign and CSA Program





TRANSFORM THE TRAIL

PHASE I – TRANSFORM THE TRAIL AUGUST 2020 – PRESENT

- Over \$200,000 raised to date
- Apiary, Breast Cancer Garden of Hope, Water Station, Fitness Station, Doggie Stations, Benches, Trees, Blue Bird Houses

ROOT FOR HEALTH

PHASE II – FOOD COOPERATIVE

- Partnered with Root for Health to provide fresh produce and healthy meals to UPMC Memorial employees
- Continue to grow co-op membership



Phase III - Farming

Spring 2022 – Present



Farming Partner:

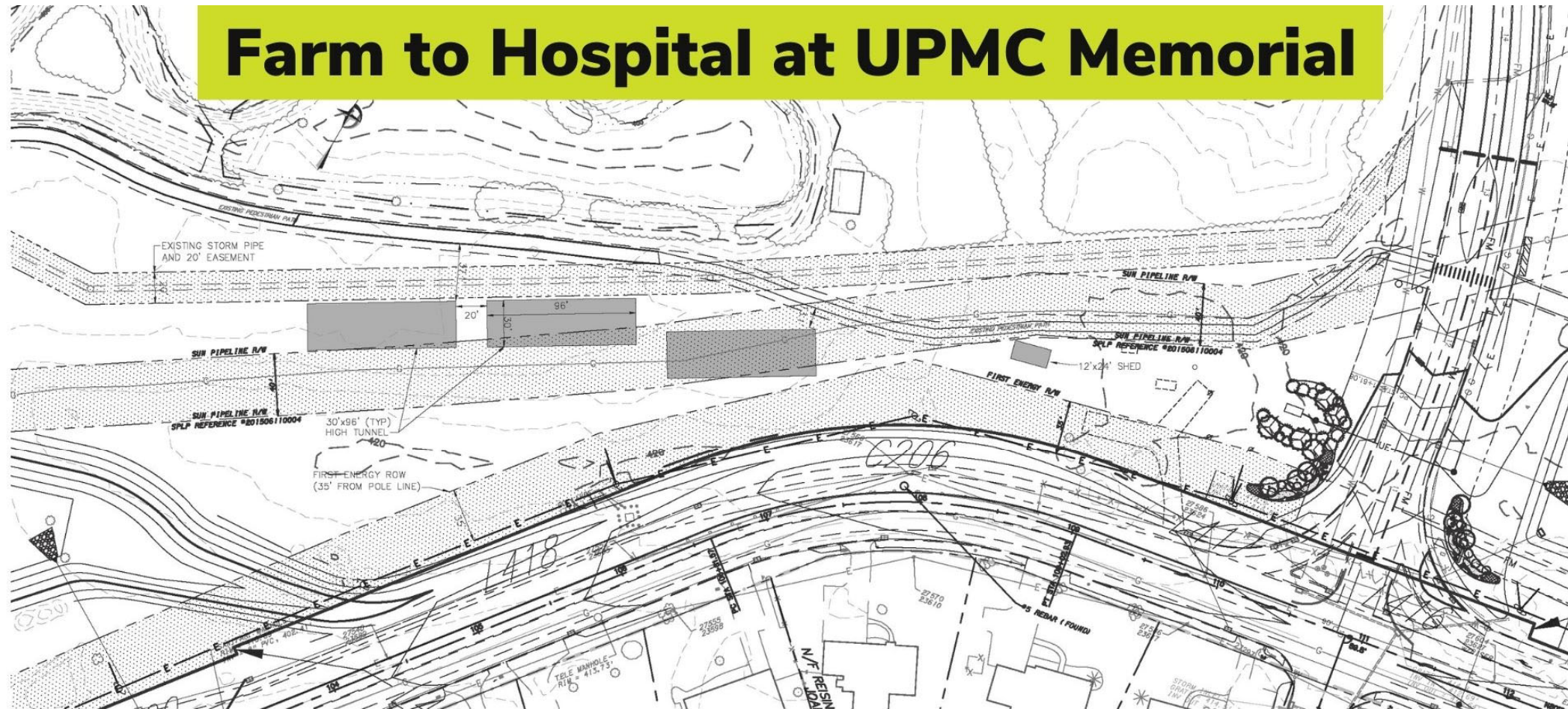


Founding Funders:

UPMC PINNACLE FOUNDATION
SEED MONEY



Farm to Hospital at UPMC Memorial



- Finalize farm location on UPMC Memorial campus
- Approximately 5 acres at Loucks Road & Innovation Drive
- Highly visible to community

- Fulfill missions of both UPMC and YFFF
- Construct 3 high tunnels, shed, fencing, and infrastructure
- First planting – early December 2023
- First harvest – late January 2024



UPMC Pinnacle Foundation Farm to Hospital at UPMC Memorial



Farm to Hospital Program Goals



Farming

- Generate 10,000 lbs of fresh food annually
- Supply UPMC Memorial Food Services and UPMC Hanover produce sales.
- Sell to CSA and co-op operators
- Donate excess to local food banks, average of %15 depending on crop needs at the time of harvest.
- Track amount of food grown, sold, and donated
- Over \$4,000 of \$2 per bag produce sold to date to support the Farm to Hospital Endowment.



Food Co-Op Program

- Track number of participants
- Track BMI data of participants
- Track number of educational events held



Education

- Engage UPMC dietitians, nutritionists, and health educators
- Host cooking/food preparation demonstrations
- Offer tours of farm operation
- Create pop-up market stand



Fundraising

- Establish endowment to fund farming operations
- Explore UPMC Health Plan and additional partnership opportunities
- Explore USDA and additional grant opportunities

How Can You Help?

Advocate – Food is medicine! Help us spread the word.

Educate – Tour the farm!

Donate – Help us Farm Forever.





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