

FARMS, FOOD & HEALTH CONFERENCE

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Bronson Healthcare



Bronson Healthcare Statistics

Bronson Methodist

- 434 in-patient beds
- 4000+ employees
- 4900 daily meals
- 33% local
- *Self-operated Food Service dept.*

Bronson Battle Creek

- 189 in-patient beds
- 1600+ employees
- 2000 daily meals
- 14% local
- *Sodexo Contract managed*

WHY WE BELIEVE IN THIS WORK

- **We believe in fostering a culture of health**
- **As an anchor institution, it is our responsibility to support economic stability**
- **Food is food. Food is not widgets.**



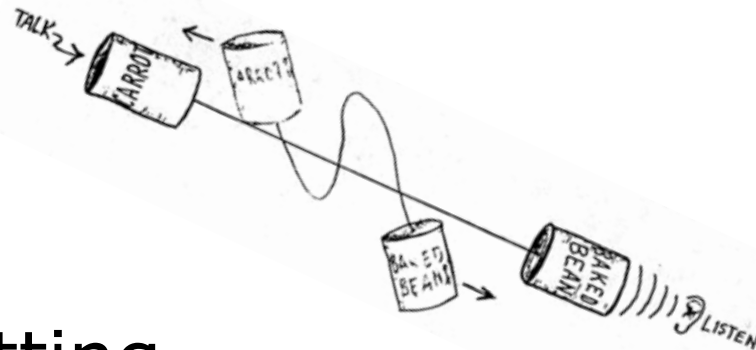
Getting started

- Small steps for little victories
- Larger, stretch goals
- Markets, CSAs, guest chefs, etc.*
- Educational materials





Opportunities (Failures)



- Overcommitting
- False expectations
- Communication





Successes



- Pasture raised beef
- Lettuce & root veggies
- Real eggs





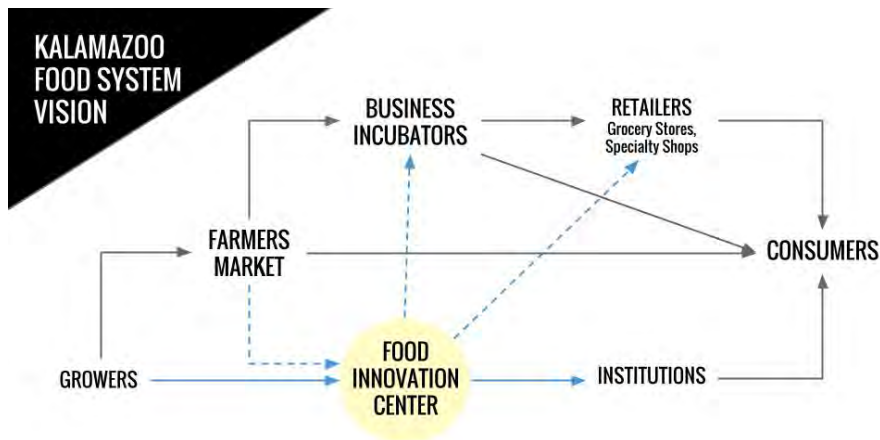
Positive outcomes

- KVCC Bronson Healthy Living Campus
- Economic impact
- Better (real) food





Looking forward



- Seasonal in-patient menu(s)
- Hormone, antibiotic, GMO-free Chicken collaboration
- Consolidated Cardiac & General Diet



Thank you!
bronsonhealth.com