

Serving the Public: The Good Food Revolution in Schools, Hospitals, and Prisons



About the Guest Speakers and Moderator

Guest Speakers



Kevin Morgan is Professor of Governance and Development in the School of Geography and Planning at Cardiff University in Wales, UK. For 20+ years he has been exploring the scope for and the barriers to sustainable public food procurement in Europe and

North America. In his new book - [Serving the Public: the good food revolution in schools, hospitals and prisons](#) - he argues that the power of purchase is a powerful tool of public policy if it is deployed with professional skill and political purpose, and especially when it is part of a food system approach that integrates procurement with policies to support the production and consumption of sustainable food.



Chloe Waterman is the senior program manager for Friends of the Earth's Climate-Friendly Food Program, where she leads the organization's policy campaigns to advance a healthy and climate-friendly food system. She works to

achieve a just transition away from factory-farmed animal production toward regenerative plant-based food production and a sustainable amount of higher-welfare, pasture-based animal agriculture. On Capitol Hill, in statehouses, and across city governments, she has pioneered climate-friendly food procurement policies, initiatives to expand plant-based school meal offerings, and other policies to build a just and sustainable food system. Chloë previously served as the senior manager of state legislative strategy for the American Society for the Prevention of Cruelty to Animals (ASPCA), where she successfully lobbied for a wide range of animal protection legislation and was instrumental in defeating pro-factory farming measures. Chloë holds a B.A. in Environmental Studies

and Philosophy from Lewis & Clark College and a Master's degree in Applied Economics from the University of Maryland.



Nancy Kohn brings 15 years of multi-sector experience to her role at HCWH where she works at the intersection of health, food, and equity. She has held several leadership roles, including with the School District of Philadelphia

and NYC Parks Greenthumb. As the founder of Kohn Strategies, Nancy has been instrumental in helping NGOs, government agencies, and nonprofits plan and implement strategies for transformational growth centering racial and social equity practices. Nancy holds a BA in Political Science from Temple University and an MA in Health Education from Columbia University. Her work is driven by her passion to empower individuals and communities to ensure access to better health and increased wealth, improving the quality of life for all.

Moderator



Craig Willingham is the Managing Director of the CUNY Urban Food Policy Institute where he oversees a diverse portfolio of food policy-related research. Previously he worked for the New York City Department of

Health and Mental Hygiene's Center for Health Equity where he developed and implemented strategies to make it easier for consumers to buy healthier products in food retail venues throughout the City. He has a diverse professional background that includes business management, secondary school education, regional agriculture, and technical training.

About the forum: Join us for a book talk and presentation of “Serving the Public: The good food revolution in schools, hospitals, and prisons” (Manchester University Press, 2025) by Professor Kevin Morgan. Access to good food is the litmus test of a society’s commitment to social justice and sustainable development. Drawing on evidence from the UK, US, and Sweden, “Serving the Public” highlights how public institutions are harnessing the power of purchase to secure public health, social justice and ecological integrity. The quest for good food in these institutions is an important part of the struggle to redeem the public sphere and repair the damage wrought by forty years of neoliberalism.

Additional Resources

- Morgan, K.** (2025), “Serving the Public: The good food revolution in schools, hospitals, and prisons,” Manchester University Press, <https://manchesteruniversitypress.co.uk/9781526180469/>
- Morgan, K.** (2006). [School food and the public domain: the politics of the public plate](#). *The political quarterly*, 77(3), 379-387.
- Morgan, K.** (2008). [Greening the realm: sustainable food chains and the public plate](#). *Regional Studies*, 42(9), 1237-1250.
- Morgan, K., & Sonnino, R.** (2008). [The school food revolution: public food and the challenge of sustainable development](#). Routledge.
- Friends of the Earth**, <https://foe.org/>
- Health Care Without Harm**, <https://noharm.org/>
- Practice Greenhealth**, <https://practicegreenhealth.org/>
- Public Plate Report Working Group.** [The Public Plate in New York City: A Guide to Institutional Meals](#). New York City Food Policy Center at Hunter College, 2014.
- Willingham, C., Flechsig C, Freudenberg N.** [A Guide to Growing Good Food Jobs in New York City](#). CUNY Urban Food Policy Institute, 2018.
- Ames M, Ilieva RT, Rauh L, Shapiro S, Wolf S, Willingham C, Capers T, Freudenberg N.** [Barriers and Facilitators to Local Food Procurement at Institutions Serving Children, Seniors, and Food Insecure Adults in Central Brooklyn](#). CUNY Urban Food Policy Institute and Bedford Stuyvesant Restoration Corporation, 2019.
- Repasy K, Ilieva RT, Willingham C,** [Bringing the Good Food Purchasing Program to New York City: Barriers and Facilitators for Select Institutions](#). CUNY Urban Food Policy Institute, New York, 2019.
- Community Food Advocates**, NYC and NYS Good Food Purchasing Program Campaigns, <https://www.foodadvocates.org/good-food-purchasing-program>
- The Center for Good Food Purchasing**, <https://goodfoodpurchasing.org/>
- NYC Food Policy**, Food Purchasing Data and Dashboard, <https://www.nyc.gov/site/foodpolicy/good-food-purchasing/citywidedata.page>
- The City Food Policy Project**, <https://www.nyc.gov/site/foodpolicy/good-food-purchasing/city-food-policy-project.page>
- Poppendieck, J.** (2010). [Free for all: Fixing school food in America](#). Univ of California Press.
- Gaddis, J., & Coplen, A. K.** (2018). [Reorganizing school lunch for a more just and sustainable food system in the US](#). *Feminist Economics*, 24(3), 89-112.
- Tsui, E. K., Wurwarg, J., Poppendieck, J., Deutsch, J., & Freudenberg, N.** (2015). [Institutional food as a lever for improving health in cities: the case of New York City](#). *Public Health*, 129(4), 303-309.
- Building a Good Food System:** Taylor Pate from Community Food Advocates on Community-Driven Food Policy, Social Impact, and the Good Food NY Initiative, [link to the interview](#)
- Racial Equity and Institutional Food Procurement:** An Interview with Rebekah A. Williams, Co-Founder of Food for the Spirit and the Buffalo Food Equity Network, and Jessica Gilbert-Overland, Campaign Director, Good Food Buffalo Coalition, [link to the interview](#)
- Valerio, J.** (2023) [Student Perspective: The Impact of Values-Based Procurement on Campus Food Environments](#), CUNY Urban Food Policy Monitor.