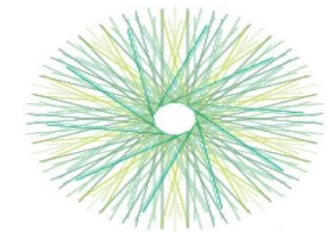


EIP-AGRI Workshop

Cities and Food

September 21 – 22, 2016 – Kraków, Poland



eip-agri
AGRICULTURE & INNOVATION



funded by





Programme September 21

INTRODUCTION AND SCOPE OF WORKSHOP

09:00-09:30 Introduction

Welcome – Mr Pawel Szabelak, Ministry of Agriculture and Rural Development of Poland and by the Marshal from Malopolska region
Setting the scene – Ms Inge van Oost, Directorate General of Agriculture and Rural Development, European Commission

09:30-10:30 Getting inspiration

Malopolska Region in the context of Cities and Food – Mr Rafal Serafin, President of Polish Environmental Partnership Foundation

Reconnecting consumers and producers in the food chain: trends and challenges – Ms Moya Kneafsey, Coventry University, United Kingdom

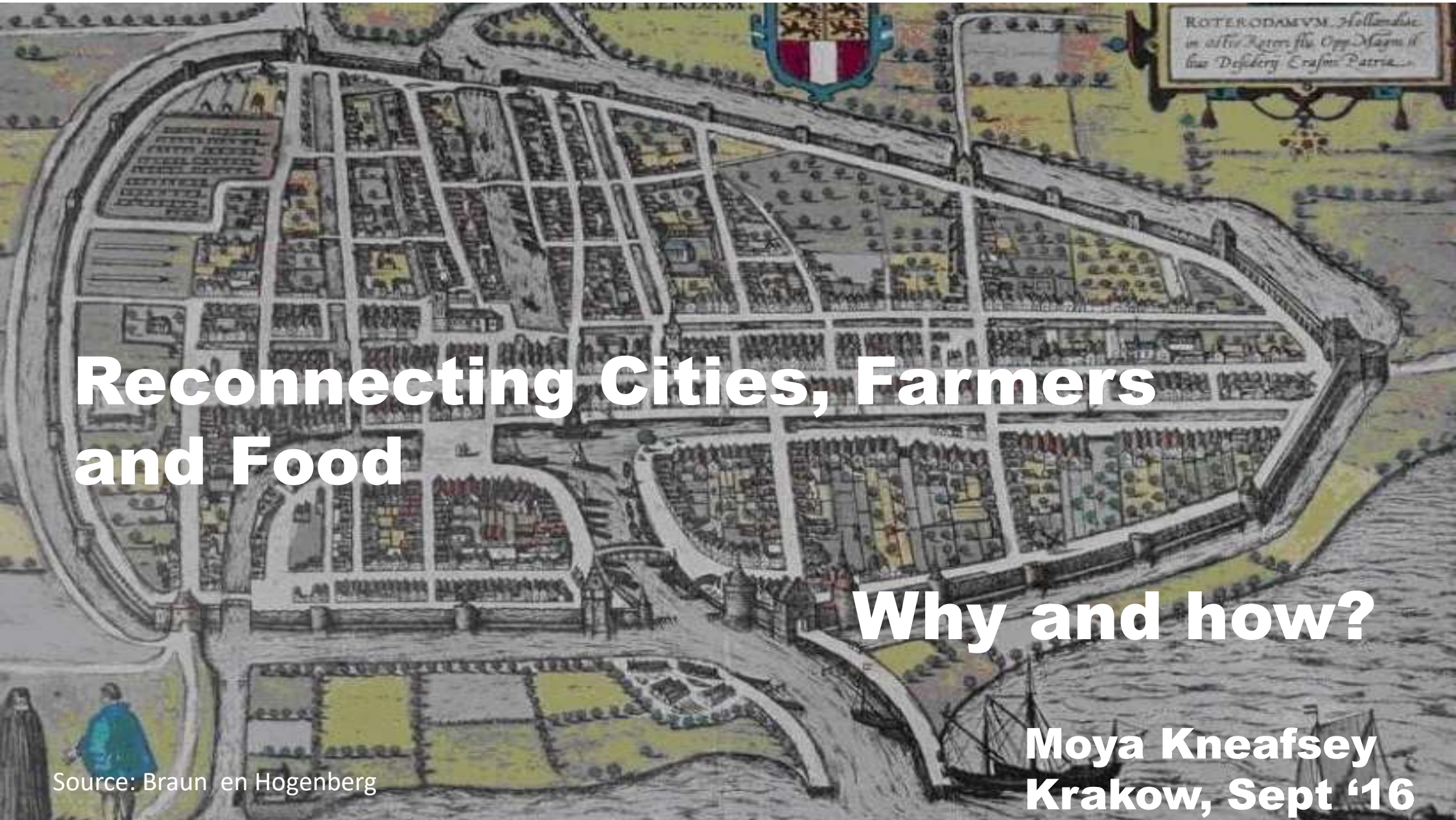
Cities and Food and the Milan Urban Food Policy Pact – Ms Cinzia Tegoni, Milan Municipality

Distribution of added value in the chain: a few practical cases – Mr Jan Willem van der Schans, Wageningen University and Research, the Netherlands and Mr Patrick Pasgang, Innovation Support Centre, Flanders, Belgium

Coffee with regional bites

funded by the European Commission





Reconnecting Cities, Farmers and Food

Why and how?

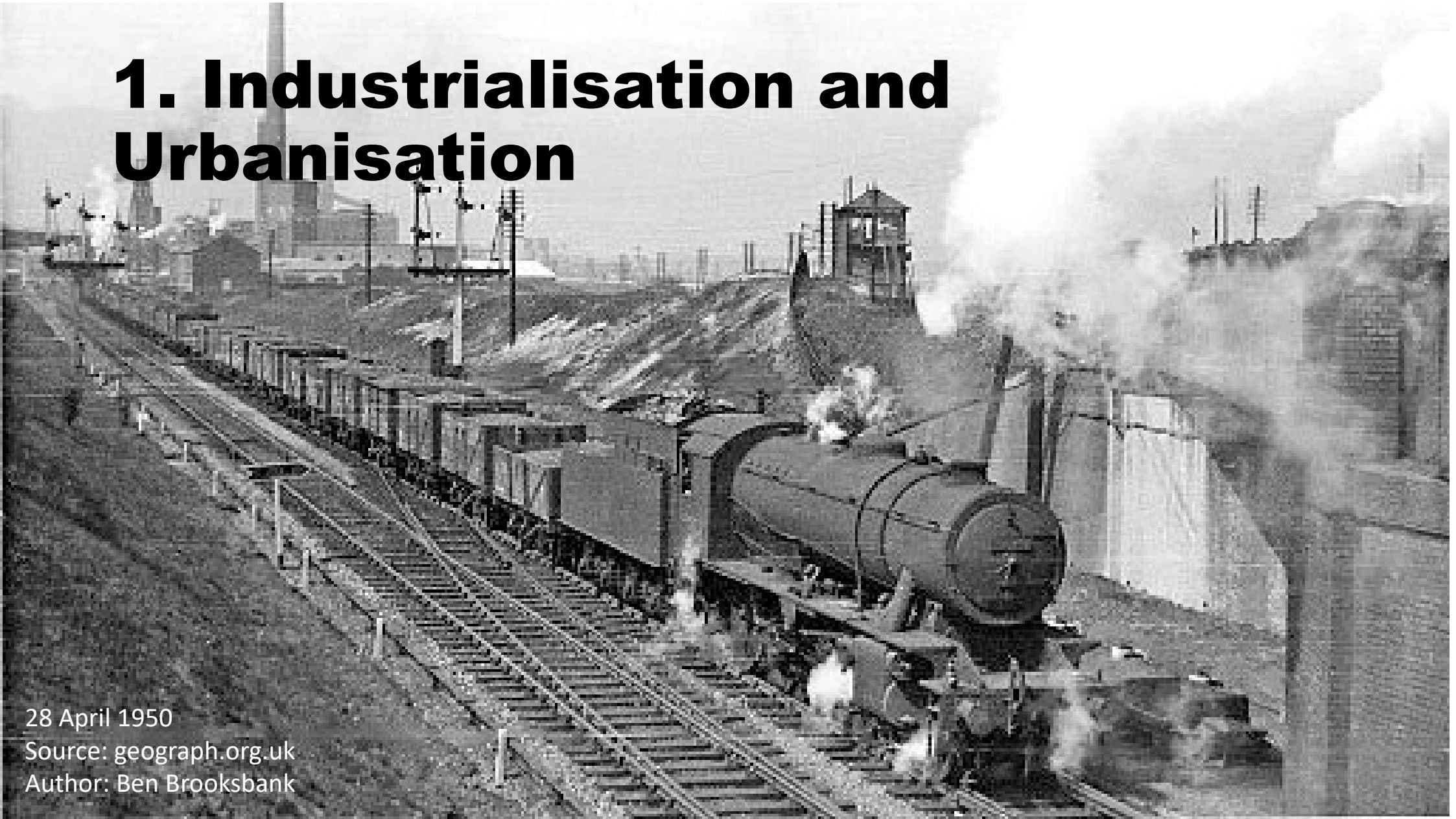
Moya Kneafsey
Krakow, Sept '16

Source: Braun en Hogenberg

4 megatrends driving
'disconnection'



1. Industrialisation and Urbanisation

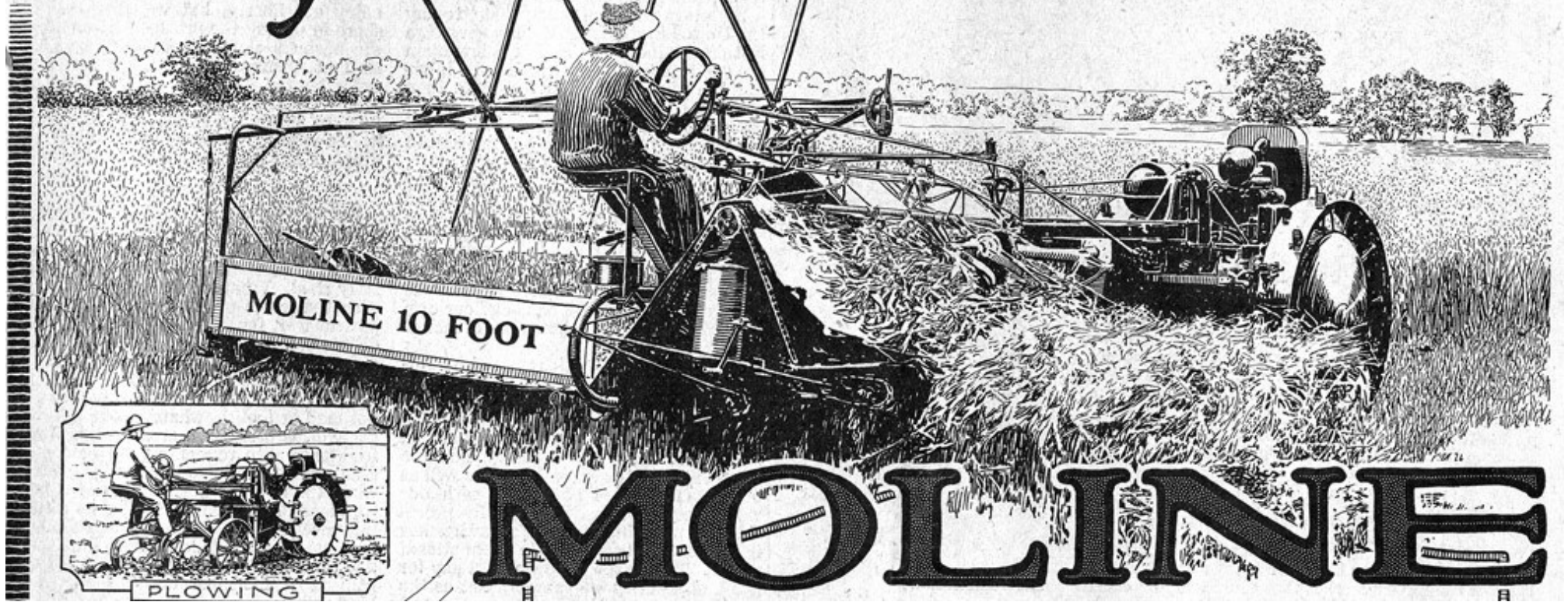


28 April 1950

Source: geograph.org.uk


Author: Ben Brooksbank

One Man Harvests 40 Acres a Day with this Outfit



Moline Tractor Ad, 1918, Country Gentleman Magazine. Source: Flickr . Author unknown (Moline Plow Company).

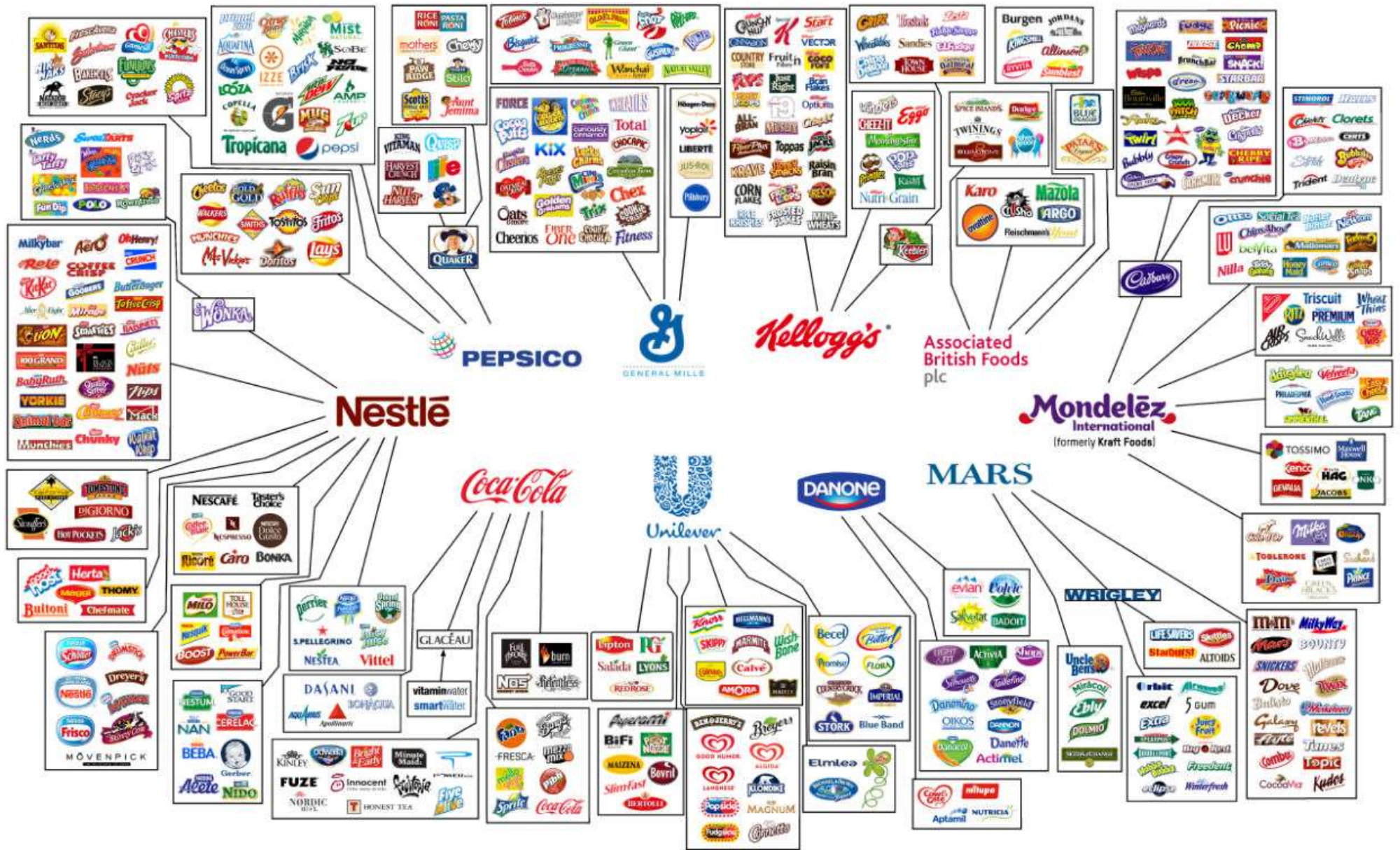
2. Packaging, Processing and Branding

A photograph of a green wooden shelf filled with various vintage tin cans and metal mugs. The cans are arranged in two rows. The top row features several cylindrical cans with labels, including one for 'OATMEAL' and another for 'COFFEE'. The bottom row contains more cans, some with labels like 'MILK' and 'COFFEE', and several metal mugs hanging from the shelf. The background is a green wooden wall.

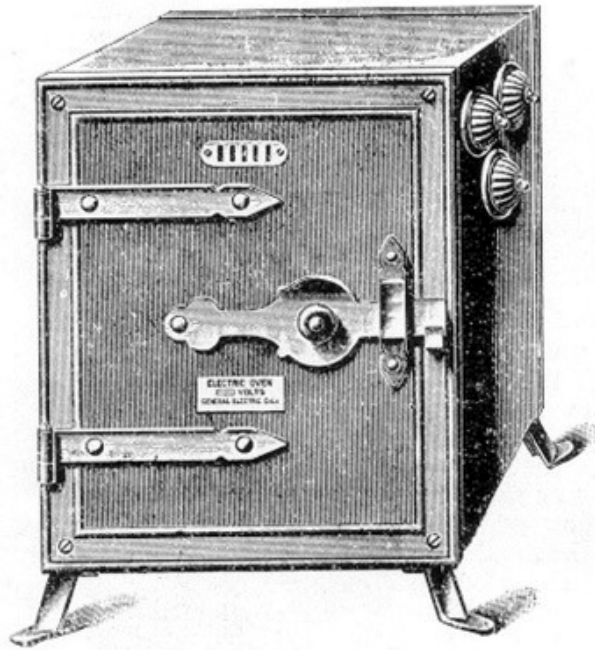
Tin cans - Port Lockroy - Antarctic Peninsula
Source :Own workAuthor Butterfly voyages - Serge Ouachée



Photo: Albert Jankowski



3. Changing role of women



“For an average family of seven or eight persons”—the G.E.C. 1900 electric oven.





Crisp Bacon
in 90 Seconds

**with INTERNATIONAL'S
MICROWAVE OVEN**

People on the go will welcome an oven that makes cooking chores a pleasure. Imagine a "piping hot" TV dinner (frozen) in 3½ minutes* instead of 20 to 50 minutes. Bake a potato in 5 minutes* instead of 60 minutes. Fry crisp bacon in 90 seconds on a paper plate. Great for those leftovers. Counter-top designed. Works on 115 vac house circuit. Write for folder. \$545.00

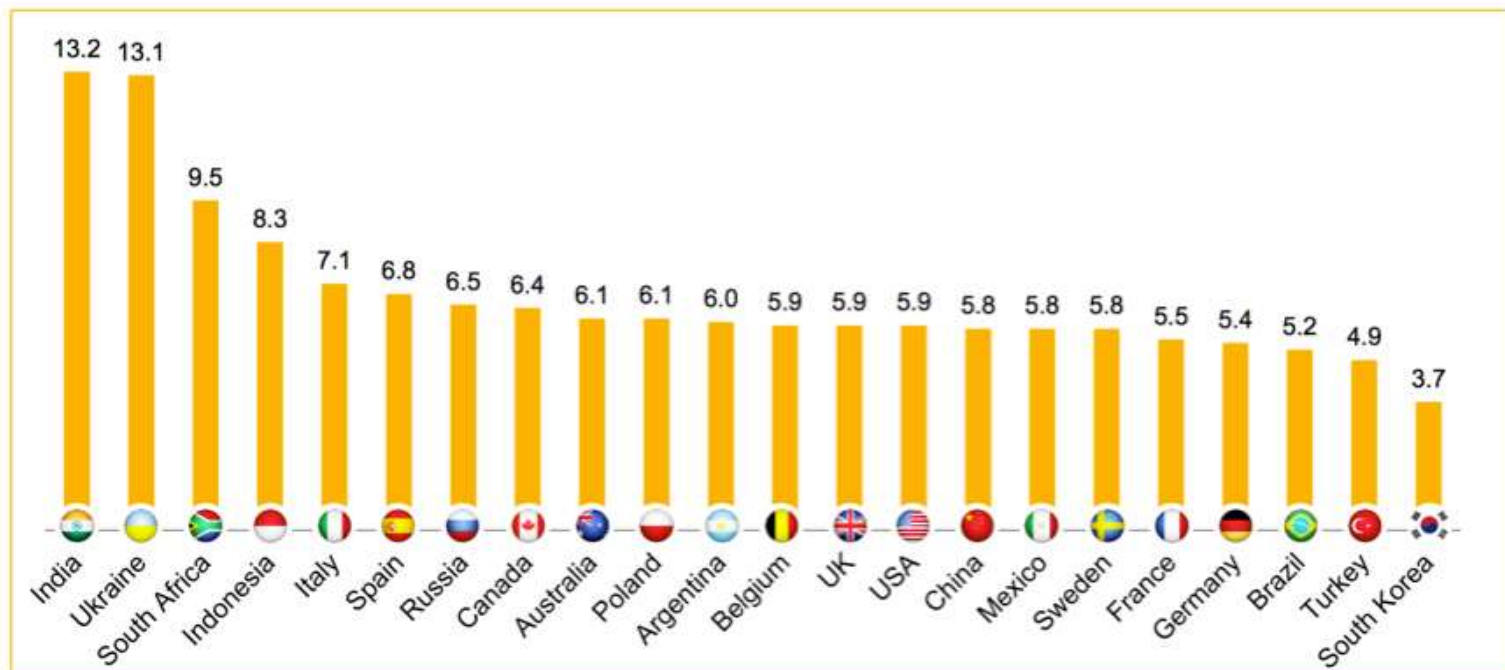


CRYSTAL MFG. CO., INC.
10 NO. LEE • OKLA. CITY, OKLA. 73102

*Times are approximate.

4. Convenience culture

Country comparison: average hours per week spent cooking, amongst those who cook



Source: GfK survey among 27,000+ consumers (ages 15+) in 22 countries – mean number of hours consumers spend on cooking weekly (excluding those who say 'none')

© GfK 2015 | Global survey | Consumers' attitudes towards, and time spent cooking

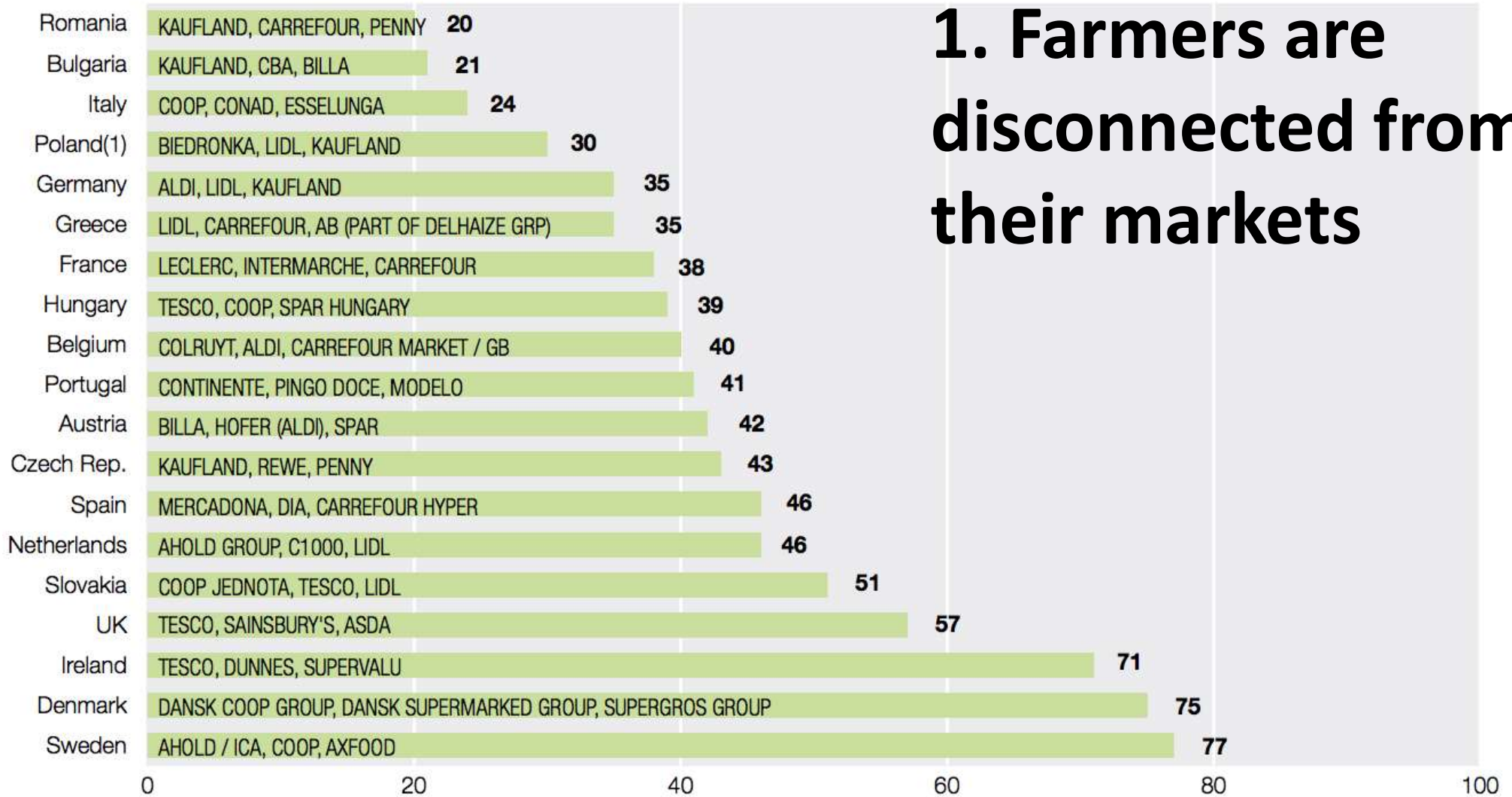


So what?

5 mega problems with 'disconnection'

Fast food waste at Stanley Park, Blackpool . Author Joe Hawkins

Market share of top 3 retailers across EU Member States, 2011 (%)



1. Farmers are disconnected from their markets

(1) 2010 data
Source: Europanel 2012

2. Farmers are socially and culturally isolated



The tractor's sign reads 'I produce, I feed, I am dying'. Photo: AFP

French farming hit by '600 suicides a year'

Published: 26 Feb 2016 14:20 GMT+01:00

Updated: 26 Feb 2016 17:22 GMT+01:00



Farmers are speaking out about the difficulties of the agricultural industry, as an estimated 600 are killing themselves each year.

3. 'Unseen' effects – food loss, waste and environmental damage



4. Climate change



130 years

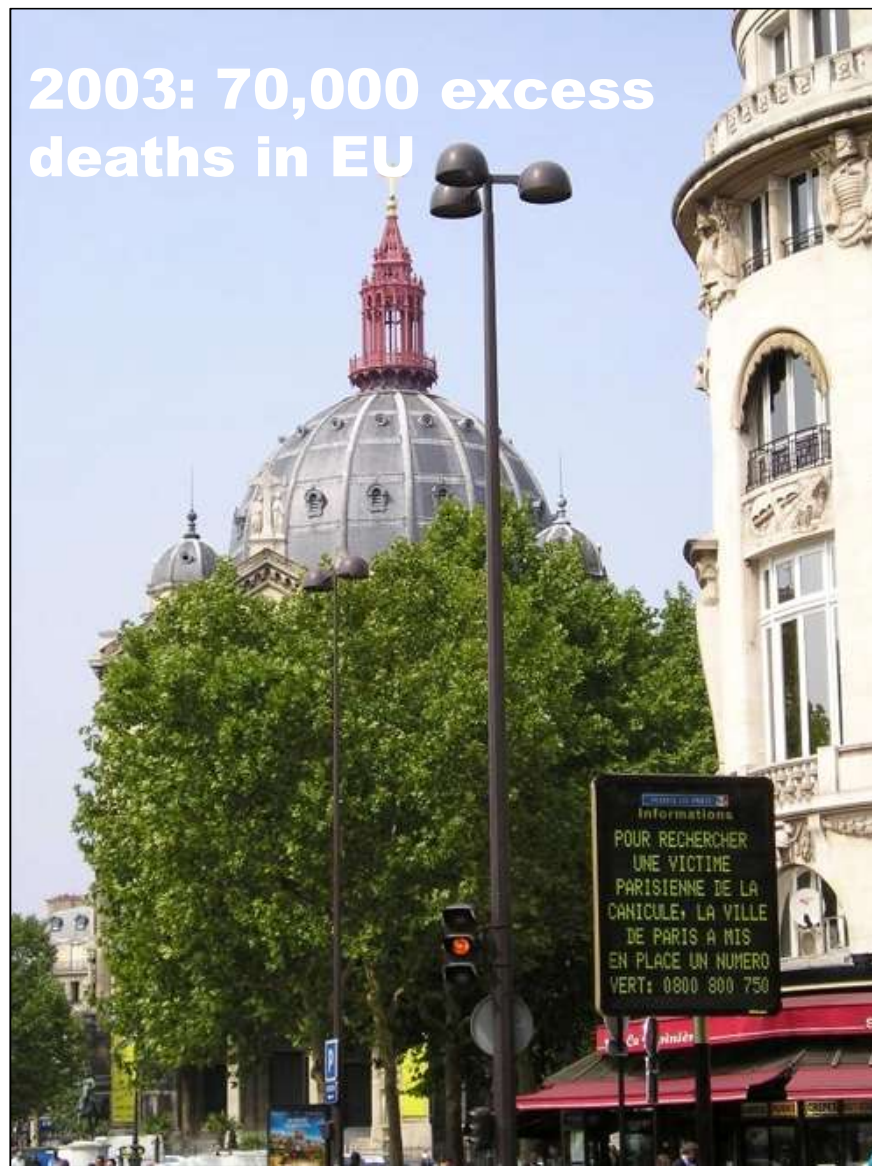
0.85 degrees

Copenhagen

Photo: SocialTechnologies.com

Source: WHO

2003: 70,000 excess deaths in EU



“Evidence on climate change is solid and real – it will affect the EU, with European farming first in line”

Source: Europa 2015



5. Health Crisis





3 Key Drivers of 'Reconnection'

1. Values-based consumption and new economic models



2. Multi-actor urban food governance



MILAN
URBAN
FOOD
POLICY
PACT



About Sustainable Food Cities

Across the globe, communities at every scale have recognised the key role food can play in dealing with some of today's most pressing social, economic and environmental challenges and are taking a joined up approach to transforming their food culture and food system.



3. Domestic and Community Food Production

Growing, Farming, Sharing, Trading, Preparing, Cooking, Eating, Not Wasting....using old and new knowledge...renewal, innovation and change

Do it Ourselves, Do it Together



Community Food Growers Network | connect, cooperate, support, defend, campaign and celebrate

ABOUT US ▾

EVENTS

MANIFESTO

MAP

HOW TO JOIN

SOCIAL MEDIA ▾

NEWSLETTER

MAIL



Source: <http://www.cfgn.org.uk/2015/10/cfgn-autumn-gathering-15-11-15-may-project-gardens/>

So, how can we 'fast-forward'?





Final word...

There is no formula. We all must become spirited inventors. There's no single answer – not even a single starting point. Even the 'teachers'...don't offer us the answer. They do offer us approaches, ways of thinking, possibilities we can adapt, and hope that might generate in us wholly new ideas. **Frances Moore Lappé**