



EIP-AGRI WORKSHOP CITIES AND FOOD **21-22 SEPTEMBER 2016 - KRAKÓW, POLAND**



Background Information

Dear workshop participant,

While preparing the workshop 'Cities and Food', the preparation team collected information on several experiences and practices related to the topic of the workshop. While this document does not pretend to be exhaustive, we would like to share the information with you for inspiration and preparation of the workshop.

During planning of the workshop, the European Commission and the Milan Urban Food Policy Pact have joined hands and decided to cooperate on sustainable food systems and linkages between citizens and consumers. We have invited all cities from the European member states that have signed the Pact, to share and develop practical implementation approaches for sustainable food systems by connecting actors, by collecting good practice and guidelines and by joint learning by doing. A questionnaire survey was used to collect experiences but also to select cities and participants for the workshop. This document presents a view of Short Food Supply Chain in the cities invited at the event by providing the results from the questionnaire survey.

It also highlights good practices and evidence of:

- How can cities practically facilitate producers to market their products?
- How can producer / consumer relationships be strengthened at the local level?
- How can producers organise practical and financial issues?
- How can producers benefit from short supply chains around cities?

Part of the links and references come from the report of the EIP-AGRI Focus Group 'Innovative Short Food Supply Chain management'. The results of this Focus Group can be found [here](#).

Definition of short food chains used in the workshop:

Short food chains are defined in the report of the Focus Group '[Innovative Short Food Supply Chain management](#)' as follows:

'Short food supply chains (SFSC) have as few links as possible between the food producer and the citizen who eats the food. A food producer could be a grower, or a farmer, or a primary processor/artisan such as a cheese maker or fish smoker who uses raw products she/he produced or collected her/himself or bought directly from producers. The word 'citizen' as opposed to 'consumer' is used to reflect the idea that people should be regarded as active participants in food systems. Citizens have a right to healthy, sustainable food as well as responsibilities for shaping the food system that is made available to them. The number of intermediaries needed between producer and citizen varies for different products; for example, a distributor may be essential for producers in remote locations. Intermediaries could also be local organisers or animators whose role is to help farmers; they could also be a restaurant, hotel or other catering outlet.'

List of cities invited for the workshop

1	Vienna	Austria
2	Bruges	Belgium
3	Ghent	Belgium
4	Zagreb	Croatia
5	Copenhagen	Denmark
6	Bordeaux	France
7	Berlin	Germany
8	Frankfurt am Main	Germany
9	Athens	Greece
10	Rome	Italy
11	Torino	Italy
12	Riga	Latvia
13	Utrecht	Netherlands
14	Rotterdam	Netherlands
15	Warsaw	Poland
16	Bucharest	Romania
17	Ljubljana	Slovenia
18	Madrid	Spain
19	Valencia	Spain
20	Birmingham	United Kingdom

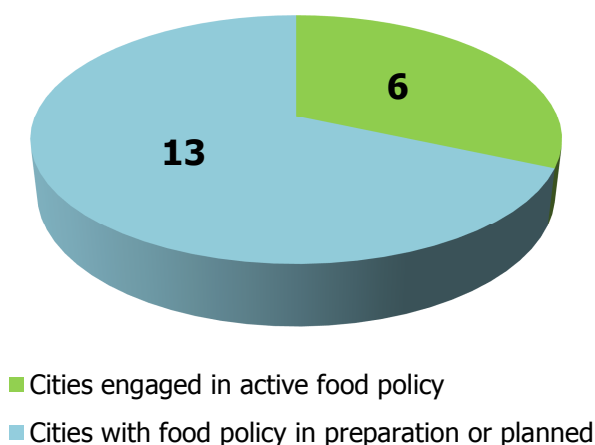


Connecting consumers and producers in the cities

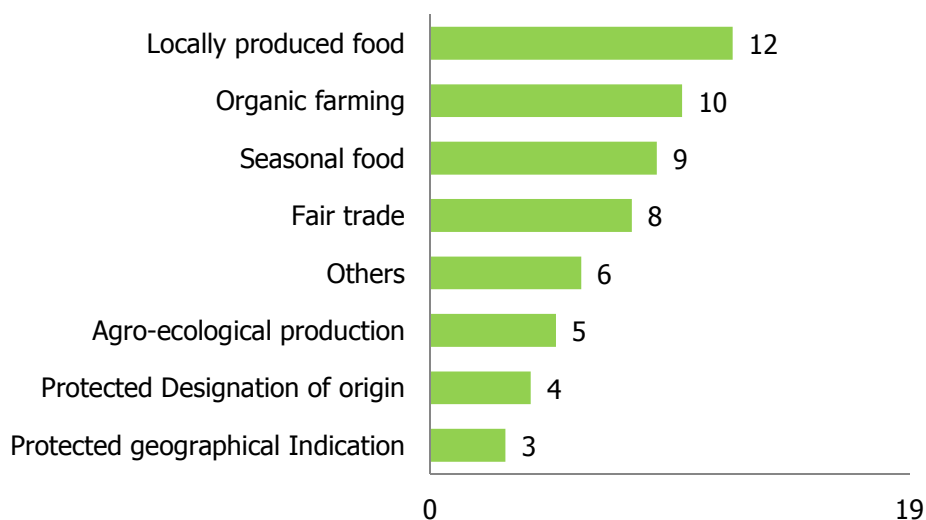
A total of 23 cities selected have filled in a questionnaire. They were used during the preparation of the workshop to select and invite representatives from interested cities, to select good practices and to prepare presentations for the workshop.

Below, please find the main relevant results of this questionnaire from 18 cities selected to attend the workshop and the host region being Malopolska Region (Kraków).

An active food policy in the cities
(Q1: does your city have an active food policy?)

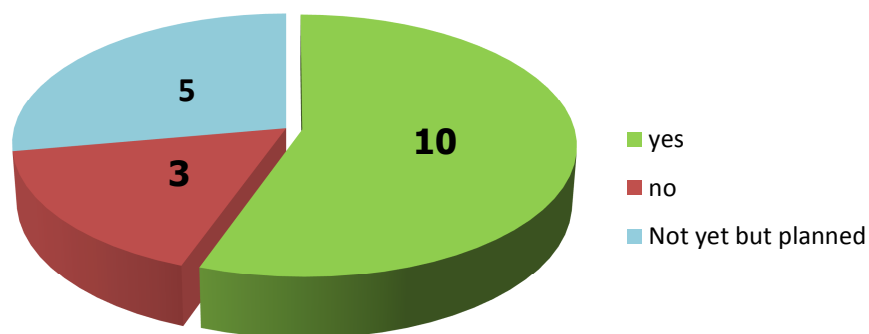


Quality and certification in the (planned) policy
(Q2: In its policy does the city stipulate quality or certification?)



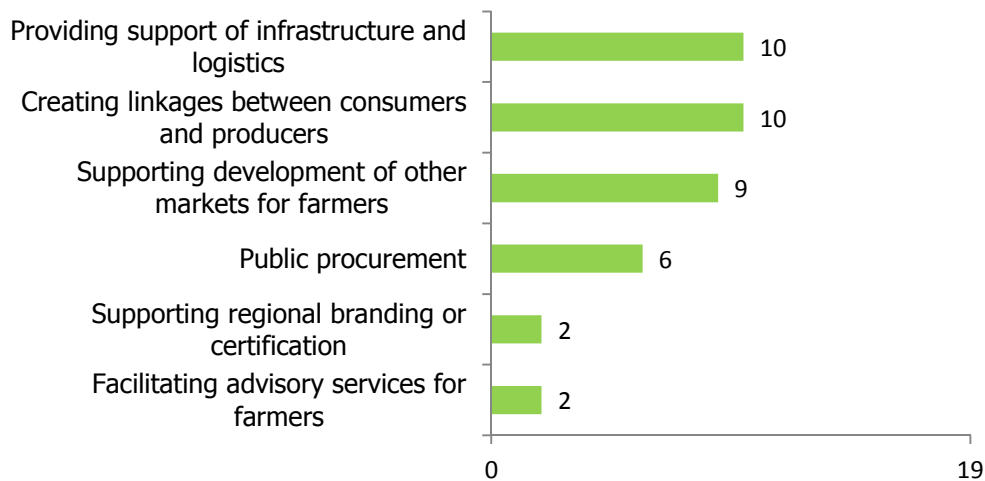
Administration support collaborative SFSC

(Q5: Does the administration support short food supply chain in your area as part of the food policy?)

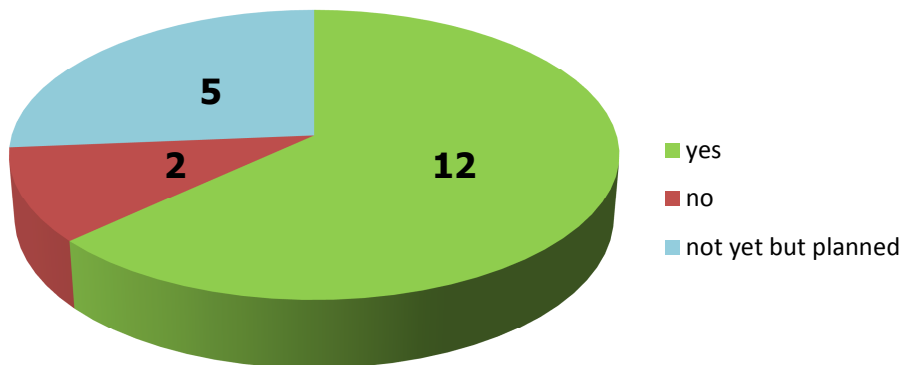


Main way to support or facilitate the role of farmers for sustainable food system

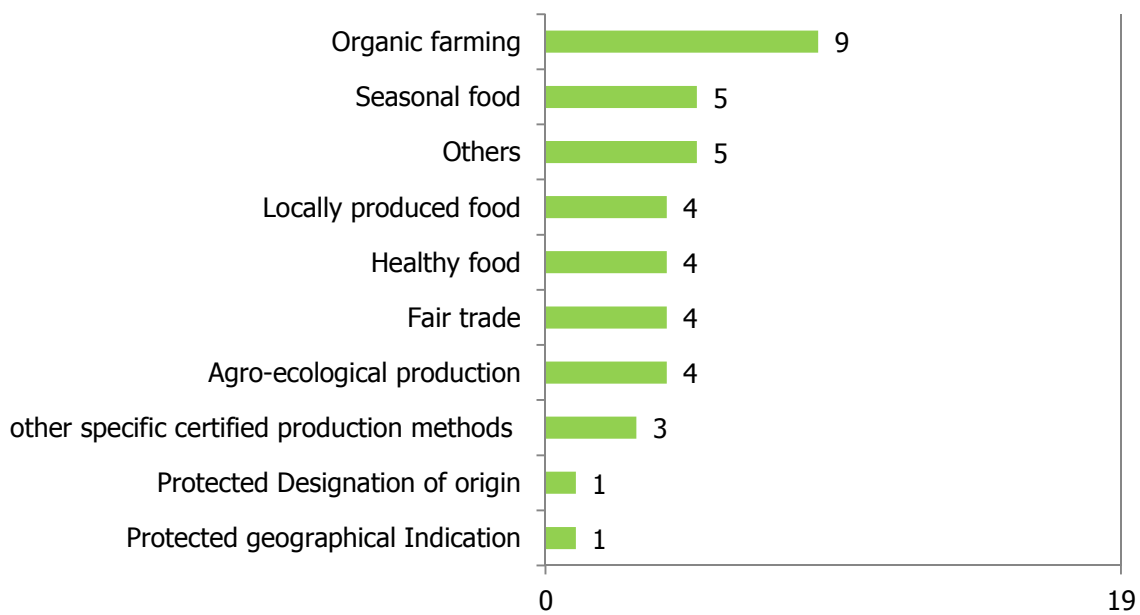
(Q6: How do you facilitate or support the role of farmers in your region for sustainable food?)



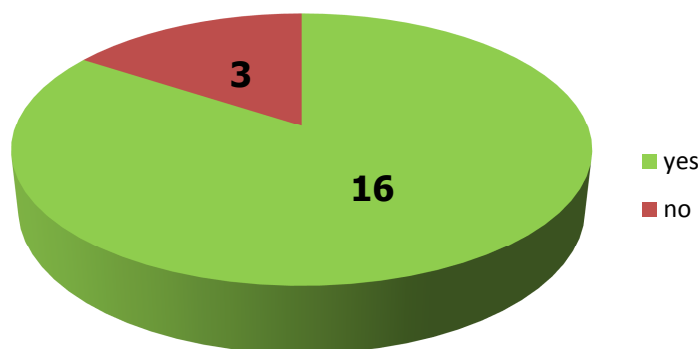
Public procurement approach in place (calls or tenders)
 (Q11: Does your city have a public procurement approach in place?)



Criteria in public food procurement (Q12)



Organisation of educational activities or training to stimulate the city / rural food linkages
 (Q16: Do you organise educational activities or training to stimulate city/rural food linkages?)



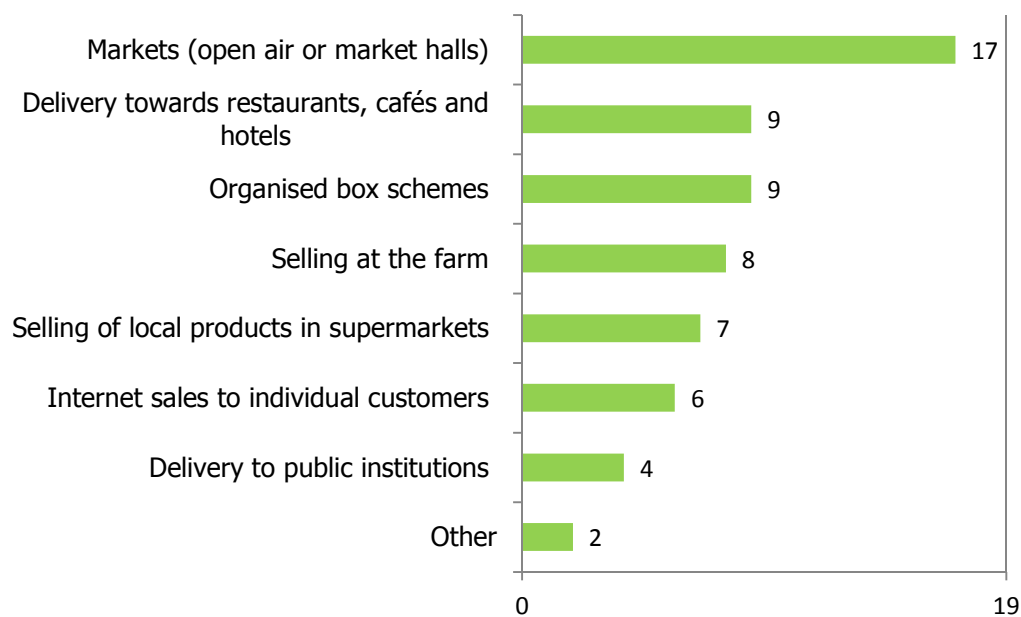
The target groups of educational or training activities
 (Q17: Who are the target groups of these activities?)



The focus points of these activities
 (Q18: What are focus points of these activities?)



The most important market channel of local farmers in cities (in terms of volumes)
 (Q20: What are the most important market channels of local/regional farmers to your city in terms volumes sold?)



How can cities practically facilitate producers to market their products?

- **Set up public procurement :**

Birmingham: The **public procurement contracts** are worth millions. The municipality is currently working with procurement officers to **encourage higher sustainability and nutrition standards through the tendering process**. Tenders are selected on the basis of a points system and best value. The municipality will be including questions to encourage the selection of providers that meet higher nutrition and sustainability standards.

Contact: Shaleen Meelu, Birmingham City Council, shaleen@healthy-futures.net

Vienna: **Public procurement is maintained by the ÖkoKauf GPP project**, embedded in the Vienna Climate Protection Programme KliP (since 1999); for hospital patients, retired people, children in kindergartens, whole day public school children and event catering. Main aim is how public procurement can benefit both consumers and farmers in and around the city.

Contact: Bernhard Kromp, Vienna Municipality, b.kromp@bioforschung.at

Copenhagen:

Green public procurement in the municipality of Copenhagen

Main aim is how food procurement has changed to accommodate new kitchen needs through market dialogue prior to tenders, asking what the market can deliver and writing the tenders accordingly.

Contact: Betina Bergmann Madsen, Copenhagen Municipality, betina.bergmannmadsen@gmail.com

- **Promote business to business cooperation:**

Ljubljana: Setting up a **farmer cooperative to serve urban markets**. Successful organisational models for farmers or collaboration of farmers in city food supply chains, The main aim of Zadruga Jarina is to connect people, who care what they eat with local food producers. Step by step Zadruga Jarina has developed different market channels to serve consumers. One of them is delivery to hotels and restaurants which was supported by the municipality and the tourist agency who are promoting local food.

<http://www.jarina.si/>

Contact: Vesna Erhart, Zadruga Jarina, vesna@jarina.si

Project:

TRADEIT

TRADEIT is a collaboration between researchers, food networks, traditional food SMEs, academic institutions, SME clusters, technology providers, food associations and entrepreneurial networks. Support is being provided through a structured programme of events for SMEs and food researchers and through the development of a strategic research and innovation agenda for traditional foods to inform policy makers in the area.

The main objective of TRADEIT is to strengthen regional economies and the competitiveness of SMEs.

<http://www.tradeitnetwork.eu/TRADEIT--Support-for-the-Traditional-Food-Sector#&panel1-1>

- **Organize and support markets:**

Turin: Farm Stands in City Markets: A Ministerial Decree of 2007 in Italy gave the municipalities the possibility of setting up of the agricultural producers market (farmer's market). Despite having already almost 300 farms participating in outdoor markets, the city of Turin has been one of the fastest to meet the demands of the Associations of Producers, giving way to several weekly markets, at regular time schedules / slots.

Contact: Maria Bottiglieri, Municipality of Turin, maria.bottiglieri@comune.torino.it

Rotterdam: The Rotterdam municipality aims at an optimum balance between social, ecological and economic interests in the development of the city. The municipality wishes to achieve this in collaboration with the inhabitants and the private sector. The Programme for Sustainable Rotterdam includes efforts made by the municipality to support initiatives in the field of **urban agriculture and the marketing of regional products**. The municipality of Rotterdam manages 14 **open air fresh markets** where cheap fresh fruits and vegetables are available.

Contact: Amelia Oei, Municipality of Rotterdam, a.oei@rotterdam.nl

Projects:

FOODLINKS project action plan for public procurement

Foodlinks is a collaborative project funded by the Seventh Framework Programme of the European Commission with the purpose of evaluating knowledge brokerage activities to promote sustainable food consumption and production: linking scientists, policymakers and civil society organizations.

Foodlinks themes and communities of practice are:

- Short producer to consumer food chains - new relations between civil society and the chain of food provision
- Re-valuing food procurement - new relations between the public sector and the chain of food provision
- Urban food strategies - the rise of municipalities and city-regions as food policy makers, pointing to new relations between the government and civil society

http://www.foodlinkscommunity.net/fileadmin/documents_organicresearch/foodlinks/publications/Foodlinks_report_low.pdf

Duration: January 2011 – December 2013

Project Coordinator Bettina Bock Wageningen University, The Netherlands e-mail:

bettina.bock@wur.nl coordinator

STRENGTH2FOOD- Strengthening European Food Chain Sustainability by Quality and Procurement Policy; Horizon 2020

Strength2Food is a five-year, €6.9 million project to undertake research and demonstration activities and provide evidence-based recommendations to improve the effectiveness of EU agricultural products quality policy and Public Sector Food Procurement and to stimulate Short Food Supply Chains. The 30-partner consortium represents 11 EU and 4 non-EU countries and combines leading academic, communication, SME and stakeholder organisations to ensure a multi-actor approach.

<https://twitter.com/search?q=%23strength2food>

Contact: Ms Mary Brennan, University of Edinburgh Business School, BRENNAN Mary

Mary.Brennan@ed.ac.uk

- **Organise City's events to link the stakeholders involved in SFSC (brainstorming):**

Utrecht: strengthen dialogue between producers and distributors

Contact: Ms Anne Marie Gout, Municipality Utrecht, a.gout@utrecht.nl

Rotterdam: Masterclass: a coaching program for farmers who wish to focus on the short-chain market in Rotterdam <https://www.youtube.com/watch?v=oy6arC8-M6Y>

Contact: Jan Willem van der Schans, Wageningen University, jan-willem.vanderschans@wur.nl

How can producer/consumer relationships be strengthened at the local level?

- **Education and awareness raising on local food systems**

Warsaw: "Wiem, co jem" (I know, what I eat) - education and awareness raising about the importance of good/healthy food systems in schools and kindergartens

www.wiemcojem.um.warszawa.pl

The main aim is to organize a campaign to improve good nutrition at schools and kindergartens and to develop health education of children and adolescents

Contact: Marta Jeruszka-Bielak, Warsaw Municipality, ext.mjeruszka@um.warszawa.pl

Berlin: Public campaigning for organic food in Berlin – Brandenburg

The main aim is to organize public campaigning for organic local food. A key message is "educate the children and you will get the parents")

Contact: Mark Fussel, FOL, Federation of Organic Farming, Berlin-Brandenburg, m.fuessel@foel.de

- **Urban and sub-urban food systems**

Madrid: Urban gardens as part of the city food system in Madrid.

The approach encourages setting up of urban gardens, organic farming development and use of seasonal products. In many ways, they promote the interdependence of people and the natural environment and they introduce remarkable values as an element of environmental education.

Contact: Nerea Moran, Madrid Agroecologico, nerea.moran@gmail.com

Projects:

FOOD FOR THE CITIES

FAO and the RUAF Foundation are partnering to build sustainable, resilient and **dynamic city region food systems, by strengthening rural-urban linkages.**

The programme provides assistance to local governments in identifying and understanding gaps, bottlenecks and opportunities for sustainable planning, informed decision-making, prioritizing investments, designing sustainable food policies and strategies to improve local food systems.

<http://www.fao.org/in-action/food-for-cities-programme/overview/what-we-do/en/>

Contact: Henk Rentin, RUAF Foundation, h.renting@ruaf.org

SUPURBFOOD

The project is towards sustainable modes of **urban and peri-urban food provisioning.**

Until recently, short food supply chains and multifunctional agriculture were considered to be part of the rural development realm. This project looked at these topics from the perspective of urban rather than rural development.

<http://www.supurbfood.eu/>

Contact: Jan Willem van der Schans, Wageningen University, jan-willem.vanderschans@wur.nl

FOODMETRES

Cities involved in this project are Rotterdam, Berlin, London, Milan, Ljubljana and Nairobi.

The main aim is to foster a spatial approach to food planning and innovation for sustainable metropolitan regions. Funded by the European Union over three years, the project involves 18 academic and SME-business partners who engaged in a variety of research, tool and capacity-building exercises. The project incorporated an international dimension as well as focusing on concrete case studies in and around the cities of Rotterdam, Berlin, London, Milan, Ljubljana, and Nairobi.

Ljubljana is part of this project (Urban gardening research showed that allotment gardeners in Ljubljana save approximately 3.8 million EUR/year with their production)

<http://www.foodmetres-kp.eu/pdf/FoodmetresSynthesisReport.pdf>

How can producers organise practical and financial issues (access to credit, logistics, IT) and how can cities assist in this?

- **Access to credit**

Ghent: Funding models for farmers. Consumers invest in farming land. Along with a growing movement of nearly 1,000 farmers and citizens, the community bought some 10 hectares of land for organic farming companies.

<https://delandgenoten.be>

Bordeaux: "La ruche du Médoc" (the hive in Médoc). This farm test area is a **business incubator in agriculture**. The aim of this organisation is to help farmers to set up vegetable production and to sell themselves their production.

<https://laruchedumedoc.wordpress.com/>

Projects:

BIGBARN: A local food collaborative marketing and distribution project in UK, has raised funds through online crowd funding websites. This has attracted funding from consumers as well as businesses who wish to support this company <https://www.bigbarn.co.uk/>.

TERRES DE LIENS in France: Citizens gather money to buy a piece of land to establish a farm or to save farms that would otherwise disappear, with the aim of **preserving ecologically sensitive production and recreating links between farmers and citizens:**

<http://www.terredeliens.org/la-fonciere>

FEANETWORK: New initiatives are being tested which **combine different sources of finance**, such as part loan, part grant and part community crowd-funding. An example is the new Just Growth programme, recently launched in the UK: <http://www.feanetwork.org/2015/just-growth-funding-programme-launched>

- **Logistics, cities facilitate organisation and networking**

Ljubljana: The city has, as the main centre of Slovenia, the highest population density and food demand. Its suburban and rural neighbouring areas are known for their high production of cereals, meat, milk, dairy products, and fruit and in recent years also vegetable production. Three stakeholder meetings showed that **producers have problems with understanding marketing, consumers lack knowledge about seasonality and food processing**, and wholesalers and retailers are the powerful link in food chain markets.

<http://www.foodmetres-kp.eu/pdf/FoodmetresSynthesisReport.pdf>

Contact: Ms Maruska Markovic, Municipality of Ljubljana, maruska.markovcic@ljubljana.si

- **IT**

Kempen region, Belgium: Smart joint logistics by farmers: local food distribution model. It is a 'Circle concept' with an independent and commercial logistic partner. The price is fixed by the producers and the concept is relying on an ICT – driven platform. Products are collected and delivered in the same round. One of the advantages is the lack of intermediate stocks. It operates a virtual platform to provide orders through a web shop. Products are delivered using a refrigerated truck.

<https://www.youtube.com/watch?v=jEajNlCSB4c>

Contact: Patrick Pasgang, Innovatiesteunpunt Flanders, patrick.pasgang@innovatiesteunpunt.be

Utrecht: Use of **IT and social media to access new markets.**

Local2Local restores the relationship between producers, purchasers and consumers using IT and social media. In this way they stimulate the local economy, ordering directly from the manufacturer.

<https://vimeo.com/117933857>

Contact: Mark Frederiks, Local2Local, Utrecht, Netherlands, mark@amped.nl

Cambridge: Running a successful **short food supply chain enterprise, business services for box schemes**

The box scheme business model entails packing fresh produce, most notably fruits and vegetables although the same model has been used for meat, into receptacles (either a box or a bag) and then delivering them to customer's homes or to a collection point. It is a business model for farmers, especially smaller scale horticultural producers, to consider because they get to keep a much higher proportion of the market value of their produce and because the contents of the boxes can be adapted to reflect what produce they have available.

<https://www.cofco.co.uk/about-us>

Contact: Duncan Catchpole: UK, founder of Cambridge Organic Food Company and British Organic Box Schemes (BOBS), UK, duncan@cofco.co.uk

- **Facilitate and integrate urban and peri-urban producers into the regional food system**

Rennes: Land for young farmers and short food supply chains in Brittany

A municipality buys land and publishes a tender, including the condition that the selected young farmers would have to set up together a collective business plan to provide the food required for school canteens.

<http://www.natura-sciences.com/agriculture/maraichers-bio717.html>

Contact: Gilles Maréchal, Terralim, France, gilles.marechal@terralim.fr

How can producers benefit from short supply chains around cities (hard economic figures)?

There is growing evidence that producers can benefit from SFSCs around cities in two key ways.

First, by restructuring food chains so that they secure a greater share of the final value of the food product. This can be achieved by selling directly to consumers, or by using a trusted intermediary. Achieving a greater share of the value will enable farmers to build more viable businesses and invest in sustainable farming practices.

Second, by having more immediate contact with their customers, the producers can develop a better understanding of their customer's needs and expectations. This can help them to tailor their products and services for the market and communicate effectively with consumers. They can also benefit from a greater sense of involvement in a wider community of food citizens who want to support local and regional food producers, and this can contribute to an improved sense of well-being, as well as 'reconnection' between the city and countryside.

Examples and more information will be provided during the workshop.