

# Developing urban-rural links

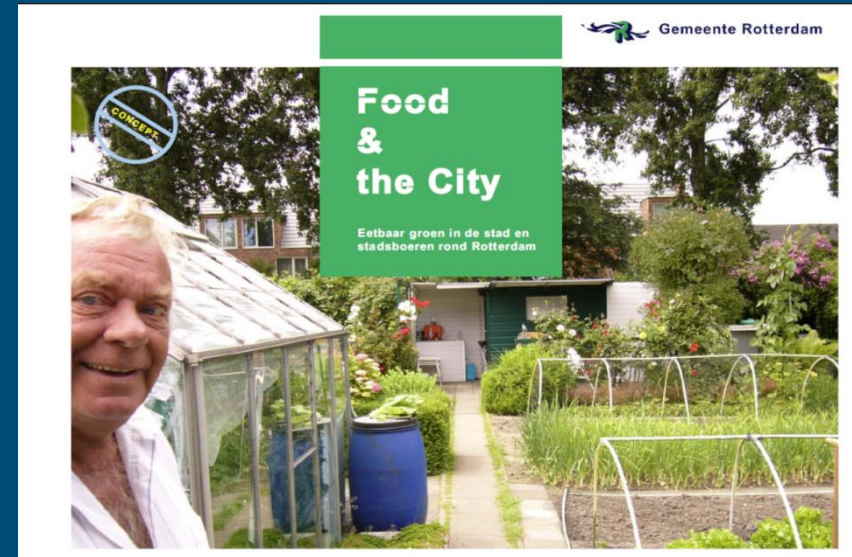
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3rd Meeting of the Thematic Group on Smart and Competitive  
Rural Areas  
Developing the Programmes  
Brussels, 27-04-2016



# Introduction

- Researcher LEI-WUR  
Short Food Supply Chains
- Co-founder Edible Rotterdam
- Thinktank Urban Agriculture  
Rotterdam
- Member Rotterdam Food Council
- Principal Investigator Food AMS
- Member Rural Network Assembly EU



# Adverse city – countryside relations

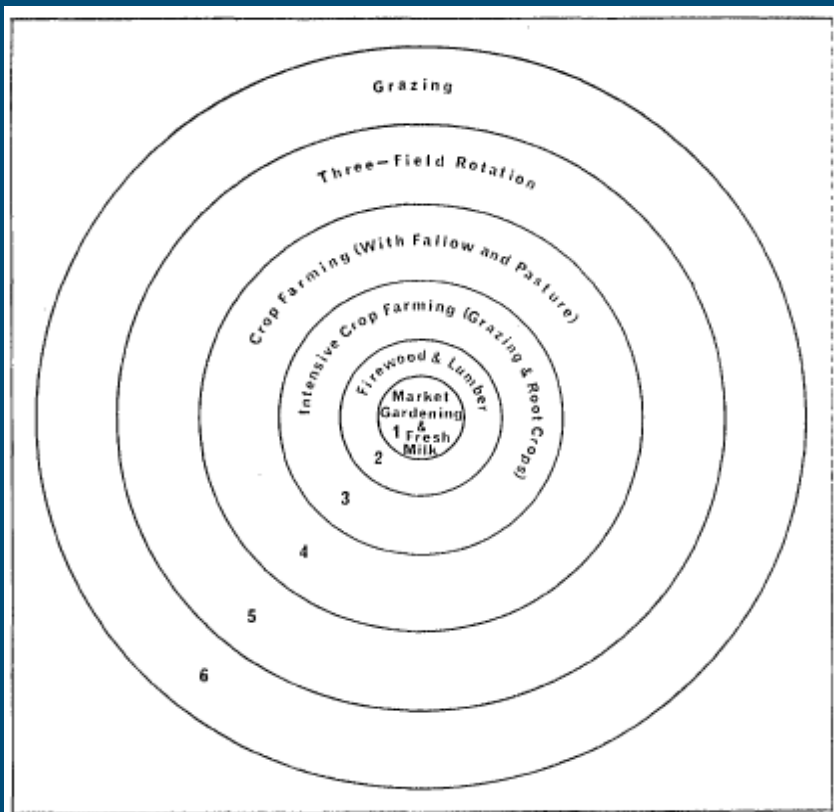


FIG. 4. Sequence of land uses in *Der Isolierte Staat*.

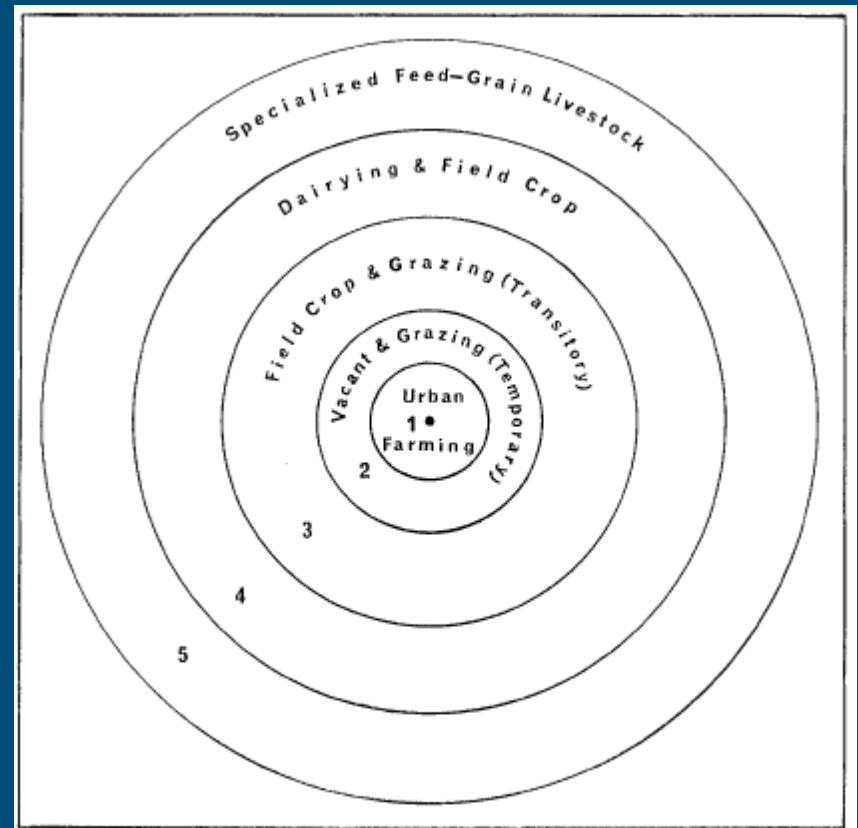


FIG. 8. Theoretical sequence of land uses around expanding metropolitan area.

# Adverse city-countryside relations

- Cities expand, farmers get bought up
- Distance between urban dweller and farmer
  - Citizens demands but consumer doesnt want to pay



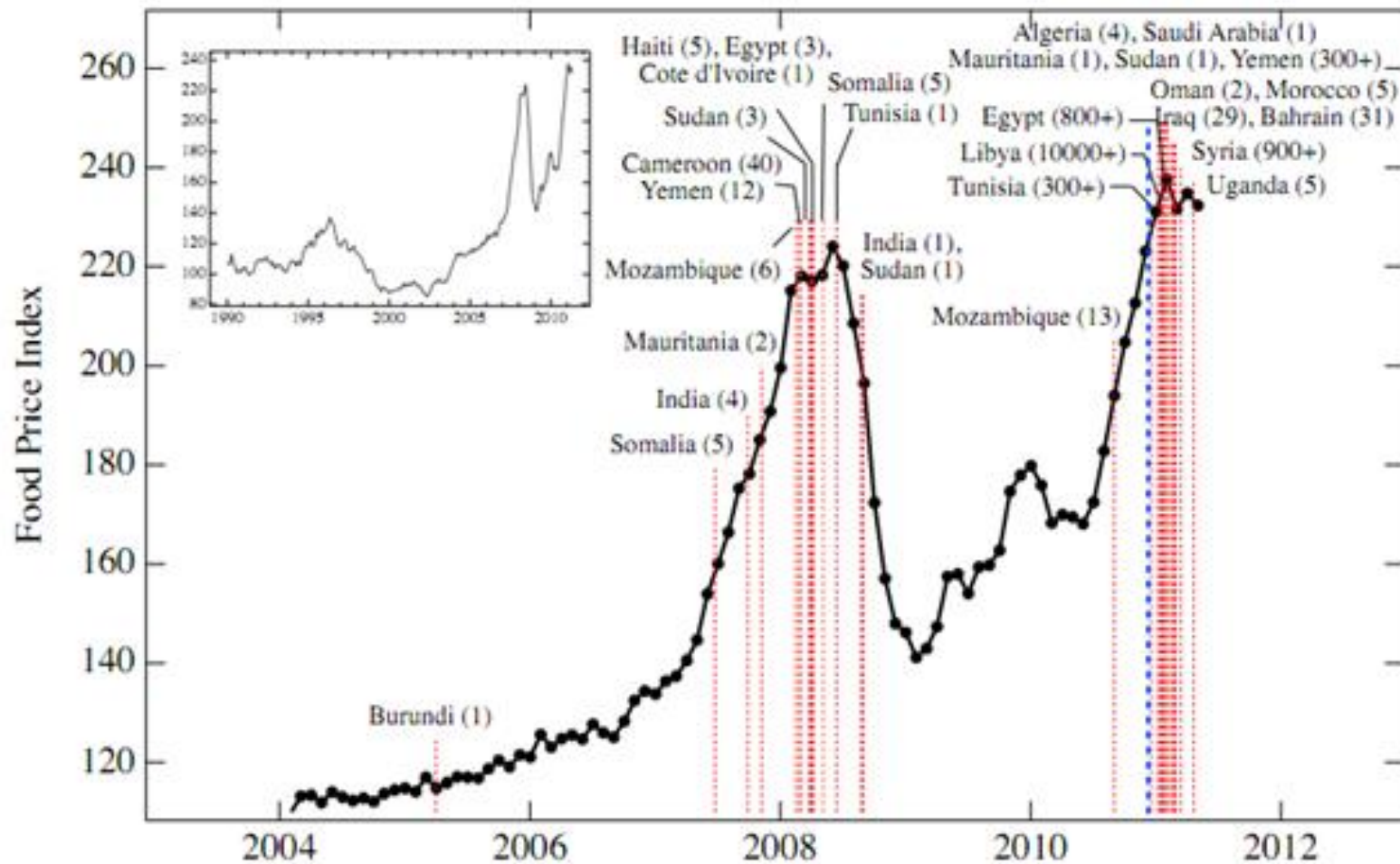
# Allegory of good government city and countryside



# Symbiotic city-countryside relations

- Smart growth / new urbanism
- Positive identification
  - Urban dweller co-producer of food system

# Food prices spiking



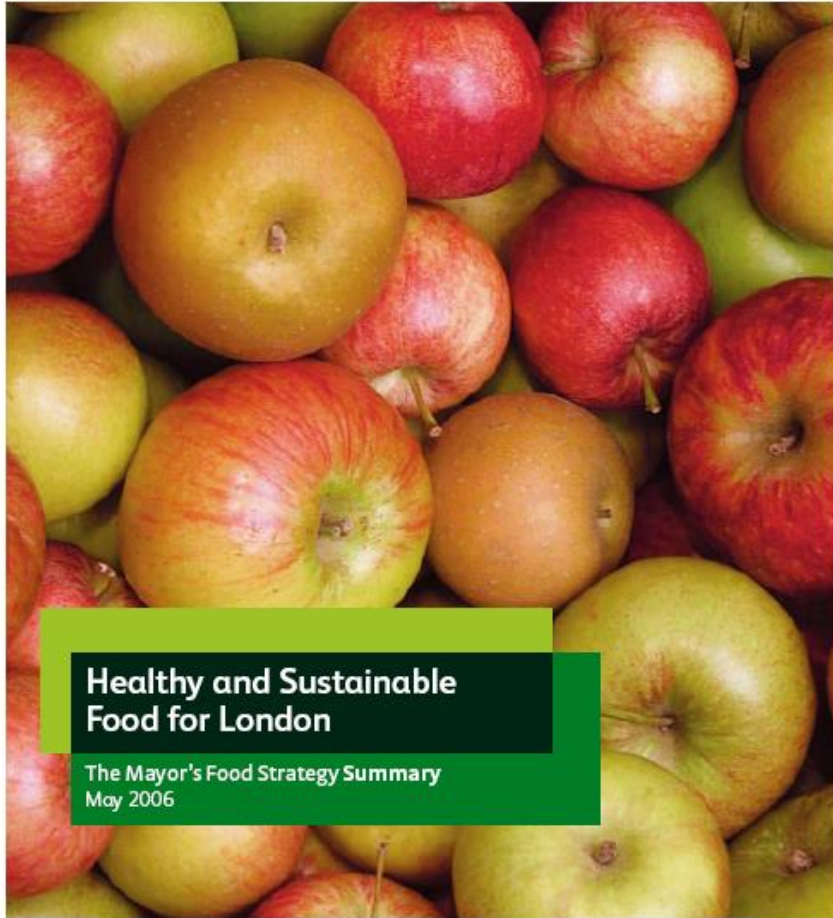
# Interdependence between city and countryside

- Metropolitan regions compete globally
- Liveability => City-region food systems
  - Good food for the rich (exclusive)
  - Food as bridge between rich and poor (inclusive)
  - Right to food as poverty strategy



“We are nine meals away from disaster”

LONDON DEVELOPMENT AGENCY



## Healthy and Sustainable Food for London

The Mayor's Food Strategy Summary  
May 2006

LONDON FOOD  
SUPPORTED BY THE LONDON DEVELOPMENT AGENCY

MAYOR OF LONDON



## Tutto per Qualità Rome School meal system



gefördert durch:  
Bundesministerium für Ernährung, Landwirtschaft und Verbraucherschutz

Startseite | Aktuelles | **Projekt** | Schulen | Caterer | Produkte | Anbieter | Kontakt

### In dieser Rubrik finden Sie:

- » Projektmodule
- » Kooperationspartner
- » Projektteam



## Das FrankFOOD-Projekt

Bis 2007 sollen 10.000 neue Ganztagschulen in Deutschland entstehen. Der Umbau der deutschen Bildungslandschaft ist unter anderem auf veränderte Lebens- und Arbeitsgewohnheiten zurückzuführen.

Um einen erfolgreichen Schultag für SchülerInnen und LehrerInnen zu ermöglichen, ist eine gesunde und abwechslungsreiche Zwischen- und Mittagsverpflegung erforderlich. Damit gewinnt eine altersgerechte Schulverpflegung und die Qualität derselben an Bedeutung.

Eine gesunde warme Mittagsverpflegung erfordert neben entsprechender räumlicher Ausstattung der Schule auch vielfältiges Wissen zu Abläufen, Organisation, Ernährung und Verpflegungssystemen. Diese Anstrengungen sollten auch hinsichtlich einer wachsenden Zahl von Erkrankungen wie Adipositas und Diabetes bei Kindern und Jugendlichen angenommen werden.

Das FrankFOOD-Projekt

Projektziele

Gute Gründe

Herkunftsregion

Koordination

City and countryside

## PROEFTUINAMSTERDAM

Zoek  →

- HOME
- ORGANISATIE
- THEMA'S
- PROJECTEN
- KALENDER
- CONTACT

### WIST U DAT...

...een Nederlander jaarlijks 52 kilo goed voedsel weggooit  
...koffie het meest gebruikte genotsmiddel is: Nederlanders drinken gemiddeld 3,2 kopjes per dag.

### PROJECTEN



**GEZOND EN LEKKER**



**MILIEU- EN DIERVRIENDELIJK**



**DICHTBIJ EN NATUURLIJK**



**MARKETING, KENNIS, WERK EN OPLEIDING**

#### Basisonderwijs

- [+] OVERIGE PROJECTEN JEUGD EN VOEDING
- [+] TIJD VOOR ETEN
- [+] SCHOOLGRUITEN
- [+] KIDS IN BALANCE, KOKEN MET KLASSE
- [+] GGD ADVIES: GEZOND ETEN OP SCHOLEN

#### Voorgezet onderwijs

- [+] MENING SCHOLIEREN KANTINEAANBOD
- [+] GEZONDE SCHOOLKANTINE

#### Projecten

- [+] FOODCENTER ALS DUURZAME FRESH FOOD HUB
- [+] KORTE KETENS
- [+] GEMEENTELIJK RAAMCONTRACT DUURZAME CATERING

#### Behoud agrarisch groen

- [+] BOER- EN BURGERVERBINDINGEN
- [+] ZORGBOERDERIJEN
- [+] STADSLANDBOUW IN DE TUINEN VAN WEST
- [+] STAD DE BOER OP

#### Vraag en aanbod streekproducten

- [+] VRAAG EN AANBOD STREEKPRODUCTEN IN KAART GEBRACHT

#### Projecten

- [+] KENNISUITWISSELING
- [+] STIMULEREN INNOVATIE EN DUURZAAMHEID IN DE VOEDSELKETEN
- [+] WEEK VAN DE SMAAK
- [+] STAGES MBO EN VMBO IN DE AGF-SECTOR



## Community Services

## Social Planning

CITY OF VANCOUVER

[Social Planning Home](#)

## Vancouver Food Charter

## 3. "Food is a basic human right.."

On February 15, 2007, Mayor and Council unanimously adopted the Vancouver Food Charter. This is an important step forward on the path to a just and sustainable food system for the city and its residents. The Charter is an ambitious, forward-thinking document that promotes education, celebration and real projects for a healthy economy, a healthy ecology, and a healthy society.

The Vancouver Food Charter presents a vision for a food system which benefits our community and the environment. It sets out the City of Vancouver's commitment to the development of a coordinated municipal food policy, and animates our community's engagement and participation in conversations and actions related to food security in Vancouver.

In particular, the Food Charter states a vision and identifies five key principles for a just and sustainable food system:

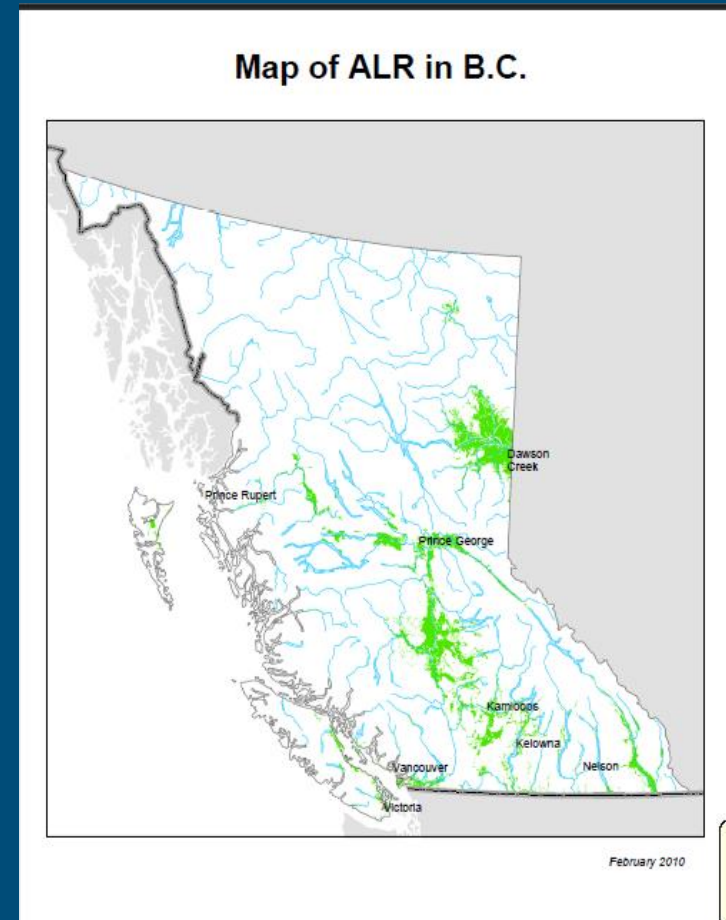
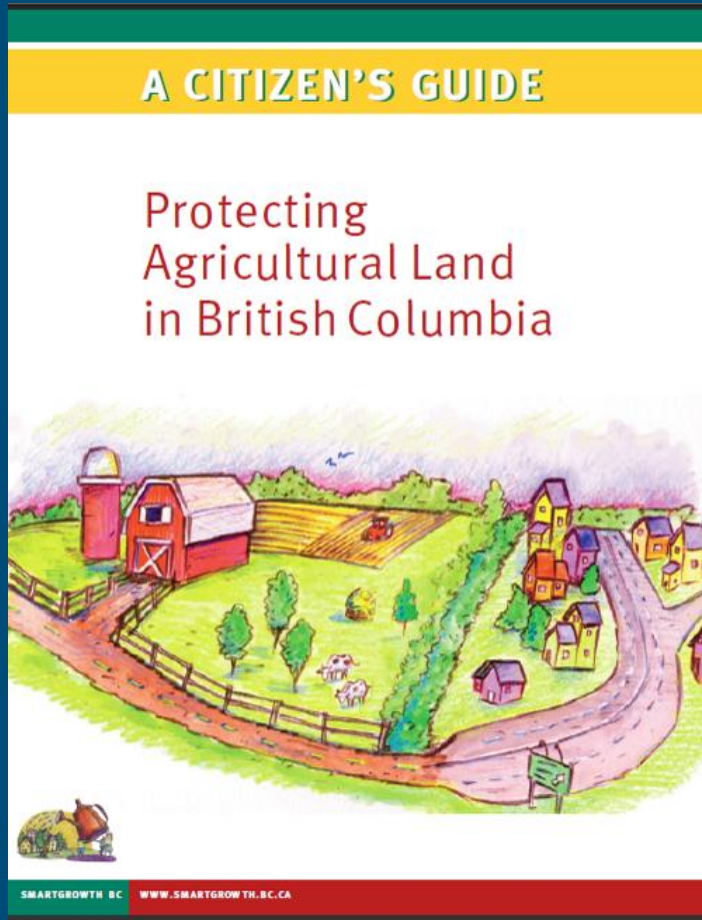
1. **Community Economic Development** - Supports greater reliance on locally-based food systems and its' benefits to local and regional economies.
2. **Ecological Health** - Promotes protection of natural resources, reduction of "food miles" (*currently averaging over 2500 km from farm to fork,*) reduction of food waste through composting, and enhancement of "edible food recovery."
3. **Social Justice** - Advocates that food is a basic human right and underscores the need of all citizens, and particularly hungry children, for accessible, affordable, healthy, and culturally appropriate food.
4. **Collaboration and participation** - Strengthens food security through citizen engagement and commends cooperation of all levels of government, businesses and NGO's to promote sound food system strategies.
5. **Celebration** - Promotes the fundamental importance of food in bringing people together for celebration and sharing.

The goal of the Charter is to effect change. Using the above principles, it seeks to encourage:

- Consumers to purchase more locally produced food;
- Regional farmers to direct more of their production to local markets:

[Initiatives & Policy Work:](#)[Food Policy](#)[Welcome](#)[Current Projects](#)[Understanding Food Systems](#)[Food Policy in Vancouver](#)[Seasonal Update](#)[Tools and Resources](#)[Contacts](#)[Return to Initiatives & Policy Work Index Page](#)[Community Services](#)

# Smart Growth



“Aggressive reservation of all viable farmland” , Larry Beasley 2009





Meer...

Kaart

Satelliet

N21

sdij

Maasvluis

Rozburg

artewaal

Heenvliet

Geervliet

Abbenbroek

Het Woudt

Den Hoom

De Lier

Schipluiden

Abtswoude

Midden-Delfland

Maasland

A20

Rozburg

Vlaardingen

Vondelingenplaat

Botlek

A15

Geervliet

Spijkenisse

De Zweth

A13

Schiedam

Vlaardingen

Pernis

Hoogvliet

N492

Rotterdam Albrandswaard

Poortugaal

Rhoon Albrandswaard

Charlois

Delfshaven

Heijplaat

Rotterdam Albrandswaard

Charlois

Blijdorp

Rotterdam

Schiebroek

Rodenrijs

Bergschenhoek

De Rotte

Oud Verlaat

E25

N210

E19

A16

Barendrecht

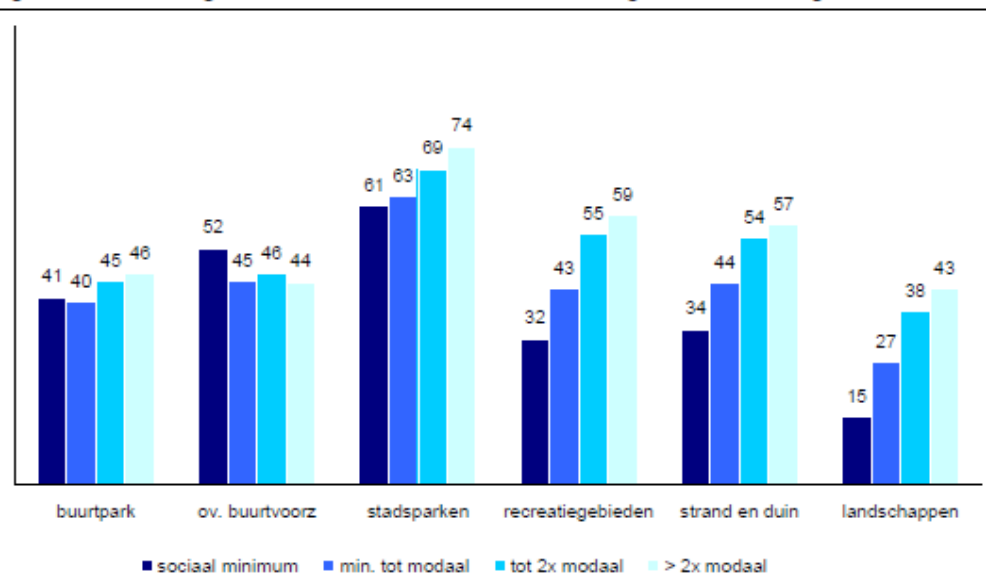
Heerjansdam

Kruitbosweg

Vaarweg



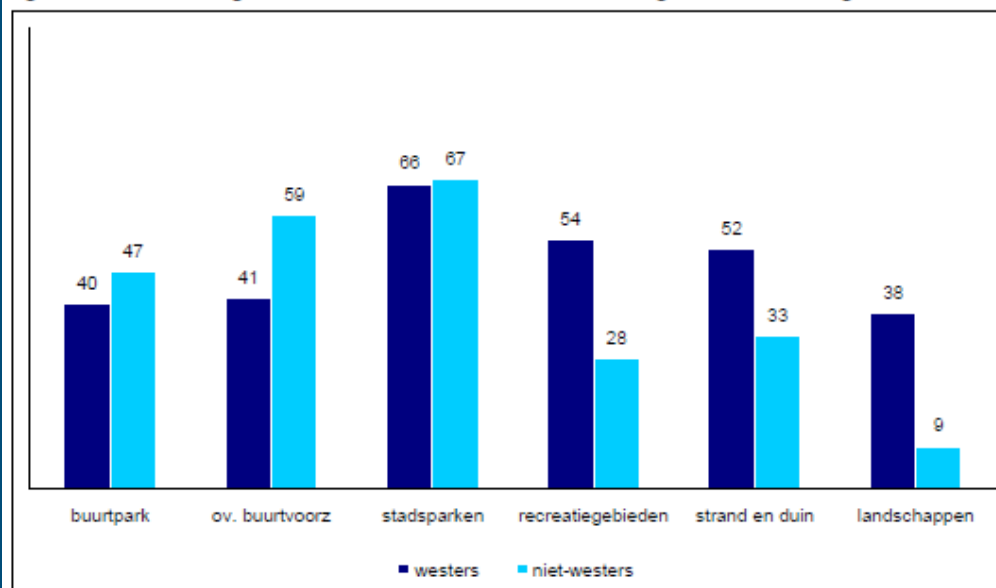
Figuur 9: Percentage Rotterdammers dat verschillende groenvoorzieningen bezoekt naar inkomen



# Needs

## Actual use and evaluation

Figuur 10: Percentage Rotterdammers dat verschillende groenvoorzieningen bezoekt naar etniciteit-1





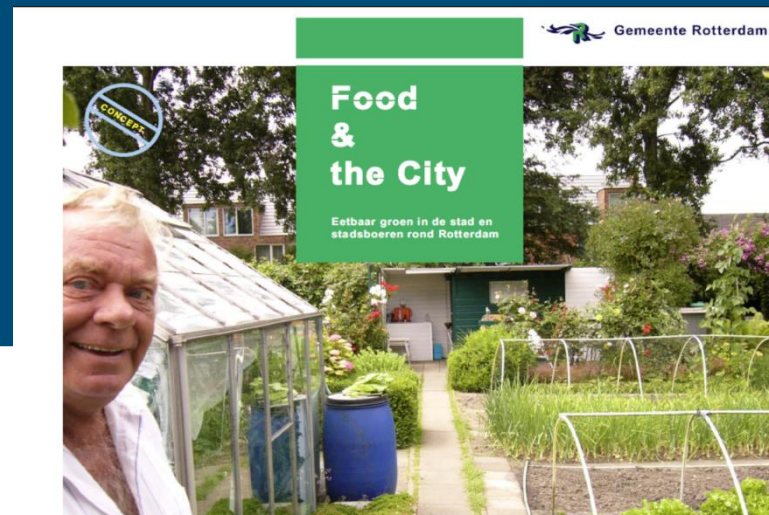


*'The only green that I can think of for a city like Rotterdam is a can of green paint to colour the concrete.'*



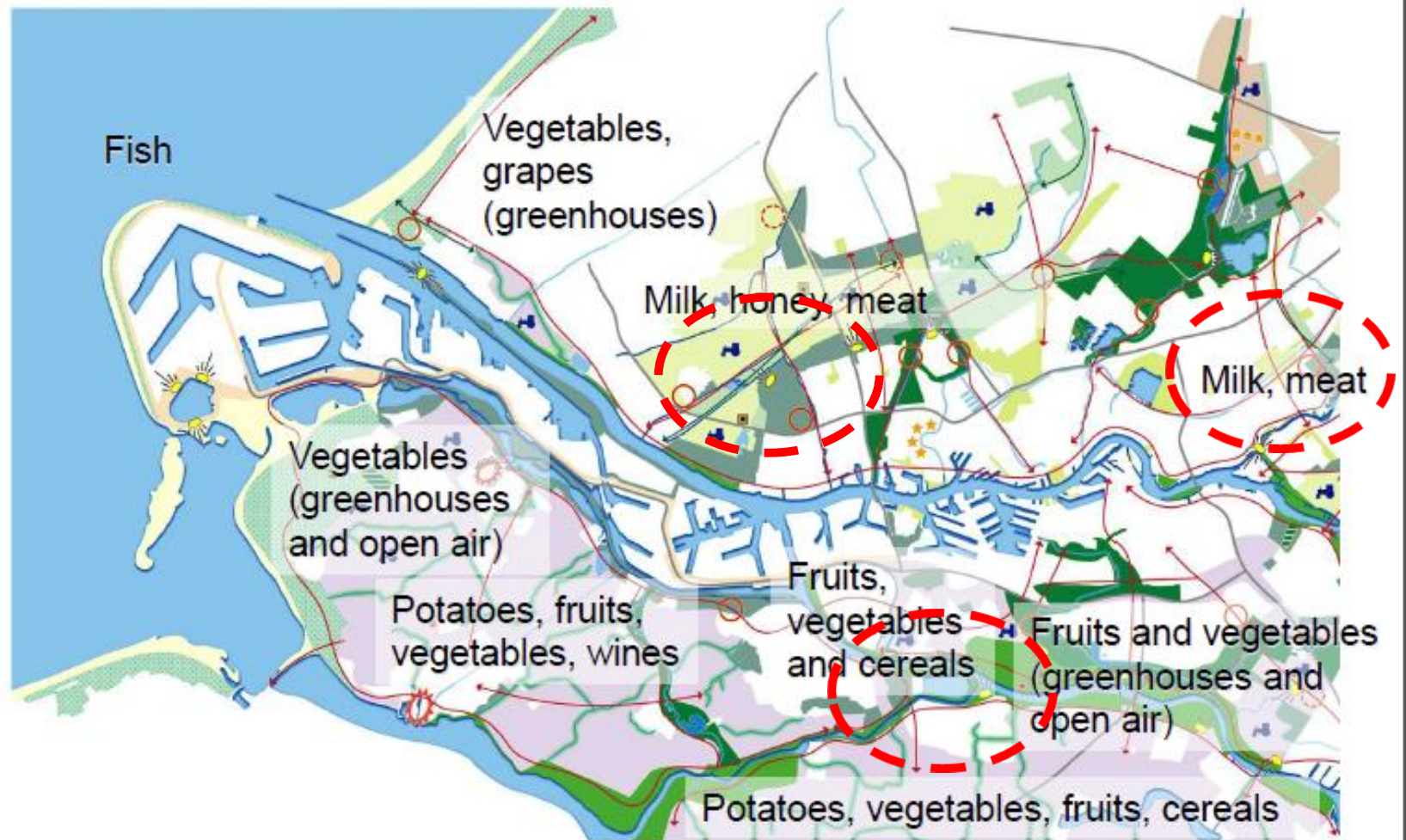
# Policy development

- 2008 Green Year Rdam rethinking green spaces in and around city
- 2009 Think Tank Urban Agriculture
- 2011 Agenda for Sustainable Rotterdam
- 2012 Policy Document Food & the City
- 2013 Trade missions
- 2013 Regional Food Council
- 2014 Food Cluster
- 2015 Representation at World Expo Milano



# Products of Rotterdam region

## Trade Missions





# Policy development

- 2008 Green Year Rdam rethinking green spaces in and around city
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## ONTWIKKEL-LOCATIES FOOD



**NIEUW REIJERWAARD**  
Zittende bedrijven inzetten als visitekaartje bij marketing, optimale ontsluiting van, naar en op het terrein en 'Fresh Initiative' als b2b locatie voor het cluster, ontwikkeld door Van der Valk



**INNOVATIE**  
In de vorm van living labs tot innovaties komen op bijv. biobased, circulaire economie, logistiek en digitalisering. Optimale facilitering van R&D campus Vlaardingen en Rotterdam Science Tower: aanhaking bij Horizon 2020



**SPAANSE POLDER / GROOTHANDELSMARKT**  
Versterking van het Foodcluster in de Spaanse Polder, herontwikkeling van de Groothandelsmarkt door een marktpartij met behoud van de functie



**MARKTHAL**  
Het icoon voor het regionale cluster en etalage van b2c in de Wereld van Smaak, met ruimte voor educatie, broadcasting, seminars en meer

## Food Cluster

### UITVOERINGSAGENDA

#### Algemeen

- clusteranalyse
- communicatie van één verhaal door alle partners

#### Onderwijs en Arbeidsmarkt

- imago van het cluster als werkgever vergroten
- het onderwijsaanbod afstemmen op de markt vraag (in nauwe samenwerking met de HCA's van topsectoren)
- invulling van vacatures door Rotterdammers

#### Medisch en gezondheid

- een Medical/Food-Innovatiefonds
- samenwerking tussen o.a. ziekenhuizen, scholen en versbedrijven voor gezondere Rotterdammers

#### Multimodaliteiten

- Fresh Corridor 2.0
- regionale visie op toekomstbestendige infrastructuur voor logistiek en distributie over weg, rail en water in, om en naar de stad

#### Internationale Marketing

- performance op de World Expo Milaan 2015 "Feeding the planet, Energy for life"
- het regionale verhaal op het internationale toneel

#### Kennisontwikkeling

- door kennis te delen de business vergroten

#### Innovatie

- in de vorm van living labs tot innovaties komen op bijv. biobased, circulaire economie, logistiek en digitalisering
- optimale facilitering van R&D campus Vlaardingen en Rotterdam Science Tower
- aanhaking bij Horizon 2020

#### Stadslandbouw

- versterking van de relatie tussen stad en omland

### EEN GREEP UIT DE PARTNERS



# Agricultural policy versus food policy

- Focus on production and on rural areas



- Focus on consumption and on urban areas

- What can cities do for us?
- What can we do for cities?

- Obesitas

volume -> quality

- Access to food for lower incomes

add value/add costs

- Healthy eating patterns

less meat more vegs

- Food waste

ultra fresh/no waste

# Agricultural policy versus food policy

- Integrative approach (inputs, production, processing, consumption and waste)
- 
- Silos of specialisation
  - Focus on consumption and on urban areas
    - What can cities do for me?
    - What can we do for cities?
    - Obesitas
    - Access to food for lower incomes
    - Healthy eating patterns
    - Food waste

# Agricultural policy versus food policy

**Silos of specialisation**



**Integrative approach (inputs,  
production, processing,  
consumption)**

**Hierarchical**



**Multi level**



# Pop up restaurants met buurt moestuinen









# Closing urban loops





# Closing urban loops



Map data ©2015 Google Terms Privacy Report a problem 2



# Closing urban loops





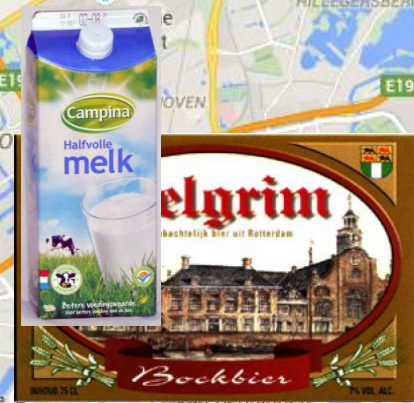
# Closing urban loops



Map data ©2015 Google Terms Privacy Report a problem 2



# Closing urban loops





# Cities as hubs for people transport: Tourism

I AM VISITING ▾

WHAT'S ON

SEE AND DO

EXPLORE AMSTERDAM

PLAN YOUR TRIP

I AMSTERDAM CITY CARD

LANGUAGES ▾

SEARCH 🔍

I amsterdam.



[Things to do](#) / [Attractions & sights](#) / [Places of interest](#) / [Amsterdam Castle Muiderslot](#)

## Amsterdam Castle Muiderslot

Located in Muiden to the east of Amsterdam, Amsterdam Castle Muiderslot's legacy dates all the way back to 1280 when Count Floris V commissioned the construction of a stone fortress on the grounds. Part of the UNESCO-listed Defence Line of Amsterdam, the enchanting castle and gardens are a sure-fire hit with visitors of all ages.







*Groeten uit*  
**KINDERDIJK**

