Mission statement

Sustainable & Healthy Food
in the Amsterdam Metropolitan Region
OBJECTIVES

- Access to naturally-grown, preferably local, food for everybody while minimising environmental impact;
- Promote healthy eating habits, especially among children and young people;
- Achieve a balance between the urban consumer demand and the supply of food products from the surrounding countryside

PARTNERS
Alliance partners (policy makers)

- City of Amsterdam (departments; city districts)
- City of Zaanstad (depts. Environment & economy)
- Province of Noord-Holland (agriculture & economy)
- Ministry of Agriculture, Nature and Food Security (depts. rural development & regions)
- National landscape 'Het Groene Hart' (3 provinces, south of Amsterdam)

Other principal actors

- Educational institutions
  - primary and secondary schools
  - vocational training institutes
  - universities
- Farmers associations & co-operatives
- Private enterprises and associations of enterprises: wholesale, retail, catering, restaurants, care organizations
- Environmental associations
- Citizen associations

STRATEGY

Linking 8 steps in the Food Chain to 4 policy theme's
Steps in the Food Chain

Policy themes
- HEALTH
- ENVIRONMENT
- CITY & COUNTRY
- ECONOMY

Proeftuin themes
- Healthy & Tasteful
- Sustainable & Animal-friendly
- Local & Natural
- Knowledge, Jobs, Education, Marketing

Linking the themes

Approach
- Connecting, combining, scaling up in concrete actions:
- the current initiatives of farmers, citizens, enterprises, municipal and civil organizations -
- in the realm of sustainable and healthy food
THEMES
‘projects’

Ecological footprint
- Sustainable production (CO2)
- Food miles (CO2)
- Sustainable consumption (meat! CO2)

Health
- 70% of the health problems are related to food
- 45% of the people in Amsterdam are overweight
  (14% serious: obesity)

1 Healthy and Tasteful
- Guidelines for healthy food and fitness in primary schools
- Offering fruit & vegetables at primary schools
- Pilot projects: lunch at primary schools
- Instructing secondary schools how to improve food in canteens
- Kitchen amenities in new schools
- Pilot organic food in care & nursing centres & day care farms
2 Sustainable & Animal-friendly

- Public procurement: catering contracts
  - 40% (2007) to 60% (2011) organic food in municipal canteens
  - Local food from Noord-Holland en Het Groene Hart
- Promoting:
  - organic agriculture from 3.4% (2007) to 7% (2011)
  - production for local markets
  - sustainable transport & logistics (SERI calculations)
  - changing diet and eating habits
  - reduction and re-use of organic waste

CO2 overview

Agriculture
Emissions of agriculture in Noord Holland:
- 2.2% (4.0% Netherlands) = 715 tons CO2/year
  mostly by greenhouse horticulture (85%)

Transport
- 750 kg/citizen/year > clean transport & efficient logistics

Reduction of transport distances

Diet
- Less meat: hamburger 3000 gram CO2
- pasta+tomato sauce 400 gr. CO2

Waste
- Fresh food (50% thrown away), package
3 Local & Natural

- Farm visits & education (school classes)
- Organic farms, producing for urban market
- Shops at the farm

- Farmers’ markets
- Urban agriculture on the city-fringes (included in zoning plans), allotment gardens, school working gardens
- Direct sale from farm shops
4 Knowledge, jobs, education, marketing

- International exchange of knowledge (PURPLE, Interreg IVc, AlimenTerra network)
- Stimulating innovations of SME's
  - Fresh & local (e.g. De Kas, Marqt, Hofwebwinkel, Cordaan)
  - Diversification of farm businesses
  - New products (Sprouts, seed, ...) 
- Participating in events, e.g. National Week of Taste
- Co-operation of SME's with vocational training institutes

CHALLENGES

Local food production
Public procurement: catering
Local versus food miles
Education

Local food production
• Shortening food chains
• CO2 reduction
• Structures for regional supply
• Extra value for landscape and recreational activities

Who, what role?
Citizen, farmer, enterprises, policy
Public procurement: catering contracts

- Stimulus for production of organic and local food
- Promoting sustainable consumption and production
- Reduction of food miles (CO2)
- Healthy and tasteful

Who, what role?
Citizen, farmer, enterprises, policy

Local versus Foodmiles

- Certification, definition
- Origin and processing
- Supply and availability
- Price and consumer demand
- Innovation in the chain

Who, what role?
Citizen, farmer, enterprises, policy

Education

- Food supply at schools
- School working gardens
- Farm visits
- Lessons in cooking and tasting
- Life style and diet (CO2)
- Health

Who, what role?
Citizen, farmer, enterprises, policy
CONCLUSIONS

Competitiveness
- Improving image of the region; food quality, attractiveness; health; biodiversity
- Innovation and more efficiency in the regional food chain (sustainability)
- Restoring a historic relationship with the bordering landscapes
- Diversification of urban-rural relationships > e.g. more social functions that contribute to regional cohesion

Governance
- Metropolitan approach: common agenda of central city with neighbouring communities & city districts;
- Peri-urban perspective: social values and responsibilities as for town & countryside;
- Paradigma shift: from top down policy reports to bottom-up networking (relevant to change life styles) = act local
- Think global: climate change needs international cooperation
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