Food; the Region & the City – how the city of Aalborg public contributes to sustainable foodtures and local food identity creation.

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Professor Aalborg University

From public food governance
To public engagement in the governance of food

Regional public food economies
Go west - Our three cases

Three levels of government

<table>
<thead>
<tr>
<th>Government level</th>
<th>Types of catering</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>Defense, university, prisons</td>
<td>Large scale, outsourced, contracts</td>
</tr>
<tr>
<td>Region</td>
<td>Hospital, institutions</td>
<td>Large scale, in house</td>
</tr>
<tr>
<td>Municipality</td>
<td>Schools, Kindergarten</td>
<td>Smaller units, few contracts, non-standardised</td>
</tr>
<tr>
<td>Municipality</td>
<td>Nursing homes, meals-on-wheels</td>
<td>Large scale, in house &amp; outsourced</td>
</tr>
</tbody>
</table>

Public food is diverse
1. Food for young people
2. Food for active people
3. Food for elderly
4. Food for sick people

Public food is now the organic locomotive

Figure 3: Sales of organically produced food in Denmark, 2011

<table>
<thead>
<tr>
<th>% of sales</th>
<th>Organic</th>
<th>Fresh fruits &amp; vegetables</th>
<th>Meat &amp; poultry</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5%</td>
<td>Organic</td>
<td>Fresh fruits &amp; vegetables</td>
<td>Meat &amp; poultry</td>
<td>Other</td>
</tr>
</tbody>
</table>

Notes: *incl. frozen goods.
The Eco Modernization revalorising foodservice

Why organic
- Soil
- Water
- Air and climate change
- Biodiversity

Public Organic Procurement Policy
The rationale of POPP’s
- Status quo: 2670 organic farms =178 000 hectares
- 60 % Eco Procurement = 25 000 extra hectares

Public food Governance at 3 levels

Findings 1. The State - army canteen services
Barriers and constraints in buying local:
Country wide canteen service with a demand of centralized procurement for all catering outlets. Best case scenario local means Danish.

Advantages of buying local:
The army is an organisation that prides itself on the longstanding traditions. The canteen manager sees the advantage of including local produce, as an opportunity to underline the relations to the local area of which the army base is situated - thereby digging into the deep rooted traditions of the area.

Findings 2. The Region - Aalborg University Hospital
Barriers and constraints in buying local:
The EU regulations on public procurement and the tenders. No way of adding 'local' as a requirement in the tenders.

Advantages of buying local:
Professional pride amongst the kitchen staff. The feeling of not working as 'bag ladies' but actually working with produce, increases the joy amongst the staff and their pride in their work.
The close connection with the suppliers within the region brings the knowledge of affecting the production workflow in the kitchen, by talking and visiting the producer and engaging in customization towards the needs of the kitchen.

Findings 3. The Municipality - Foodservice Aalborg
Barriers and constraints in buying local:
The differences in sizes of the same produce challenges the time effort in the kitchens as this demands a sorting and washing of the fresh vegetables.

Advantages:
Fresh produce is vital for using the local produce the day after ceiling at the latest. Local feelings about the produce. The staff at the nursing homes might feel more satisfied and willing to talk with the elderly about a cauliflower from nearby, than one from Spain.
Is the public taking over consumerism?

View of the food service workers

- Commitment to include local produce into the public procurement system
  - Increase professional pride in the kitchens
  - Motivation for better performance
  - Ability to create "a local food scape" story
  - Cohesion with local producer
  - Better and fresher seasonal produce
  - Less transportation
- The major obstacle is the legislation and the EU regulations
  - Few legal options to promote "the local" in the EU
  - Minimum of two year tenders
- Small businesses need to attain an expensive wholesale license.
- Lack of local distribution system
  - Few options for the smaller business to physically transport the produce into the large system
  - No guarantee, that the small producer can supply required quantities

Views of the civil servants

“it’s all about the sustainable production and the translation into "going green governance" in Region Nordjylland. The idea transcends industries, both public and private. Also the workplaces in Nordjylland...

...It is a huge gamble with multi-faceted outcome concerning pedagogies, health and that whole palette. ...Could you imagine that kind of corporation around procurement?

YES!!! That is exactly what we want!”

Conclusion

Important to themes to address in the development of city based food procurement initiatives.

- 1. Pre competitive partnership working. Shortening of supply chains does not necessarily take place as a result of competitive tenders but are often a result of long term relationships that can be strengthened by better communication.
- 2. Workforce development. New sustainable food procurement practices in many cases result in change of food composition modes requiring new knowledge, skills and competencies among food workers.
- 3. Lawfully coupled systems governance. The fact that modern food service in many cases is outsourced to 3rd parties introduces inertia and resistance towards changing procurement practices.
- 4. Multilayer food procurement alignment. Synchronizing demands across governmental boundaries is a challenging process and requires new procedures of cooperation.
- 5. Politicizing food services. Public food traditionally was regarded as a mundane routine task and lifting the issue up at a strategic level is not done overnight but requires persistent effort.

From public food governance

To public engagement in the governance of food
How can a municipal public food strategy move beyond organic food procurement and through shortening of supply chains boost local food economy and strengthen a city based food identity taking advantage of gastronomic narratives?

Urban food identity creation
Policy options

- Street Food
- Urban gardening & aquaponics
- Roof top gardening
- Farmers Market
- Food Markets
- Michelin stars
- Local brands development
- FoodExperimentariums
- House of the meals
- Roadside dairy automats
- Public procurement
- Education
- Cross level education cooperation
- Entrepreneurship support
- Urban food policies
- Municipal/regional support
- Food sector cooperation
- Knowledge center support

Urban food identity creation
Policy options

<table>
<thead>
<tr>
<th>Environmentally</th>
<th>Economically</th>
<th>Social</th>
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<tbody>
<tr>
<td>What you can do</td>
<td></td>
<td></td>
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<tr>
<td>What is the most effective to do</td>
<td></td>
<td></td>
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<tr>
<td>What most stakeholders can agree on</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What you end up doing</td>
<td></td>
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How to move forward beyond organic foods
the knowledge triangle taken to work

The Aalborg Foodscape Identity project
In conclusion

- Create a vision for short chain local food in welfare gastronomy
- Develop narratives and images about local foods
- Pick the foods that makes sense – not all foods
- Create relations across governmental levels to create critical mass
- Secure workforce development, training etc
- Create alliances with local producers
- Move from public food to public engagement in food
- Take advantage of the eating cities agenda

Thanks for your attention

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