


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


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From public food governance



To public engagement in the
 governance of food

Regional public food economies
 Go west - Our three cases



Odsherred, Vendsyssel, Aalborg, Randers, Aarhus, Horsens, Esbjerg, Flensburg, Kiel, Neumünster, Rostock, Stralsund, Koszalin, Gdansk, Bornholm, Helsingborg, Malmö, Göteborg, Borås, Jönköping, Växjö, Halmstad, Gotland

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Three levels of government

Government level	Types of catering	Features
State	Defense, university, prisons	Large scale, outsourced, contracts
Region	Hospital, institutions	Large scale, in house
Municipality	Schools, Kindergarten	Smaller units, few contracts, non-standardised
Municipality	Nursing homes, meals-on-wheels	Large scale, in house & outsourced

Public food is diverse

1. Food for young people
2. Food for active people
3. Food for elderly people
4. Food for sick people

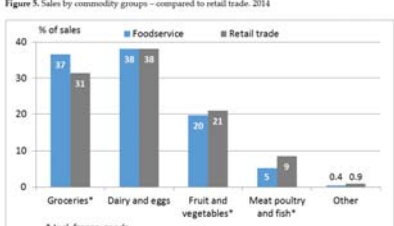


Public food is now the organic locomotive

Role of Public Organic Procurement Policies (POPPs) in the implementation of organic food and farming strategies – lessons learnt from Denmark

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Figure 5. Sales by commodity groups – compared to retail trade, 2014



Commodity group	Foodservice (% of sales)	Retail trade (% of sales)
Groceries*	37	31
Dairy and eggs	38	38
Fruit and vegetables*	26	21
Meat poultry and fish*	5	9
Other	0.4	0.9

* Incl. frozen goods.
 Source: Statistics Denmark, 'Sale of organic food to foodservice' and 'Retail turnover of organic food'.

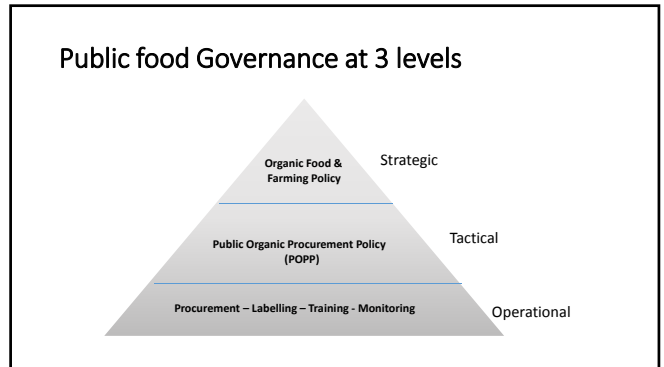
Public Organic Procurement Policy

The rationale of POPP's

- Status quo: 2670 organic farms = 178 000 hectares
- 60 % Eco Procurement = 25 000 extra hectares

Why organic

- Soil.
- Water.
- Air and climate change
- Biodiversity



The Eco Modernization revalorising foodservice

EkoLogika
Training Program for Foodservice Workers

Findings 1. The State - army canteen services

FACTS

- Approximately 8.800 meals per day.
- Budget for produce: Approximately 12 million EUR. (3.74 EUR per meal)
- 70% organic - with a goal of reaching 60% in 2020 - with no budget increase.
- 45 catering outlets throughout the country.

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 organization 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

FACTS

- Approximately 1500 meals per day.
- Budget for produce: 2.5 million EUR. (4.5 EUR per meal)
- 20% organic - with a goal of reaching 40% in 2020 - with no budget increase.
- 9 kitchens/canteens in the region.

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 vicinity of the hospital, adds the advantage 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

FACTS

- Approximately 5.750 meals per day.
- Budget for produce: 9.5 million EUR (4.5 EUR per meal)
- 30% organic - with a goal of reaching 60% in 2020 - with no budget increase.
- 4 kitchens in the city of 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.

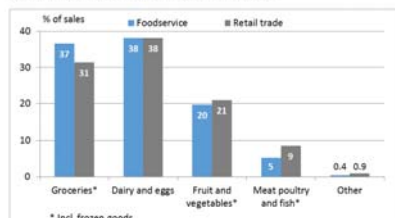
Advantages:
Fresh produce! A wish for using the local produce the day after cutting at the latest. Local tellings about the produce! The staff at the nursing homes might feel more satisfied and willing to talk with the elderly about a cauliflower from nearby, than one from Spain.

Is the public taking over consumerism?

Role of Public Organic Procurement Policies (POPPs) in the implementation of organic food and farming strategies – lessons learnt from Denmark

Best of Both Worlds? and Market Leader?
 1. Professor Sørensen, University of Copenhagen, Denmark
 2. Chief Advisor, National Institute of Statistics, Copenhagen, Denmark

Figure 5. Sales by commodity groups – compared to retail trade, 2014



Source: Statistics Denmark, 'Sale of organic food to foodservice' and 'Retail turnover of organic food'.

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 foodscape" 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

Netværk for Bæredygtig Erhvervsudvikling Norddanmark

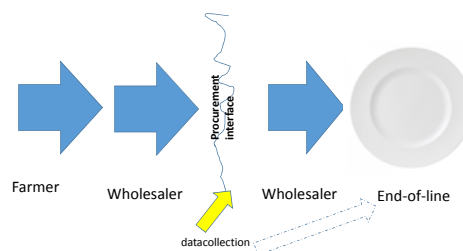
"It's all about the sustainable production and the translation into "going green governance" in Region Nordjylland. The idea transcends industries, both public and private. Also the workplaces in Nordjylland..

..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!"

Quote: Lene M. Nielsen, Project manager, 28/11 - 2016

Procurement interface the POPP hotspot



Conclusion

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

1. *Pre competitive partnership working.* Shortening of supply changes does not necessarily take place as a result of new call for tenders but are often a result of long term pre-contractual process.
2. *Workforce development.* New sustainable food procurement practices in many cases result in change of food composition modes requiring news knowledge, skills and competencies among food workers.
3. *Loosely 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 routines task and lifting the issue up at a strategic level is not done overnight but requires persistent effort

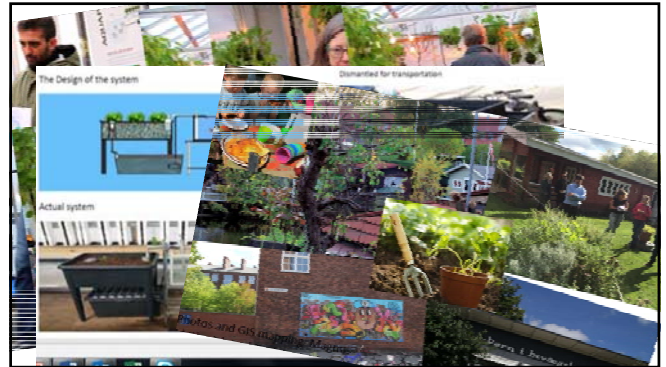
From public food governance



To public engagement in the governance of food

Research- question

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

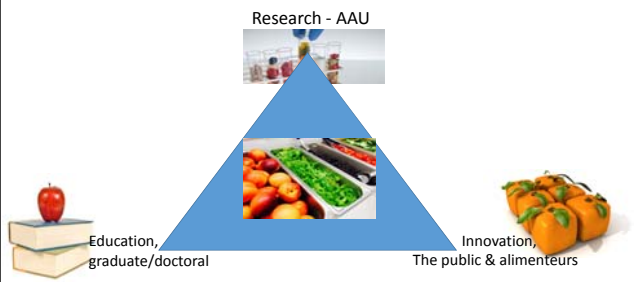
- Street Food
- Urban gardening & aquaponics
- Roof top gardening
- Farmers Market
- Food Markets
- Michelin stars
- Local brands development
- FoodExperimentariums
- House of the meals
- Roadside dairy automats
- Public procurement
- Education
- Cross level education cooperation
- Entrepreneurship support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

Urban food identity creation

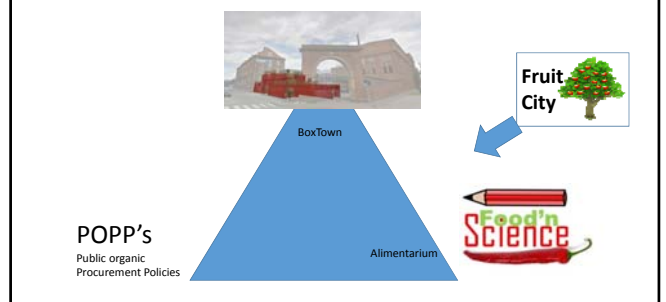
Policy options

	Environmentally	Economically	Social
What you can do			
What is the most effective to do			
What most stakeholders can agree on			
What you end up doing			

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 accross 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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- Instagram: [@bentegberg](https://www.instagram.com/bentegberg)
- Web: capfoods.aau.dk
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