



A Nuffield Farming Scholarships Trust
Report

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Mainstreaming sustainable food

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NUFFIELD UK

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Disclaimer

The views expressed in this report are entirely my own and do not necessarily represent the views of the Nuffield Farming Scholarship Trust, or my sponsors, or any other sponsoring body.



1. Executive summary

Having grown up on a livestock and arable farm outside Kelso in the Scottish Borders, I was lucky to be surrounded by the essential activities of growing and cooking healthy and delicious food. I have spent much of my career helping food producers and the supply chain to make environmental improvements and to communicate this activity to benefit their business, first with the Marine Stewardship Council, and now in my current role with Soil Association Scotland.

The Nuffield Farming Scholarship has given me an amazing opportunity to travel the world to look at ways in which other countries are beginning to mainstream sustainable food. I visited The Netherlands, Canada, America, China, Sweden and Denmark. In each country I found remarkable farmers, growers, distributors, NGOs, caterers, restaurants and retailers who have found ways to increase access to sustainable food and use this as a means to make a living.

Within the political, economic, social and environmental constraints of the UK, and beyond, our food system is extremely complicated. Defining what makes a food system sustainable is difficult and controversial. For my study, I focussed on a few areas that I believe can help transition our food system to a more sustainable footing, though I explored other aspects along the way too.

- National and local policies to put food at the centre of the agenda
- Standards for local and organic food in the foodservice sector
- Increasing access to, awareness and distribution of sustainable food

During my trips, I pre-arranged several meetings, and others were opportunistic. The process of information gathering for this report was qualitative, using semi structured interviews. It was more interesting to let conversations run and I felt I was getting a better insight this way. It is a way of 'dipping your toe' into many areas to get a feel for an issue. A beneficial side effect is that I have a huge amount of information that isn't directly relevant to my topic, but is useful in other areas, from leadership development to problem-solving.

Scaling up sustainable food using national and local food policies

In Toronto, I was impressed with the professional and transparent Toronto Food Policy Council, which has a remit to increase food security and health across the city.

Ambitions run high in Sweden. Targets which had been set for sustainable food consumption by previous administrations are still being delivered in some local governments. In Malmo, I learnt about the consultative process undertaken to develop their climate and health conscious food policy for public sector procurement.

Does certification have a role to play in supporting sustainable food?

The food-buying public in the UK already consider that local means sustainable, but this is not necessarily the case in terms of environmental and social sustainability. The word local does not define anything other than a subjective geography, and perhaps a set of defined criteria would



ensure it means something. Local Food Plus in Ontario, Canada, is a certification programme which provides a great example of this in action.

Organic Denmark runs a foodservice certification scheme on behalf of the Danish Government's Food and Environment department. High targets have been set in terms of ingredient spend on organic food in workplace restaurants, tourist attractions and public canteens, driving organic sales in the foodservice sector. This allows a useful comparison to the Soil Association's Food for Life Catering Mark which looks at sustainability from a wider perspective. By acknowledging that a) change takes time and b) support is required to encourage better practice, standards like these can encourage caterers to develop menus using higher welfare, healthier, seasonal, local and organic ingredients.

Investigating affordability, access, education and distribution

Across all the countries I visited, I encountered brilliant examples of businesses and third sector organisations encouraging behaviour change towards consuming more sustainable food, ranging from financial incentives to education initiatives and marketing techniques. New York City uses 'health bucks' to increase the value of food stamps spent on fresh local produce in farmers' markets. A food co-op in Champaign has used clever marketing to grow sales at 30% per year, increasing sales opportunities for local suppliers and providing affordable food for the community. In Denmark, an organic farm is helping children to get to grips with where food comes from and the impact it has on the planet and on us, by providing in depth growing and cooking experiences.

For small scale producers, distributing their products to a market is often one of the biggest challenges they face. Around the world I encountered several innovative systems of distribution, some led by retailers, others operating through 'food hubs' and yet others led by the producers.

Conclusions, recommendations and actions

Scotland has a strong National Food Policy, Recipe for Success. It has far reaching aims, but it is lacking in clear and transparent engagement from the wide variety of stakeholders required for effective progression.

- **Recommendation:** The Scottish Government could set up a Scottish Food Policy Council to oversee development and drive delivery of the national food policy to include the interests of the farming community.
- **Recommendation:** Setting up city/town/community Food Policy Councils would elevate the status of food and associated social, cultural, economic and environmental issues within our cities and towns. For farmers and growers, campaigning to support shorter supply chains using this structure may enable more direct market opportunities.
- **Action:** Since I visited Toronto, I have been sharing what I have learnt, and I hope to help encourage the Scottish Government and our Scottish cities and communities to follow the North American lead in adopting a holistic approach to food planning, using the example of cross-sectoral Food Policy Councils.

Standards and certification systems inspire trust and drive market opportunities. The word 'local' is ambiguous and open to misuse. Organic certification provides a clear, legally defined marketing term - perhaps local should be better defined too.



- **Recommendation:** We could consider certification for local products that ensures a minimum level of environmental and social sustainability at a low cost to farmers and growers.

Action: I am keeping in touch with Local Food Plus and seeking views on the value of introducing such a programme in the UK.

Denmark has boosted the growth of the organic foodservice market by setting a demanding target for public sector procurement and by supporting market change with a certification and marketing programme.

Recommendation: Set clear targets to encourage sustainable consumption, which stimulates the market for sustainable production

Action: Soil Association Scotland has recently been awarded funding from the Scottish Government to expand the Food for Life Catering Mark in public and private catering, which encourages fresh, seasonal, local and organic ingredients through a step wise certification (bronze, silver and gold tiers). This is an important step in the right direction.

Making local food accessible through an independent supply chain is a challenge, but it opens up choice for both producers and consumers.

Recommendation: National and local governments can identify opportunities to encourage spend on healthy, fresh, local and affordable products through buying groups like Foodshare in Toronto, and with financial incentives like New York City's Food Bucks scheme.

Food education delivered by businesses like farmers' markets and food co-ops can have positive impacts on footfall and sales, by increasing consumer loyalty and understanding of the issues around sustainable food. Distribution is an expensive and difficult part of being a small scale food producer, and often detracts time and attention from the core business.

Recommendation: Fresh, sustainable food can be difficult to access, but it is possible to facilitate this – through wholesalers, markets, buying groups or hubs – bringing choice to businesses and communities whilst supporting sustainable local supply chains.

Action: Through my role at Soil Association, I lead delivery of our Food for Life Scotland programme and through this we aim to increase opportunities for farmers and growers to supply new markets and encourage collaborative working.

Finally, I am enormously grateful to the Nuffield Farming Scholarship Trust and especially to my sponsor, Royal Highland and Agricultural Society of Scotland (RHASS) for a fantastic opportunity to expand my horizons and knowledge. I have particularly enjoyed meeting fun and inspirational people involved in our industry from all around the world, all of whom have taught me something valuable.



2. Personal introduction

As a farmer's daughter from the Scottish Borders, I've always loved farms and farming, and I know I was very lucky to grow up at Cliftonhill. This is my parents' 80ha farm flanking the Eden Water, which converted to an organic system in 2005. The farm produces cereals and sheep, with some extra grazing leased out over the winter. As with many small family farms, diversification is a fact of life, and both parents had to fit farming around many other fantastic ventures from bean sprouts to asparagus. Latterly, mum has focussed on holiday cottages (Plumbraesbarn) and Dad on mapping farms and windfarms through his company Landmaps as well as on developing tracking technology for lone workers on farms and estates at Trackplot.



My brother, sister and I have been very lucky to grow up with a mother who is a keen gardener, and fantastic chef – food has always been a daily highlight, and featured strongly throughout this project! Now I live on a hill farm in South Lanarkshire with my fiancé Willie. One of the best things



Chinese restaurant with Nuffielders



Matjes, NLs



BBQ with some of the Meyers, USA

about our wee cottage in the hills is our veggie garden –a raised bed to keep out the rabbits.

I studied Geography at University of Edinburgh, and went back to complete an MSc in Geographic Information Science. Both my dissertations used GIS as an environmental management tool to reflect on problems caused by climate change. My career path has focussed on encouraging businesses to adopt environmental standards, for their benefit, and for our planet. Certification is an environmental management tool too. At the Marine Stewardship Council (MSC), which operates a fishery certification programme and seafood ecolabel to recognise and reward sustainable fishing, I led on foodservice and education strategy for 5 years.

In my current role as Director of Soil Association Scotland, I am back to my farming roots, whilst using all the knowledge I gained over six years working on certification and sustainability at MSC. Soil Association is embedded in both sustainable agriculture and public health, and so my Nuffield experience has reflected this by focussing on sustainable food as the end goal of farming systems.



I've always loved to travel, and in the past I have spent six months living in both Spain and the USA. The Nuffield opportunity seems almost too good to be true – you pick a topic that interests you, and then explore it – 'holidays with purpose'. The experience has been much less 'holiday' in the typical sense of the word – it's been hard work, but I have had a fantastic time all along the way.

I've met the most wonderful people, many of whom are still in my life via Skype, and with whom I hope to be able to keep conversations going which started when I visited them. Already, this is proving to be invaluable for my role at the Soil Association – it is so important to keep your eye on how other organisations, countries and people are able to approach a problem.



3. Introduction: mainstreaming sustainable food

In discussion with my sponsor, I widened my study topic from a very specific idea around food hubs, to allow me to explore areas of interest to my job and career path. I focussed my Nuffield study on investigating how opportunities have been created for mainstreaming sustainable food through (a) developing effective food policies, (b) using certification to build markets and consumer trust and (c) innovative business practices to improve access, education opportunities and distribution.

3a. What is a sustainable food system?

A food system is made up of all the people, processes and resources required to get food from farm to plate. A recent report by the (now disbanded) Sustainable Development Commission highlights failures to achieve a sustainable food system at a UK level, despite fulfilling the major post-war aims of increasing food production, lowering the price of food and decreasing deficiency related ill-health¹. Success or failure can only be known if you understand what you are measuring sustainability against, and the following criteria from the report provides food for thought, organised under key themes. I have cross referenced some of the case studies in this report against these themes, though many are active on all of the six identified themes of a sustainable food system such as Toronto Food Policy Council, Malmo Food Policy (both Section 4) and Local Food Plus, and Organic Denmark (Section 5).

Table 1: Key themes of Sustainable Food Systems².

Key theme of sustainable food systems	Examples of criteria	Case studies in this report
Environment	Climate change, soil, water, biodiversity, land use, waste reduction	Local Food Plus Malmo Food Policy
Health	Safety, nutrition, equal access, availability, social status, information and education	Toronto Food Policy Council Food Share Youthmarkets Malmo school meals
Economy	Food security and resilience, affordability (price), efficiency, true competition and fair returns, jobs skills and decent working conditions, fully internalised costs	Local Food Plus Just Food Little Donkey Foodshare
Governance	Science and technology evidence base, transparency, democratic accountability, ethical values (fairness), international aid and development	Toronto Food Policy Council Foodshare Malmo Food Policy
Social values	Pleasure, identity, animal welfare, equality and justice, trust, choice, skills	Landmarkt Common Ground Little Donkey
Quality	Taste, seasonality, cosmetic, fresh, authenticity, provenance.	All examples of shortening supply chains

¹ <http://sd.defra.gov.uk/2011/04/looking-at-sustainability-and-uk-food-policy/>

² Ibid.



Our food system in the UK and globally is increasingly complicated with many stages required to get food to where it needs to be. This industrialising process has brought with it economies of scale and opportunities for a wide diversity of food. However, the end result after decades of specialising at a macro level is quite depressing, with environmental, social and economic effects indicating system failure, from biodiversity loss and climate change to obesity.

In a world of 6 billion people, we have 1 billion hungry and another 1 billion overweight or obese, with issues of malnourishment and diet related diseases increasing in the developed and developing worlds. On this yardstick, our food policies seem to be failing wherever we happen to live.

In a world of 6 billion people, we have 1 billion hungry and another 1 billion overweight or obese

Farming, food and climate change

There is a growing need for sustainable food systems as we come up against the boundaries of our fossil-fuel dependent society. There is a widely held consensus that human induced climate change is occurring. Globally, food production, distribution and consumption is estimated to account for one third of human-caused global warming effect, though EU and UK estimates have suggested around 20%. For livestock particularly, CO₂ equivalents are high, accounting for 18% of greenhouse gas emissions³.

Our farming systems in Scotland and the UK will have to adapt to the changing climate. Winters will be generally wetter, and summers drier. More of our rain will fall in extreme weather events, resulting in more waterlogging and more storm damage⁴.

We are being urged to be more careful with resource use across all aspects of our lives, including farming and our food system. I champion organic farming not just because it is kind to the environment⁵ and ensures excellent animal husbandry, but because organic practices make economic sense for the future assuming the cost of inputs continues to rise. Defra recently commissioned research in England and Wales which shows that the profitability of most organic farm types was higher than comparable conventional farms⁶. We need to work across the agricultural industry to address the realities of straitened financial times, but also to consider the environmental impacts and how we can work to address them. Organic farming should be nurtured as a working example of profitable and planet-friendly agriculture.

A healthy, planet-friendly diet which is fair to animals, fair to workers, and accessible to all is a good concept to aim for. Michael Pollan's⁷ simple mantra is well worth committing to memory to help with this: "Eat food. Not too much. Mostly plants".

3b. Scottish context for a whirlwind global tour

As a small nation of 5 million people, set within the more sizeable United Kingdom of 60 million mouths, Scotland has a relatively rich arable East, and grass-efficient West for producing quality food for our home market, with strong export opportunities.

Environment: a developing policy landscape

³ <ftp://ftp.fao.org/docrep/fao/010/a0701e/a0701e00.pdf>

⁴ <http://www.ukcip.org.uk/uk-impacts/scotland/key-findings/>

⁵ <http://www.fao.org/organicag/oa-faq/oa-faq6/en/>

⁶ <http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&ProjectID=14589>

⁷ <http://michaelpollan.com/books/in-defense-of-food/>



The Scottish Government has recognised that climate change threatens human existence as we know it, by setting the most challenging carbon emission reduction plan in the world⁸. For all sectors of industry and society this is posing challenging questions around how we can meet these targets, whilst still developing our economies and communities. The type of activity that we count as progress may need to change – considering just economic progress may not be enough.

In March 2011, the Scottish Government published Low Carbon Scotland: meeting the emissions reductions targets 2010 – 2022⁹. It is quite unclear on exactly how to address some of the big issues and tensions around carbon emissions and rural land use.

Health and wellbeing: rising obesity and social inequalities

There are significant problems relating to the high level of overweight and obesity in Scotland, which is rising and now affects 63% of the adult population (27% obese). This has significant financial burden on the NHS as well as social impacts on those affected. Only 22% of the adult population eats the recommended 5 portions of fruit and vegetables each day (12% of children)¹⁰. Recent figures show that almost 5% of Scots have diabetes¹¹, with people from areas of high deprivation groups more likely to be affected by diet related ill health such as diabetes¹².

Local economy: opportunities to stimulate wealth through Food and Drink

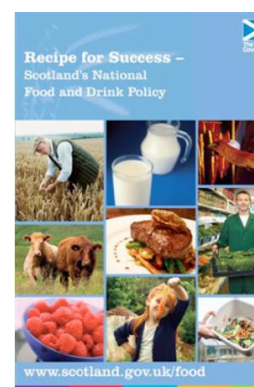
Scotland Food and Drink is a not for profit organisation, to build Scotland's international reputation as a Land of Food and Drink and to grow the Food and Drink industry to 12.5 billion by 2017¹³. It is performing strongly, having almost achieved this aim already, and so is reviewing its strategy to ensure continued growth opportunities for businesses in Scotland.

Although there are strong ambitions to grow Scotland's profile on the global food production map, it is vital that opportunities for meeting local needs with local supply are also driven forward. The new economic foundation has provided ample evidence that buying food locally keeps money circulating in the region, and has a knock on effect on job security¹⁴.

Recipe for success: a food policy for Scotland

The Scottish Government published a comprehensive, cross-agenda food and drink policy, Recipe for Success, in 2009¹⁵. It is one of the few countries to have taken this initiative, and it is something to be proud of, to help us to address our local issues around health and environment, and to take opportunities to grow our assets and supply base sustainably. It focusses on:

- Sustainable economic growth
- Healthy, sustainable choices
- Building our reputation as a land of food and drink
- Sustainable food procurement in the public sector



⁸ Of 42% reduction in emissions by 2020, and 80% reduction by 2050.

⁹ <http://www.scotland.gov.uk/Publications/2011/03/21114235/17>

¹⁰ <http://www.scotland.gov.uk/Publications/2011/12/14120931/10>

¹¹ <http://www.bbc.co.uk/news/uk-scotland-19311489>

¹² <http://www.knowledgescotland.org/briefings.php?id=188>

¹³ <http://www.scotlandfoodanddrink.org/about-us.aspx>

¹⁴ <http://www.neweconomics.org/publications/the-benefits-of-procuring-school-meals-through-the-food-for-life-partnership>

¹⁵ <http://www.scotland.gov.uk/Topics/Business-Industry/Food-Industry/national-strategy>



- Secure and resilient food systems
- Ensuring food is available and affordable to all
- Food education: learning about our food from plough to plate

With any ambitious policy like this, there are of course going to be tensions between and within the themes. There have been ongoing discussions about a food advocacy group, to help ensure a voice for those that need it¹⁶. Though we have the right policy framework in place, we are lacking teeth to make an impact on the wider problems in Scotland.

Mainstreaming sustainable food – how are other countries doing it?

On my travels, I was looking for businesses that provided for, or were created by, farmers and growers which helped to shorten supply chains, connecting people more directly to local and sustainable produce. Though I am going to focus my Nuffield study on bringing home ideas to Scotland, I hope that many will be of interest to other stakeholders in the UK and beyond.

I will focus on ‘food’ rather than ‘farming’ because food is the great link that binds all people together – we all eat it, and a few of us also produce it. I’ve visited many farmers and growers on my travels, and had many interesting conversations. I believe the link between farmers and food is often just as tenuous as the link between the eaters and the growers. Though there are many initiatives designed to connect consumers back to their food chains, I think we also need to make sure that farmers have enough opportunity to look beyond the commodities that they produce, to the food they provide to society and its impacts.



Vibrant market in the middle of Beijing, recently incentivised by the government to provide an alternative to supermarket shopping

¹⁶ <http://www.scotland.gov.uk/Topics/Business-Industry/Food-Industry/national-strategy/FoodAdvocacy>



4. My Nuffield adventures

I wanted to dedicate a few pages to describing some of the wonderful people and organisations I met and which I am unable to dwell on in this report. This section is also to give a flavour of the culture and the overall experience that I enjoyed during this whirlwind year of travelling.

4a. New ideas in the Netherlands, June 2011

To provide context for how other countries are supporting local food systems, I was looking for a European overview, and so I started by attending a conference.

Wageningen

A European funded project, Foodlinks, held a conference in Wageningen, and I was able to go at the kind invitation of colleagues in the Scottish Government. I met people from Sweden, Italy, France, Austria as well as key UK contacts all in one place. I followed up on this by visiting a fellow 2012 scholar on her apple farm near Utrecht, where, just by chance, I met three other contemporary scholars on their travels, highlighting the mobility of the Nuffield community very well!



Chance Nuffield reunion near Utrecht

Amsterdam

A couple of days in Amsterdam allowed me to reflect on my time in the Netherlands, and to visit a fantastic organic farmers' market, followed by a unique new retailer, Landmarkt, see Section 6.

4b. Lessons from Canada and America, October 2011

I spent three weeks exploring some of the big issues of my topic, looking for great examples of how sustainable food systems are scaled up, as well as looking for perspective by visiting some large scale industrial agricultural operations. I wanted to ensure that I was challenging my own assumptions.

Toronto

Starting in Toronto, the grandmother of joined-up local food systems, I met some people who were to become food heroes of mine. In three days, I visited three remarkable organisations, all setting the bar high for working on social, environmental and economic resilience by empowering a more local and regional focus (Section 4 & 5).

Illinois – around Champaign

Moving to the corn belt, I visited farming families in Illinois, to get a feel for both the 'typical' agribusiness set up I was expecting from the area, and also to investigate the alternatives (Section 6). I met some fantastic characters on the way, and saw pioneering American spirit in action.



Combining 12 rows of corn



New York City

I spent several days in NYC, which allowed me to explore the greenmarket system. Visiting the 'wholesale' farmers' market, in the middle of the night, in the middle of the Bronx, was one of the more daunting moments (Section 6).

4c. Perspective in China, February 2012

A group of Nuffielders went to China as a collective in order to make the most of the difference in culture, language and systems. We were kindly supported in our tour by an adopted local, who allowed his very competent and lovely PA to accompany us as guide and interpreter. His contacts provided hugely interesting insights to Chinese policies and priorities.

China was just amazing – I had never visited anywhere in Asia, and I was delighted by the culture and the delicious food we experienced. It was challenging on many levels because of the sheer scale of the land and the population, and because of the preconceptions built up by living in a country at a different stage of the development curve. The drive for growth was absolute. Social and environmental sustainability are bearing some of the resulting burden, from the thick smog in Beijing to the scant use of hard hats on the giant building sites. On our trips however, we saw some excellent examples of sustainable practices in energy and food production, and heard about exciting future plans including vertical farming.

I thoroughly recommend organising a group trip - it was a lot of fun to share insights during and after our many visits and to get to know each other well on the road.



Horticulture on an enormous scale outside Beijing



Model: vertical farming

Beijing

We spent several days in Beijing, exploring wet markets, supermarkets and the flower market, before visiting the Great Wall and an ambitious agricultural research centre. We visited one of China's few Community Supported Agriculture (CSA) farms, a strong example of a food chain connecting city people to the land, creating valuable employment and providing a direct food supply system to many urbanites.

We spent a day being introduced to the changing landscape of Daxing province, between the 6th and 7th ring roads in the



*Our group with our kind hosts
from Daxing province*



South of Beijing, including a watermelon tourist attraction and a biogas plant. We were shown some exceptional hospitality by the local council officials.

Wuhan

In Wuhan, a city of 10 million people in the middle of the country, we were shown around a University of 30,000 students specialising in Agriculture, and an organic CSA.

4d. Scanning Scandinavia, Denmark and Sweden, June 2012

I wanted to end my trip closer to home, and because Denmark is an agricultural country known for being forward thinking on environmental issues, with a population similar to that of Scotland, as well as holding the presidency of the EU, it seemed like a fitting place to wind up my travels. Because of the proximity to Sweden, I was also able to spend a couple of days in Malmo which also gave me some wonderful insights to a country affiliated with environmental consumerism.

Malmo

The city is famous for its cross cutting environmental policies, and social marketing campaigning to increase cycling, renewable energy and sustainable diets. I spent some productive time with representatives from Malmo city hearing about the current challenges around pushing for a more climate friendly diet, with some really innovative ideas for changing behaviour.

I was really impressed with the organic gardens in the middle of the city which are available for school children of the city to grow vegetables as part of their school work. I had a cup of tea with the owner of a new, predominantly organic supermarket underneath the landmark Turning Torso. It is shortening supply chains by working directly with farmers for meat and vegetables.

Copenhagen

I met a representative from Organic Denmark. We discussed the differences and similarities in administration between Denmark and the UK. I heard more about the government-initiated foodservice scheme to motivate the market for organic food. At Copenhagen Madhus (House of Food), I was immensely impressed by the professional approach to improving food served on the public plate in the city. I met some dedicated people at KBFF who are driving change and opportunities from the consumer end. Volunteers organise organic fruit and vegetables deliveries from local farms and pack them. Each week 700 households buy them.



Volunteer run distribution

Humblebæk

The grand finale to my Nuffield adventures involved a trip to Aarsiderne, which runs the largest organic box scheme in Europe. I visited Krogerup, their organic farm north of Copenhagen. It wasn't just me at this inspirational organic business. I joined 40 MPs from Agri-select committees across Europe for a tour of the operations and a dinner. This tour was hosted by the Danish agriculture department as part of the presidency to facilitate discussions on the future of CAP. I was really delighted to have chanced



Thomas Harttung inspiring the European Agri-Select Committee reps, at his organic farm



upon this visit which allowed me to talk in some depth with MPs and civil servants from Austria and Denmark. Visiting a large scale business proving to be both socially and environmentally sustainable, as well as riding a challenging economy, was a great way to set up their discussions. Over dinner, Lone Lonklindt, Danish Minister for Agriculture gave an inspirational speech to these policymakers from around Europe, on ensuring that greening the CAP was uppermost in their minds.



5. Food at the centre of the agenda

5a. Sustainable Food Cities

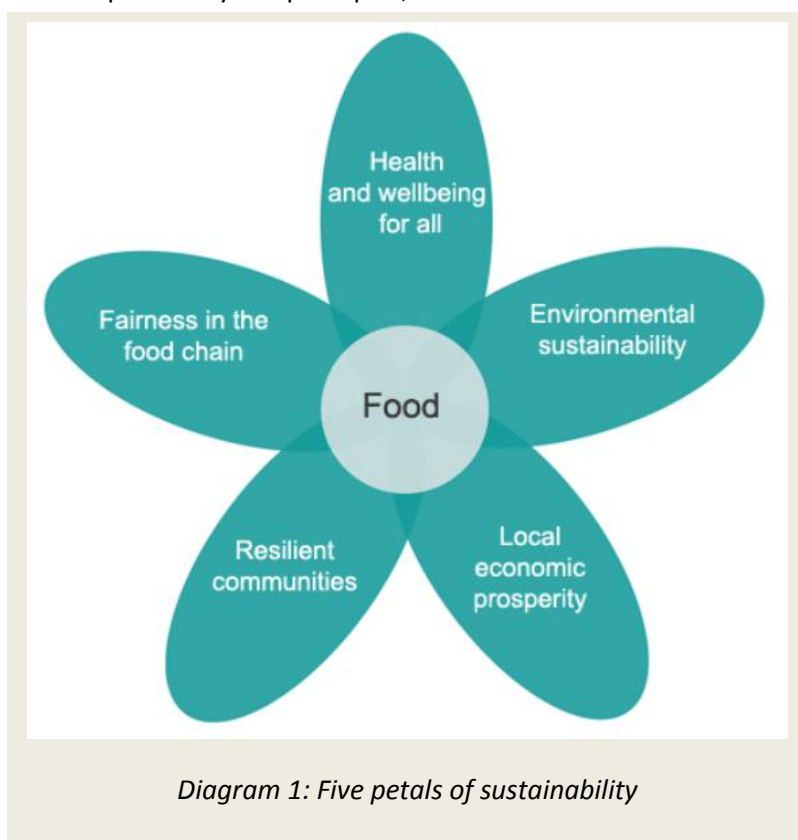
Food is one of our basic needs for life, along with water and shelter. To live a good life, everyone needs a regular supply of nutritious food. Food can make us sick or keep us healthy depending on what we are able to choose, which is limited by what is available to us to buy or to grow, and what we have to spend. How food affects local economies, the health of the population, environmental issues and social inequalities is complex – these issues cannot be addressed in isolation. Successful food policies work on the big problems at once, in different ways and at different scales.

Cities have a huge influence on food supply chains and therefore on agriculture. As centres of population, demand for food is greatest in cities. As centres of government, policies are developed and written predominantly by urban dwellers.

Cities have a huge influence on food supply chains and therefore on agriculture..... policies are developed and written predominantly by urban dwellers.

Soil Association is working with partners to develop a multi agenda programme of work: Sustainable Food Cities¹⁷. Five key themes have been identified which suggest a direction of travel towards sustainable living with food at the centre, illustrated in diagram 1 below.

These themes are underpinned by 10 principles, and can form the basis for any community to



¹⁷ <http://www.soilassociation.org/sustainablefoodcities>



engage with their food system, from region to city, to town or village. Actions to support change are identified, including developing a food charter and/or an action plan to deliver change for a community, town or city.

Scotland's National Food Policy, Recipe for Success (Section 3) has some admirable aims and objectives. I wanted to see how other administrations around the world - at national and local government level - develop, implement, communicate and engage people in their food policies, to see if we can learn from this. This was one of the most useful areas of my Nuffield experience, because I now have a connection with people practically involved in setting sustainable food agendas around the world.

North America has led the pack in integrating food policies across cities, with Toronto and New York City being interesting case studies. In the UK, more and more we are beginning to see techniques of integrating the food needs of communities across the city with planning, health, education, local economic development and production potential.

It has been really useful for me to be able to step back and look at sustainable food cities in action in different parts of the world, and I have been able to contact colleagues from Toronto, New York and Malmo to help shape discussions in Scottish cities around developing a wider food policy platform, and I hope that in my role with Soil Association, I can amplify this emerging area of activity.



Toronto: Addressing food security by ensuring access to fresh, local food. This is an example where the University of Toronto facilitates a weekly campus farmers' market and on-campus vegetable gardens to raise awareness of food sustainability and encourage behaviour change.



5b. Case study: Toronto Food Policy Council

Toronto is a city of 2.5 million people with around 6 million people in the Greater Toronto area, set in the province of Ontario, Canada. Ontario has led on local food development since 1977, when the provincial government's agricultural department set up Foodland Ontario, to help local people to buy local produce to support local economies and consumption of fresh food. This initiative is still going strong today, and during the summer of 2012, people were encouraged to join the conversation by providing their thoughts on local food and where it should go next.

Toronto Food Policy Council (TFPC)¹⁸ has been running for over 20 years, and provides a strong model for a well-integrated, engaged and active structure for managing food policy development across a city and its food region. TFPC is driven by ensuring food security for the population.

Food security: a situation that exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life. (FAO, *The State of Food Insecurity*, 2001).

Lauren Baker, who is the co-ordinator for Toronto Food Policy Council (TFPC), talked me through her busy job, and the aspirations and achievements this group.

Key features of TFPC

- ✓ This is an advisory group which meets monthly – every second month this is a public meeting¹⁹ which allows it to be very **transparent**, engaging all interested parties.
- ✓ The TFPC is made up of a **cross-section of stakeholders**, with about 18–30 expert individuals representing various communities, businesses, NGOs and policy areas. It includes 3 farmers and growers from around Toronto, and also big food business interests (eg representative from Aramark). These voices are vital for **practical input** from businesses. **Leadership** from the city is also represented - two councillors sit on the group.
- ✓ There is a **clear membership application process** managed by the Department of Health, with a defined terms of reference.
- ✓ The TFPC is **well resourced**. Currently, a core staff team of 6 sits within the Department of Public Health to support the administration and research needs of TFPC.
- ✓ The group has had a big impact on the way food is viewed in the city, bringing **profile** to a diverse range of issues and **integrating food issues into the city policies and plans** including:
 - food and hunger action;
 - health;
 - agricultural land preservation and urban planning;
 - community gardens;
 - urban agriculture and food waste recovery;
 - communication, capacity building and public education.
- ✓ **Communication and engagement activities** around current food issues are strong, utilising a frequently updated blog²⁰, and a series of outreach events every year.
- ✓ **Youth empowerment**. There is also Youth Toronto Food Policy Council²¹ which runs on the same lines – how great would it be to facilitate something like this in cities across the UK and Scotland!

¹⁸ <http://www.toronto.ca/health/tfpc/>

¹⁹ <http://tfpc.to/news/tfpc-meeting-wed-nov-9th>

²⁰ <http://tfpc.to/toronto-food/intro>

²¹ <http://tyfpc.ca/>



TFPC is effective as a **watchdog**, looking out for food policy developments on a national or global scale that might be detrimental to farming and food businesses, and to health and environment more widely. For example, TFPC was instrumental in a vote within City of Toronto Council to exempt the city from the Canada-EU Comprehensive Economic and Trade Agreement, believing it would harm the region's ability to support local jobs and local procurement.

How is this helping to mainstream sustainable food?

TFPC has for 20 years been at the forefront of the agenda to prioritise food issues to influence social, environmental and economic development. I was lucky to meet several members of the TFPC, and hear about the initiatives that they have been involved in. From reading 'Real Food for a Change'²², I got a real insight into the diversity of successful programmes that have thrived in this city from rooftop gardens, to well equipped farmers' markets (Brickworks, Section 6), certification schemes (Local Food Plus, Section 5) and box schemes providing access to healthy, sustainable food to those who might otherwise struggle to afford it.

Food Policy Councils:

- Bring a wide range of experts from all walks of life to the table to discuss key issues
- Consult widely to define a vision for food in the city/region/town
- Create and manage an action plan in consultation with key stakeholders
- Generate profile and engagement with effective communications
- Are catalysts for change which evolve over time to reflect the changing needs of an area.

What can we learn from this?

- Scottish Government: we have an ambitious food policy at a national level, but there is no steering group in place to help develop, motivate and implement it, even though discussions around this have been held²³. Toronto Food Policy Council provides a good model for engagement – it is transparent, active and cross-sectoral.
- Cities in the UK: Often cities have a patchwork of activities going on around food and food issues, but there is a tendency to look at a single issue or outcome (health, environment, local economy), and limited opportunity for scaling up good practice or highlighting common policy themes. We are seeing some cities introduce Food Policy Councils, such as Bristol²⁴ and Plymouth²⁵. All major cities should be thinking about food in a more integrated way to help address cross cutting issues such as health, inequality, economic development and environment. Toronto also engages young people in food issues by supporting the youth policy council, again something to think about to provide a voice for young people.
- Farming organisations and individuals: food policy is happening all around us – by action and due to lack of action. It is really important to be voicing opinion on it. We need to ensure that when countries, cities and towns are considering their food policies, that farming interests are represented, and that they also consider the needs of civil society.

²² Roberts et al, 1999.

²³ <http://www.scotland.gov.uk/Topics/Business-Industry/Food-Industry/national-strategy/FoodAdvocacy>

²⁴ <http://bristolfoodpolicycouncil.org/>

²⁵ http://www.foodplymouth.org/?page_id=61



5c. Case Study: Malmo's Policy for Sustainable Development and Food

Sweden is quite special in regards to environmental thinking and social care. For example, all children from pre-school to the end of secondary school are entitled to a free school meal thanks to the taxpayers. The Swedish government has also made significant environmental targets for food procurement in the past, aiming for 25% of food served on public sector menus to be organic. Though the government is now right leaning, these overarching targets are still being taken seriously by many local government departments and businesses.

Setting targets for certified sustainable food

Many Local Authorities, such as Malmo, have introduced their own targets. Malmo, a small city of around 300,000 people, sits in the south of Sweden. The city council aims for all public sector food to be organic (or MSC-certified in relation to wild caught fish) by 2020. Their annual food budget is 20 million Euros, and so this suggests significant opportunities for organic producers. Malmo City Council have also set clear measurements for measuring the impact of this policy, setting reduction targets of 40% Greenhouse Gas equivalents by 2020, compared to 2002.

Developing the food policy

I met Gunilla Andersson, who talked me through the open process Malmo took to developing the public sector food policy for their school meals and city catering needs²⁶. Gunilla set up a series of workshops to engage with all stakeholders on the subject of sustainable food procurement. The workshops covered teachers, procurement staff, dinner ladies, students, councillors and others. By ensuring that each session was chaired by a competent and efficient independent facilitator, the policy was easy to write, based on the input from the groups.

Climate friendly and healthy lunches

A key component of the policy is the Eat SMART principles (Diagram 2), which encourage both a healthy and climate friendly diet, and was developed by the Institute of Public Health in Stockholm, based on research from both health and environmental science. In practice, there has been some resistance to climate-friendly diets (eg using less meat is just an underhand way of saving money), but improving marketing and communications around the food policy has helped this. Every day, two choices are given for school menus. It is usual that the vegetarian dish is described first, and made to sound really delicious which helps to encourage sales and move from a more climate inefficient meat heavy diet.

S.M.A.R.T. STANDS FOR:

- (S) maller amount of meat
- (M) inimise intake of junk food/empty calories
- (A) n increase in organic
- (R) ight sort of meat and vegetables
- (T) ransport efficient

Diagram 2: Climate friendly diet tips

Local food on the menu?

As with the rest of Europe, it is against competition laws to specify local food during the tendering process (note: Toronto Food Policy Council is fighting against this in the name of local food and local empowerment). However, some local producers have been successful in winning business, including local vegetable, bakery, fish and chicken suppliers. If a supplier approaches Malmo City Council with a good idea for inclusion on the menu, they are often directed to the national distributor who has the majority of the contract, as it is possible to put a 'nominated product' through in this way. It also

²⁶ <http://www.malmo.se/English/Sustainable-City-Development/Sustainable-food-in-Malmo.html>



offers the advantage of distribution to the 700 delivery points (schools, nurseries) across the city being catered for more efficiently.

An alternative approach to distribution?

Some local authorities deal more directly with local suppliers. Instead of using the national distributors (equivalent of Brakes/3663), some smaller regions have built up their own local food hubs. Borlange has had this for 10 years, allowing local producers to drop their products off at a central point, from which the distributor who has won the tender for delivery will take over. This has the advantage of offering better times for getting products dropped off at schools and care homes. However, larger cities often believe it would create more food miles as the big distributors are already covering the city in their deliveries to restaurants and other foodservice outlets.

How is this helping to mainstream sustainable food?

At a local authority level, the benefit of providing a climate-friendly diet which is also healthy has been recognised, and the city is providing leadership for its citizens through implementing an ambitious food policy.

What can we learn from this?

- UK local authorities: explore synergies between healthy and climate friendly diets – being environmentally friendly can also be cost effective and healthier, therefore addressing more of the cross cutting issues that face our population.
- Farmers/small suppliers: consider approaching big regional and national distributors with a 'local' product suitable for school catering. Collaboration might be required to get the volume and engage with the new product development process, and in Scotland, many producer groups have already been established, often with the help of SAOS²⁷.

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Malmö provides leadership across the sustainability agenda, including on food. This year, it will host 5 different international conferences to share knowledge across borders, including around sustainable procurement.

²⁷ <http://www.saos.coop/>



6. Certification and mainstreaming sustainable food

6a. Why do we need standards?

For nearly 10 years I have worked to encourage businesses to make the most of environmental certification schemes (ISO14001, Green Tourism Business Scheme, MSC environmental standard for sustainable fishing, MSC Chain of Custody standard for seafood traceability, Soil Association Organic Certification and the Food for Life Catering Mark). Though it would be wonderful if such standards became obsolete because we fully trusted the companies we do business with and buy food from, this is unlikely. I believe that working with standards, despite their imperfections, is a way of mainstreaming sustainable production and consumption. Credible standards²⁸ can help transform production processes to be more environmentally and socially responsible²⁹ by actively encouraging a market for these products.

Third party certification schemes make sure that someone (a trained auditor) has checked certain elements of a product or process, allowing consumers to have a high level of trust in the supply chain delivering it and in the product itself. There is a clear, trusted definition in Europe underpinning organic food and farming. Organic production methods and labelling are defined by the EU through two regulations³⁰ which require businesses to undertake an independent audit by a registered certifier. The ecolabels associated with environmental certification for our food system are a clever communication tool, in theory, conveying this message to consumers at a glance.



Prominent display of Danish red organic symbol in bakery

However, the proliferation of logos on food products can be confusing for shoppers. Even the diversity of issues that sit behind one symbol can be confusing. This is often cited in the case of organic certification, which carries several messages; ensuring no artificial fertilisers are used, severely restricting the use of pesticides, demanding high animal welfare, no routine use of preventative medicine and no GM. For well-informed consumers however, identifying the values that sit behind an ecolabel can ease the increasingly difficult decision-making process around how to buy food responsibly.

The rise of local

In North America concerns are growing that the organic system has been hijacked by 'Big Business' which is diluting organic values³¹. This has increased the occurrence of deeper green producers who rebel against the certification system, and has perhaps fuelled the rise in use of the word local to describe sustainable production. Many consumers equate the words local and sustainable but need to consider what they actually mean³².

In the UK too, the word local is frequently used to sell food in farmers' markets and in supermarkets, bringing with it connotations of small scale/artisanal production, helping local communities, happy animals, freshness, seasonality and good environmental practice. Often, this may be the case, but

²⁸ <http://www.isealliance.org/our-work/defining-credibility/our-credibility-principles>

²⁹ <http://www.isealliance.org/about-standards/what-are-credible-standards>

³⁰ <http://www.organicrules.info/>

³¹ http://www.nytimes.com/2012/07/08/business/organic-food-purists-worry-about-big-companies-influence.html?_r=2&pagewanted=all

³² <http://www.examiner.com/article/sustainability-101-how-do-you-define-local-food>



you can't assume it is. You need more information on the production system sitting behind the product – the full story is really important. As a marketing term, 'local' is doing a great job because customers relate to it, but in reality it is very subjective.

'Locovores'³³ (people who practice eating food that is grown locally) understand that eating local has to mean more than just geography. They tend to audit the production system for themselves, by knowing who produces their food and how it is produced. This is impractical for many concerned consumers though, especially when they are time poor and dependent on shopping in supermarkets. In Scotland, the Fife Diet³⁴ advocates short supply chains, knowing your local food producers, supporting organic farmers and growers where possible, using fresh and seasonal products, and provides lots of recipes and support for working with the produce of the region. It is also pragmatic, following the 80:20 principle so allowing luxuries from further afield like coffee, wine and bananas.

Growing sustainable foodservice markets

Through the Food for Life Catering Mark, Soil Association continues to support the growth in sustainable foodservice, by scaling up this independently endorsed certification scheme for caterers. The Food for Life Catering Mark³⁵ guarantees what's on the menu is freshly prepared, better for animal welfare and free from undesirable additives. As caterers move through the tiers from bronze, to silver and gold, requirements for local and organic ingredients are increased and stepwise change over time is supported towards more sustainable menus, rewarding healthier, higher animal welfare and more ethical choices.

Bronze Catering Mark Standards: fixed

- Meals contain no undesirable food additives or hydrogenated fats
- 75% of dishes are freshly prepared
- Meat is from farms which satisfy UK welfare standards
- Eggs are from cage-free hens
- Menus are seasonal
- Training is provided for all catering staff
- No GM ingredients are used
- Free drinking water is prominently available.
- No fish are served from the Marine Conservation Society (MCS) 'fish to avoid' list.
- Information is on display about food provenance.
- All suppliers have been verified to ensure they apply appropriate food safety standards.
- Caterers in schools, early years and residential care settings can demonstrate their compliance with national standards or guidelines on nutrition.



Silver and Gold: Achieve bronze, then flexible points system

The silver and gold standards are assessed on a points system. Food providers are rewarded for every percentage point of their ingredient spend on ethical and environmentally friendly food, locally sourced ingredients and steps to offer healthier menus.



³³ <http://www.locavores.com/>

³⁴ <http://www.fifediet.co.uk/>

³⁵ <http://www.sacert.org/catering>



Caterers with a Food for Life Catering Mark have a clear marketing advantage. Caterers in the private and public sector have been able to grow their sales in many cases, and directly created opportunities for farmers and local companies. Stirling Council recently achieved bronze, and promoted this to the local media with an award ceremony at a primary school, which featured a short film³⁶ produced to explain the Catering Mark to parents.

Increasingly, people are eating food out of the home as lifestyles become more hectic, though in the last few years of economic gloom, growth has been stagnant as the downturn has affected behaviour. In the UK, around 30% of spend on food is for eating out, and it is expected that by 2035, foodservice will equal retail in terms of share of consumer spend on food³⁷. And even though we are experiencing a difficult economic period, people are still choosing to eat out of the home³⁸, though they may be 'trading down' to cheaper options. Foodservice has been left slightly behind retail in the drive for sustainable practices, though this is changing, with food provenance increasing in importance³⁹.

I'm interested in how certification can be used as a tool to help to grow an ethical marketplace in other countries too. I took the opportunity to investigate two recently launched schemes, both embedded within the foodservice sector.

The first case study I looked at, Local Food Plus, found a way of defining local by creating standards and a certification process to set environmental and social criteria. We do not have a producer-focussed standard like this in the UK. It might be worth exploring as a way to help grow a trusted market for sustainable and local food. (See next page).

The second case study explores how Denmark has stimulated the market for organic food by setting targets, and creating a strong certification programme to encourage these targets to be met. (See three pages on).

³⁶ <http://www.soilassociation.org/foodforlifescotland/cateringmark>

³⁷ <http://www.nfuonline.com/Our-work/Food-chain/Food-service-sector/Food-service---a-guide-to-the-market-place/>

³⁸ <http://www.hrzns.com/news/frequency-of-eating-out-higher-than-two-years-ago>

³⁹ <http://www.hrzns.com/news/food-provenance-gaining-importance-on-british-menus>



6b. Case study: Local Food Plus, Ontario

I was really interested to learn more about Local Food Plus (LFP) when I visited Toronto in Canada, which brings in environmental and social criteria and therefore offers a more holistic approach. LFP is an independent, audited certification scheme though it is lighter touch, cheaper and less onerous than organic certification. To many producers, it provides a step on the ladder towards organic. To consumers who look for the logo (right) on menus, it offers reassurance that production methods have been checked and are working within defined sustainability criteria. It qualifies the word local with clear environmental and social criteria.



I met Jessica Thornton, who has been part the Local Food Plus team from concept 6 years ago, going from a volunteer to being responsible for its development into a replicable, robust and accessible certification for farmers, and an assurance label for customers.

What does the audit check?

Farms are checked for environmentally and socially sustainable practices. The assessment is carried out by organic inspectors, who check the necessary paperwork when a business registers, and then an on-farm check is carried out once every three years, checking the farmers meet the following criteria⁴⁰:

- ✓ Employ sustainable production systems that reduce or eliminate synthetic pesticides and fertilisers; avoid the use of hormones, antibiotics, and genetic engineering; and conserve soil and water.
- ✓ Provide safe and fair working conditions for on-farm labour.
- ✓ Provide healthy and humane care for livestock.
- ✓ Protect and enhance wildlife habitat and biodiversity on working farm landscapes.
- ✓ Reduce on-farm energy consumption and greenhouse gas emissions.

Growing the market in Ontario

The non-profit organisation behind the label has developed a strong and growing partnership network through the supply chain, including distributors, restaurants, and most significantly in terms of volume – universities and other public institutions. The initiative started off with the University of Toronto pledging to buy 20% certified local sustainable produce, and so encouraged the first 20 farmers to invest in certification. Now 200 producers are certified in Ontario, and the scheme is beginning to be rolled out in other parts of Canada too.

Are organic producers threatened by this ‘not quite organic’ certification?

This initiative grew out of the organic movement, allowing a stepwise approach to improving environmental credentials. Many sprays are red listed, some are amber and require derogation to use them, and a few are green. Over time, chemicals are moved along this chain. It could look like a way of ‘lowering the bar’ to organic production.

Actually, many organic producers also undertake this certification enabling them to be ‘certified local sustainable’ too. They are exempt from several areas of certification paperwork which reduces the administration burden, and the scheme is inexpensive. Being a part of the schemes brings with it market opportunities particularly around access to markets, for example large scale foodservice operations.

⁴⁰ <http://www.localfoodplus.ca/certification>



Participation gives organic producers another string to their bow – they are doing more than the requirements for Local Food Plus, and so have an extension to their marketing offer. It also levels the playing field, so that those benefitting from using ‘local’ to market products have been checked to make sure that their production methods are meeting some robust criteria – some of which go beyond the checks in an organic audit.

How does this help to mainstream sustainable food?

Local Food Plus certification

- provides one definition of sustainable food through a transparent, independently verified certification
- provides market opportunities for small-scale sustainable producers to work with large scale businesses like Aramark, as well as independent businesses with a geographical region
- has a logo which guides consumers to purchase ‘certified local sustainable’ products and educates them around the benefits of local sustainable food.
- Provides a replicable model which can be used elsewhere.

Already, this system is mainstreaming sustainable food, because the scheme is growing quickly within Ontario, and is spreading to other states, subject to funding and resources. Offices are now being set up in Manitoba, British Columbia and Quebec.

What can we learn from this?

- Standard setters: This scheme is growing across Canada, which is driving improvements in the grey area of marketing ‘local’. This provides a stepping stone for those farmers not able to commit to organic, but who are interested in improving and developing their environmentally and socially sustainable practices. There is an opportunity to encourage producers to change their behaviour by providing recognition and a marketing tool.
- Farmers and small producers selling ‘local’: What lies behind this tag is important, so making sure you are happy to talk about all the production methods behind your product is key. Local is just geography, what makes your product special?
- Organic producers: Don’t hesitate to also use the term local where you can justify it, because this does resonate with the public, often because they assume that it is sustainable. You have a great story to tell which is about more than just providing local products.



6c. Case study: Denmark using the carrot and the stick for sustainability

Denmark is taking environmental improvements across the board seriously, and has been setting targets to ensure that progress is encouraged. As well as setting energy targets aiming for 100% of electricity to be from renewable sources by 2050⁴¹ (a little behind the ambitions of the Scottish Government, which has a target of 100% by 2020), it has set targets for organic food.

Danish Government set targets to grow organic market share

The Danish Government wants 60% of food on public sector menus to be organic by 2020⁴². This policy has been well received by the public, who are happy as long as it doesn't cost more. To help the foodservice sector to achieve these tough targets, the Danish government has supported marketing and certification initiatives. There is evidence this is working: there is significant growth of organic sales in the foodservice sector, estimated to be at least 30% a year, though some figures have it as high as 46%⁴³.

Interestingly, one of the key drivers for setting the target around organic food is the pure, untreated groundwater that Danes are now no longer taking for granted. Urging growth in organic food sales is designed to increase the land managed organically to preserve the groundwater quality. I had a useful conversation with Lone Lonklindt, Danish Minister for Agriculture, who is proud of the effort that Denmark has made to support this market.

Pesticide taxation 'stick' to improve overall performance

Added to the 'carrot' of marketing and targeting growth in organics, there is also a 'stick' in the form of pesticide tax⁴⁴. The Danish government has tried various forms of taxation, beginning with taxing the wholesalers, and then taxing at point of use. The latter failed because the companies lowered the prices of the products. Now, a new rate of tax is being introduced, which is graded according to how harmful the chemicals are to health and the environment. This is controversial in many areas, but again goes to show the Danish Government, in this case taking the lead of the Norwegian government, is very keen to reduce the impact of chemicals on the environment (soil, water and biodiversity) as well as on human health.

On discussing this with former Danish Cabinet Secretary for Agriculture, Henrik Høegh, I was heartened to hear that though his roots are in conventional, intensive agriculture, he is keen to support a more sustainable system, and he is pleased that Danish farming uses less than half of the European average of applying chemicals to wheat and rape.

Organically sourced cuisine – certification for foodservice

To support the achievement of the target to have 60% organic food to be served in public sector catering, the Danish Government has introduced a certification and marketing scheme, Organic Cuisine, for large scale foodservice. This is designed to help caterers market their commitment to organic principles to the public.

⁴¹ <http://www.businessgreen.com/bg/news/2114297/denmark-netherlands-ramp-green-growth-goals>

⁴² <http://www.soilassociation.org/news/newstory/articleid/2850/danish-government-aim-for-60-organic-food-in-public-sector-kitchens>

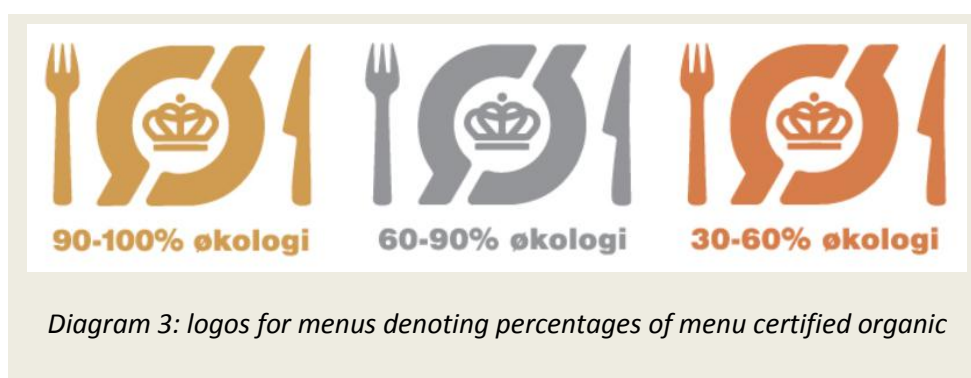
⁴³ <http://www.organicdenmark.dk/page96.aspx?recordid96=47>

⁴⁴ <http://www.mst.dk/English/Pesticides/Reducing+the+impact+on+the+environment/Intiatives+under+the+G+reen+Growth+Action+Plan/Pesticide+tax/>



In Denmark, organic certification is carried out by government inspectors, rather than private businesses or social enterprises as in the UK. This is true for organic farmers, processors and for foodservice businesses who are part of the Organic Cuisine certification. It means that certification costs are fully subsidised for Danish farmers, processors and businesses.

Organic Denmark⁴⁵ is an independent non-profit organisation which offers membership and support to organic and nonorganic farmers and producers, and is also a membership organisation for the public, like Soil Association. Organic Denmark has received funding from the Danish Government to market the Organic Cuisine⁴⁶ label and to encourage uptake of the certification by foodservice businesses and the public sector. The certification has three tiers denoted by symbols which identify the percentage of organic ingredients used in the restaurant (see Diagram 3 below). There are now 200 restaurants which are part of the scheme, mainly workplace canteens and schools.



Copenhagen Madhus – a leading example in school meal provision

To provide a local example of how the government targets work in action, I visited Copenhagen Madhus (House of Food)⁴⁷, which is a consultancy set up by the local authority to improve the catering provision in the city, including kindergarten and school meals. It aims to create a healthy, happy and sustainable food culture for the city, which contains 10% the population of Denmark.



⁴⁵ <http://www.organicdenmark.dk/About-Organic-Denmark.98.aspx>

⁴⁶ http://www.oekologisk-spisemaerke.dk/Download_consumer_information_s35.html

⁴⁷ <http://www.kbhmadhus.dk/>



School meals are not free in Denmark, like they are in Sweden, but are charged based on ability of the parents to pay for them, according to a graded scale.

Facts about food in the City of Copenhagen:

- Close to 60,000 meals are served daily
- The food is prepared in 900 kitchens
- With 1,700 food workers and approximately 6,000 "meal hosts"
- The food budget is around 40 million Euros annually
- 75 % of the food consumed is organic



**KBH
MAD
HUS**

Some impressive statistics!

Copenhagen Madhus, provides a unique resource for the catering service, including:

- consultancy on sourcing and menu design
- specialist support on increasing organic products on the menu
- fantastic facilities and training for cooks at all levels and experiences
- communication and marketing support for branding
- support on design of dining areas in full consultation with children
- international leadership by hosting international conferences to share knowledge



Anya Hultberg demonstrating some of the fun, funky branding for the school meals service which is designed to increase uptake



Badges for kids are part of the marketing materials



Investment in dining areas, in consultation with the children keeps them in school, and more likely to choose better food



Madhus provides a team of 35 specialists, including chefs, trainers, designers, organic consultants to deliver this innovative and effective service, to improve the health and sustainability of menus, and to increase the uptake so that more young people – especially those most in need – receive a high quality meal each day.

Budget implications

The experience of changing the delivery to include often slightly more expensive organic ingredients has had budget implications, though over time the prices of organic foodstuffs are decreasing as the supply expands to meet the demand. Costs associated with prioritising sustainability and organic products have been completely offset by ‘leaning’ the procurement process, and by applying some good old fashioned common sense in the kitchens.

- There is a greater emphasis on vegetables in the menus – healthier and cost-effective.
- Seasonality is respected, again bringing costs down.
- Waste streams are mapped and reduced.
- Focus on simple, everyday cooking and streamlining supply – for example instead of offering 8 types of yoghurt, just 3 organic yoghurts are now available.
- Skills are being developed – instead of buying in cubed cheese, cooks are provided with better equipment and trained in knife skills.

The budgets for school meals in Copenhagen have not been increased; they have remained the same for the last 10 years. Despite this, food culture is being shifted to a sustainable, healthy footing, with an improvement in engagement with customers.

We’re really delighted that Anya Hultberg, who showed me around the building and gave a fantastic overview of the Copenhagen Madhus, will be visiting Scotland in 2012 in order to share her experiences more widely with policy makers and foodservice professionals amongst others at the Nourish conference⁴⁸.

How does this help to mainstream sustainable food?

Within this case study, two linked components clearly make a difference to mainstreaming sustainable food, in this instance through growing opportunities for organic production. Denmark has the highest spend on organic food per capita in the world, a higher percentage of certified land than the UK (nearly 6%, compared to 3.3% in Scotland, 4.4% in England and 8% in Wales), and a high market penetration for basic foodstuffs (oats, milk and bread).

Government target setting

- Provides leadership internally for Denmark and externally for other countries in supporting organic production and markets
- Sends a clear signal to the market on direction of travel towards sustainability, linking organic production clearly with environmental benefits
- Encourages local government to adopt strong public procurement policies, exemplified by Copenhagen taking the lead through investing in the Copenhagen House of Food
- Informs consumers of the benefits of organic production and consumption

Development of a certification programme, including training and marketing materials

- Provides a clear stepwise progression to best practice for caterers
- Provides marketing materials to educate customers

⁴⁸ <http://www.soilassociation.org/news/newstory/articleid/4263/nourish-conference-2012>



- Provides guidance and support to make changes to current procurement
- Creates business opportunities to move into new supply territory

What can we learn from this?

- Governments: setting targets encourages market growth, like the Scottish Government is finding with renewable energy. However, incentivising change is also important, and the creation of a marketing support scheme in the form of certification to embed changes has been really effective in Denmark, creating strong growth in the foodservice sector for organic products.
- Local governments: Copenhagen provides a really great example of how a sustainable and healthy food culture can be marketed effectively to educate and engage children in these issues. It demonstrates that investment in training, sourcing skills and professionalising public sector catering front of line staff can create a positive workplace, opportunities for personal development and a motivated team.



Outside: Kindergarten cooks were being trained in outdoor cooking skills to provide food education to children



Sharing the culinary delights prepared on the BBQs and open fires



Inside: Unemployed people are trained to be 'supply' cooks, to provide cover for those on refresher training



7. Addressing affordability, access, education & distribution

There is a huge variety of different businesses and NGOs working to scale up sustainable food across the world. I have put together very short case studies to provide a flavour of some I visited. Similar examples may already be in running in Scotland and the UK, but I have tried to explore some of the elements that might help extend the existing work, within the following three categories.

- **Increasing access to sustainable food through geography and affordability**

Sustainable food is often thought of in the UK as elitist, or alternatively, as 'hippy'. These tags are outdated as our world struggles with man-made problems. Sustainable food should be accessible to everyone, and I found some excellent examples of supporting and incentivising harder-to-reach communities to buy fresh, sustainable produce in North America

- **Increasing awareness of sustainable food through marketing and education**

Food education is often carried out by industry bodies or third sector organisations. I sought out some businesses taking the lead on delivering food education – looking at both cooking and growing skills, and encouraging all ages to get involved, and become loyal to sustainable food. Hand in hand with education, goes social marketing techniques which encourage behaviour change for a social good. Some of the certification schemes discussed in the previous chapter result in social marketing opportunities, but here, I have looked at some ways that businesses are promoting their offer to encourage shifting consumption patterns to sustainable eating.

- **Increasing market opportunities for producers by enabling distribution**

Distribution can be a really difficult part of the business for small scale producers, and so I was looking for ways in which fresh, sustainable food was given a marketing advantage because the logistics were outsourced from the producer. I have three examples. In one, an NGO is increasing sales opportunities by developing a wholesale business. Next, in Scotland, a food hub provides a storage and delivery service. Finally, a retailer in the Netherlands has taken on responsibility for transport, enabling producers to concentrate on what they do best.



Fun, friendly and memorable marketing starts with the van for loerger farms, Illinois



7a. Increasing access to sustainable food through geography and affordability

Greenmarkets of New York

Prior to my trip I had a good conversation with Douglas Watson of Scottish Farmers Markets, and Graham Wallace of Glasgow's Wholesale Market, about Greenmarkets of New York. They seemed a little in awe of these long established greenmarkets – having now appreciated the scale and ambition of this programme, I understand why.

Greenmarkets were set up in 1976, starting as one small market with 12 farmers. The original aims were to:

- Promote regional agriculture by supporting small farms to supply food direct to the city
- Increase access for New Yorkers to the freshest, best quality local food

Now, there are 53 markets across the city, involving 230 local farmers, protecting around 30,000 acres of land from development⁴⁹.

Integrated across many neighbourhoods, greenmarkets of NYC have developed to reflect what the local populations want to buy, including catering for different cultural needs for fresh produce. Some, like the Union Square greenmarket, are prestigious and lucrative for the stall holders. Here, many high profile chefs get their produce.

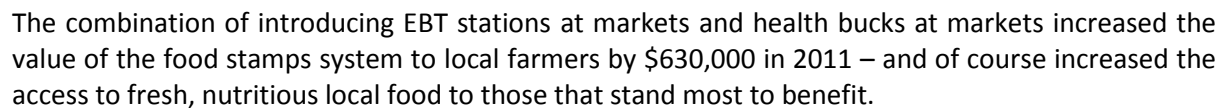


Huge diversity heritage tomatoes, farmed locally and sold in Union Square Greenmarket

New York has done a fantastic job of increasing the accessibility of markets to people whatever the size of their pockets. Food Stamps, or Electronic Benefit Transfer (EBT), are a benefit given to the poorest people to help them feed themselves. When the EBT system was modernised from paper vouchers to reduce fraud and decrease stigma, markets were seriously hit because of a lack of facilities to accept the electronic payments.

Health Bucks are an innovative scheme funded by the Mayor of New York. For every \$5 of green stamps spent, the city adds \$2. This is a clever incentive supporting sustainable production and consumption, because both farmer and shopper benefit.

⁴⁹ <http://www.grownyc.org/greenmarket>





Volunteers and staff busy packing pallets for delivering to schools at Foodshare's warehouse – a converted high school gym

Brickworks – a modern food-shopping destination

North America takes a pride in its local food systems, obvious at the markets I visited. In Toronto, the wonderful Brickworks⁵¹ has been converted from an industrial site to a huge covered market. It is a wonderful shopping experience; full of music, tastes from around the world and teeming with stalls showcasing an enormous variety of local produce and products.

The facilities are fantastic – a solid roof is something most Scottish markets don't benefit from, but are probably most in need of! Brickworks is a Saturday destination for families stocking up for the week and enjoying walks and talks that are also available within the facilities. It is almost like an out of town shopping centre, except nothing is mass produced, and small, local businesses are at the heart of it.



Brickworks – a huge covered market great for a busy, all-weather farmers' market and convenient for your shopping

Farmers feed cities

In Toronto, mini farmers markets are beginning to spring up in new places. I came across one on a Thursday late afternoon, on the campus at the University. This had only been running for a year or so, and the three or four traders that are signed up expect it to do better next year, once the market has become more established in the minds of the students and staff working in the area. But to help this along, visible campaigns such as Farmers Feed Cities⁵², and growing of vegetables instead of

⁵¹ <http://ebw.evergreen.ca/>

⁵² <http://www.farmersfeedcities.com/>



Creating rural – urban links

plants in the flower beds and pots, are important communication tools in linking city dwellers with the land and land managers.

Providing an alternative shopping experience

In Beijing, through subsidy from the government, fresh food markets are being re-introduced to parts of the city where they had long been obsolete. We visited a really busy market, which was going down well with local residents who are delighted with the increased access to fresh vegetables. Many prefer to buy meat directly from markets to ensure that it is not plumped up with water.



Beijing: increasing availability

How does this help mainstream sustainable food?

Considering how to build infrastructure for markets, and to ensure that they are situated to provide access for communities across the economic spectrum, is really important.

- Location, location, location – convenience shopping is what we're used to, and ensuring markets are in the right place, and at the right time is key.
- Facilities like a roof and parking mean more people can use a market more regularly, offering an alternative shopping experience to the multiples or out of town retail centres
- Ensuring that sustainable food is affordable to all, rather than simply a premium brand, is essential for fairness, for growing markets and for the planet.



7b. Increasing awareness of sustainable food through marketing and education

Education supported by farmers' markets in America:

Sprouts at the market

I met Lisa Bralts, who is in charge of development of the 'Market in the Square', the Farmers' Market in Champaign-Urbana, Illinois. Lisa is employed directly by the City of Urbana in the Economic Development department. She is able to spend a marketing budget to educate the community about the market, and is making the most of social media which results in an affordable campaign⁵³. We had an interesting chat about the difficulties of managing markets including differences of opinions between vendors, and varying policies between the two cities (Urbana and Champaign sit cheek to cheek, and differ in some areas including legality of keeping chickens in gardens).

The Market in the Square has an initiative for kids aged 5-8 years, called Sprouts at the Market. This encourages families along to the market, and each week there is an activity or an event so that children can meet farmers and learn about growing and cooking the produce. The marketing materials both for the market itself and for the children's programme are fun and bright, and they are highly visible around the city (using lamp post banners). Added to this, a really strong blog highlights the mouth-watering produce weekly.



Clear marketing and branding

Norwich Meadows Farm

I introduced myself to stall holders of a farm stand at Union Square. Haifa and Zaid are co-owners of Norwich Meadows Farm⁵⁴, an organic farm business which sells at Union Square market 4 times a week, providing 60% of their sales. They also run a 1000 family CSA scheme (summer). It was really fascinating to hear the diversity of issues that face them, and many of these are no different to many faced by producers selling direct in the UK including labour issues, access to land, and education of the public about the real costs of producing their food in an environmentally and socially sound system.

Stallholders do more than sell their wares. They are also educators. I saw Zaid in action with a class of 5 year olds, and a class of 11 year olds, all coming to the market to learn more about food and farming. There is a great relationship between schools and markets in New York, and markets are used extensively as outdoor learning opportunities, connecting children to farmers directly.

This is especially important for those children that do not have easy access to the countryside, and so are less likely to understand food production and supply. Farmers' markets bring in a wealth of expertise, and perhaps we could harness this more effectively in the UK.



Zaid, an organic farmer, answering questions

⁵³ <http://www.market-at-the-square.blogspot.co.uk/>

⁵⁴ <http://www.norwichmeadowsfarm.com/>



Kids getting stuck in – Garden to Stomach

The grand finale to my Nuffield adventures was a trip to Krogerup, a demonstration farm leased by Aarstiderne (meaning *the seasons*) which is Europe's largest box scheme⁵⁵, with 120 employees, and supplying 45,000 customers in Denmark and Sweden. Krogerup is a mixed organic farm of 1000 ha, which hosts a farm shop and gardens where all of the vegetables provided in the Aarstiderne boxes are grown.

An inspirational education programme *Garden to Stomach*⁵⁶ has been established on the farm with schools in the county. Each year, 50 classes of 11 year olds visit the farm around 8 times over a growing season. Each class is given a plot to prepare, plant, tend and harvest, so they see the whole process. They also learn how to prepare and cook four simple dishes, which they repeat a few times. At the end of the summer, they can each take home a bag of vegetables and prepare a meal for their family.

It is a hugely empowering learning opportunity giving children confidence in essential life skills as well as developing team work. Funding is received to run this from the local education authority. This is run separately as a non-profit, involving 2 gardener/teachers, a chef and the farmer.



Lone Lindt, MP for Agriculture, Denmark, impressed with the children's gardens at Aarstiderne

The farm also hosts clubs which encourage intergenerational activity, where grandparents and older people in the community are invited to help teach younger generations to garden and to cook on several outdoor BBQ areas.

Teaching growing skills to urban communities

In Beijing, our group visited Little Donkey⁵⁷, which is a Community Supported Agriculture (CSA) initiative in the North of the city. The CSA model is relatively new in China, and one of the founders Shi Yan gave us a tour of the operations. There are estimated to be around 10 CSAs surrounding Beijing.

As well as providing organic vegetables to 700 members of the CSA, Little Donkey provides access to allotments for those interested in growing their own organic food, additionally providing all the tools, knowledge and support required. The tools in the photo are all handmade by the farmers that are employed by the CSA to look after the horticultural operations. This gives families access to growing, where such opportunities are seriously limited within urban conglomerations.

The CSA also keeps animals, and offers organic meat and eggs to their customers. The pigs were really clean, kept on bedding made with corn husks and treated to encourage bacterial breakdown.

⁵⁵ <http://www.aarstiderne.com/>

⁵⁶ <http://havertilmaver.blogspot.co.uk/>

⁵⁷ http://www.littledonkeyfarm.com/plugin.php?id=aiview_dzx:pages



Shi Yan & handmade tools



Clean pigs on corn husk bedding

Common Ground: a co-operative approach to sustainable food

Common Ground⁵⁸ is a food co-op in Urbana - Champaign, a University town in Illinois, the heart of the mid-west, 'corn and beans' country. Despite tough economic times, it has been growing at 30% a year for the last three years, and is rapidly expanding the retail space to the benefit of over 20 local farmers and growers supplying the food co-op.

By first moving to a functional and accessible "mall" area from a small church basement, then opening its doors to everyone, rather than just being exclusive for members, big steps have been made in increasing the accessibility of this produce and therefore growing sales. However, equally important is the investment made in branding, and in engaging with members to ensure that the shop provides what they need – communication, getting the messages and offer right are priorities for the staff team.

Education is a big part of the mission, and now the store is expanding again, to include a teaching kitchen for a variety of classes, including 'eating healthily on a budget'.

The co-op provides week long access to the products previously only featured at Champaign-Urbana farmers' market, see above. Because of the close proximity (every Saturday the farmers' market is open in the car park beside Common Ground), the co-op is counted as a 'frienemy' because it drives and detracts business from the Saturday market roughly in equal measure.

How does this help to mainstream sustainable food?

Providing education initiatives, and using social marketing campaigns can:

- Engage children and families with the food chain, and encourage better food choices
- Provide skills and confidence in cooking and growing, increasing demand for fresh food
- Inspire children from urban areas to consider career options in growing and cooking food

⁵⁸ <http://commonground.coop/>



John Chermiss of Blue Moon Farm, near Champaign, sells organic veg at farmers' markets and to Common Ground



Locally grown, certified organic peppers from Blue Moon farm demonstrating its clear labelling policy and short supply chains



Common Ground has a clear food sourcing policy and funky, welcoming image



Sabrina and Joy showing their local sourcing map on the wall at Common Ground



Common Ground: mainstreaming sustainable food by improving location, fostering direct supply for fresh produce and using co-operative purchasing power for dry goods which helps affordability.



7c. Enabling distribution

Scaling up sales volume: wholesale Greenmarket NYC

For 30 years there has been a wholesale Greenmarket⁵⁹ in New York City. This allows farmers who are growing locally at a large scale access to restaurant and retail buyers. I arrived around 5am at the car park of the enormous fish market in Hunts Point, the Bronx. I met Nathan from Grow NYC, who is the project manager for the wholesale market. There were around 7 or 8 trucks, with piles of boxes and 25kg sacks of vegetables. Many local bodegas and shops use the market to access the freshest products.



At 5am in the Bronx, the wholesale farmers' market is in full swing

Brian, also employed by Grow NYC is working on a grant funded programme to trial a wholesale delivery service to speciality shops. Sales through retail greenmarkets have plateaued, and this initiative is designed to drive growth. I rode with them in their truck to make a few deliveries around Manhattan, and to meet potential new suppliers. Feedback was good, with one chef we visited being really impressed with the quality, provenance and prices of the wares.

They went on then to set up a Youthmarket with the rest of the produce that they had on the lorry. Youthmarkets improve access to fresh local food, and introduce training opportunities to communities limited in both. They are located in areas which have been identified as food deserts, where access to affordable, healthy food is poor, and youth unemployment is high. There is funding to pay some young workers to run the business, along with a



Brian tempting a chef into buying local produce from the wholesale market

⁵⁹ <http://www.grownyc.org/wholesale>



market manager to manage the market stall. Benefits of Youthmarkets include:

- Increased consumption of fresh produce by stall holders, their families and communities
- Increased communication, numeracy and literacy skills, and experience of running a small business for those involved in running the stalls
- Increased sales for local farmers through access to underserved markets

How is this wholesale market helping to mainstream sustainable food?

- By providing a route to market for a larger volume of produce, local farms, including some organic farms, have more opportunities to scale up production
- Grow NYC, as a charity, also makes use of the produce sold via the wholesale farmers markets to supply Youthmarkets allowing harder-to-reach communities access to fresh local produce
- Grow NYC is trying to develop distribution routes to businesses and shops in Manhattan, therefore encouraging sales to grow.
- There are plans to develop the facilities for the market, which currently is being held back by basic facilities (it is held in a car park, with no modern loading or unloading facilities).

Scotland's Food and Drink Hub

Distribution is often one of the more difficult and expensive (time and fuel) areas for small food producers. Scotland's Food and Drink Hub is a new distribution hub that has been set up in the central belt of Scotland to address these issues, along with efficiencies for delivering into retailers.

I spoke to James Laws, Operations Director, who has spent much of his career in procurement at Sainsbury's. He developed a business plan for Scotland Food and Drink to investigate the opportunities around a central food hub to support small producers to reach more mainstream supply systems. Unfortunately no funding was found, but James developed the idea himself by bringing in a couple of other directors and seeking funding for business development.



Scotland's Food and Drink Hub⁶⁰ is now up and running. It has good links with Waitrose which has over 400 lines from small and medium sized producers in Scotland. The Food and Drink Hub is now responsible for delivering 30 lines to Waitrose, which previously were delivered by the various suppliers to all 4 Scottish stores. The frequency of small deliveries was difficult for the retailer to manage. Now many suppliers are using the hub for storage as well as for a distribution service. This has led to distinct business advantages for the producers.

How is this helping to mainstream sustainable food?

- Due to increased frequency of delivery, stock is always on the shelf in the shops, leading to improved sales figures for producers
- Small producers do not need to spend time delivering products, instead they have access to a professional and cost effective solution, spending more time developing their business.
- Additional opportunities for producers to access new markets and new contacts

⁶⁰ <http://www.scotlandsfoodanddrinkhub.co.uk/>



Landmarkt, Amsterdam

Landmarkt⁶¹ is a new supermarket in Amsterdam, which specialises in fresh, local and sustainable produce. It was set up by a commercial specialist, who was once a buyer for Albert Heijn, the largest retailer in the Netherlands. He got together with two partners (backgrounds specialising in ethical coffee supply and accountancy) to develop the concept store I visited on the edge of Amsterdam. The directors all have a background in big business and saw the potential in a retail model with a target market of middle class, middle income, highly educated people.

They identified that health and sustainability are drivers for sales, and so the store uses this to good effect, providing a choice of fresh, local and ethical produce. I was surprised, therefore, to see a 'junk food' aisle full of typical fizzy juice and crisp brands which seemed at odds with the concept. On drilling into this with the owner, it is very much part of the strategy. He accepts that family shoppers want to buy 'treat' items too as part of the mix. So he makes them available but less prominent, and tends not to do deals on these products. Instead, he drives volume to the fresh and local produce with good deals. The day I visited, local apple and pear juice was on offer, 2 bottles for 3 Euros.

On site there is also a restaurant, which was really busy when we visited in the early evening. Having a multi-faceted offer will drive interest and increase footfall. Many stores specialising in fresh local produce bring out a restaurant concept, which is a great way of avoiding retail waste by providing ingredients for the kitchen.

Easily accessible by bicycle and car, the site is in a converted greenhouse which has been kitted out with all the necessary technology and IT systems. This investment was made with roll-out in mind, and it is hoped that attention to detail up front will allow an effective strategy to take this store to other Dutch cities.



60% of sales in Landmarkt are fresh



Driving volume for local suppliers is a key aim for Landmarkt



Busy in store restaurant

How is this business helping to mainstream sustainable food?

- The distribution is supplied by the retail business. Landmarkt has two white vans that drive to pick up the produce directly from the farmers and suppliers. This frees up time and energy for producers to focus on their business, and ensures shelves don't stand empty so helping sales.

⁶¹ <http://www.landmarkt.nl/>



- Hard negotiation is minimised. Prices are guaranteed for the supplier at 60% of final retail price. All local and fresh suppliers are guaranteed a fair and open price. This also saves time and increases transparency in the retail process.
- Driving higher volumes of fresh, local product sales are encouraged, instead of using a premium price. Landmarkt sells 60% fresh produce, which compares favourably to the 40% typical of major retail brands. It does this by encouraging volume sales on fresh and local, and not other grocery products.
- Future stores will identify suppliers within a certain radius of their location, rather than encouraging existing small suppliers to expand beyond their capacity or desire. Many more businesses should benefit from this model.



8 Conclusions and recommendations

Scaling up sustainable food using national and local food policies

At a national level:

Conclusion	Scotland has a strong National Food Policy, Recipe for Success. It has far reaching aims, but, outside of economic development, it is lacking in clear and transparent engagement from the wide variety of stakeholders required for effective progression.
Recommendation	Scottish Government could set up a Scottish Food Policy Council to oversee future development and delivery priorities of the national food policy. Currently, Scotland Food and Drink is an effective delivery agent for the economic objectives of the policy, but there is no umbrella group taking forward other areas. This group might consist of food industry, health, education, environment and social justice groups (NGOs, third sector, local and central government reps), including the interests of the farming community. It does not need to be expensive to run, but does need co-ordination to ensure transparent representation.
Action	Within my role at Soil Association Scotland, I would be happy to help support the development of a stakeholder group.

At a local government level:

Conclusion	Cities in North America are already using Food Policy Councils to bring food issues to the core. Some cities in England are introducing this key tool, but so far there are none doing so in Scotland.
Recommendation	Setting up city / town / community Food Policy Councils will elevate the status of food and associated social, cultural, economic and environmental issues within our cities and towns. For farmers and growers, campaigning for shorter supply chains using this structure may enable more direct routes to market.
Action	Since I visited Toronto, I have been sharing what I have learnt, and I hope to help adoption of Food Policy Councils in our Scottish cities.

Certification and mainstreaming sustainable food

Defining 'local' through certification

Conclusion	Standards and certification systems have long been used to stimulate markets for environmentally friendly products and services. Organic certification provides a clear, legally defined marketing term. Perhaps local should be better defined too. Local Food Plus gives a clear model to define local.
Recommendation	We should consider certification for local products that ensures a minimum level of environmental and social sustainability at a low cost to farmers and growers.
Action	I am keeping in touch with Local Food Plus and seeking views on the value of introducing such a programme in the UK.



Driving markets for sustainable production with targets supported by certification

Conclusion	Denmark has boosted the growth of the organic foodservice market by setting a demanding target for public sector procurement, and by supporting market change with a certification and marketing programme.
Recommendation	Set clear targets to encourage sustainable consumption, which stimulates the market for sustainable production.
Action	Soil Association Scotland has recently been awarded funding from Scottish Government to expand the Food for Life Catering Mark in public and private catering, which encourages fresh, seasonal, local and organic ingredients through a step wise certification (bronze, silver and gold tiers). This is an important step in the right direction.

Addressing affordability, marketing and distribution

Accessibility and affordability

Conclusion	Making local food accessible through an independent supply chain is a challenge, but it opens up choice for both producers and consumers.
Recommendation	National and local governments can identify opportunities to encourage spend on healthy, fresh, local and affordable products through buying groups like Foodshare, and through financial instruments like New York City's Food Bucks scheme.

Improving food education and marketing

Conclusion	Investing in food education through farmers' markets and food co-ops can have positive impacts on footfall and on sales by increasing consumer loyalty and understanding of the issues around sustainable and local food
Recommendation	Already there are some examples of food education being undertaken by private businesses and Farmers' Markets in Scotland, but developing clubs and regular cooking and growing activities for different audiences could be developed further in association with food producers

Enabling distribution

Conclusion	Distribution is an expensive and difficult part of being a small scale food producer, and often detracts time and attention from the core business.
Recommendation	Independent retailers should consider investing in logistics to support direct supply relationships with local producers, like Landmarkt in the Netherlands.
Action	Through my role at Soil Association, I lead delivery of our Food for Life Scotland programme to increase opportunities for farmers and growers to supply new markets and encourage collaborative working.



9. What Nuffield has done for me

This has been the most fantastic opportunity to find amazing friends around the UK, and all over the world, who are interested in where we are going on spaceship Earth. You are all welcome to visit, anytime! I'm very happy to offer a Nuffield hotel - hosting a passing scholar or several has been such a wonderful way of brightening up our small corner of Scotland – it has been an unexpected pleasure to have such an array of visitors.

I have been able to develop a wide network of contacts around the world to draw on for information. Through them and my experiences I have been able to increase my knowledge of sustainable food and farming operations to the benefit of my team and organisation. There have been so many useful little titbits – from organising volunteer training, to leadership ideas, to recipes!

Sorting out my Nuffield trips provided some great life lessons too. I have had to be organised both at work and at home, in order to fit in a hectic travel schedule. I can't say that I've always achieved this with 100% success during this very busy year!



Nuffield farming scholarship: an ongoing experience.

Each week, through Bob's email to his CSA customers in Illinois I hear about the weather and conditions, and the produce available.

The experience has re-invigorated my passion for food and farming, but I have had some brilliant non-farming experiences and sights too – especially relating to local food sampling and Chinese massage parlours - with some fantastic stories (not all of which are suitable for this document)! Thank you Nuffield for giving me that fantastic feeling of not knowing quite how a day will turn out, of being liberated from daily life – that slightly terrifying, slightly exhilarating feeling of being a bit lost in the hugeness of the world. What an adventure!

Who knows what I'll be doing in the next few years? I love my diverse and interesting job with Soil Association Scotland, and in many ways the Nuffield experience has helped me do it better. But, thanks to the days I've spent exploring around the world, my eyes are open to the many opportunities that are out there to contribute to a positive rural community no matter where you end up.

I am hugely grateful to the generous sponsorship from the **Royal Highland and Agricultural Society of Scotland**, which enabled me to take this opportunity to expand my horizons and bring fresh thinking to my job and my life.



Thank you very much!



10. Acknowledgements

So many people have made this possible, thank you to you all

Above all a huge thank you first to my sponsor, Royal Highland Agricultural and Show Society, and the Nuffield Farming Scholarships Trust for this opportunity to see the world through an agricultural lens.

Thank you to all my fellow scholars for wonderful times and support, and to John Stones for helpful suggestions and guidance throughout this adventure.

Home team

Dad needs an especially big thank you as he encouraged me to apply for this scholarship, and believed I could have a good bash at it. The rest of the clan have all helped in their own ways too.

William Mackaness and Amy Jackson helped me get off to a great start.

The Soil Association – especially the team in Scotland – have all been very supportive of my frequent absences, and have been a pleasure to work with during my first year at the organisation. I hope that the experiences I have had will help to contribute to the development of our work in Scotland and beyond. I've had really useful conversations with many of my team, and with Roger Mortlock, Rob Sexton, Tom Andrews and Helen Browning over the last year.

I'm grateful for the information, ideas and contacts shared by colleagues working in this area in Scotland, including Pete Ritchie, Hugh Raven, Douglas Watson, Robin Gourlay, Alastair Prior, David Thomson, Susan Gallacher, Kevin Morgan and James Withers.

Apologies to those friends and family whom I just haven't seen enough of in the last year, and to those who have heard enough about Nuffield ...there's time to make up for it now!

Finally, a huge thank you to Willie Mitchell for putting up with my extended 'holidays' and still welcoming me home with open arms.

Away team and whirlwind tour through the key meetings

I'm name checking those new friends who have provided homes from home, as well as contacts and knowledge and ideas all the way around the world.

The Netherlands

Foodlinks conference organisers and the many participants from around Europe I spoke to including Pascale from France on short supply chains; Karin from Austria about organic dairies in the Alps and their cheeses; Gunilla from Sweden which I followed up with a visit.

Fellow 2011 scholars Djuke van der Maat, Nicola



The best way to tour the NLs



Waugh from NZ and Shane and David from Ireland. Great to hear a bit about the apple business and taste the final products.

Thanks to Nina Haase for the home, and for interpreting and touring with me around her adopted city of Amsterdam, visiting markets and shops, as well as some cultural delights.

Canada

Thanks to Lauren Baker, Co-ordinator of Toronto Food Policy Council for all her help both in Canada and afterwards. I learnt a lot from her, and her fellow Food Policy Council members: Jessica Thornton, of Local Food Plus and Zhara Parvinian of Food Share.

Gregor, Kate, Ellie and Robbie Wallace were fantastic hosts and we had a great time visiting key local food outlets including the wonderful Brickworks covered farmers market, and local farmers' markets around the University of Toronto.

America

Champaign:

Jordana Meyer – what can I say, fantastic hostess and so good to catch up. Many thanks to you and your family for the wonderful memories. Thanks to Jan, I was able to appreciate the scale of the corn and bean production in the area, and the cultural changes that are happening over time.

I really enjoyed visiting the local food producers in Champaign area guided by Geoff, including a fascinating visit to John Chermiss, Blue Moon Farm and to Bob Brackett, Brackett Farm CSA.

Lisa Bralts, Champaign Farmers Market co-ordinator, gave me a great overview of the development, history and plans for the farmers' market.

I had an inspirational tour of the Common Ground co-op with Joy, Marketing Manager, who was very passionate about the opportunities for the expanding retail concept, with huge plans for teaching people how to cook real food.

Thanks Melinda for her Midwest hospitality, farm tour, recipes and preserving lessons, and for choreographing a wonderful tour to a cross section of farming operations, including pigs and horticulture.

Thanks to Alisa at Prairie Farm Foods for the tour of the milk goats and garden, and to Mohammad for his enthusiasm and high stocking rate of organic products at World Store. It was also brilliant to hear from Melinda the full story of her halal meat supply to Mohammad, from farm to locker, processing to packaging. It is hard work to control the full supply chain and I hope that it pays off.

Anya, the energetic young owner and manager at Ioeiger Farms gave us a fantastic tour of her growing operations, and her green-fingered business innovation skills.



*Preserved beans.
Thanks for the lessons!*



*Melinda and Thistle
Down halal sausages*



New York City

Abby Youngblood, Just Food, whom I'd met previously in Scotland, introduced me to some really lovely people and discussions in Brooklyn.

Thanks to Ed Jowell, who gave me a personal tour of the Union Square Greenmarket and his favourite produce.

Nathan and Brian from Grow NYC gave me a tour of Hunt's Point Co-operative Market, and then Manhattan in a lorry – that was a really fun morning.

Haifa and Zaid of Norwich Organic Farms for some interesting discussions around key challenges.

And thank you to Carla Zelaya for meeting me and helping me to navigate the big city, and take in some culture as well as local food businesses!

China

Peter Bloxham kindly set us up with a fantastic itinerary and a wonderful list of contacts which provided the backbone for our trip to China. Hats off to Charlene for the organisational support and her interpreting skills. We look forward to your UK visit!

We were shown fantastic hospitality by Daxing Province. Joy gave us a guided tour of the business park and introduced us to the local Agricultural Committee, and to an array of businesses from Korean seed importers, to a watermelon theme park pushing the boundaries of production and tourism, and an innovative Anaerobic Digestion site providing gas to a local village.

Thanks to Lucy in Wuhan for the tour of the University and the city – including some best forgotten Karaoke moments, and some never-to-be forgotten foodie highlights.

Kirsten Glendinning, Steven Jack, John Martin, Steven Briggs and Joy Carey were fantastic travel buds. My pool playing skills were developed significantly.

Huge thanks to Nola, James, Ella and Josh Barker who gave me a home and came exploring Beijing with me on bikes.

Sweden

Thank you to Gunilla Andersson, from Malmo city Council who is in charge of the development and implementation of the very impressive Food Policy for public procurement, and her colleague Emma Borjesson who talked of the volunteering initiatives around Fairtrade city, and took the conversation beyond food to footballs and sustainable procurement issues on computers and phones.

Wonderful trip to Slottsträdgårdens café, which provides organic food, often harvested from the community garden in the middle of the park. This gives local nursery schools a plot and the chance to grow all types of veggies and plants.

Thank you to Daniel Waidzunas, MD of a huge sustainable supermarket underneath the turning torso – thanks for the tea and the insights to your business model.



Denmark

Camilla Jensen took me out for dinner in Copenhagen for a wonderful meal and told me lots of stories about her city.

Rikke Thorøe Grønning gave me a great insight into her organisation, Organic Denmark, and explained the organic cuisine label for restaurants.

I had a nice chat with Kim Og Mad at KBFF – fantastic to see grassroots achieving so much with 700 households getting access to fresh organic veg bags every week, completely organised by volunteers.

On the very last day of my Nuffield adventure, I got inspiration in buckets from Anya Hultberg about how Copenhagen is delivering 75% organic meals to kindergartens, schools and elderly folks homes.

I also want to say a big thank you to Thomas Harttung, organic farmer and entrepreneur, and his team who offered a fantastic insight to their food education programme at Krugerup, and a wonderful opportunity to meet and talk to several European agricultural MPs over a delicious dinner.

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12. Reading list

I've enjoyed dipping into the following books this year, and many of them have helped to inform my thinking:

Shopped – the Shocking Power of British Supermarkets, 2004. **Joanna Blythman**. Harper Perennial.

The Vitamin Murders – who killed healthy eating in Britain? 2007. **James Fergusson**. Portobello.

The Prince's Speech. On the Future of Food, 2011. **HRH the Prince of Wales**. Rodale.

Prosperity Without Growth. Economics for a Finite Planet, 2009. **Tim Jackson**. Earthscan.

The Omnivore's Dilemma, 2006. **Michael Pollan**. Bloomsbury.

Agri-culture. Reconnecting People, Land and Nature, 2002. **Jules Pretty**. Earthscan.

Real Food for a Change, 1999. **Wayne Roberts, Rod MacRae and Lori Stahlbrand**. Random House

Eating Animals, 2009. **Jonathan Safran Foer**. Penguin.

Fast Food Nation. What the All-American meal is doing to the world, 2002. **Eric Schlosser**. Penguin.

Confronting Collapse: The Crisis of Energy & Money in a Post Peak Oil World, 2010. **Michael C. Ruppert**. Chelsea Green Publishing Co.

Hungry City, 2006. **Carolyn Steel**. Chatto and Windus.

It's a Long Road to a Tomato, 2010. **Keith Stewart**. The Experiment.

Food, Inc. How industrial Food is making us sicker, fatter and poorer, and what you can do about it, 2009. Edited by **Karl Webber**. Public Affairs.

Lots and lots of Lonely Planets!