

Local Food Strategies & Social Innovation

a European perspective on how public food systems can
contribute to a green economy

Bent Egberg Mikkelsen

Abstract: The increasing concern for the climate and the state of the environment has influenced consumers buying behaviour in the case of food in recent years. This has resulted in a growth in the demand for local and regional food and food from sustainable production regimes such as organic food. Although this trend seems to be driven by domestic consumption also public procurement in some cases has adopted this idea and has taken on a more critical view on its sourcing strategies. This paper looks at the role that the public can play in the conversion of traditional sourcing strategies into strategies that can support green economy in coming years. It uses Local public Food Strategies and Social Innovation as a case and discusses how this might result in competitive advantages for businesses and learning opportunities for its users

June 19-20, 2012

Convention Center of the Rio Stock Exchange

Praça XV de Novembro, 20 Térreo - Centro - Rio de Janeiro / RJ

Grand challenges

The Lund Declaration

- **Swedish Presidency: research must focus on grand challenges**
[Date: 2009-07-10]
- At a conference on research and innovation held in Lund, Sweden, hosted by the Swedish Presidency of the Council of the European Union, approximately 350 researchers, policy makers and representatives from industry and research funding institutions agreed on a declaration stating that European research policy should focus on global 'grand challenges' such as **climate change, water shortage and pandemics.**

The Lund Declaration, approved at the 'New world - New solutions' conference, was handed over on 9 July to Tobias Krantz, Swedish Minister for Higher Education and Research





clubb.com

Obesity

ATENÇÃO
CAPACIDADE LICENCIADA
06 PASSAGEIROS OU 420 QUILOS

Srs. Usuários,

**Para sua segurança
utilizar o elevador com no
máximo 4 pessoas.**

Obrigada.

COP 15 Climate Summit Snapshot



Birte.wmv



Climate summit an organic feast

Published 29.12.09 15:20

Forsiden

Forsiden

Indland

Politik

FaktaMotor NVI

Two out of three meals served at the climate change conference earlier this month were organic Two thirds of the 100,000 meals served at the UN climate change conference (COP15) in Copenhagen before Christmas were made with organic produce, reports...

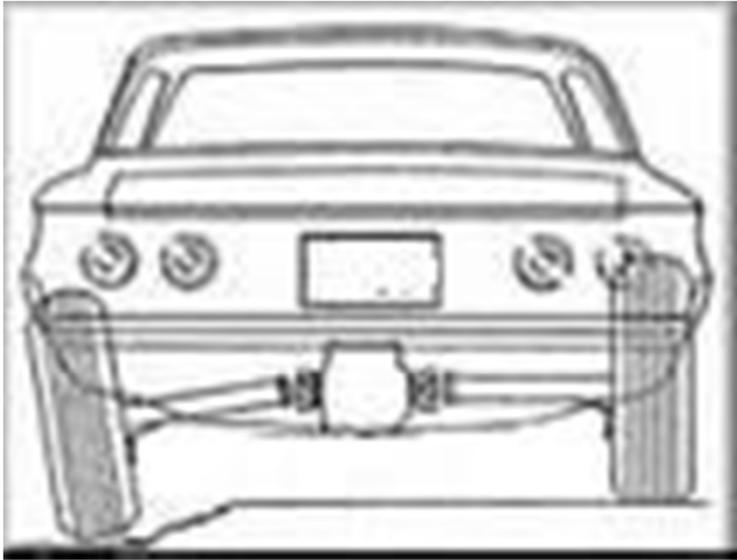
Copenhagen 2009)

What is a green food economy

An economy that addresses the current challenges

Both in terms of nutritional/health
impact as well as
environmental/climate impact

The Corvair and consumerism



Sustainable Food Blog

work, knowledge, food.



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Public food as a catalyst for local and regional food strategies? – case of Denmark

by BENT MIKKELSEN on NOVEMBER 25, 2011 in NEWS



By: Prof. Bent Egberg Mikkelsen and Dorte Ruge, PhD
Public food is in transition. Where food in public institutions for many years had a poor image and was looked upon as a trivial task to be solved as soon as possible, things now seem to be changing at least in some municipalities and local governments. In Denmark [...]

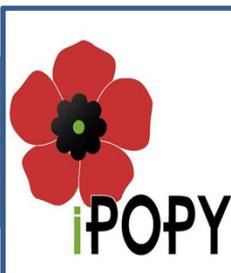
COMMENTS POPULAR LATEST TAGS

Yeah M. Ashe: Julien, thank you very much for your contribution...

Julien, Thanks

SEVENTH FRAMEWORK PROGRAMME

CORE Organic



THEME [KBBE.2012.2.5-03]
Comparative analysis of global and local food supply systems

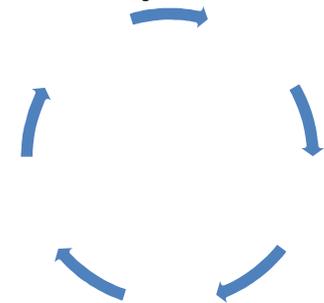
Case 1: FoodServInSPIRe

Aalborg Hospital and Region nord

- Sourcing from local SMS's and growers
- Engaging in lasting relationships- COP's
- Minimising food waste
- Uncovering procurement rules
- Creating connectedness with local agriculture
- Increasing food intake (energy & protein)



Create win win situations

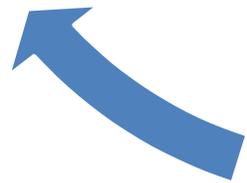


Local food sourcing

Win win situation

- Added value 

- Local food business  

- Local inst. catering  

The triple helix

Knowledge Innovation Communities

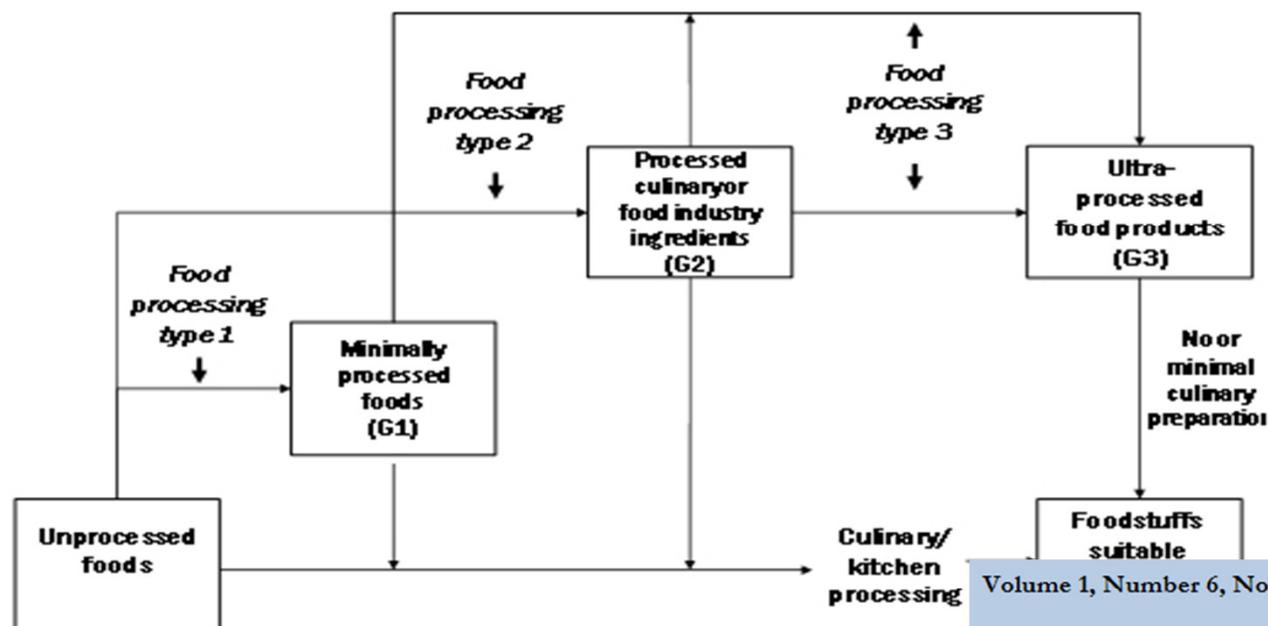
- By being a demanding, vigilant (and sometimes irritating) customer
- Producers will be forced to do their best



- Resulting in a competitive advantage leading to a changing public food geography

Figure 3

The three types of food processes within food systems



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*The Association is an affiliated body of the International Union of Nutritional Sciences
For membership and for other contributions, news, columns and services, go to: www.wphna.org*

JUN
7
2012

Are food companies part of the solution to obesity?

The June 2012 e-mailed newsletter from the [International Association for the Study of Obesity \(IASO\)](http://www.iaso.org) quotes from a speech by IASO's Tim Lobstein at the recent Nordic Nutrition Conference.

Dr Lobstein suggests that claims by large food companies to be an essential part of the solution to obesity should be challenged.

These companies do not manufacture essential food items....They produce branded, mass-produced, processed snacks and beverages which are not necessary in a healthy diet.

Such companies should not be claiming a right to be included in policy decisions, and should not be displacing producers of healthier foods, such as fruit and vegetable growers, who are a legitimate part of the solution.

Commentary The big issue is ultra-processing



Carlos Monteiro

Selected National programs

Citizenship model

Paid/partly paid/for all

- NSLP, US 
- PNAE, BR 
- Skolmat, SE 
- Kouluruoasta, FI 

Consumer/market model

Not paid, some schools and students

- Austria 
- Netherlands 
- Germany, west ländern 
- Denmark 

What ever the question

School food seems to
be the answer

Inspired by Pierre-Antonie Ullmo, PAU

LOMA: case of Nymark School

reconnecting children and local foodeconomy

- <http://www.youtube.com/watch?v=6ALX8bCXDuE>



Local food citizenship



Open air cooking



Food theme week



Growing of your own food

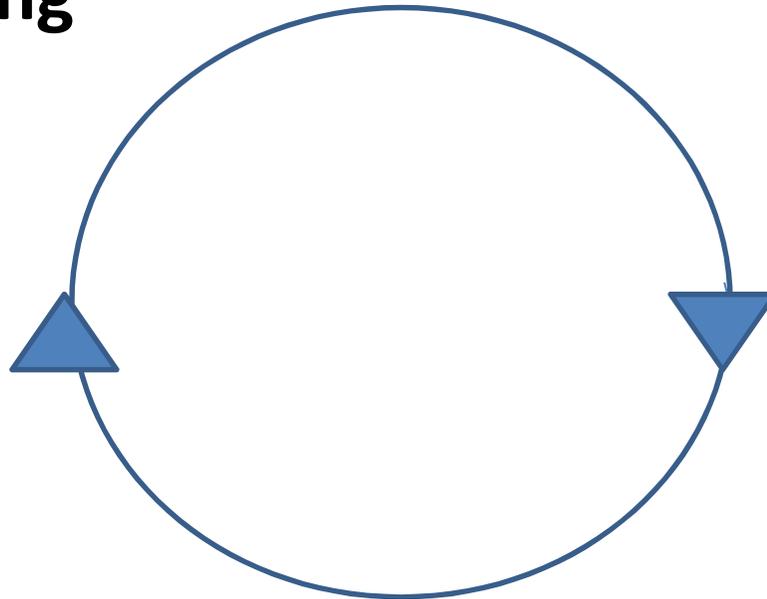




Green Megafood

<http://www.greenmegafood.aau.dk>

- What can **large scale events** do for **organic food & farming**



- What can **organic food & farming** do for **large scale events**?



Brazil:

the power to make a difference?

- From Beijing Olympics (2008)



- Over COP15 Copenhagen (2009)
- Over London Olympics (2012)



- FIFA world cup (2014)
- Olympic games (2016)



Conclusion

- The public food systems can make a difference for greener economy
- School food offers huge opportunities for educating for lifeskills, food literacy, healthy eating and sustainability
- And at the same time supporting local growers and SME's

Conclusion (cont'd)

School

- School food offers huge opportunities for educating for lifeskills, food literacy, healthy eating and sustainability
- And at the same time supporting local growers and SME's

Conclusion (cont'd)

Events

- Big scale events unfold in an giant mediascape
- But next to the sports a huge foodscape unfold at the same time
- By being ambitious and innovative the public can make a difference and use events as a locomotive for developing a green food economy



Muito obrigado

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