

Working with COP's in local and organic procurement strategies



Abstract: Public sector catering provides food at a daily basis large amounts for clients in settings such as school, kindergartens, hospitals and institutions. Although such provision of welfare has a considerable impact on the health of the individual and on the environments the current mantra has mainly been to produce meals at the lowest possible cost. Public procurement has traditionally been guided solely by EU procurement directives setting strict rules for how to secure the lowest possible prices in the contract and with little room for taking health, sourcing and environment into consideration. However in recent year the captive catering sector has been experiencing a revival in terms of new interest from policy makers as well as from researchers. The interest is focused on novel procurement strategies that emphasizes sourcing food in the local and regional area. This has contributed to development of what has been referred to as the outlines of a new food geography. The paper reports on experiences with working with communities of practice in local and organic procurement strategies in the public. It reflects on the opportunities that new cooperative organisational project based frameworks offer in terms of overcoming constraints and barriers and concludes by giving recommendations for actions at short and long term that can facilitate local and regional food sourcing for public food systems.

Bent Egberg Mikkelsen

Dorte Ruge,

PureFoodLinks Meeting

Vitoria Gasteiz, September 12, 2012

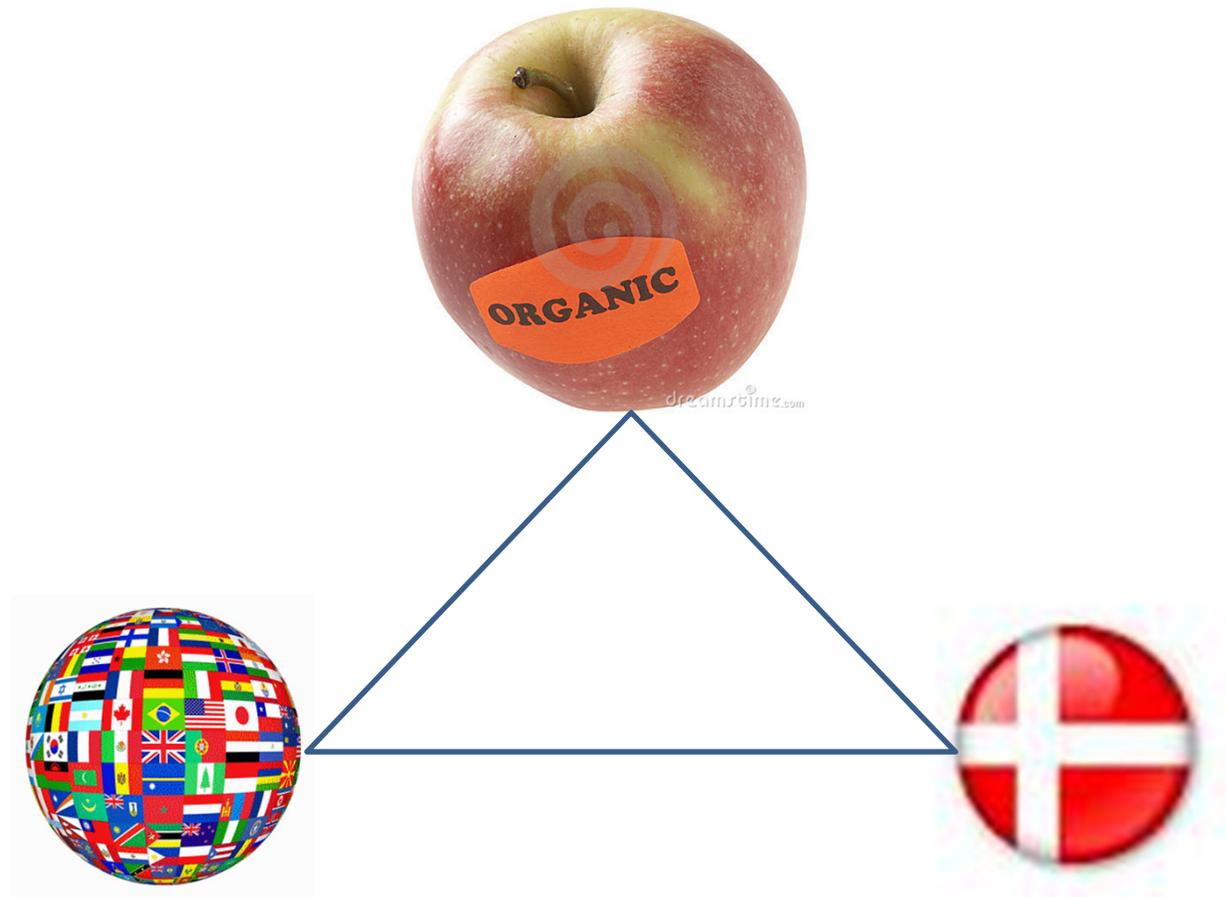
Local food in the public

Political consumption used to unfold in retailing where as public procurement used to be apolitical = cheapest price



Organic in the public

Quo vadis?



Danish Government aim for 60% organic food in public sector kitchens

01 December 2011

The Danish Minister for Food, Agriculture and Fisheries, Mette Gjerskov, recently announced the ambitious target that 60% of the food cooked in public sector kitchens – including hospitals, schools and care homes – be organic.

In a development that reinforces the disparity in funding and support for organic in Britain compared with the rest of Europe - a gap highlighted in the Soil Association's ['The Lazy Man of Europe' report](#) – the Danish government's new national budget makes significant provision for the targets.

The government has reserved €10m over the next two years, which will help provide the guidance and support required to increase the amount of organic food in public kitchens to 60%. With around 500,000 meals served every day in public sector kitchens across the country, the move represents an ambitious commitment to organic by the Danish government.

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27/06/2012

New eco-action plan for Denmark up to 2020 introduced

by Kai Kreuzer



picture: Mette Gjerskov

into practice with the new action plan means that Denmark has got the best environmental policy in the world. This applies to organic labelling, consumer information and investment in product development.

An ambitious plan to promote organic farming in Denmark was announced by the Danish Minister for Agriculture, Mette Gjerskov, on 21.6.2012.

They are planning to double the area of organically managed land by 2020. The bundle of measures includes supporting catering in public institutions and the distribution of fruit to schools.

Organic farmers and companies will receive state aid for investment and product development. "What we are now putting

Moreover, we export many organic products, and in the public catering sector Denmark is well in



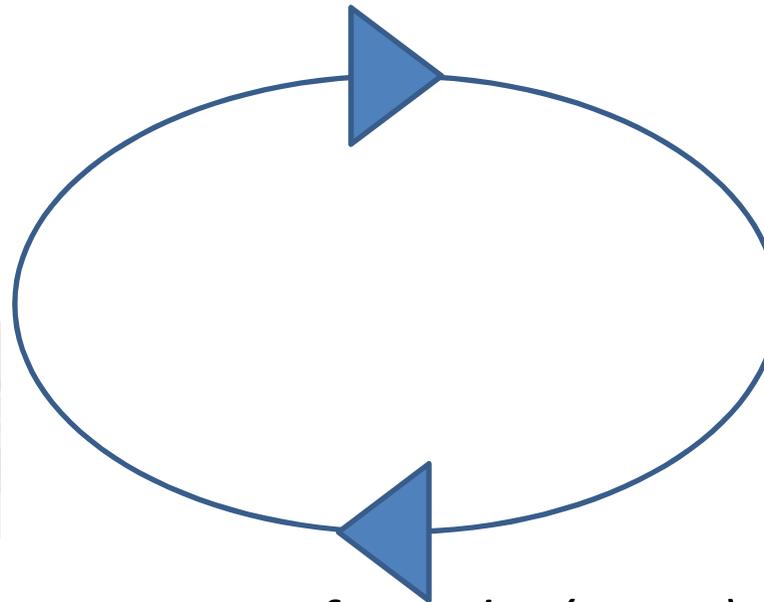
Background

A new local food connectedness with emerging School Gardens. Farm2School Links, School Food, Public Procurement

Public food system



Local food system

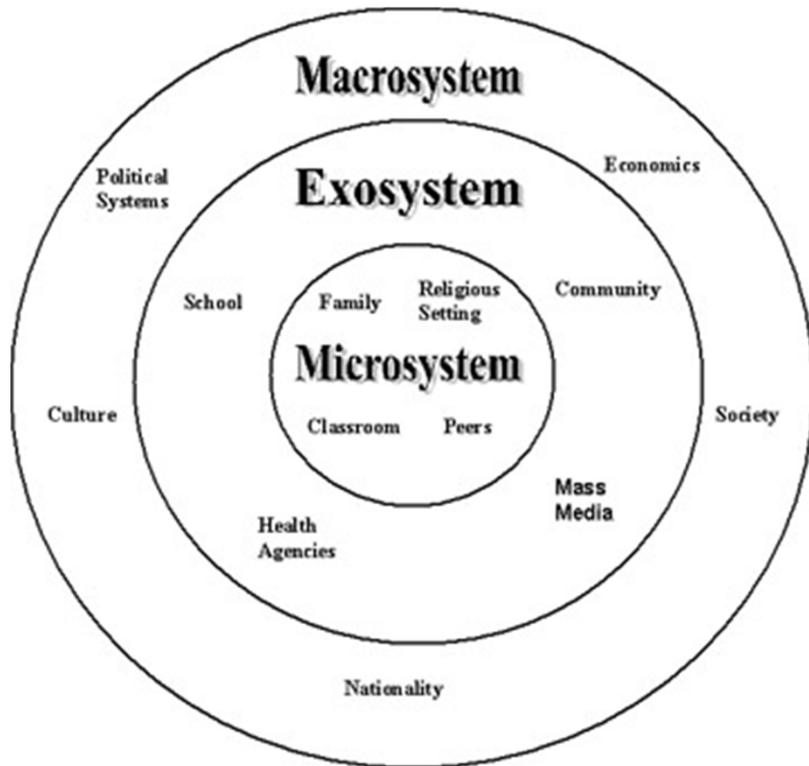


a shift in food governance from the (supra) national level to the regional and local level is occurring

Bock & Wiskerke, 2011

From macro to meso

Small is beautiful



”There seems to be a growing interest and belief in the values of local community interventions.”

Walter Willets keynote address on World PHN congress, 2012 in Rio

Spin offs:

Social innovation

- explicitly for the social and public good
- inspired by the desire to meet social needs
- tends to be neglected by traditional forms of private market provision
- have often been poorly served or unresolved by services organized by the state.

Levels of localness

from whole foods to ultraprocessed



- As a label for an entity instance that is located in e.g. Region North of DK and hence contribute to providing local jobs. I
- Local origin of raw materials
- Another use of 'local' is linked to marketing and seen exclusively by the packaging that signals a local origin without having a lasting ties with local ingredients.
- 'The local recipe' even though the raw materials does not originate from the region.
- At the moment it seems as if the 'local whole foods raw materials' are the most difficult to get into the supply chain.

Big snacks

The big issue is ultra-processing

**There is no such thing as a
healthy ultra-processed product**

- Traditional long-established food systems and dietary patterns are being displaced in Brazil and in other countries in the South (Africa, Asia, and Latin America) by ultra-processed products made by transnational food corporations (“Big Food” and “Big Snack”).
- This displacement increases the incidence of obesity and of major chronic diseases and affects public health and public goods by undermining culture, meals, the family, community life, local economies, and national identity.
- The penetration of transnational companies into Brazil has been rapid, but the tradition of shared and family meals remains strong and is likely to provide protection to national and regional food systems.
- The Brazilian government, under pressure from civil society organizations, has introduced legislation to protect and improve its traditional food system; by contrast, the governments of many industrialized countries have partly ceded their prime duty to protect public health to transnational companies.
- The experience of countries in the South that still retain traditional food systems provides a rational basis for policies that protect public health.

Monteiro & Cannon: The Impact of Transnational “Big Food” Companies on the South: A View from Brazil.

<http://www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.1001252>

The triple helix mantra

knowledge brokers, public institutions & SME's



Public Private Partnering

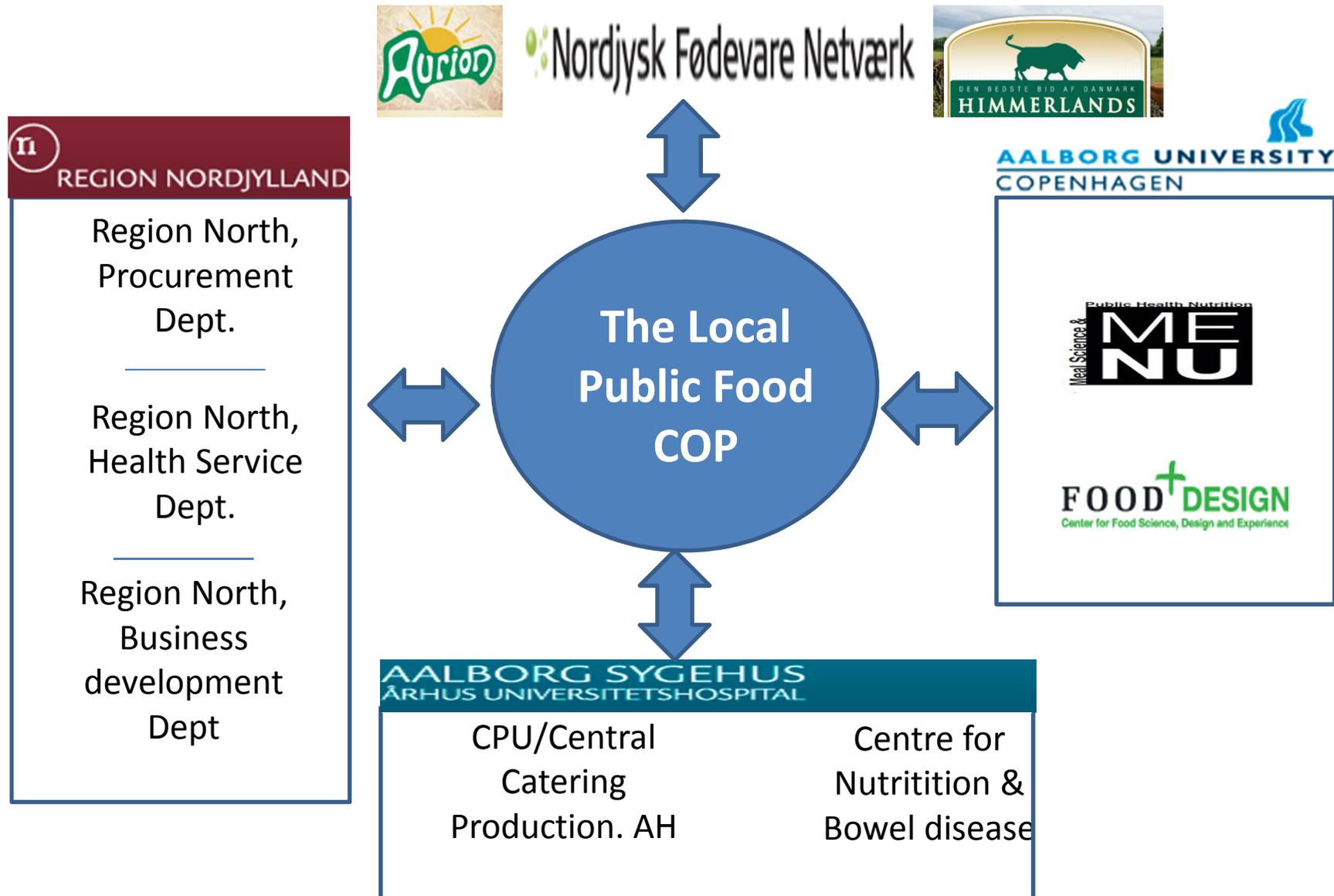
Unfolding Knowledge Innovation Communities

- By being a demanding, vigilant costumer
- Producers will be forced to do their best



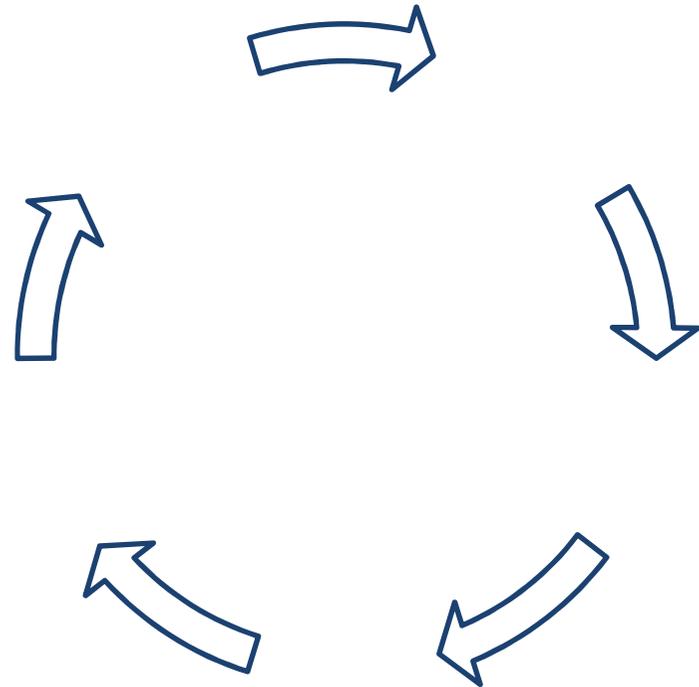
- Resulting in a competitive advantage leading to a changing public food geography

SPIR Community of practice

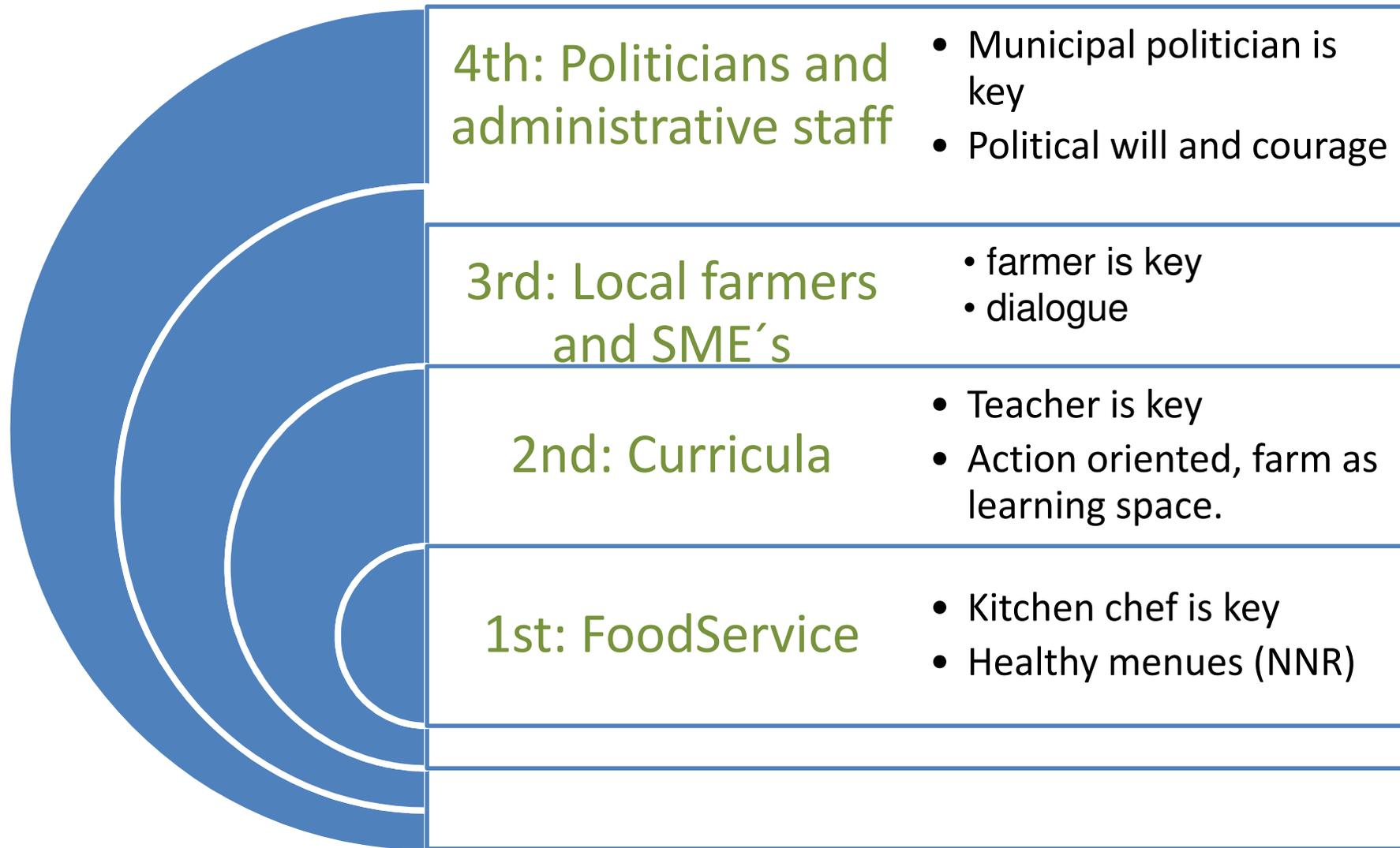


SPIR Community of practice

- Developing definitions
- Pilot study 3 local Hospitals
- COP development
- FoodServInspire funding
- SME involvement
- Maintaining SME's interest
- Regional Policy proces
- Research interest and synthesis



LOMA Community of practice



First insights SPIR

Legal framework of Re-localising food sourcing

- Public procurement must comply with EU legislation
- Ensure the public pay the right price for foods
- Ensure free competition in the market place



- Few SME's has know-how for the call4tender loop
- Only few (4) larger suppliers meet requirements
- Most foods purchased on the global market

First insights SPIR

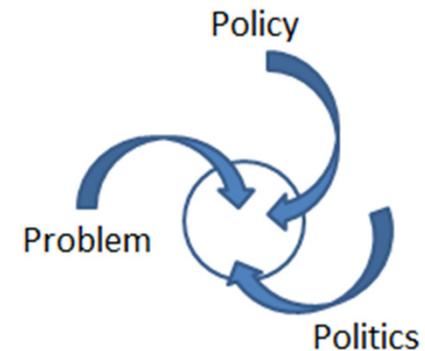
- COP established as a resource centre
- Public Procurement dialogue initiated
- Policy process up and running
- Outline of COP consensus:
 - Commodities/raw materials/whole foods should come from the Northern Region
 - In case of processed food the company should have its manufacturing address in the area.

First insights SPIR

- Purchase agreements are the main barrier - smaller suppliers find it difficult to meet requirements in the tender for the volume and day-to-day delivery demands of modern hospital food service
- It has been possible on an ad-hoc basis to integrate local food that has been purchased in pilot projects for sub-areas, in addition to procurement.
- It is easier to make the sourcing strategy work in small hospitals.
- Patients have expressed great satisfaction in hospitals using local food in several small trials.

Enabling factors

- Time
- Evidence
- Publicity
- Social capital
- Knowledge brokers/champions & access
- Commitment
- Political support
- Linking to current agendas
 - Climate
 - Nutrition
 - waste



Primary effects & spin offs

- Profiling the institution/municipality
- Supporting local economy
- Branding local foodscape
- Strengthening culinary identity

The background of the slide is a photograph of a modern architectural complex. It features a multi-story building with a glass facade on the left, a glass bridge spanning a canal in the middle, and another glass-walled building on the right. The sky is blue with scattered white clouds.

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