

# The Local Public FoodScape battle



Should the public take a stand when it comes to the sourcing of food for the public plate. Should it develop local public food strategies to support the local food economy and at the same time create added value for public catering? This paper introduces the background for local public food strategies and introduces advocates and opponents for local sourcing strategies the subsequent panel debate.

Bent Egberg Mikkelsen

Aalborg Hospital

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Each participant will have 5 minutes for presenting his/her position on whether or not the public should go for local produces

- **Tina Beermann**, Tina is a senior clinical nutritionist at Aalborg Hospital, Cand. M.Sc. Clinical Nutrition and Tina works part-time for AAU MENU as project manager for FoodServInSpire ([www.foodservinspire.aau.dk](http://www.foodservinspire.aau.dk)).
- **Marian Bloch Larsen / Region Northern Jutland** is deputy head of the Central Kitchen at Hospital Thy-Mors, she has been experiencing for a many years as front-runner and expert on new innovative approaches to food at the hospital including local foods in public food
- **Soren Andersen is director of Himmerland Meat A/S** and supplier for the catering sector and are in particular branding the business on food safety, traceability, consistency and quality.
- **Moderator:** Bent Egberg Mikkelsen, Bent is research coordinator and professor of MENU group and for many years has been researching about the modification and intervention processes that occur in the outcomes for better nutrition, more sustainability and local products in the public food sector. Bent is the member of the expert committee for the EU purefoodlinks project (<http://purefoodlinks.eu/>)

# Local food in the public

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





## 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.

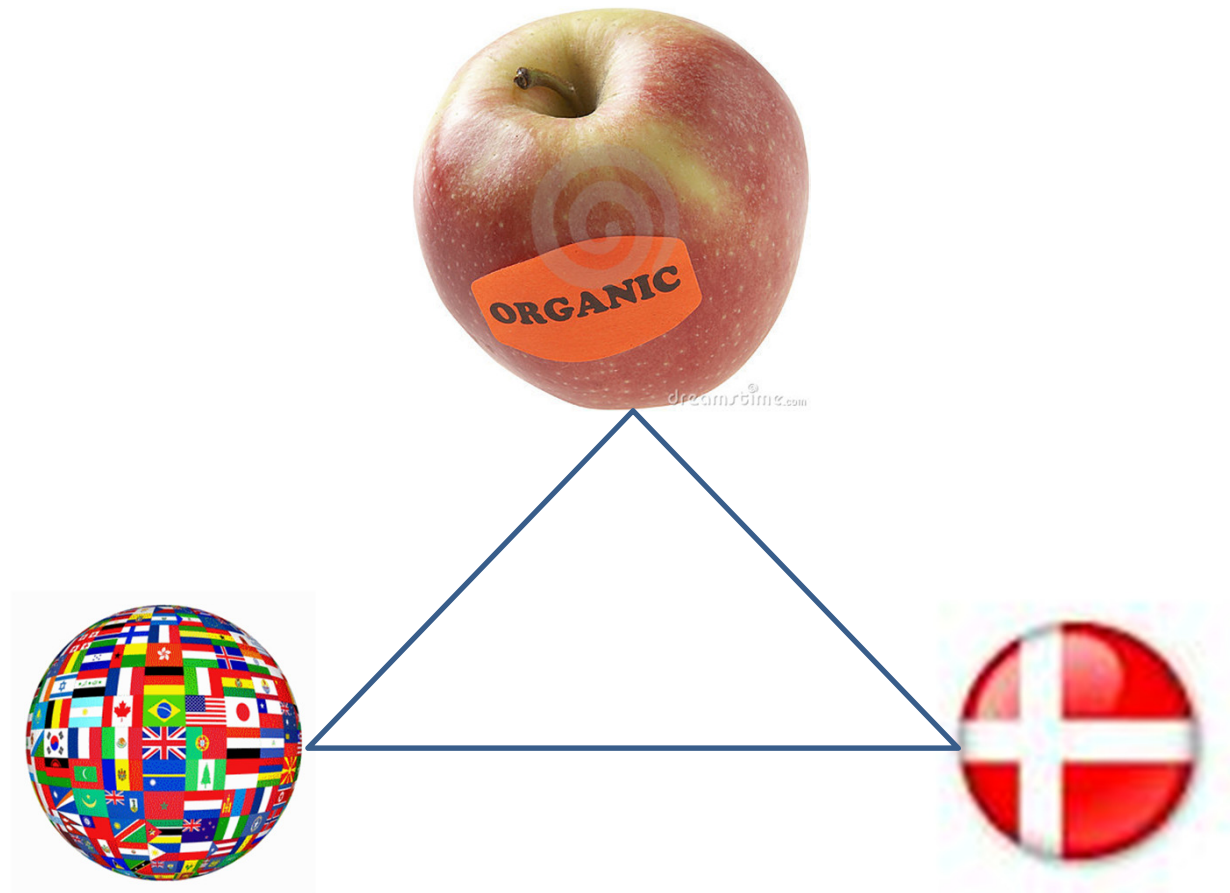
Organic farmers and companies will receive state aid for investment and product development. "What we are now putting

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



# Organic in the public

## Quo vadis?



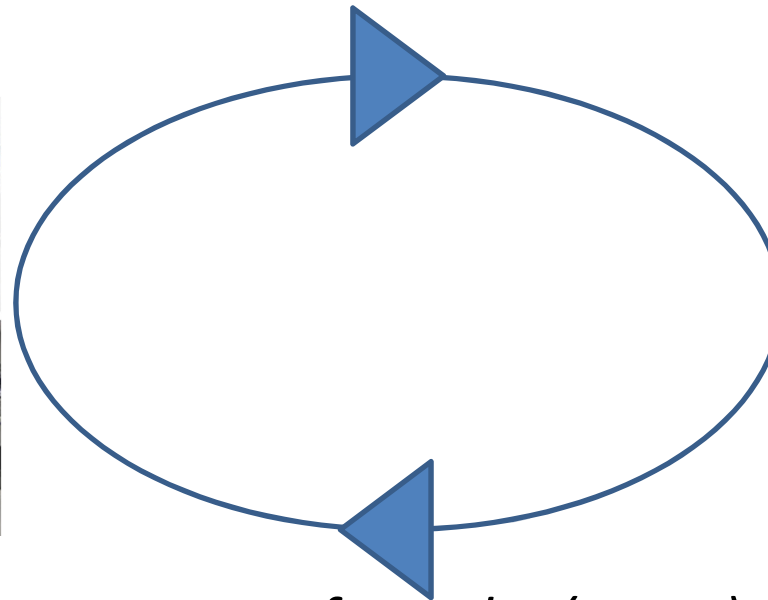
# Background

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

Public food system



Local food system

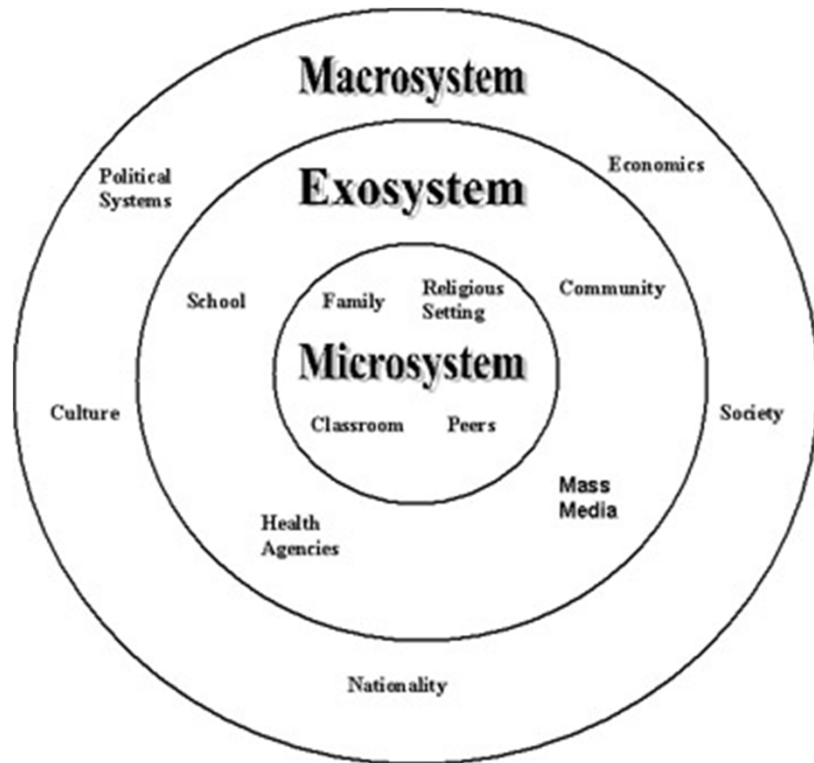


*a shift in food governance from the (supra) national level  
to the regional and local level is occurring*

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.”

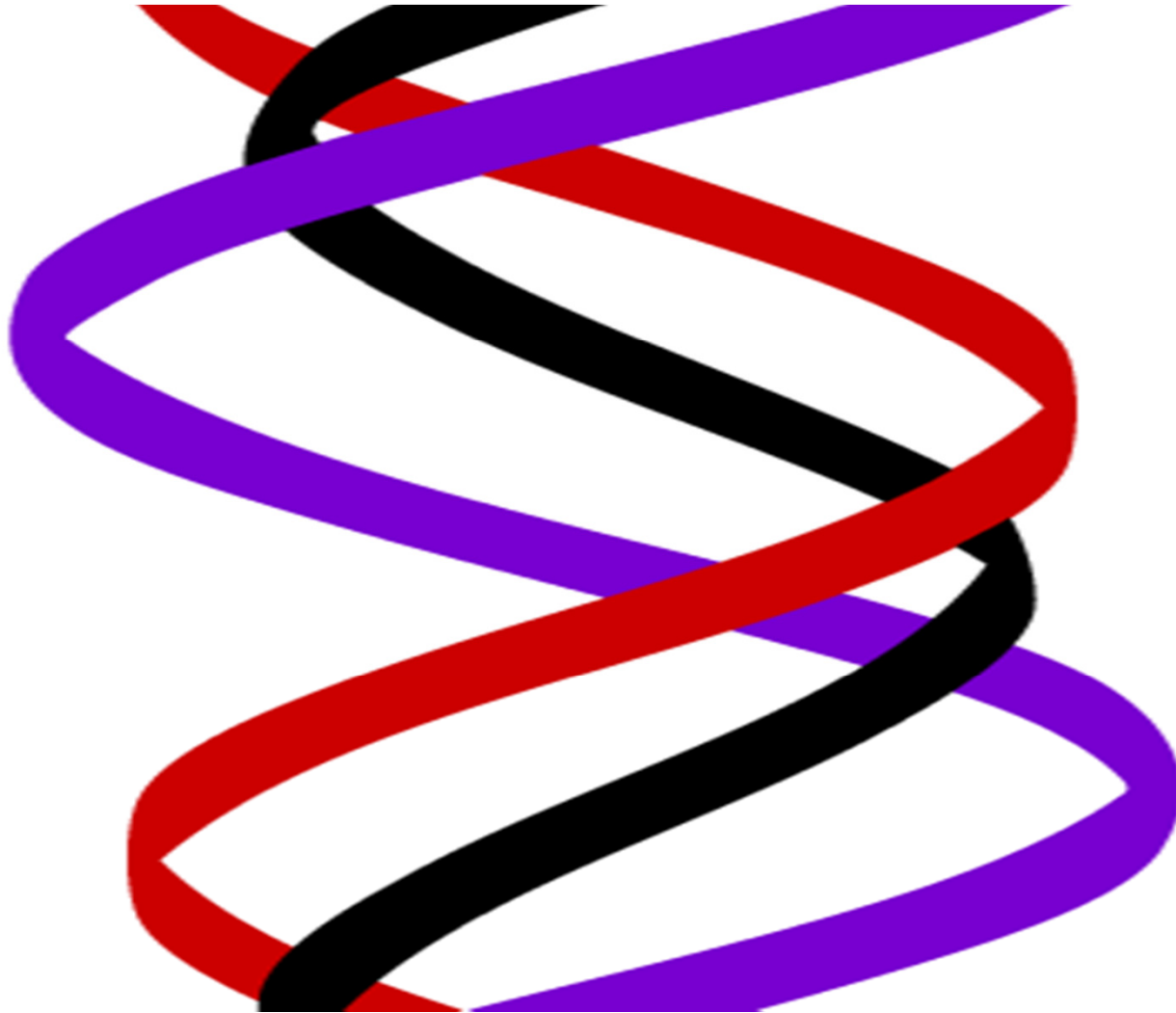
Walter Willets keynote address on World PHN congress, 2012 in Rio

Bronfenbrenner Ecological Systems Theory



# The triple helix mantra

knowledge brokers, public institutions & SME's





# Public Private Partnering

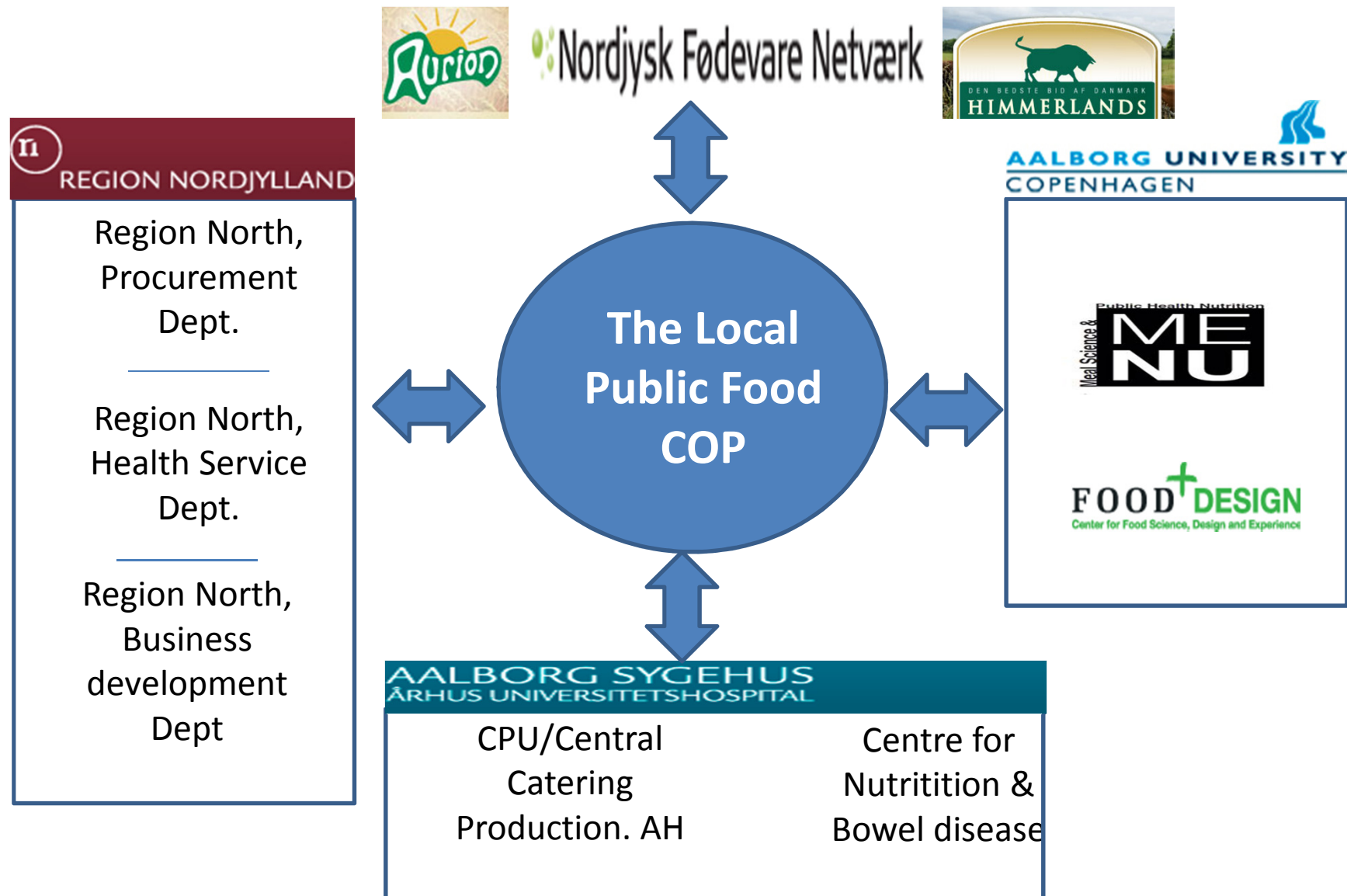
## Unfolding Knowledge Innovation Communities

- 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



- Afterwards: debate
- Ask your and questions

# Why local public food

Should the public have a position on the sourcing of food for public meals and local public food strategies?



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