



Report of the launch day of the European Club

# ORGANIC FOOD TERRITORIES

## MOUANS-SARTOUX (06)

January 25th 2018



## The founding communities

**Cavalaire-sur-Mer (83), Correns (83), Dolus-d'Oléron (17), Dijon (21), Département de la Drôme, Fundao (Portugal), Grenoble (38), Le Rouret (06), Mollet Del Valles (Espagne), Mouans-Sartoux (06), Moussy-le-Neuf (77), Nîmes Métropole (30), Pays des Condruses (Belgique), Pernes-les-Fontaines (84), Rossignano-Marittimo (Italie), Sodertalje (Suède), Strasbourg (67), Troyan (Bulgarie), Victoria (Espagne)**

## Morning: Presentation of the partners

*Opening by Pierre Aschieri (l), Mayor of Mouans-Sartoux and Gilles Pérole (r), President of Un Plus Bio (here with Jostein Hertwig, c)*



## Södertälje (Sweden)

The city is represented by Jostein Hertwig, farmer and lawyer, president of the Beras Foundation, that accompanied for ten years the city's project «Diet for a green planet». **Södertälje is a leading city in the field of sustainable canteens**, thanks to the distribution of meals with 60% of organic products.

For ten years, the city has progressively taken important steps to improve food in canteens. The municipality invested in reducing meat consumption pursuing the idea of eating less meat, but of better quality. The city also promotes a systemic approach as a key way of improvement.

Small initiatives are very important as they can have a decisive impact if brought together. Today, elected officials are glad to see that organic products meet their expectations and that a real nutritional policy is being implemented. They consider that the most important thing was to dare starting this new process.

## Pays des Condruses (Belgium)

The situation in Belgium is a quite particular as canteens are not obligatory, thus school canteens are far from being common. The Pays des Condruses LAG is a group of **seven municipalities accounting for around 30,000 inhabitants**, acting together with the Centre Direct d'Intégration Professionnelle (i.e. Local vocation integration centre). They see market gardening as a veritable opportunity for economic development for the territory.



According to a member of the European Parliament, represented by Catherine Driesmans, the restoration project, implemented by the local association movement, employs a chef, two drivers and five trainees -which are integration jobs- as well as a director and a facilitator. Volunteers in schools serve the meals, supervised by the association. All this represent 150 meals a day that are 70% organic, 100% organic meat and 50% vegetables which are 90% local.

A vegetarian meal a week, an international meal every month. Raising children's awareness of vegetables with farm visits, nutritherapist, collaboration with teachers. Reduction of food waste : children weigh food waste they have in their plate, serve themselves on their own, 13% of food waste at the beginning against 6.43% today. If children decide to serve themselves more food, they must finish their plate! The agricultural sector is also changing, notably with an organic project having the aim to structure the sector and supply chains from A to Z, from training to farmers down to the market!

## Strasbourg (France)



Françoise Buffet: Agricultural policy since 2008 aiming at **recreating a market gardening belt** around the city, so that the city can regain its autonomy and sovereignty. The canteen is seen as an important lever of action. The city opted for a delegated approach.

Cooks, very demanding specifications with preference for local products, a great focus on reducing GHGs (- 3% per year). Today, the integration of organic food, from 16 to 18% depending on the sites, would reach a ceiling of 30% of organic and local products according to elected representatives: the willingness to bring profound changes is to be conjugated with the regional capacity, which still proves limited.

A third of the city's territory is agricultural, composed essentially of large farms producing cereal crops which are not dedicated to food production. It is therefore difficult to stimulate organic supply and consumption despite the efforts made to promote its development: purchase of land, support, conversion of urbanised land into agricultural land in the local urban plan (i.e. 250 hectares).

Elected officials emphasize the need for new policies and action plans to support the conversion of producers to organic production. Other projects: a 1,500m<sup>2</sup> department store that will open in the city center to welcome local producers, launching a reflection on lower prices for vegetarian products.

## Pernes-les-Fontaines (France)

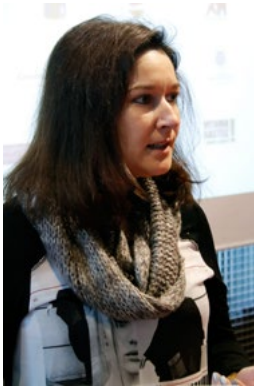
**10,500 inhabitants.** Laurence Monterde: a central kitchen supplies satellite kitchens. Contract with a provider (chef, kitchen and staff are municipal) who complies with strict specifications.

The agricultural region offers plenty of opportunities in terms of organic production. The canteen provides: organic bread, five meals that 100% organic in the year, five meals without meat also, and meals that are composed of 16 to 18% of organic products.

For elected officials, the important thing is the cost, seasonality, the local origin of products and the absence of GMOs, as well as recycling and anti-waste. Ecocert Label "En Cuisine" level 1. No GMOs. No meat or reconstituted fish. Waste sorting table available.



## Fundao (Portugal)



Association of 29 villages in the center of Portugal: **30,000 inhabitants in total**, 10,000 in the city. Located in deep internal and rural area. The region is famous for its agriculture for exports, especially regarding cherries, olive oil, cheese, wine, fruits and vegetables: quality - club of producers from Fundao, development of an international marketing strategy for more visibility.

Pilot project in March 2018 in a school with a view to providing local products by organic producers. The test aims to convince other schools of the viability of the project, and to possibly extend it to hospitals afterwards. Note: In Portugal, the choice of a vegetarian meal is offered every day as an alternative throughout the country since September 2017, and it works well!

## Dijon (France)



The elected representative Patrice Chateau: **city of 160,000 inhabitants**, the canteen serves 7,500 meals per day. The central kitchen is managed by a local public company. 24% of the products are organic (based on menus' nutritional value), and one vegetarian meal per week is proposed since September 2017, a new initiative that clearly does not oppose resistance. The city has divided its food market into 382 lots, a huge administrative work that leaves a sound margin of action. Share of local products is still too low: one in five meals includes a product from the region. Two out of three meals include an organic product. A project of vegetable processing site is planned for 2019 to further support local production.

Intention of food autonomy of the territory by 2030. Purchase of land of 160 hectares on a poor limestone plateau: to favor vine crops and lentils. Food cost of € 2.00, which will not increase → determination to keep financial flexibility: reduction of plant proteins (essential for humanity), with education, and fight against food waste, potential savings of € 168,000 in a budget of 2.5 million euros.

The elected representative in charge of international relations Sladana Zivkovic: in the frame of the city's tourism policy, the creation of the International City of Gastronomy is planned in 2019: a dedicated district (Unesco world heritage site), labeled for the quality of the French meal. Organic food will be part of it : sustainable tourism by promoting organic food. Organisation of upcoming international events.

## Correns (France)



Sébastien Geneuil, project manager: **1,000 inhabitants**, village located in the green Provence. Nearly all farmers are organic since the late 1990s! Existence of an intergenerational center in eco-construction with a canteen certified by the label "En Cuisine" (level 3). Menus: 50% organic, 30% organic & local, 20% local but non-organic (i.e. contract with the market gardener of the city). Diversified productions. Two vegetarian meals per month.

An international meal led by the educational team in relation to the continents being studied. A menu with regional products per month with recipes traditional to the city. 70 meals a day, kitchen with a capacity of 300 people, leading to a project of regrouping with neighboring villages. Work with suppliers, Biocoop Restauration in particular. Problem with carrying food : the truck -39 tons- is too big to take the street leading to the school. Associative Agenda 21 with targeted actions: shared gardens, AMAP in the field of wood, solar, renewable energies (3,500m<sup>2</sup> of solar panels on the municipal equipment).

## Grenoble (France)

Salima Djidel, elected representative in charge of municipal catering as well as organic and local food. Delegation which marks political ambition, one of the priorities of the mandate. **12,000 meals / day, four tons of food every day**, 70 agents in the central kitchen. The receptions organized by the city are 100% organic and 80% local. Catering for municipal employees: reinvesting horticultural greenhouses to produce vegetables, where they grow vegetables. School meals: two vegetarian meals a week for children in primary schools and kindergartens, three meatless meals for nurseries, a political stance taking its distance from GEMRCN recommendations. 50% organic and 30% local. Salima Djidel, MIN President, intends to rebalance the supply of large food groups by bringing in the platform Eat Bio Isère for example. Mobilisation of cities and businesses: inter-company club training and cities that commit to sustainable food for their staff. (ten partner companies: Orange, HP, etc.) - link this club with the Club Territoires Alimentation bio ...



Salima Djidel, MIN President, intends to rebalance the supply of large food groups by bringing in the platform Eat Bio Isère for example. Mobilisation of cities and businesses: inter-company club training and cities that commit to sustainable food for their staff. (ten partner companies: Orange, HP, etc.) - link this club with the Club Territoires Alimentation bio ...

The “Incredible edibles” present in Grenoble. A lot of work on the PLUI (local urban planning) to «get out of the walls of Grenoble». Young association Cultivons nos toits helps the inhabitants to plant on their roofs. Defending the territories - the role of elected officials in the prefecture to say no to the installation of shopping malls for example.

## Cavalaire-sur-Mer (France)



City represented by Alexia Pedri. Gulf of Saint-Tropez, **7,000 inhabitants**. School canteen in evolution, currently a provider delivers meals, «we started from scratch! ». Since two years, 40% organic in the plates, little of local products: «We have more nightclubs than land available to produce food - mainly vines elsewhere ». Sorting tables have been set up. Homemade cooking, proposal of two vegetarian meals per month, very well received by families and children, as for organic food. Setting up sorting tables that have had a real success. The price of meals increased by 50 cents after these changes.

## Mollet del Valles (Spain)

By Antonio Martinez: city of 2.5 km<sup>2</sup>, half of which is dedicated to agriculture. Leads the project in connection with Södertälje «Diet for a green Planet». **50 000 inhabitants, 300 ha in organic production**. Change of model of nutrition in schools in 2014.

The city has three nurseries and a center for disabled people. School kitchen meals are delegated to a company, preparation on site in each school. Public contractual system to choose companies. The construction of a platform to connect organic production and kitchens is underway. New objective: set up a system to check the work carried out by the delegate. A vegetarian organic meal a week with introduction of local products. To date no staff resources to control the work.

## Troyan (Bulgaria)



Elena Valcheva: **21 villages, 36,000 inhabitants**. Since 1980, twin city with Pernes-les-Fontaines. Regional production of plums. Eight kindergartens, 900 children in nursery whose meals are provided by the city. Nine schools, 2,700 students, catering to a company. Program for fruits and milk. Agricultural area available ... 15 000 hectares!

Local production of organic yogurts. Strengths: education, access to kitchens for mothers, balanced diet, health issues. Objectives: increase organic production and diversify meals. Proposal to tax junk food to support the development of organic food in schools. Sociological approach to children's eating habits, as well as special health care. Awareness of sustainable food from the youngest age. Weaknesses: lack of quality suppliers. Many are not motivated because the requirements are too high and prices are too low.

## Moussy-le-Neuf (France)



Carole Anne: the city got back fifteen hectares of agricultural land (putting an end to the Safer conventions), to exploit them either autonomously or in partnership with farmers in the city - gardening project. **3,000 inhabitants, 400 meals a day**, in public service delegation, cold connection. Work on reducing food waste.

## Mouans-Sartoux (France)



Gilles Pérole: **10,500 inhabitants, 1,000 meals a day, 100% organic since 2012**, a vegetable protein meal per week, 80% reduction of food waste.

Work that led to the creation of the MEAD (Centre for Sustainable Food Education), 5 axes of work: installation of farmers, construction of a transformation workshop, sustainable food education actions, research-actions to evaluate and model the project, sharing and spinning of the project.

- The following cities are also signatories of the Club's creation but could not attend the meeting: the Department of **Drôme** (France), the urban community of **Nîmes-Métropole** (France), the cities of **Dolus d'Oléron** (France), **Rosignano-Marittimo** (Italy), **Vitoria** (Spain), **Le Rouret** (France).



## Partner organizations

### Agence Bio



Public institution with technical and financial means to help the transition to organic. **Florent Guhl**, Director, emphasizes the importance of pooling projects to improve their funding. The governance of the agency is shared between the public and the private sector (State + professional representatives). Financing exclusively public (State and EU).

#### Three main missions:

- Collecting data from the AB observatory from production to distribution (market studies).
- Structuring the sector, grant (Ministry of Agriculture) to help the development of projects, especially via the collective catering approach «Eating organic here and now», developing organic meals in canteens ... 4 M € / year of funds to promote the goal. Managed by call for projects.
- Communication: EU funding, promotion of organic agricultural products in France, budget € 1.4 million / year, pedagogical kits for teachers and for catering ... Competition the Petits Reporters du Bio. Franco-French program, plans to extend it to Poland and Bulgaria, «we still have to defend the project at the EU level, to develop communication in the countries around the bio, local agriculture for local consumption. « The Agence Bio is ready to help the Club. »

### Ecocert Group



**Aurélie Chauchard**, in charge of the development of the «En Cuisine» label: private specifications, with a 3-level label. These levels are based on four major criteria: more organic, healthier, more local, more sustainable. Auditors on site in France and abroad. Overall approach, from production to the plate of the guests. Partner of Un Plus Bio in collecting data for the Observatory of Organic and Sustainable Catering.

### OFSP Project

Organic Food System Program (Ifoam, Beras, FQH). **Holistic and systemic approach** to ensure the evolution of organic food, creation of a network based on links and communication to disseminate best practices.

### ITAB



ITAB, Technical Institute of Organic Agriculture. Referent: **Bruno Taupier-Letage**.

# François Collart-Dutilleul Conference

*Assistant Professor in Food Law, Chairman of Un Plus Bio's expert committee*

**Food governance is a matter of international trade**, unlike housing policies, health and education. The main basic needs of citizens who, because they cannot be outsourced, are at the core the public service missions assumed by each State.

Why can a public food market not use the geographical origin of products as a key criterion? Because the WTO prohibits it, and so do the European and French law. As a consequence, meanwhile the necessary conditions for an agricultural exception -following the lines of the cultural exception model- are emerging, only those local territories seeking to find a form of sovereignty can **restore the link between nature, agriculture and food**, through their political decisions.

- At the international level, there is no governance associating nature-agriculture-food: nature and food come under the UN (United Nations Organisation) while agriculture, through trade, comes under the WTO (World Trade Organisation).

- At European level, the Common Agricultural Policy finances and, therefore, drives agriculture. Diets are exclusively considered by the fact that it must be hygienic (e.g. salmonellosis, listeria ...). Food is absent from the European approach to agriculture.

- At national level, food policy is driven by the Ministry of Agriculture and Food (shared with health and economy). Unlike housing, health and education, there is no public service for Food. And since there is no policy strong enough to outperform community rules, the market's law predominates.

- At the local level, we can link nature, agriculture and food in the same governance approach through territorial food projects (Projets Alimentaires Territoriaux). Collective catering can be used to develop a food policy that can not be done at other scales, and it is a means of pressure (because we can not easily move mass distribution but contrarily to canteens and elected representatives). This is the right scale for a food democracy, for an individual and collective food sovereignty. « **When I eat I vote**, up to three times a day, and I want to know where the content of my plate comes from! »



## **- We must ask the right questions so that this can work -**

- > Governance: question of social innovation, territory, food democracy

- > Food: question of responsibility, quality, access, information

- > Agriculture: the question of agricultural biodiversity, methods of exploitation, prices

- > Nature: issue of resource protection, standards

- > Culture: question of know-how, practices, education, citizenship...



# Shared values and actions to undertake

## THE 5 VALUES OF UN PLUS BIO

- Making organic food accessible to everyone:
- Building links on territories by coherent choices of restoration
- Restoring fair relationships between catering actors
- Integrating environmental protection into canteens' menu
- Protecting guests' health by acting on the content of their plate

Participants support these values in general. We could however rework some formulations with a more specific vocabulary and shorter phrases.

### Miscellaneous remarks:

- The issue of environmental debt is important. Need to preserve biodiversity for our generation and the future.
- Notion of adaptation to territorial specificities: the model is not fixed and needs to be adapted to everyone's capacity.
- Be careful not to confuse food sovereignty and food autonomy!
- Question of the cost of the switch to organic to be thought again: «Accessible to all» which does not take into account the small producers. Maybe it would be necessary to include producers in the process, too absent in the values.
- «Environmental protection» is not enough! Maybe replace it with «Protection of the environment and of the living environment» to include animal respect.
- No vegan discourse within the Club, but clear focus on highlighting the need to change diets. Hence the Club's interest in plant proteins! But watch out for abuses and potential excess (cf. Florent Guhl from the Agence Bio). Maybe, the Club should take a clear stance on this issue. Idea: more plant proteins and meat, but of better quality.
- **What is the definition of "local"?**
  - It is not always relevant to restrict oneself to a very small area! And in some places (border areas for example), the local can be complex to understand: norms, cultures, different laws ...
  - According to Ecocert, the local = region + bordering regions (even foreign ones)
  - According to Agence Bio, if one wants to work at the local level, one needs to do it all along the production chain (e.g. look at the origin of products used for animal food, etc ...): This is complex!
  - According to François Collart-Dutilleul, the local level of action can be a trap. Local = borders, exclusion. However, it also carries positive values which must be extended to the entire food system : such as reduction of GHGs, more organic products, quality, social fabric, intimacy with food ...). Therefore, the concept of «territorial» is better than «local» because more comprehensive and less restrictive: it conveys local values, the support of the economy and the environment, without borders. The local also creates an intimate link with the one who produces and feeds us .

- The local would correspond more to the territory that is needed to supply and access our products. It would be necessary to operate on a law of agreement between resources and needs (rather than supply and demand).

- Organic Food is sometimes undermined by lots of rumours. There is a real need for remotivation and incentivisation. Need to put forward that it is the only thing that brings nature, environment and food together.

According to François Collart-Dutilleul, we must emphasize that another value of organic food is the “bio +”: social, fairness, economy, health ... many entry points to organic food that can vary from one region to another, and be complementary.

- Stéphane Veyrat: the analysis that is generally done of the scope of organic food is limited to statistical comparisons. But organic food has effects that go well beyond conventional indicators. It is up to us to feed our work with other approaches, in particular by opening the Observatory for Organic and Sustainable Catering to more qualitative indicators of success: fairness, happiness at work?

- If society's expectation seems strong in terms of food quality in Europe, it could be good to define the essential features of organic food. Collective catering could be used as an example thanks to the definition of an organic food model in canteens.

- The strength of a network such as a club is to share knowledge, based on studies from each country in the field of organic and sustainable food as well as breakthroughs.

- The club must also be a place to re-incentivise participants and defend the “bio +” (we certainly provide organic food but also something else: fight against waste, agricultural installation, education to taste, etc ...).



## Conclusions

In the light of all these exchanges, the creation of a European Club which seeks to enlighten territorial dynamics makes perfect sense. It is thus agreed to:

- Found the European Club «Organic Food Territories» according to the French operating model Club des Territoires Un Plus Bio. This is reflected, among other things, in the payment of a membership fee according to members' number of inhabitants.

- Meet twice a year with a meeting in one of the countries and one in November in Paris prior to the Victoires des Cantines Rebelles (Rebel Canteens Awards). Meetings enable members to motivate each other collectively and to «feed oneself intellectually» with benevolence and friendliness.

- Provide a feedback on the Club's values .

- Start drafting our definition of organic food in collective catering.

- Get mobilised to raise awareness around the Club and to encourage other cities to join.