
Good food on the public plate

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Reclaiming the Public Plate

- Reclaiming the public plate means recovering two things that have been neglected
 - it means **re-affirming the right** to good food (in an era of nutritional poverty)
 - it means recovering our societal belief in the **creativity of the public sector** (now being assailed by the “age of austerity”)
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Multi-functionality of food

- Food may be a business, but it's unlike any other
 - It has a unique status because food is vital to health and wellbeing (in a way that iPhones and iPads are not)
 - But food is also more than a nutritional issue because it has social justice, economic, ecological, non-human, cultural dimensions
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Sustainable Procurement

“If we are what we eat, then public sector food purchasers help shape the lives of millions of people. In hospitals, schools, prisons, and canteens [...], good food helps maintain good health, promote healing rates and improve concentration and behaviour. But sustainable food procurement isn't just about better nutrition. It's about where the food comes from, how it's produced and transported, and where it ends up. It's about food quality, safety and choice. Most of all, it's about defining best value in its broadest sense” (Defra, 2003).

Sustainable Procurement: The Barriers

- *Cost* – perception of increased costs associated with sustainable procurement
 - *Knowledge* – lack of information and awareness
 - *Risk* – fear of innovation
 - *Leadership* – lack of ownership and accountability
 - *Inertia* – lack of incentives
 - *Legal issues* – uncertainty as to what can and cannot be done under existing rules
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School food pioneers

- Pioneering public bodies need to be better known and acknowledged because seeing is believing
 - Pioneers we have worked with include:
 - Rome
 - East Ayrshire
 - New York City
 - Bristol
 - Malmo
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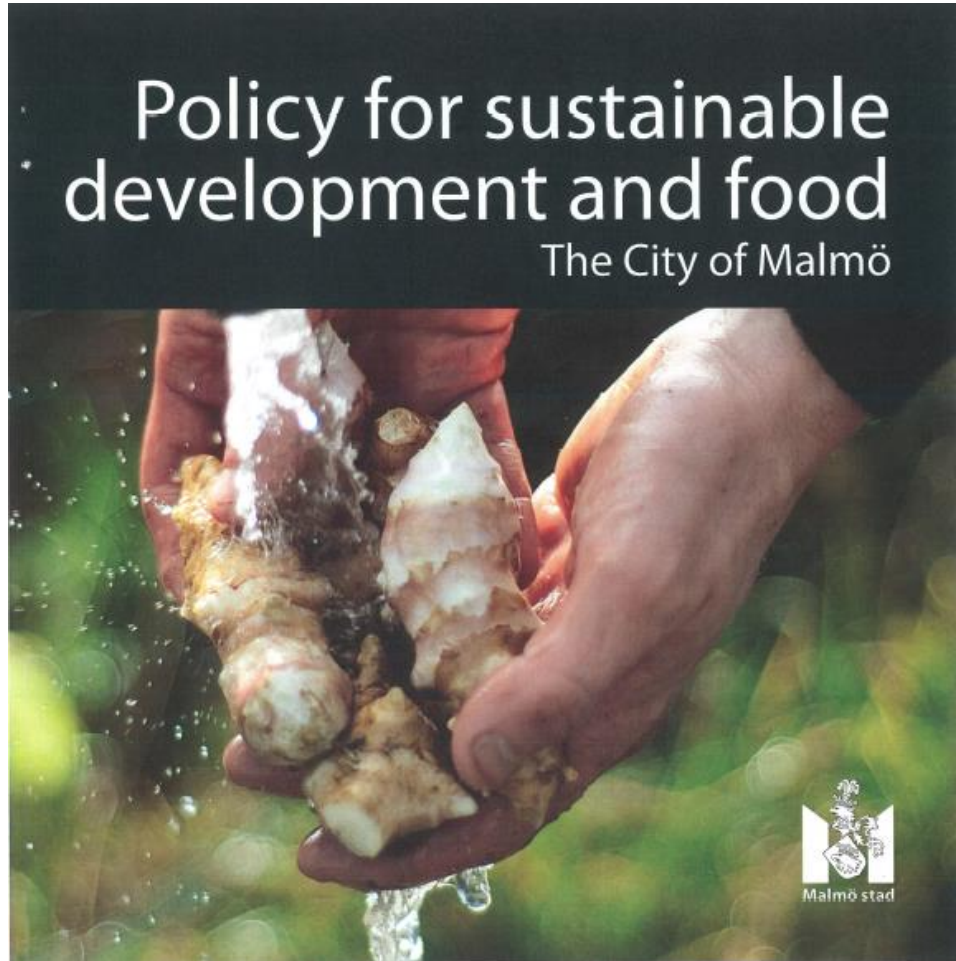
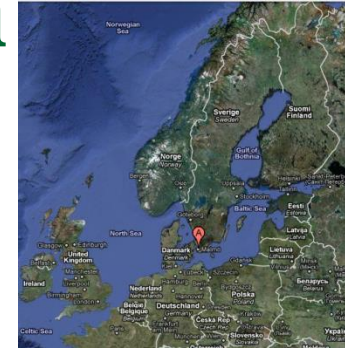
School Meals in Rome



- 150,000 meals supplied every day (27,000,000 meals/year)
- 92% of the meals cooked in the schools
- Service entrusted to 6 catering companies but strictly monitored by the centre:
 - 3,500 inspections by dieticians/year
 - 1,100 inspections performed by a specialized firm in 2005
 - Involvement of Local Health Authorities
 - Canteen Commissions

	2004-2007 AWARD CRITERIA	Points
A	Price	51
B	Improving and restoring canteens, kitchens and furniture	17
C	PDO and PGI products (meat and cured meats) offered in addition to those required by the tender	9
D	Organization of training courses and informational campaigns	8
E	Organizational features of the service	4
F	Use exclusively of products from "bio-dedicated" food chains	4
G	Organic products offered in addition to those required by the tender	4
H	Fair Trade products	2

Malmö, Sweden



The importance of food – more than just a meal



Malmo: Eat SMART

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

- ① Smaller amount of meat
 - ② Minimise intake of junk food/empty calories
 - ③ An increase in organic
 - ④ Right sort of meat and vegetables
 - ⑤ Transport efficient
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Malmö: leadership by example

WE VALUE FOOD IN MALMÖ

THE CITY OF MALMÖ SHALL LEAD BY EXAMPLE

Food is also important for our quality of life and wellbeing in health and social care. Eating together fulfils a strong educational, social and cultural function.

PURPOSE

The policy shall

- Contribute to a sustainable Malmö with healthy citizens
- Strengthen the importance of food in the City of Malmö's own operations to increase the attractiveness of food.
- Work towards 100% sustainable purchasing in the City of Malmö.
- Ensure that the City of Malmö leads from the front and only serves sustainable and safe food when serving food at official functions and representation.

We need to eat a lot of fruit and vegetables. Vegetables, such as broccoli, cabbage, onion, carrots and other root vegetables are very nutritious and are cheap. They are also resource efficient and climate smart when compared to greenhouse grown vegetables such as cucumber and tomato.

Within the City of Malmö's organisation we shall buy more coarse vegetables. Vegetable procurement shall, as far as possible, also follow the seasons.

Soil Association & Partners

- An alliance of civil society groups and municipalities
- The FFLP is the gold standard in school food reform
- Under pressure from the age of austerity and outsourcing of public services to private sector



Why are we here?

- To celebrate and validate the multiple dividends of good food – health, ecology, social justice and economic opportunities
 - To learn how (not just why) to procure healthy and sustainable food
 - To share good practice, so good practice is no longer a bad traveller
 - To learn how the public sector can lead by example ... as we saw in Malmo and Rome
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References

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