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Ambitions

- Healthy diets
- Sustainable regional food chains
- New city-countryside relations

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Healthy Food



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Regional sustainable food

- Food accounts for 30 to 40 % of our ecological footprint
- Foodmileage is increasing



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New city-countryside relations

- Declining producer prices



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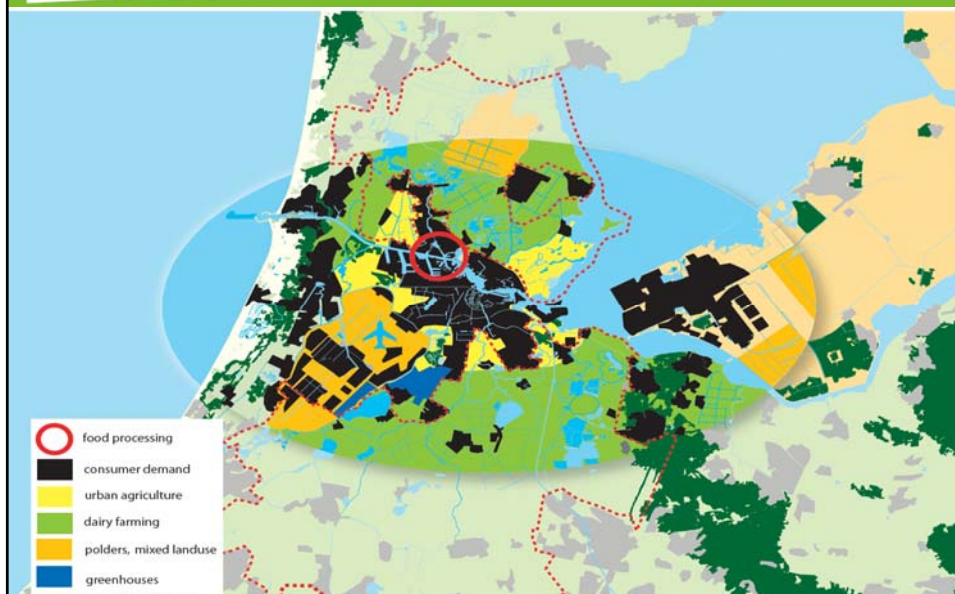
New city-countryside relations

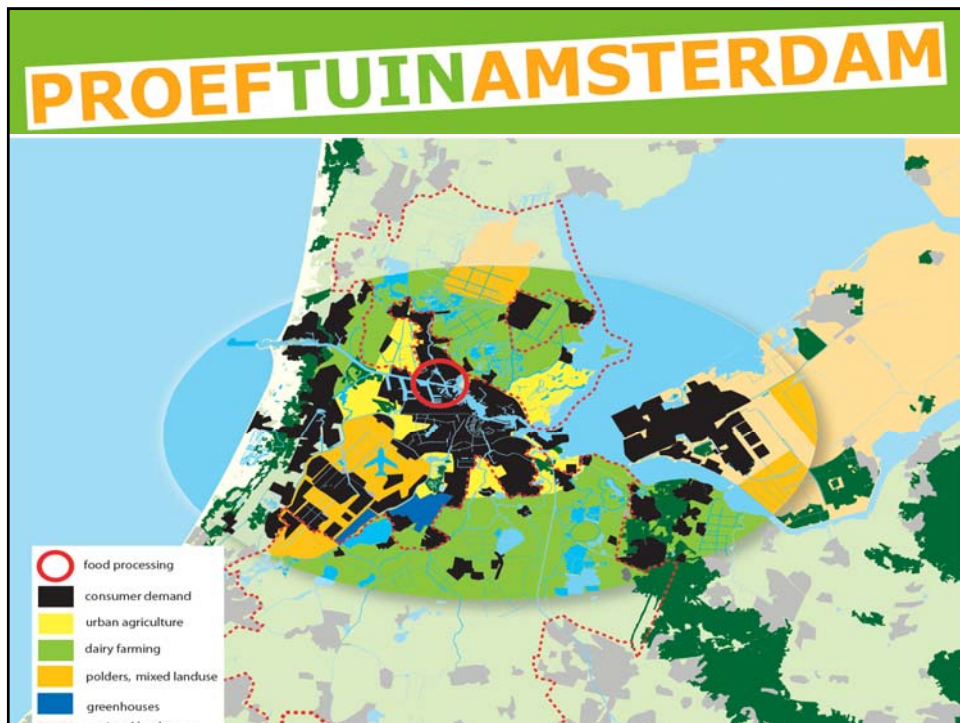
- Declining producer prices
- Need for green spaces



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Goals

- Food awareness
- Change towards better food (healthier and more sustainable)
- New role for farmers in peri-urban region

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Projects

- Farm visits by schools
- Providing healthy lunches at schools
- Farm- and Food-events
- Public procurement

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Public procurement

- At least 40 % of the food should be organic in 2010 and at least 50% in 2012
- Desire for a higher share regional food



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Strategy

- Communication
- Lobby, network and mobilize local initiative
- Investing in knowledge and education

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so far for the success story of Proeftuin
Amsterdam, but....

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it's tricky:

- Food is identity
- So far, it's the elite that goes organic. Is this the forefront or does this remain marginal?
- What's the motive for eating organic or local?
 - Save the farmer?
 - Save the planet?
 - Orthorexia?
 - Distrust?

12-10-2009 Distinguish oneself?

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tricky (2)

- Is eating local food romanticising agriculture?
- Is eating local food a mere response to globalisation?
- Is organic always better for the environment?

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tricky (3)

- What is healthy food?
- Unhealthy eating habits are linked to education and socio-economic status; how to reach the target group?



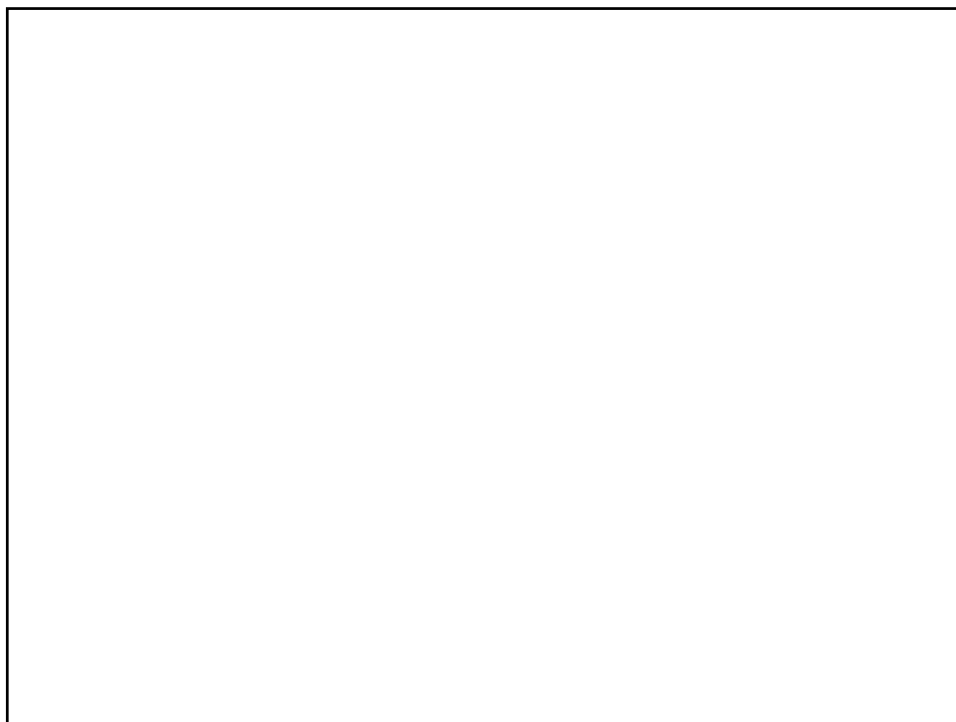
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Healthy Food

- **Guidelines** for healthy food and fitness in primary schools
- Offering **fruit & vegetables** at primary schools
- Pilot projects: introducing **school lunches** at primary schools
- Instructing secondary schools how to improve food in **canteens**
- **Kitchen amenities** in new schools
- Pilot projects **organic food** in **care & nursing centers & day care farms**

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Sustainable Regional Food Chain

- Public procurement of **catering contracts**
 - 40% (2007-10) to 60% (2011) sales of **organic** food in municipal canteens
 - **Local** food from Noord-Holland en Het Groene Hart
- Promoting:
 - organic **agriculture** from 3,4% (2007) to 7% (2011) in Noord Holland
 - co-operation in the regional food chain and increasing sales to **local markets** (reduction of food miles)
 - campaigns & events to change **diet** and eating habits
- Improving **food logistics** (Food Center)

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City-Countryside relations

In the countryside

- **Education on the farm (primary school classes)**
- **Organic and local farms** producing directly for the urban market
- **Shops at the farm** as part of a recreational route network

In the city

- **Farmers' markets**
- Urban agriculture on the city-fringes (included in zoning plans), **allotment gardens, school working gardens**
- Retail **shops** with direct sale from farms
- Introducing local food in **municipal canteens, schools and care centers**

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