

Public Food

Robin Gourlay

Scottish Government Food & Drink Division

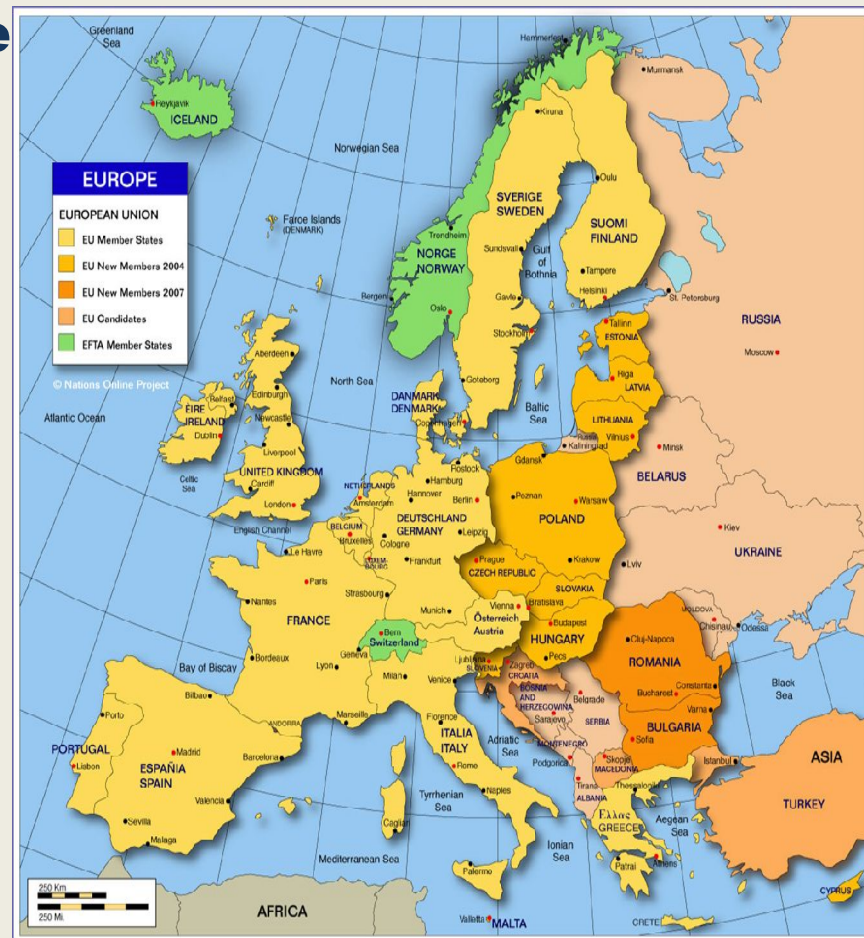


Population 6 million, a devolved parliament from UK, very strong university and research base, ambitious climate change adaptation targets, 15 billion euro FOOD & DRINK exports, life expectancy 80 years female and 75 male, obesity 20%, literacy 99%, rural and urban deprivation, shrinking manufacturing base, top exports Food and drink, North Sea Oil, Chemicals, Financial and Business services, Electrical and instrument, Life Sciences, Mechanical engineering, agriculture 85% of land is Less Favoured Area, friendly people, beautiful scenery, and a wonde

SCOTLAND



phillipmartin.info



SCOTLAND ... 'A LAND OF FOOD AND



..but a profound paradox

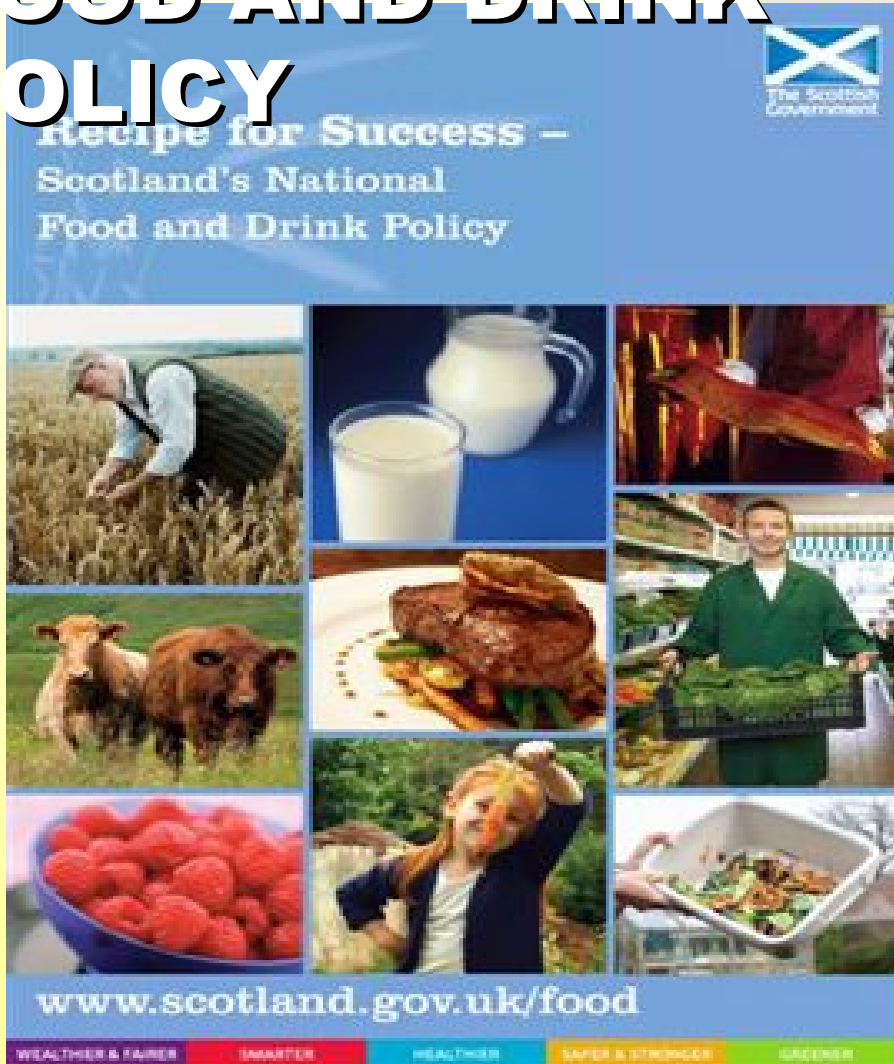


Scotland is a nation renowned worldwide for producing high quality food and drink and yet we struggle with world beating levels of diet-related disease and throw away a fifth of our food!



SCOTLAND'S NATIONAL

FOOD AND DRINK POLICY



The cover of the document features a blue background with the Scottish Government logo in the top right corner. The title "Recipe for Success – Scotland's National Food and Drink Policy" is written in white. Below the title is a collage of nine images: a farmer in a field, a glass and pitcher of milk, a roasted salmon, two cows, a plate of steak and potatoes, a man in a supermarket, a bowl of raspberries, a child eating, and a shopping basket. At the bottom, the website www.scotland.gov.uk/food is listed, along with five colored boxes containing the words: WEALTHIER & FAIRER, SMARTER, HEALTHIER, SAFER & STRONGER, and GREENER.

Recipe for Success –
Scotland's National
Food and Drink Policy

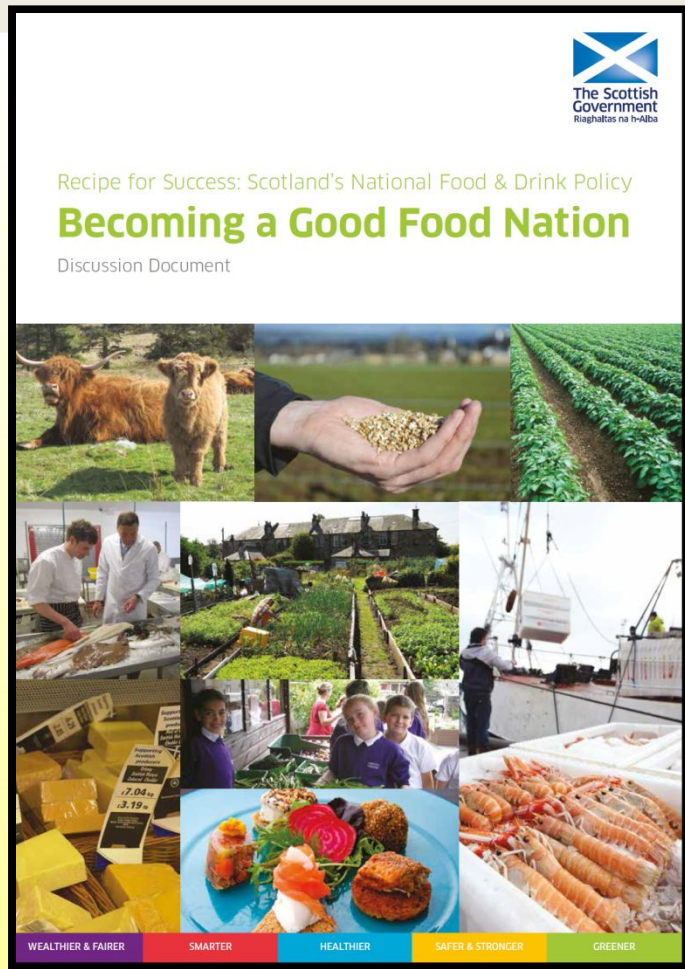
www.scotland.gov.uk/food

WEALTHIER & FAIRER SMARTER HEALTHIER SAFER & STRONGER GREENER

HEALTH
EDUCATION
ECONOMY
ENVIRONMENT
ACCESS
SECURITY
PUBLIC FOOD

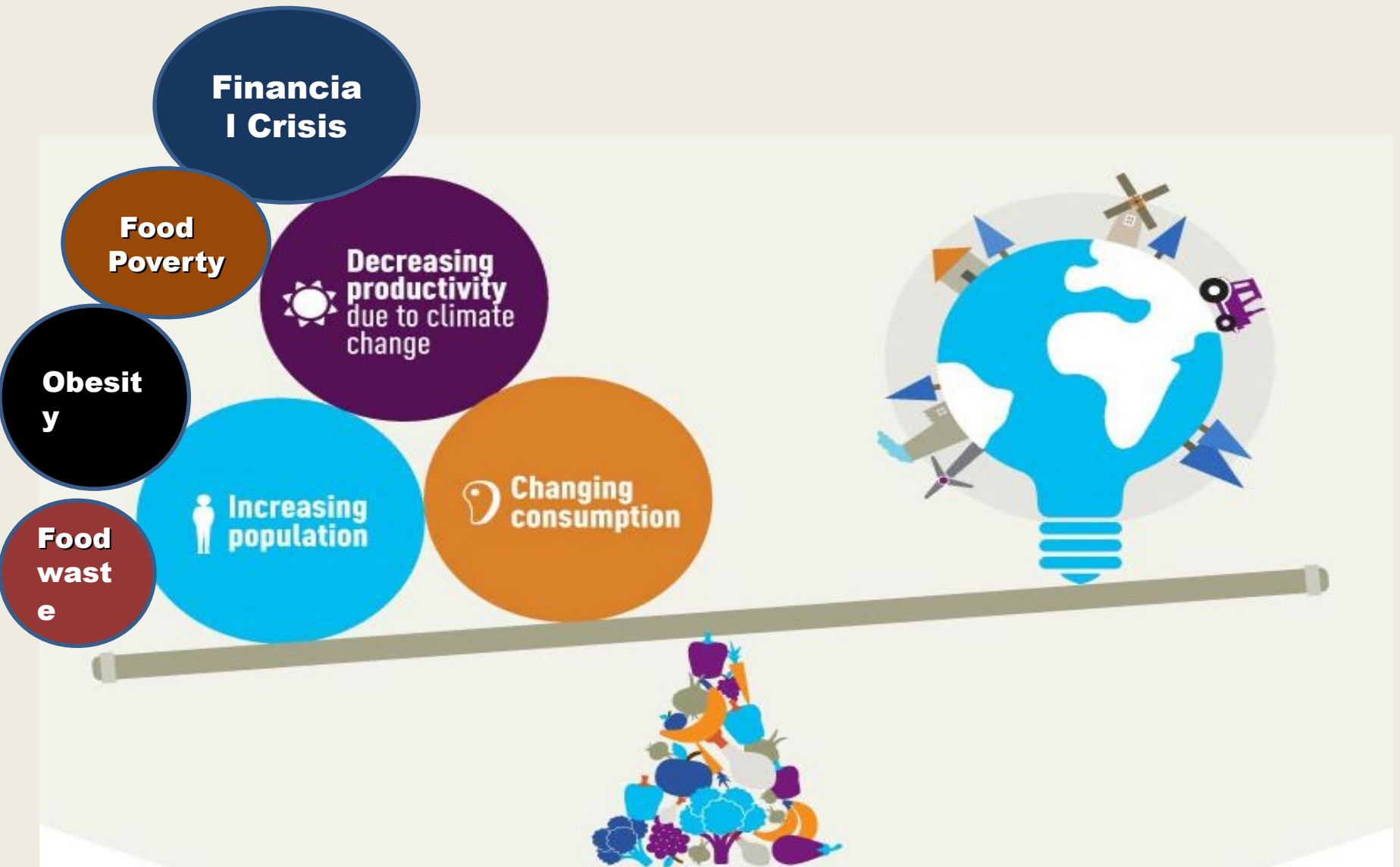
A Vision for 2025

SCOTLAND'S PRIORITIES



- Public Consultation
- Public Food that leads by example;
- A Sustainable Food Charter
- A Children's Food Policy;
- Creating energy and creativity behind local food;
- Long-lasting behavioural change – understanding Good Food Choices ;
- Continued Economic Growth in Food and Drink industry;

CHALLENGES FOR THE FOOD SYSTEM



**The strategy in Scotland
was to
join up the food agenda with
what makes sense
in others agendas too...**

**That Food and Drink is central
to Scotland's Economy, Society,
and Environment**

PUBLIC FOOD PART I

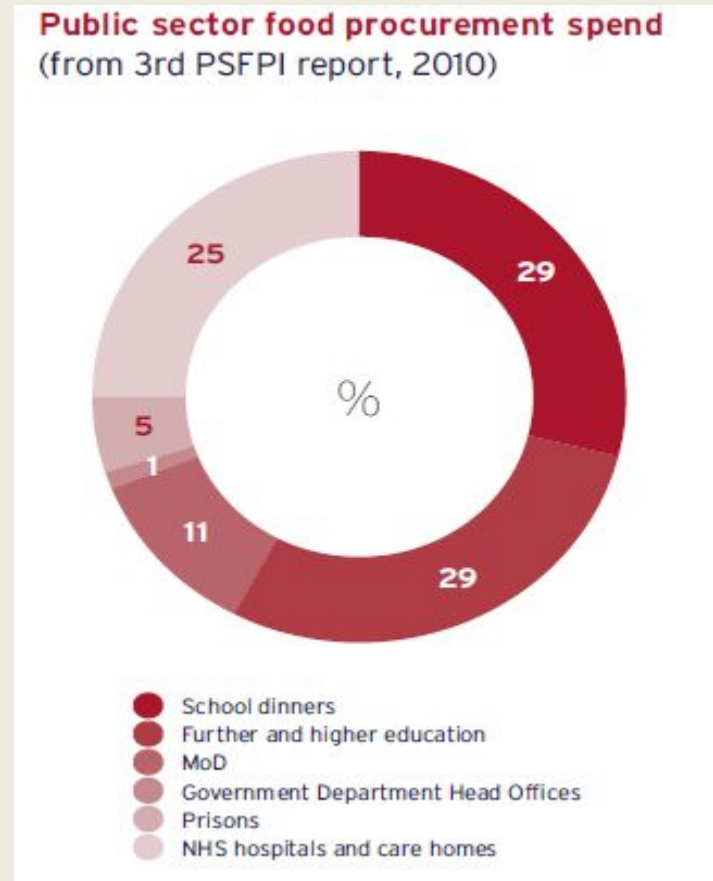
STRATEGIES, CONTEXT, ISSUES
& SCALE

DIRECTION OF TRAVEL



Scoping Public Food

- Schools
- Hospitals
- Universities and Colleges
- Armed Forces
- Prisons
- Care Homes
- Social programmes



Private or Public Sector

The Top 3 foodservice challenges

1. Sustainability

2. Economic Challenges

3. Healthier Eating

- The majority of foodservice consultants believe that hospitality businesses are only 'paying lip service to sustainability', forecasting that **this issue will have the greatest impact on the sector in the near future.**



Expenditure on Public Food



EATING CITY
INTERNATIONAL PLATFORM
2010 - 2014

The European Market of Social Foodservices

73.6 billion Euro /Year

21.0 billion/Year Meals served

The European Market of Social Foodservices

73.6 billion Euro /Year
21.0 billion/Year Meals served

EAST EUROPE	Million Meals				% penetration of the Market				Turnover (million €)		
	2006	2007	2008	2010	2006	2007	2008	2010	2006	2007	2008
Cyprus	0,4	0,5	0,7	1,0	0,7	0,8	1,1	1,7	1,8	2,6	3,8
Czech Republic	118	125	131	140	16,3	17,2	18,2	19,7	194	209	225
Estonia	9,5	10,5	11,0	13,0	14,3	16,2	16,9	20,0	11	12,5	13,5
Hungary	139	143	145	152	19,0	19,7	20,1	21,3	155	162	170
Latvia	2,2	2,5	3,0	3,5	2,2	2,6	3,1	3,7	3	3,5	4,5
Lithuania	4,0	4,5	5,0	6,0	2,5	2,9	3,3	4,1	4	4,7	5,5
Malta	3,8	4,1	4,4	5,0	28,1	29,5	30,6	33,3	11	12	13
Poland	44	52	60	75	2,5	3,0	3,4	4,3	85,7	103,7	122,7
Slovakia	19	21	24	30	7,9	8,9	10,4	13,0	30,5	35	41
Slovenia	15	17	19	22	14,3	16,2	19,6	22,4	44	51	59
TOTAL EAST EUROPE	355	380	404	448	9,0	9,6	10,3	11,6	540	596	658
TOTAL Contracted	5 550	5 770	6 040	6 500	26,2	27,2	28,5	31,0	22 347	23 603	24 623
TOTAL Self-Operated	15 650	15 430	15 120	14 500	73,8	72,8	71,5	69,0	49 053	49 597	48 977
TOTAL Social Foodservice	21 200	21 200	21 160	21 000	100	100	100	100	71 400	73 200	73 600

Source: GIRA FOODSERVICE

HOW INFLUENTIAL IS PUBLIC FOOD IN THE

MARKET ?

- Grocery retail sales in Scotland

**12 BILLION
EURO**

- Expenditure on food and drink by the public sector in Scotland for 2012/13 of...



Good Governance is recognising the diverse impacts of food on society now, and for the future.

Public Food should be

EXAMPLE



PUBLIC FOOD PART 2

SOCIETY, THE ECONOMY and THE
ENVIRONMENT

CHALLENGES & RESILIENCE



LIVEWELL REPORT

Achieving balance of healthy and sustainable food choices

University of Aberdeen Rowett Research Institute and WWF, 2011

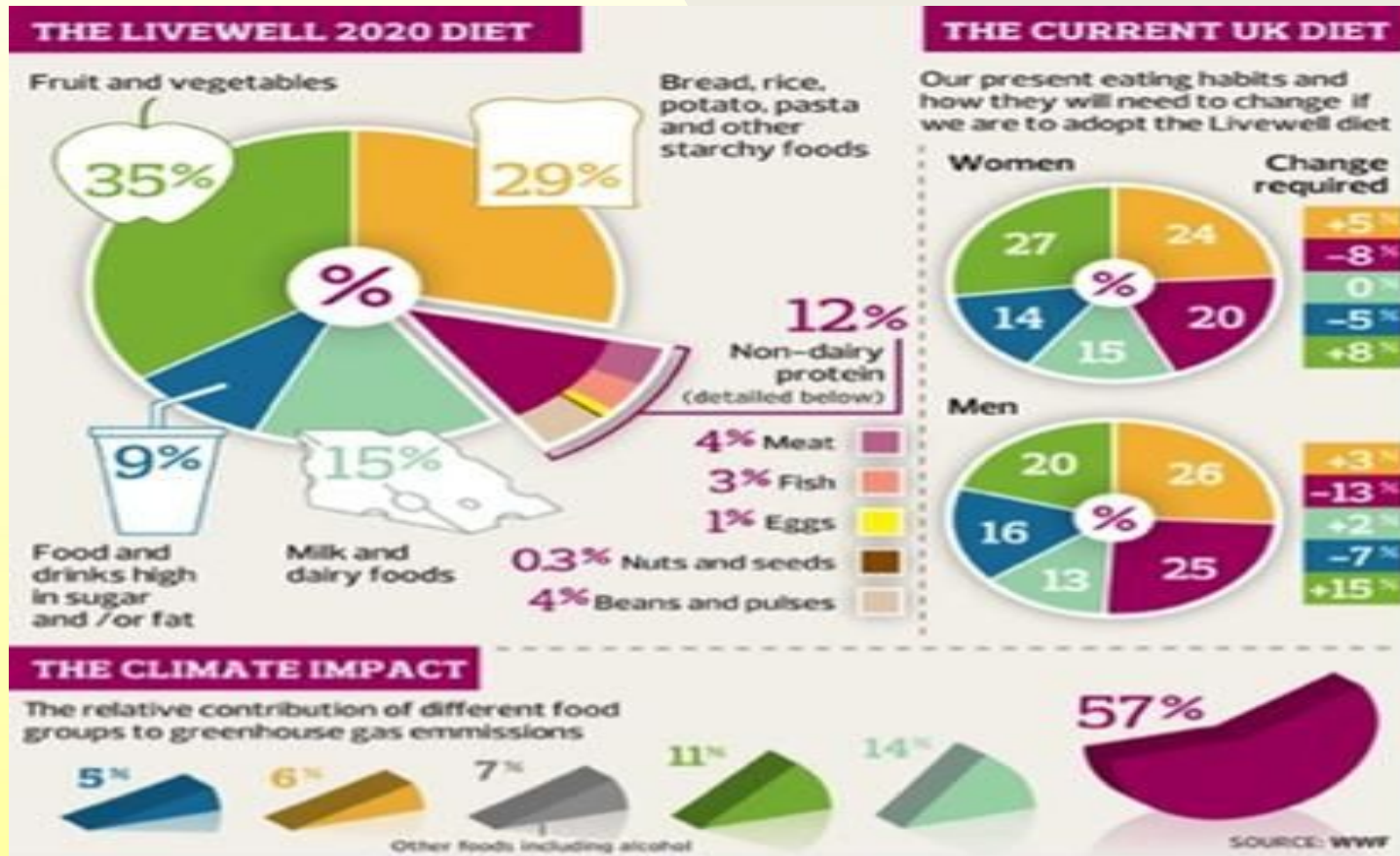
Is a Healthy Menu similar to Environmentally Sustainable Menu?

- 1. What is the nutrient intake and the GHGEs of the UK population's diet?**
- 2. What would a Livewell diet look like to meet both current dietary recommendations *and* the 2020 target of a 25% reduction in GHGEs?**
- 3. Is it possible to achieve a diet with 70% reductions in GHGEs by 2050 and still meet current dietary recommendations?**

LIVEWELL REPORT

A balance of healthy and sustainable food choices

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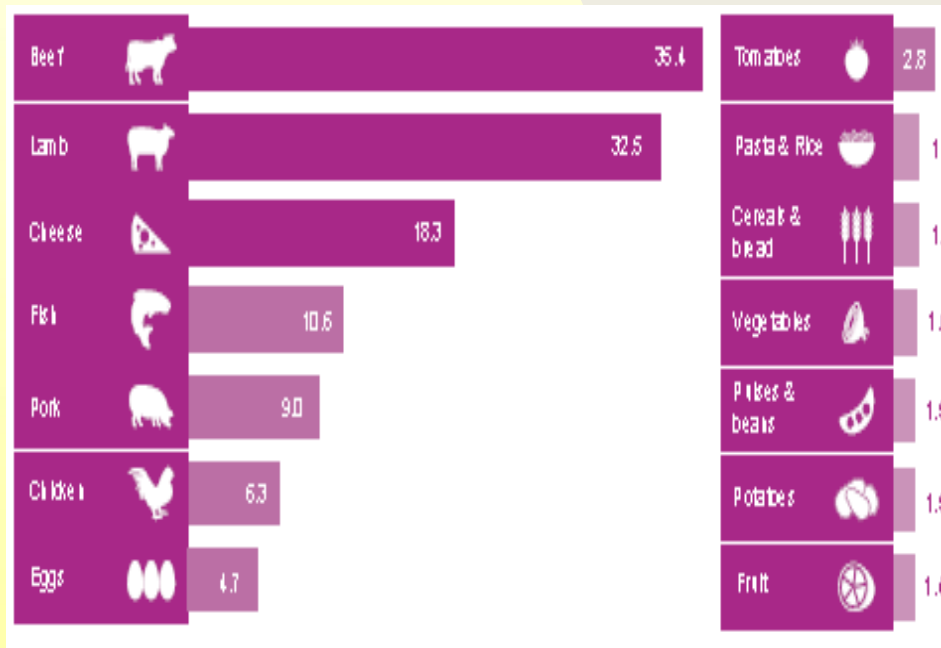


Scotland

emissions by sector for 1990, 2013 and estimated for 2020



GHG emissions per kilogram of consumed food(kgCO₂e)



PUBLIC FOOD

PART 3

BARRIERS AND OPPORTUNITIES

SUPPLY AND PROCUREMENT ISSUES



THE PROPOSITION

What is the Context for Public Food?

Is it a Marginal Service?

If public food is viewed in narrow low cost commercial terms then the service is undervalued and set to decline.

Recognise the Cost of Externalities

Health costs, carbon reduction, food waste, economic Business opportunity, employment and training, impacts of social inequality, rural economy, loss of bio diversity, lack of resilience in the supply chain causing risk and vulnerability, poor corporate reputation.

A Strategically Important Service

If it is re-valued for what it can achieve in terms for social justice, employment and training, social, health, education and environment.

UK GREAT FOOD PLAN BALANCED SCORECARD

- **Sustainability in production**
- **Health and nutrition**
- **Resource efficiency**
- **Social – economic value**
- **Quality of service**

Figure 1: The balanced scorecard

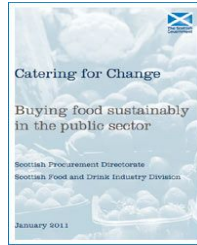
Quality and Value				
Cost	Service			
Production	Health & Wellbeing	Resource Efficiency	Socio-economic	Quality of Service
Requirements/Award Criteria Categories				
Supply chain management	Nutrition*	Energy*	Fair & ethical trade	Food quality
Animal Welfare*	Food safety & hygiene	Water*	Equality & diversity	Customer satisfaction
Environment	Authenticity & traceability	Waste*	Inclusion of SMEs	
Variety & seasonality			Local & cultural engagement	
			Employment & skills	

A Plan for Public Procurement

Enabling a healthy future for our people, farmers and food producers

CATERING for CHANGE

Explains how to do this....



- By increasing competition for **business from regional SME's** and improve supplier engagement
- Identify and **remove barriers preventing SME's** from bidding for business
- Better tendering by **product and geographic lots**
- Working with the flexibility in EU Legislation to promote Sustainable Development
- **Increasing the use of food in season** using produce in the 'Scottish' supply chain?
- By **considering 'Whole Life Cost'**
- Stimulating **suppliers to think about sustainability**
- Increasing the range of certified/assured products
- **Working with foodservice companies** to source sustainable food



SCOTLAND 2014 REVIEW

PUBLIC FOOD EXPENDITURE

TOTAL EXPENDITURE

2007-8	£129M
2012-13	£150M

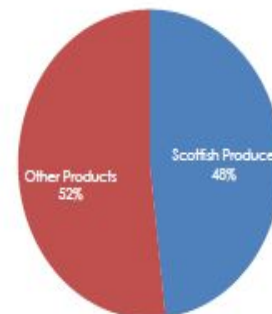
SCOTTISH PRODUCE

2007-8	34%
2012-13	48%

Scottish produce

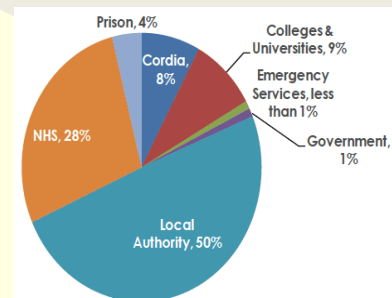
Interviewees were asked to estimate the volume of products purchased of Scottish and Non-Scottish origin.

Fig 1.5 Estimated spend by origin



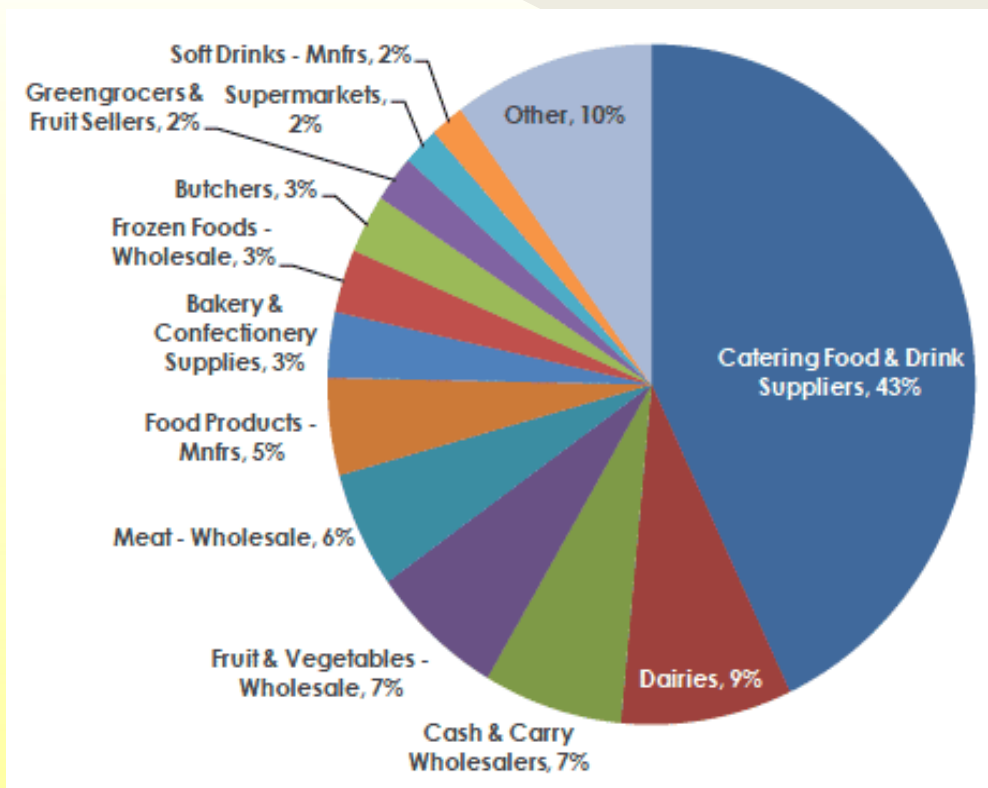
SME's

Interviewees were asked to estimate their food and drink spend by turnover with Small Medium Enterprises.



EXPENDITURE PATTERN

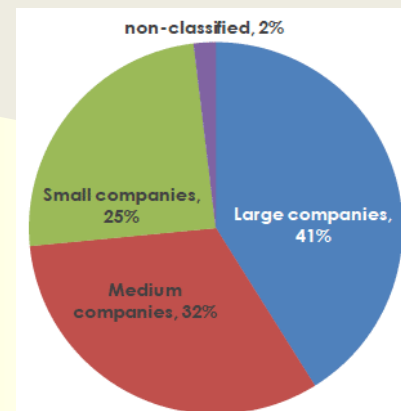
Spend by category of provision (Source: SPIH)
£150M of total spend of which £17.7M external contractors



FOR OVERALL PUBLIC FOOD EXPENDITURE

Scottish based suppliers represent 77% of the total and account for 50.5% of the sales.

Large national contracts with grocery suppliers such account for 39% of all purchases.



RECENT SCOTTISH LEGISLATION & POLICIES

Not only one lever is needed toward a more sustainable

- **The National Food and Drink System**
- **Climate Change Act 2010**
- **The Sustainable Procurement Action Plan, and Best Value**
- **The Procurement Reform Act 2014**
- **The Public Contracts (Scotland) Regulations , 2006**
- **Community Empowerment Act, 2014**
- **Land Reform Act, 2014**
- **The Obesity Strategy (2010)**
- **The Schools (Health Promotion and Nutrition) Act, 2007**
- **Food in Hospitals Guidance (Clinical Standards) 2008**
- **Community Planning Partnerships & National Outcomes**

PROCUREMENT REFORM (SCOTLAND) ACT, 2014

1

- **PUBLIC PROCUREMENT PROCESSES ARE....**
- **STREAMLINED, STANDARDISED AND BUSINESS FRIENDLY**

2

- **MAKING IT EASIER FOR BUSINESS and 3rd SECTOR TO ACCESS PUBLIC CONTRACT OPPORTUNITIES**

3

- **SMARTER USE OF PUBLIC PROCUREMENT TO ENCOURAGE INNOVATION & GROWTH**

4

- **TAKE FULL ACCOUNT OF SOCIAL & ENVIRONMENTAL SUSTAINABILITY ISSUES**

LOOKING FOR THE 'WIN WIN'

'We have to move towards ensuring that every pound we spend creates added value'

Economic aims

- Secure value for money
- Reduce waste
- Reduce energy use
- Encourage participation by Micro businesses and SMEs
- Encourage new markets for sustainable foods
- Contribute to the well-being of communities
- Contribute to economic development.

Environmental aims

- Reduce degradation of natural resources by adopting cleaner processes and technologies
- Reduce energy input
- Protect or enhance natural resources and biodiversity
- Reduce waste (fertilisers, food and packaging)
- Reduce water use
- Reduce packaging.

Social aims

- Raise awareness of the benefits of healthy foods
- Increasing access to and availability of healthy food – particularly for lower income groups
- Strengthen communities
- Contribute to global food security and for Scotland
- Aim to reduce inequalities, promote training and employment
- Meet the needs of the local community
- Promote animal welfare
- Revalue the notion of the value of good food with significant impacts for health and the environment.

Olivier De Schutter



OLIVIER DE SCHUTTER

UNITED NATIONS SPECIAL RAPPORTEUR ON THE RIGHT TO FOOD

BRIEFING NOTE 08 - APRIL 2014

OLIVIER DE SCHUTTER
UNITED NATIONS SPECIAL RAPPORTEUR ON THE RIGHT TO FOOD

The Power of Procurement

Public Purchasing in the Service of Realizing the Right to Food

SUMMARY

This briefing note explains how public procurement can contribute to the progressive realization of the human right to adequate food, and how it already does so in a number of countries. It describes why public procurement matters for food and nutrition security strategies, and what it can achieve. It identifies which kind of public procurement should be encouraged, based upon country examples, and identifies five key principles that should be integrated into public procurement schemes and modalities, such as the need to target vulnerable groups; support food accessibility and adequate diets; ensure environmental sustainability; and include participation, accountability and empowerment as strong features of public procurement schemes. It reviews frequently cited 'obstacles' to the implementation of some of these principles, including budgetary constraints, institutional and legal issues, and demonstrates that there is room to develop ambitious public procurement policies and programmes. It also addresses potential constraints presented by the WTO Government Procurement Agreement. It ends with a number of recommendations to policy-makers.

The Power of Procurement 1

Table 1: Five principles for aligning public procurement modalities with the requirements of the right to food

The requirements of the right to food	Principles for public procurement schemes
Targeting vulnerable food-insecure groups, and in particular small-scale food producers	Principle #1: Source preferentially from small-scale food producers and actively empower them to access tenders
Improving food accessibility	Principle #2: Guarantee living wages as well as fair and remunerative prices along the food supply chain
Ensuring adequacy of diets	Principle #3: Set specific requirements for adequate food diets
Ensuring environmental sustainability	Principle #4: Source locally whenever possible and impose on suppliers that they produce food according to sustainable methods
Guarantee participation, accountability, empowerment and coherence in policy-making	Principle #5: Increase participation and accountability in the food system

THE POWER OF PUBLIC PROCUREMENT

- Are there budgetary, institutional and legal obstacles?
- Are the drivers for developed countries and poor and middle income the same?

Among the most frequently cited 'obstacles' ... are budgetary constraints and legal impediments, particularly under the EU Legislation and WTO Government Procurement Agreement.

The Economics of Sustainable Food Procurement

- 'Particularly in times of economic downturn ... the costs anticipated are often seen as a major obstacle to making public procurement schemes more consistent with right to food strategies — contributing to **improved food security** and to better **nutritional outcomes**, while preserving the resource base.
- However, certain costs associated with public procurement should be treated as **investments, rather than merely as expenses**; and once their multiplier effects on the local economy and their positive social and environmental impacts are taken into account, they may in fact be seen as favourable to, rather than a liability for, healthy public budgets.'

THE POWER OF PUBLIC PROCUREMENT

World Trade Organisation

The WTO Agreement, recognises the importance to act “in accordance with the objective of sustainable development” seeking both to protect and preserve the environment as long as selective procurement schemes do not constitute an obstacle to international trade, and the inclusion of “secondary” objectives does not lead to discrimination.

There is nothing preventing signatories from establishing food procurement schemes that stipulate that the food must have been produced in a manner that does not cause excessive environmental damage, that complies with basic minimum labour standards, that ensures that small-scale food producers are not gradually pushed out of food supply chains.

European Union

The new EU Directive on public procurements (2014/24/EU) adopted February 2014 **was in fact specifically designed** to allow greater use of public procurements in supporting other policy objectives.

Indeed Directive 2014/24/EU **aims to be a positive instrument tailored to allow greater use of public procurements in the support of a set of “common societal goals** such as protection of the environment, higher resource and energy efficiency, combating climate change, promoting innovation, employment and social inclusion and ensuring the best possible conditions for the provision of high quality social services”.

It does so in two ways:

- **It contains measures aimed at facilitating the access of small-and-medium size enterprises to public procurements – such as the possibility for public authorities to divide up large contracts into lots of a size more manageable by small-scale producers –;** and
- **It widens the range of criteria that may be included in awarding the contract. Public authorities are specifically authorized to adopt a life-cycle approach to the product, service or work object of the procurement, and include environmental externalities** in the analysis of the most “economically advantageous” tender

BARRIERS and

OPPORTUNITIES

The Proposition

- The challenge for the Public sector is to **increase its business with Food and Drink SMEs in Scotland** and adapt contracts to encourage participation;
- Along with **competitive pricing**, achieving Sustainable Procurement is **a key objective**;
- Businesses need to take time to **understand the key features** of this.

The Opportunity

- Public sector **contracts are stable, payment is secure and the demand is more predictable** than offered by other business opportunities.

However....

- Public Sector contracts are regarded as **onerous to complete and low margin**;
- This means engaging suppliers and working with them is **unlikely to happen by chance**;

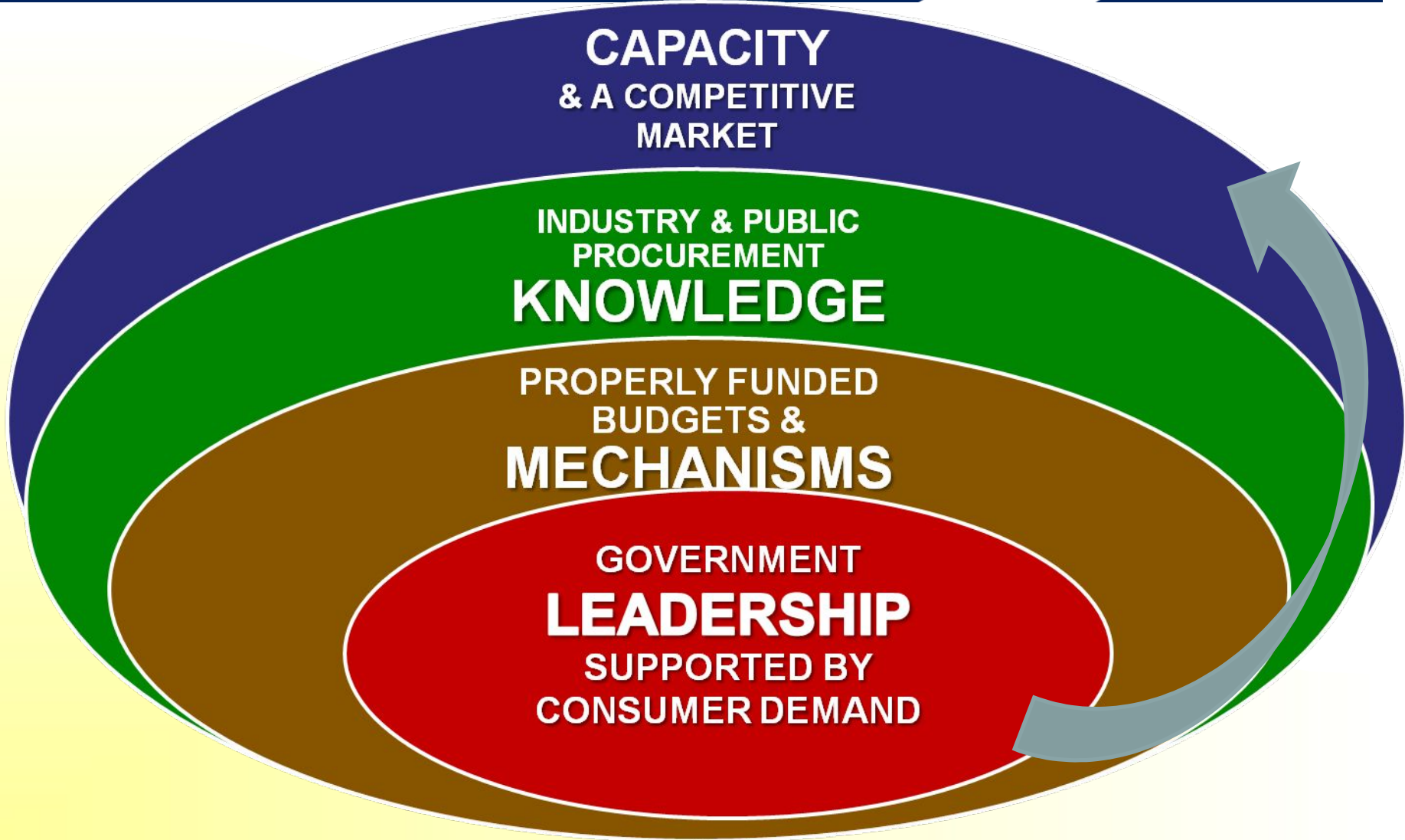
VALUING PUBLIC PROCUREMENT REQUIRES

CAPACITY
& A COMPETITIVE
MARKET

INDUSTRY & PUBLIC
PROCUREMENT
KNOWLEDGE

PROPERLY FUNDED
BUDGETS &
MECHANISMS

GOVERNMENT
LEADERSHIP
SUPPORTED BY
CONSUMER DEMAND



WORKING WITH AND ENCOURAGING SMALL BUSINESSES

ROUTES TO MARKET

- FARM GATE
- MAIL ORDER & INTERNET
- BOX SCHEMES
- FARM SHOP
- RETAIL & HOSPITALITY
- TOURISM OUTLETS
- WHOLESALE
- MULTIPLES & SUPERMARKET

• PUBLIC SECTOR

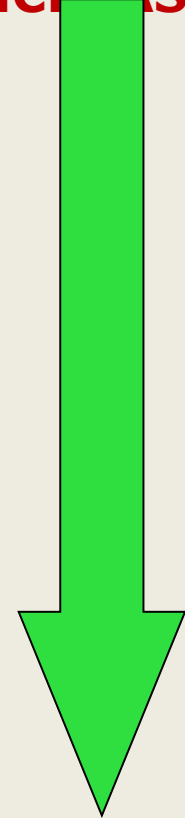
MARGINS -

VOLUMES +

REDUCE



INCREASE



SUSTAINABLE PUBLIC FOOD

Ongoing Challenges

1. **Whole life costing** taking account of health, economic and environmental benefits when awarding food and catering service contracts;
2. The adoption of **sustainable food procurement as a corporate objective** for all public sector organisations?
3. More **Collaborative Public Sector Procurement** ?
4. **Awareness of the origin of food** supplied through public sector contracts including how much is produced in Scotland;
5. **Statutory Food Standards** for public bodies?
6. Continue to **work with Industry** and
7. The development of appropriate knowledge, **skills and expertise** for producers and suppliers to access and deliver to public sector tenders.

PUBLIC FOOD PART 3

AN EXEMPLAR OF PUBLIC FOOD SCHOOL FOOD



SCHOOL FOOD

**Through the prism
of the school food,
we can help
fashion a more
sustainable
society.**

SCHOOL FOOD

**Through the prism of the school food,
we can help fashion a more sustainable society.**

Professor Kevin Morgan, Cardiff University

PRIMARY BENEFICIARIES

Children (especially from poor families)

As a welfare service looking after their children

Improvements in behaviour and learning?

SECONDARY BENEFICIARIES

Farmers , suppliers and food producers

TERTIARY BENEFICIARIES

Caterers

Government and Health Agencies, the economy

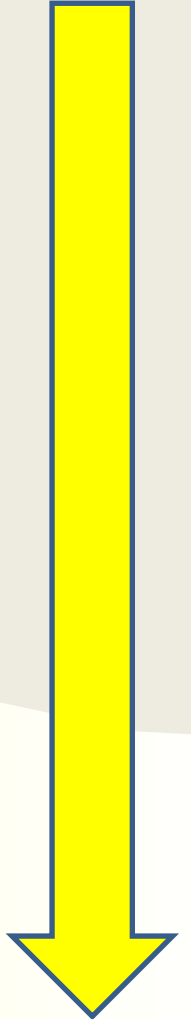
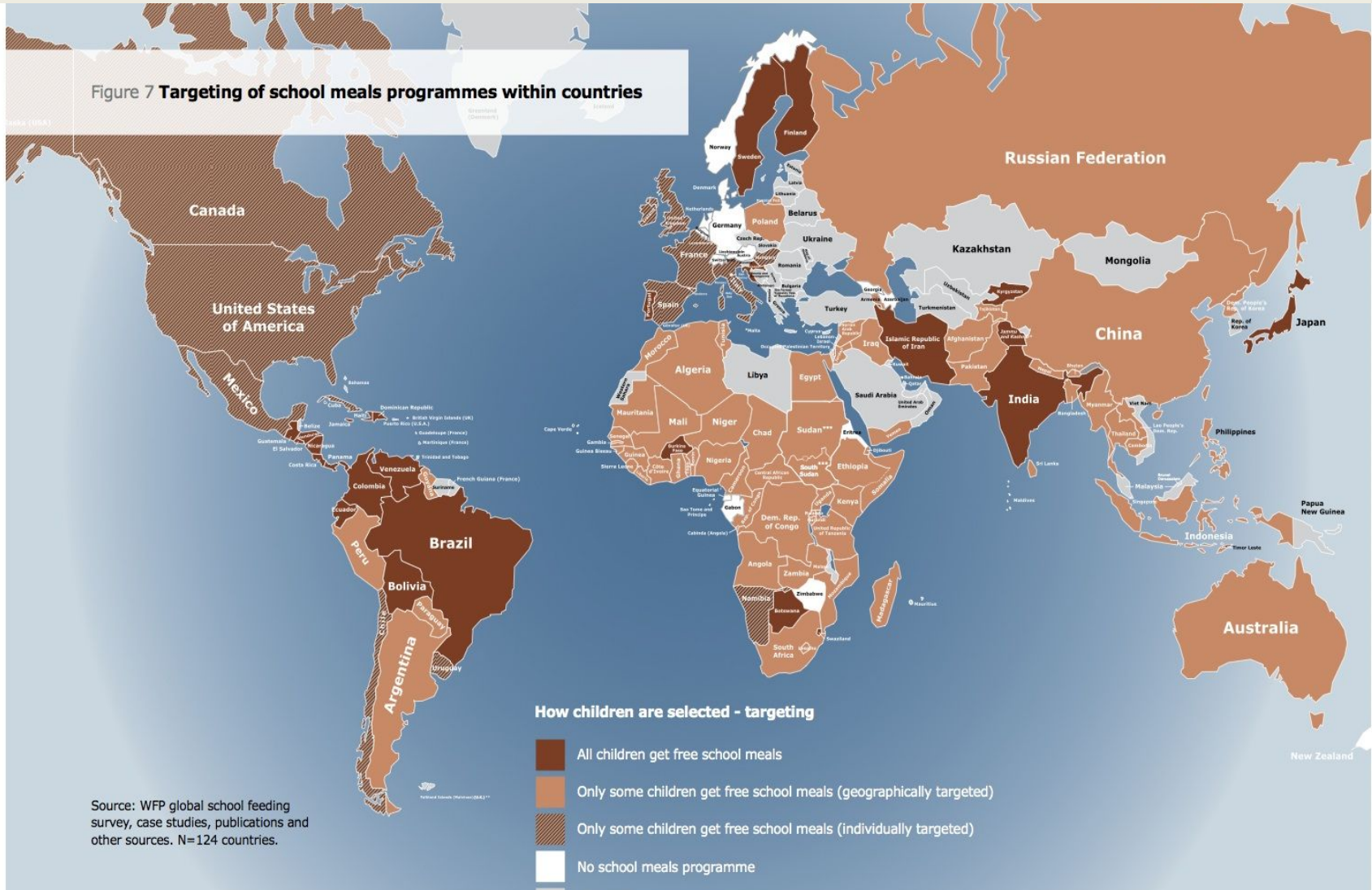


Figure 1. Summary of social protection impacts of HGFSF

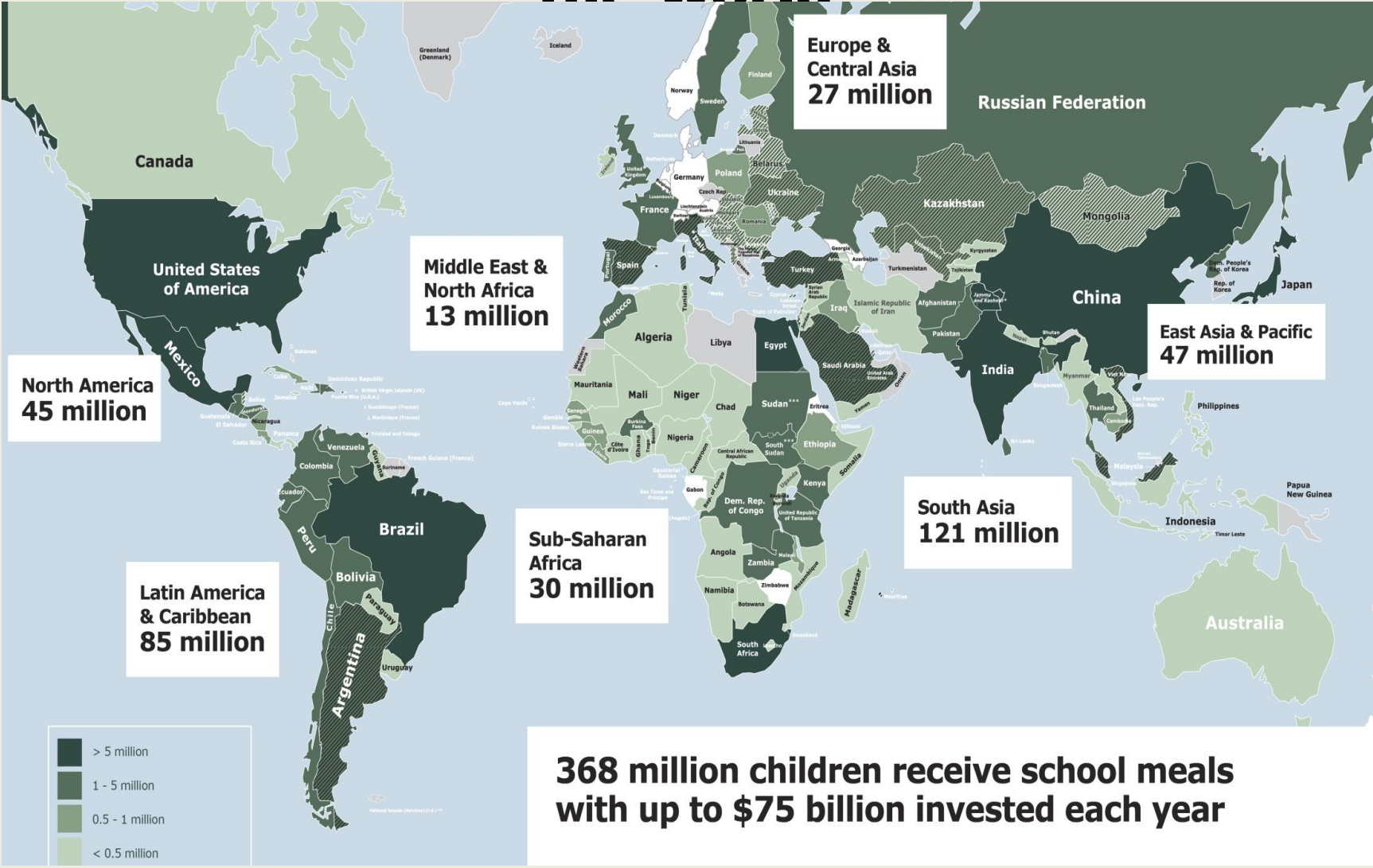
Social protection category	Primary beneficiaries: School children and their families	Secondary beneficiaries: Food supplying farmers
<div style="border: 1px solid black; padding: 5px; text-align: center;">Provision</div>	<ul style="list-style-type: none"> • Alleviates immediate hunger • Reduces children’s acute undernutrition • Enhances household food security 	<ul style="list-style-type: none"> • Increased food production and income for supplying farmers reduces their food insecurity
<div style="border: 1px solid black; padding: 5px; text-align: center;">Prevention</div>	<ul style="list-style-type: none"> • Children are retained in school during times of economic stress or crisis • Avoids damaging ‘coping strategies’ 	<ul style="list-style-type: none"> • Higher incomes could increase retention of children in school during times of stress or crisis
<div style="border: 1px solid black; padding: 5px; text-align: center;">Promotion</div>	<ul style="list-style-type: none"> • Increased school enrolment rates • Improved school attendance • Improved learning outcomes 	<ul style="list-style-type: none"> • Same as primary beneficiaries through indirect income effect • Possible ‘double impact’ – if children also get school meals
<div style="border: 1px solid black; padding: 5px; text-align: center;">Transformation</div>	<ul style="list-style-type: none"> • Gender gaps in education are narrowed if school feeding targets girls 	<ul style="list-style-type: none"> • Community participation could transform local economies and social relations

Targeting of School Meals

Figure 7 Targeting of school meals programmes within countries

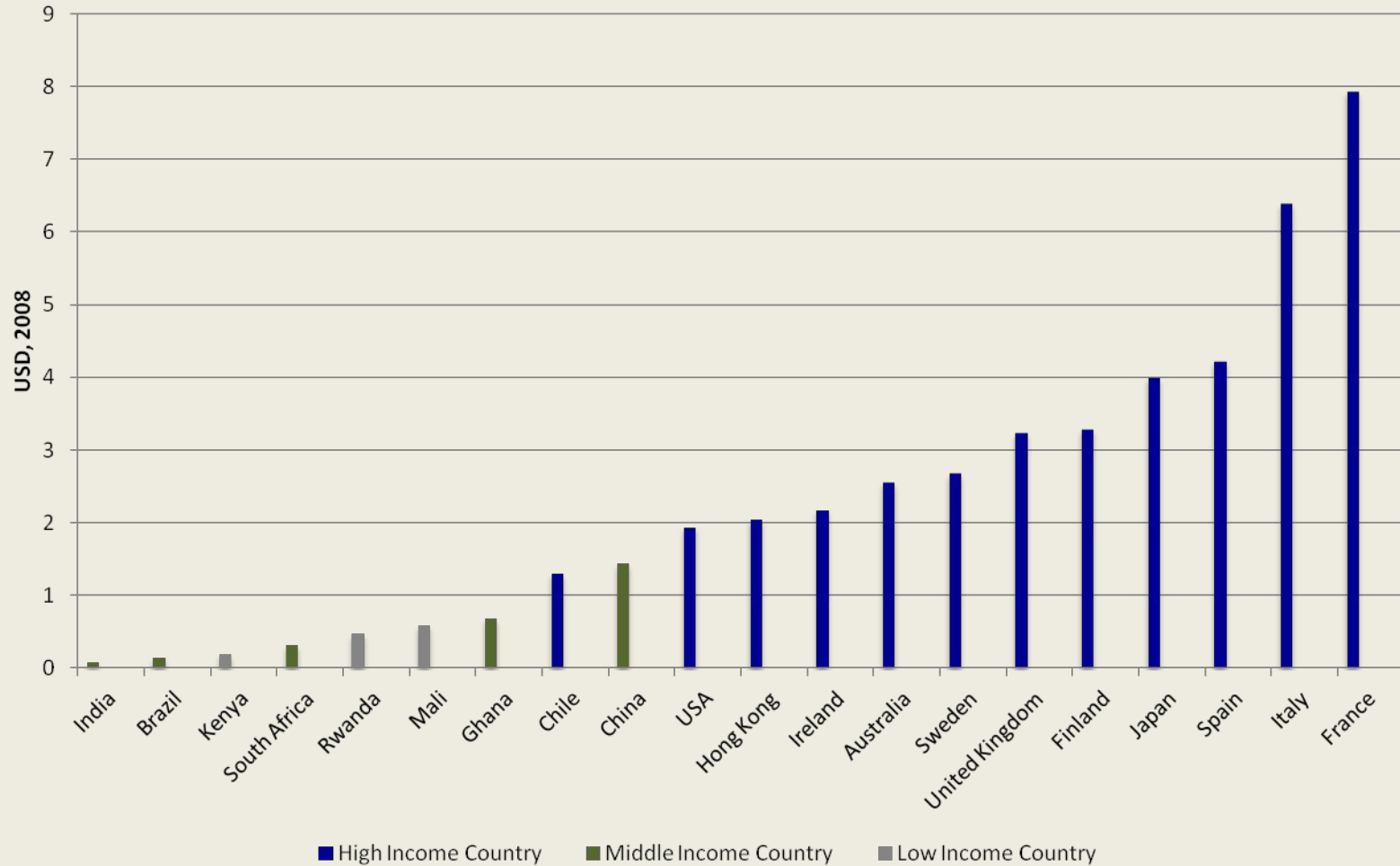


Children receiving school meals around the world



Map from C. Burbano de Lara et al. *State of School Feeding Worldwide*. World Food Programme, 2013.

Average Cost per Meal, 2008



Data primarily from A. Gelli and R. Daryanani. "Are School Feeding Programs in Low Income Settings Sustainable?" (2013). Original data were annual costs, so totals were divided by 200 days to estimate average cost per school meal.

HOW DO YOU JUDGE A GOOD PUBLIC FOOD SERVICE ?

- **Is it foremost financially driven?**
- **Or a service that contributes to sustainable development, community well-being and social justice?**
- **Low cost- requiring cheap food over quality food?**
- **High uptake and high levels of customer satisfaction?**
- **Does this indicate a good food service?**
- **Is it a service that adds value to the City's reputation?**
- **Do the staff understand its main purpose?**

A NEW CONTEXT FOR SCHOOL FOOD

The Context for School Food in Scotland

THE CONTEXT FOR SCHOOL FOOD IN SCOTLAND



ENVIRONMENT

Reduce Local and Global Impacts

Knowledgeable consumers with food as a context for interdisciplinary learning

Curriculum for Excellence

GIRFEC

The wellbeing of children and young people

Good Nutrition, Prevention & Early Intervention



EDUCATION

Early years, economic development, less health inequality



ECONOMY

Health, Education, Environment, Industry, Communities

Sustainable growth, employment & skills

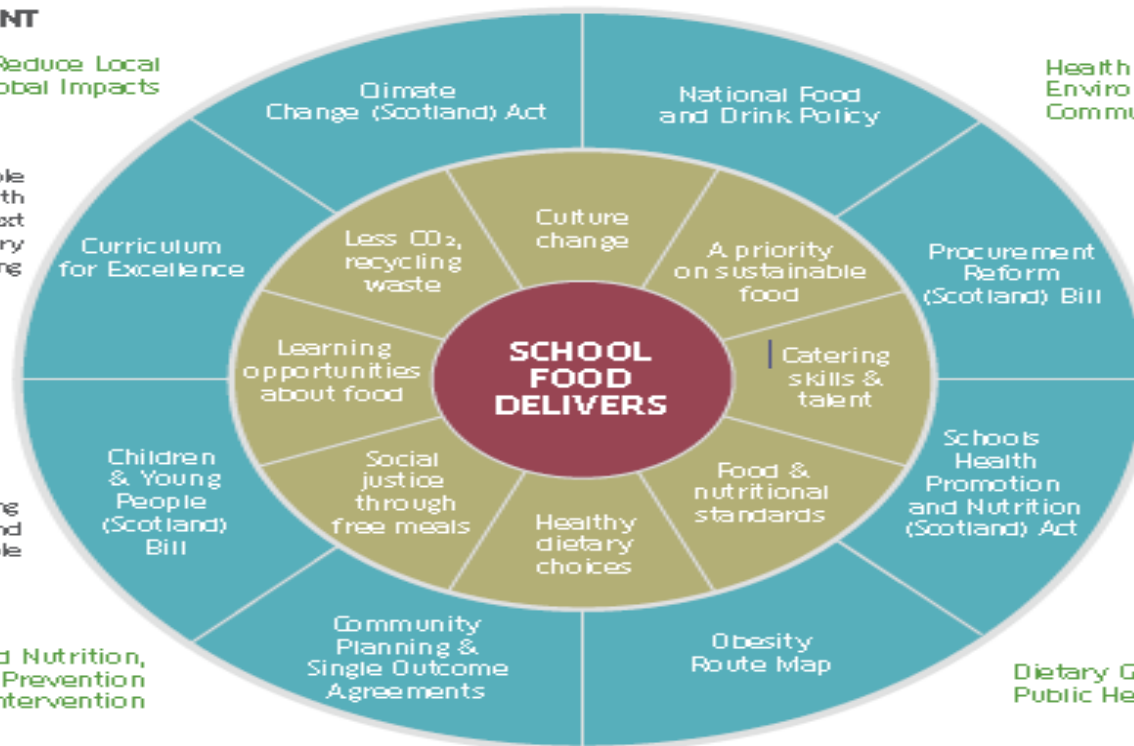
16 National Outcomes

Sustainable food & health & wellbeing

Dietary Goals & Public Health



HEALTH



One Example...

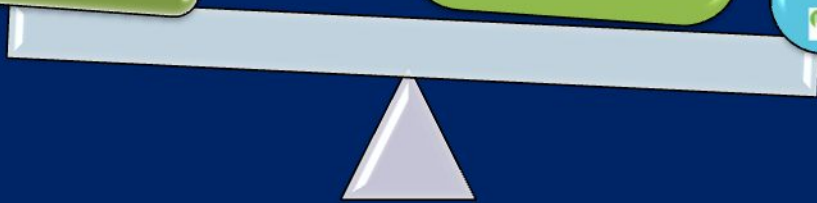
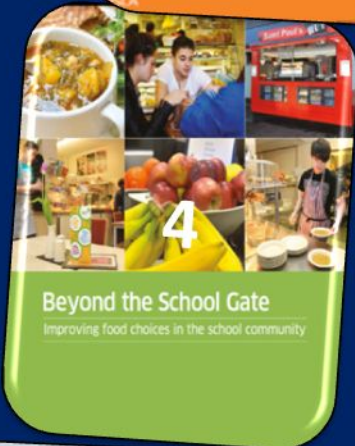
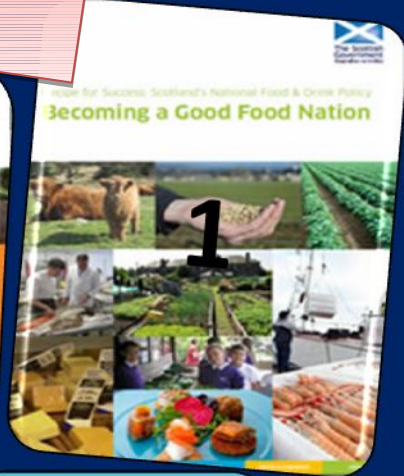
**PRIMARY 1-3
FREE SCHOOL MEALS**
Supporting
Scotland's families

Learning &
Behaviour
Change

Sustainable
Procurement

Health

Environment



Better Eating, Better Learning

A New Context for School Food

TOOD

Food & Health

THE CHALLENGE

: To use school food and drink and food education to drive dietary change and therefore improve the diets of children and young people. To ensure that school food is an exemplar for healthy eating, and that food education supports children and young people to make the right food choices.

Food and Learning

THE CHALLENGE

: To develop the breadth and depth of children and young people's knowledge, skills and attitudes related to food: where it comes from; how it is produced; what influences food choices and preferences; and the impact that food has on health and wellbeing and the environment.

School Food & Drink

THE CHALLENGE

: To ensure that everyone involved in school food provision understands the need for inspiring menus which take into account nutrition, health and environmental impacts. School food and drink provision should reinforce children and young people's learning, enabling them to make good food choices that will continue into adulthood.

Better Eating, Better Learning

A New Context for School Food

The Dining Experience

CHALLENGE

To create an experience that encourages positive social interaction in an environment that children and young people choose to use, enjoy and look forward to.

Sustainability through Food

CHALLENGE

To find practical ways to supply the school meal service with **healthy, fresh, seasonal, and sustainably grown food**. To use **school food as an entry point** for young people to learn about the impact of food choices on individual health and the environment, and to understand their role in the conservation of natural resources, food waste and recycling.

Training and Support

To provide all teaching and catering staff

involved in school food provision and food education with the support and opportunity to undertake **professional training** which enables and motivates them to maximise opportunities to **teach children and young people** about the relationship between food, health, and the environment.

Communication and Engagement

CHALLENGE

For schools and local authorities to successfully promote exemplar school food provision and food education to all of their stakeholders. To promote the benefits of healthy choices to encourage support from parents, carers, children and young people, teachers, caterers, health professionals and other stakeholders.



International School Meals Day

Thursday 5th March 2015

AIMS

- Raise the importance of the nutritional quality of school meal programs worldwide;
- Emphasise the connection between healthy eating, education and learning;
- Share success stories of school meals and highlight research;
- Child hunger and poverty issues.

IMPACT

Social Media / Tweets

2013	?
2014	948,000
2015	5.4 million and 10,181 website visitors..

UK, USA, Brazil, Taiwan, Cyprus, Pakistan, Japan, Sweden, USA, Denmark, Columbia, Pakistan, India, Czech, Gambia, , Lesotho, Canada,, Namibia...

The World Food Programme, US, UK and Scottish Governments, Soil Association, Hunter Biden, BBC, British Council ETC.









PUBLIC FOOD PART 4

EUROPEAN BEST PRACTICE

DIRECTION OF TRAVEL



SOME EUROPEAN CITIES

CITY EXEMPLAR	AIMS	ORIGINAL DRIVER
<p>Malmö (Sweden)</p>	<p>High quality food in all canteens, organic in 2020, 40 % less greenhouse gas emissions by 2020.</p>	 <p>ENVIRONMENT</p>
<p>East Ayrshire (Scotland)</p>	<p>Main goals: promote unprocessed, fresh, Seasonal food, improve health, support the local economy .</p>	 <p>ECONOMY</p>  <p>HEALTH</p>
<p>Copenhagen (Denmark)</p>	<p>75 % organic food (in kg) (reached in 2012), education of catering staff, awareness raising.</p>	 <p>EDUCATION</p>  <p>ENVIRONMENT</p>
<p>Vienna (Austria)</p>	<p>Originally on ecological aspects, now other aspects of sustainability, including fair trade, health, regionalism and seasonality.</p>	 <p>ENVIRONMENT</p>

A Route Map for Cities

An Action Plan for Sustainability

Ensure Good Governance

It is vital that key Sustainable Development Objectives are identified corporately and reflected in each public organisation's strategy for procurement. This should include wider engagement with Civil Society.

Identify Sustainable Food as a Priority

Public bodies should specifically identify Sustainable Food Procurement as part of their Corporate Objectives. This is a key area where major sustainable development gains can be achieved across a range of policy sectors.

Sustainable Menus can deliver Multiple Dividends

Menus and recipes should be prioritised for health, carbon reduction, seasonality and for a capacity to promote biodiversity, animal welfare, sustainable fisheries, good employment practices and training opportunities.

Account for Sustainability

Public bodies should have a recognised methodology in place for evaluating contracts that applies a whole life cycle costing approach. This accounts for social, environmental and economic benefits which accrue through sustainable food procurement and should also include an assessment of regional impacts.

Help Create the Market for Sustainable Food

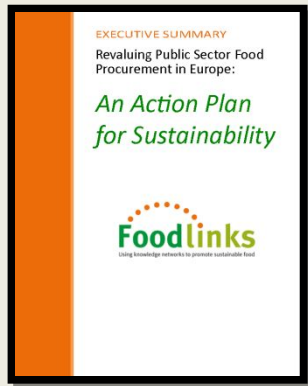
A diverse and sustainable agri-food sector is essential. Procurement Organisations should actively work with foodservice contractors and suppliers to source sustainable food. Each public organisation should ensure measures are in place to include participation from small businesses (SMEs). This will develop a sustainable and more competitive supply base.

Ensure Contracts Strengthen Competition

Public Sector Organisations should give a high priority to geographic and product lotting of contracts to allow for the inclusion of SMEs alongside larger businesses whether for food purchased through its own contracts or through a foodservice contractor on behalf of the organisation.

Stimulate Demand for Sustainable Food

A strategy to stimulate more sustainable practices by suppliers in the food sector should be prioritised by each municipality, province and region. This includes strategic support for food production and carbon reduction, food safety and quality accreditations, reformulation of processed food, and tendering for public contracts, including electronic tendering mechanisms and capacity building.



A Route Map for Cities

Action Plan for Sustainability

Work with Suppliers

Procurement processes, ease of access to contracts, public and product liability insurance requirements and quality assurance accreditations should be proportionate to manage risk but not too onerous. They should not act as a disincentive for SMEs to tender or be a disproportionate cost in their tender price.

Plan for Sustainability and the Seasons

Lead times for production are critical in the food sector to allow for seasonal production planning. A Prior Information Notice (PIN) should be used to notify of the intention to advertise a food tender a minimum of 18 months in advance of the contract being advertised.

Skill Your Staff

Creating impetus for the sustainable purchase of food is essential at a corporate level. Inspire commitment and ensure knowledge and skills are firmly established within the procurement and catering functions, where the facility to implement change is found.

Know what your Organisation is Buying

By prioritising food from sustainable sources, all public organisations should require that contracts record the place of origin of food. This should be monitored by the public buying agency.

Know where there is Waste

Every Public Organisation should monitor food waste and have transparent mechanisms that report progress on minimising food-waste and recycling.

Consumers value Sustainable Food

Every public organisation should educate its consumers by providing information on its policy for food and advertise this through the provenance of its menus. Wider community engagement is key to the success of wider sustainable food consumption.

PUBLIC FOOD PART 5

MY OWN EXPERIENCE

WHAT WORKS AND WHY



PROCUREMENT STRATEGY

- **Began as a small pilot Project 2004 – 1 school;**
- **Pilot experiment, extended to 40 primary schools, 5 nurseries, 1 secondary school.**
- **Full EU Procurement process: 2005, 2008, 2012;**
- **Divison of food unto 9 lots in order to facilitate competition by SMEs suppliers;**
- **Evaluation based on 50% price and 50% quality:**
 -
- **£400,000 of contracts awarded to local /rural SMEs (2012);**
- **Tender requirements explained to interested businesses**
- **Effective communication with all stakeholders of the aims to be achieved through school food.**

LOCAL CONTRACTS

CONTRACT LOTS BY FOOD PRODUCT CATEGORY- NOT BUNDLED
REINVESTING 500,00 EURO IN THE REGION
Radius of 40 Miles

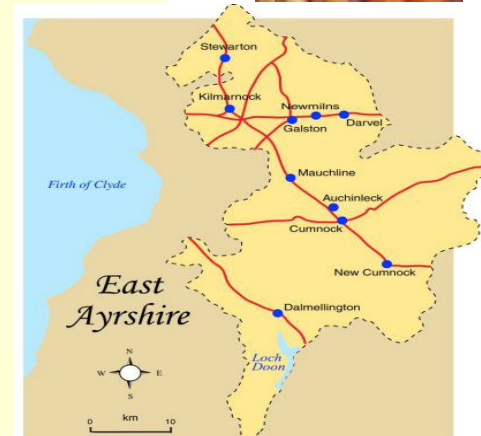
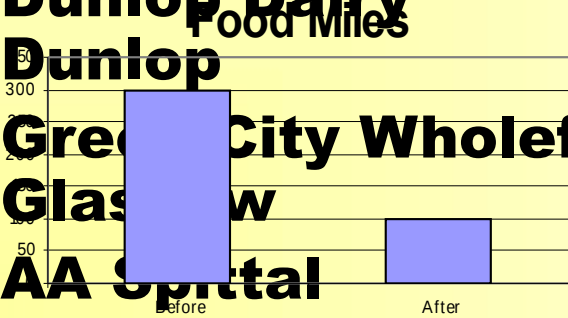


- **Afton Glen Farm Meats**
- **Cumnock**
- **New**
- **Ferguson Baker**
- **Kilmarnock**
- **Girvan**
- **Peroni Fresh Fish**
- **Clyde Organics**
- **Lanark**
- **Corrie Mains Farm**
- **Mauchline**
- **Dunlop Dairy**
- **Dunlop**
- **Green City Wholefoods**
- **Glasgow**
- **AA Spittal**
- **Auchinleck**

New



Girvan





East Ayrshire
COUNCIL

EAST AYRSHIRE SCHOOL FOOD

- **30% Organic**
- **50% Local Produce**
- **75% Unprocessed**

It provides a Framework
For Systemic Change &
Enhanced Reputation



The Scottish Government



EAST AYSHIRE MARKETING PLAN LINKING LOCAL PRODUCERS, SCHOOLS AND THE COMMUNITY

DUNLOP DAIRY
Natural
Handmade
from

“Hope you like our Cheese”

Jane Hamilton
Dunlop Dairy on West Clerkland Farm
and Dunlop Primary School

TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting their cheese from Jane's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

**A school meal.
It's the best deal.**

East Ayrshire hungry4success
Local Living Local Learning

JOIN OUR CATERING TEAM AND HELP MAKE HEALTHY, LOCALLY PRODUCED SCHOOL MEALS. PLEASE CALL OUR RECRUITMENT HOTLINE 01863 856571

“Hope you like our Fruit & Veg”

Jonathon & Alexandra Jones
Stair Organic Growers, Tarbolton
and Ochiltree Primary School

TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting it's fruit & veg from Jonathon & Alexandra's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

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“Hope you like our Milk”

Joanne Cuthbertson,
West Tannacrieff Farm
and Loudoun Academy

TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting their fresh milk from Joanne's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

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What should interest local authorities? **Carbon Reduction**




• LOCAL FOOD



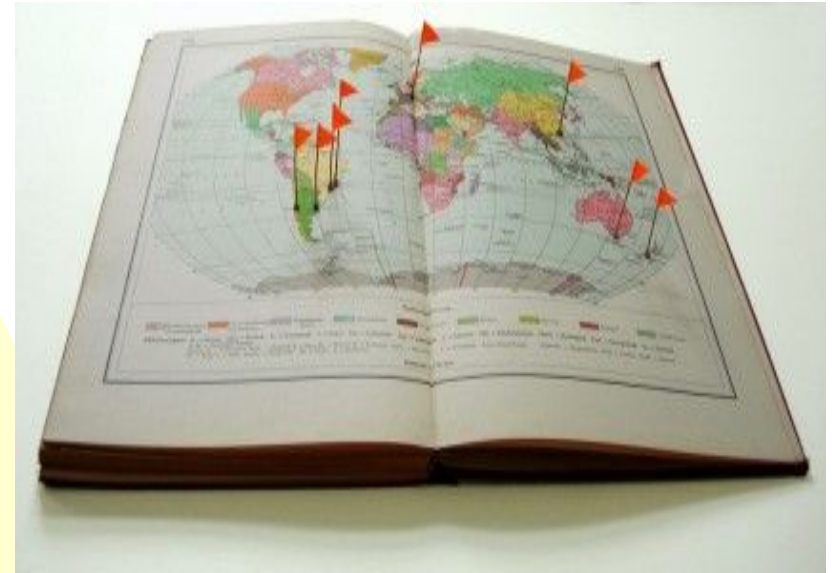
• ONE SCHOOL



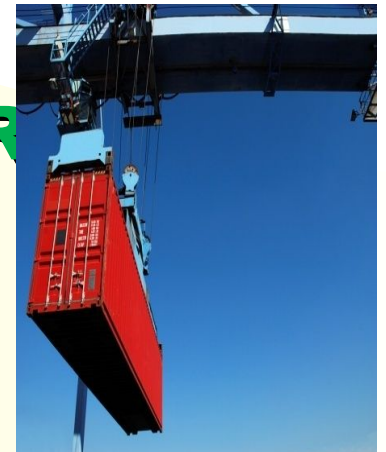
• ONE YEAR



• Reduction of
**37.7 Tonnes
CO2**



**TRANSPORT
FOOD
MILES**



What should interest local authorities?

SOCIAL RETURN ON INVESTMENT STUDY

£1 expenditure

by the

council

benefits the

Region by

£3



MEASURING

Food for Life

School Meals in

East

Ayrshire

- **Health outcomes**
- **Economic outcomes**
- **Environmental outcomes**
- **Other outcomes**

What else should interest local authorities?

CORPORATE REPUTATION

**School food is a
highly visible
Local Authority
service.**

PARENT SURVEY

95% keeps money in the
community

80% better for the environment

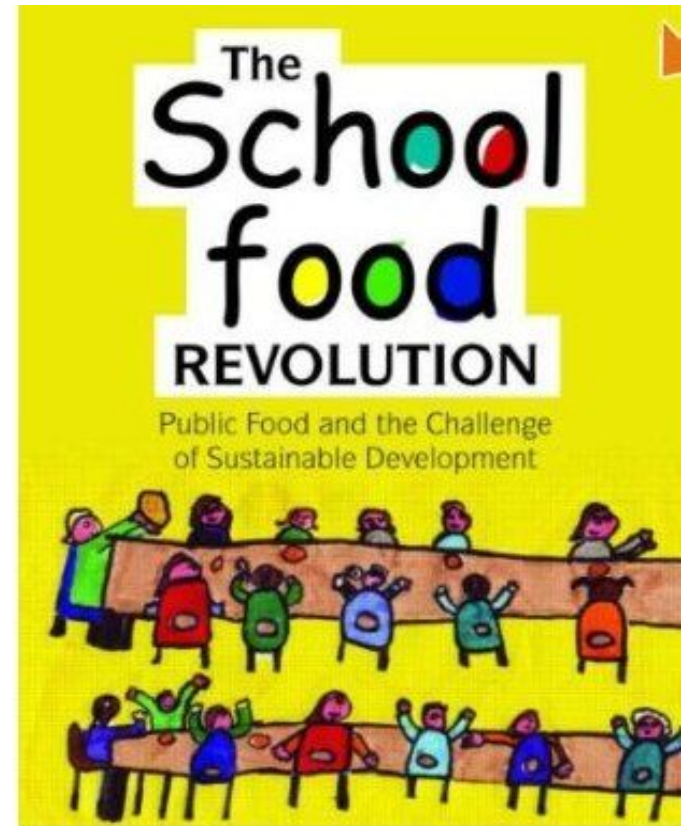
77% a good use of the public
purse



SCHOOL FOOD REVOLUTION

**New York, Rome, London, East
Ayrshire**

***'East Ayrshire
has managed
to design
one of the
most creative
school food
systems in
the world.'***



Kevin Morgan and Roberta Sonnino



The Scottish Government

PUBLIC FOOD MEANS

Population Health

Economic Strategy, Employment and Training

Greener, Environmental & Waste Strategies

Resilient Future

**Social Justice
access and a right
to good food and
nutrition.**

**Develop
Knowledgeable
Consumers**

|

Good Public Food

means a

**Multiple Dividend
for Society!**

**How a City or Region
Purchases Food for its
citizens is a Test of its
real commitment to
Sustainable Development**

Robin Gourlay

**Scottish Government Food and Drink
Policy**

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