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 wonder.
SCOTLAND... ‘A LAND OF FOOD AND DRINK’
..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

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

www.scotland.gov.uk/food

HEALTH
EDUCATION
ECONOMY
ENVIRONMENT
ACCESS
SECURITY
PUBLIC FOOD

WEALTHIER & FAIRER  SMARTER  HEALTHIER  SAFER & STRONGER  GREENER
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

- Financial Crisis
- Food Poverty
- Obesity
- Food Waste
- Decreasing productivity due to climate change
- Increasing population
- Changing consumption
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

EATING CITY
WORLD WIDE SUMMER CAMPUS
LA BERGEAERIE DE VILLARCEAUX
FRANCE - 12-22 AUGUST 2015
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
   - 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.

2. Economic Challenges

3. Healthier Eating
Expenditure on Public Food

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**

<table>
<thead>
<tr>
<th>EAST EUROPE</th>
<th>MILLION Meals</th>
<th>% penetration of the Market</th>
<th>Turnover (million €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyprus</td>
<td>0.4</td>
<td>0.5</td>
<td>0.7</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>118</td>
<td>125</td>
<td>131</td>
</tr>
<tr>
<td>Estonia</td>
<td>9.5</td>
<td>10.5</td>
<td>11.0</td>
</tr>
<tr>
<td>Hungary</td>
<td>129</td>
<td>143</td>
<td>145</td>
</tr>
<tr>
<td>Latvia</td>
<td>2.2</td>
<td>2.5</td>
<td>3.0</td>
</tr>
<tr>
<td>Lithuania</td>
<td>4.0</td>
<td>4.5</td>
<td>5.0</td>
</tr>
<tr>
<td>Malta</td>
<td>3.8</td>
<td>4.1</td>
<td>4.4</td>
</tr>
<tr>
<td>Poland</td>
<td>44</td>
<td>52</td>
<td>60</td>
</tr>
<tr>
<td>Slovakia</td>
<td>19</td>
<td>21</td>
<td>24</td>
</tr>
<tr>
<td>Slovenia</td>
<td>15</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td><strong>TOTAL EAST EUROPE</strong></td>
<td>355</td>
<td>380</td>
<td>404</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>MILLION Meals</th>
<th>% penetration of the Market</th>
<th>Turnover (million €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL Contracted</td>
<td>5 550</td>
<td>6 040</td>
<td>6 500</td>
</tr>
<tr>
<td>TOTAL Self-Operated</td>
<td>18 420</td>
<td>18 410</td>
<td>14 800</td>
</tr>
<tr>
<td>TOTAL Social Foodservice</td>
<td>24 970</td>
<td>24 850</td>
<td>21 600</td>
</tr>
</tbody>
</table>

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 EXEMPLARY
PUBLIC FOOD
PART 2
SOCIETY, THE ECONOMY and THE ENVIRONMENT

CHALLENGES & RESILIENCE
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
University of Aberdeen Rowett Research Institute and WWF, 2011
Scotland emissions by sector for 1990, 2013 and estimated for 2020
**GHG emissions per kilogram of consumed food (kgCO2e)**

<table>
<thead>
<tr>
<th>Food</th>
<th>GHG Emissions (kgCO2e)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef</td>
<td>35.1</td>
</tr>
<tr>
<td>Lamb</td>
<td>32.5</td>
</tr>
<tr>
<td>Cheese</td>
<td>18.3</td>
</tr>
<tr>
<td>Fish</td>
<td>10.6</td>
</tr>
<tr>
<td>Pork</td>
<td>9.0</td>
</tr>
<tr>
<td>Chicken</td>
<td>6.3</td>
</tr>
<tr>
<td>Eggs</td>
<td>4.7</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>2.8</td>
</tr>
<tr>
<td>Pasta &amp; Rice</td>
<td>1.8</td>
</tr>
<tr>
<td>Cereal &amp; bread</td>
<td>1.7</td>
</tr>
<tr>
<td>Vegetables</td>
<td>1.6</td>
</tr>
<tr>
<td>Pulses &amp; Beans</td>
<td>1.5</td>
</tr>
<tr>
<td>Potatoes</td>
<td>1.5</td>
</tr>
<tr>
<td>Fruit</td>
<td>1.4</td>
</tr>
</tbody>
</table>
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

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
TOTAL EXPENDITURE

2007-8  £129M
2012-13  £150M

SCOTTISH PRODUCE

2007-8  34%
2012-13  48%
Spend by category of provision (Source: SPIH)
£150M of total spend of which £17.7M external contractors

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.
Not only one lever is needed toward a more sustainable food system

• The National Food and Drink Policy

• 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’

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

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

CIRCULAR DEPENDENCIES:

GOVERNMENT LEADERSHIP
SUPPORTED BY CONSUMER DEMAND

PROPERLY FUNDED BUDGETS & MECHANISMS

INDUSTRY & PUBLIC PROCUREMENT KNOWLEDGE

CAPACITY & A COMPETITIVE MARKET
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 - REDUCE
VOLUMES + INCREASE
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

EATING CITY
WORLD WIDE SUMMER CAMPUS
LA BERGERIE DE VILLARCEAUX
FRANCE - 12-22 AUGUST 2015

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

Professor Kevin Morgan, Cardiff University
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 HGSF

<table>
<thead>
<tr>
<th>Social protection category</th>
<th>Primary beneficiaries: School children and their families</th>
<th>Secondary beneficiaries: Food supplying farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Provision</strong></td>
<td>• Alleviates immediate hunger</td>
<td>• Increased food production and income for supplying farmers reduces their food insecurity</td>
</tr>
<tr>
<td></td>
<td>• Reduces children’s acute undernutrition</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Enhances household food security</td>
<td></td>
</tr>
<tr>
<td><strong>Prevention</strong></td>
<td>• Children are retained in school during times of economic stress or crisis</td>
<td>• Higher incomes could increase retention of children in school during times of stress or crisis</td>
</tr>
<tr>
<td></td>
<td>• Avoids damaging ‘coping strategies’</td>
<td></td>
</tr>
<tr>
<td><strong>Promotion</strong></td>
<td>• Increased school enrolment rates</td>
<td>• Same as primary beneficiaries through indirect income effect</td>
</tr>
<tr>
<td></td>
<td>• Improved school attendance</td>
<td>• Possible ‘double impact’ – if children also get school meals</td>
</tr>
<tr>
<td></td>
<td>• Improved learning outcomes</td>
<td></td>
</tr>
<tr>
<td><strong>Transformation</strong></td>
<td>• Gender gaps in education are narrowed if school feeding targets girls</td>
<td>• Community participation could transform local economies and social relations</td>
</tr>
</tbody>
</table>
Figure 7 Targeting of school meals programmes within countries

Source: WFP global school feeding survey, case studies, publications and other sources. N=124 countries.

Children receiving school meals around the world

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

SCHOOL FOOD DELIVERS

- Culture change
- A priority on sustainable food
- Procurement Reform (Scotland) Bill
- Health, Education, Environment, Industry, Communities
- Sustainable growth, employment & skills

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
  - Children, Young People (Scotland) Bill
  - Social justice through free meals
  - Good Nutrition, Prevention & Early Intervention
  - Early years, economic development, less health inequality

- Economy
  - National Food and Drink Policy
  - Catering skills & talent
  - Food & nutritional standards
  - Obesity Route Map
  - Schools Health Promotion and Nutrition (Scotland) Act
  - Dietary Goals & Public Health

- Education
  - Learning opportunities about food
  - Less CO₂, recycling waste
  - Learning through free meals
  - Community Planning & Single Outcome Agreements

- Health
  - Health, Education, Environment, Industry, Communities
  - Sustainable growth, employment & skills

GIRFEC
- The wellbeing of children and young people

16 National Outcomes
- Sustainable food & health & wellbeing

Scotland
One Example…

Primary 1-3 Free School Meals
Supporting Scotland’s families

Learning & Behaviour Change

Sustainable Procurement

Health

Environment

Supporting Healthy Choices: A framework for voluntary action
An invitation to the food industry to work in partnership with Government in Scotland

Beyond the School Gate
Improving food choices in the school community

Better Eating, Better Learning
A new context for school food

Becoming a Good Food Nation

Supporting Scotland’s National Food & Drink Policy
An invitation to the food industry to work in partnership with Government in Scotland
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.

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.

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: 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:** 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:** 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.
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, Demark, Columbia, Pakistan, India, Czech, Gambia, Lesotho, Canada, Namiba…

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

EATING CITY
WORLD WIDE SUMMER CAMPUS
LA BERGERIE DE VILLARCEAUX
FRANCE - 12-22 AUGUST 2015
## SOME EUROPEAN CITIES

<table>
<thead>
<tr>
<th>CITY EXEMPLAR</th>
<th>AIMS</th>
<th>ORIGINAL DRIVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malmö (Sweden)</td>
<td>High quality food in all canteens, organic in 2020, 40% less greenhouse gas emissions by 2020.</td>
<td><img src="environment.png" alt="Environment" /></td>
</tr>
<tr>
<td>East Ayrshire (Scotland)</td>
<td>Main goals: promote unprocessed, fresh, Seasonal food, improve health, support the local economy.</td>
<td><img src="economy.png" alt="Economy" /> <img src="health.png" alt="Health" /></td>
</tr>
<tr>
<td>Copenhagen (Denmark)</td>
<td>75% organic food (in kg) (reached in 2012), education of catering staff, awareness raising.</td>
<td><img src="education.png" alt="Education" /> <img src="environment.png" alt="Environment" /></td>
</tr>
<tr>
<td>Vienna (Austria)</td>
<td>Originally on ecological aspects, now other aspects of sustainability, including fair trade, health, regionalism and seasonality.</td>
<td><img src="environment.png" alt="Environment" /></td>
</tr>
</tbody>
</table>
**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.
**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.


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

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, diner, 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.

JOIN OUR CATERING TEAM AND HELP MAKE HEALTHY, LOCALLY PRODUCED SCHOOL MEALS. PLEASE CALL OUR RECRUITMENT HOTLINE 01698 888871

TAKE A FRESH LOOK AT SCHOOL MEALS

There’s a good chance that your local school is getting its fruit & veg from Jonathan & Alexenda’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, diner, 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

The Scottish Government
‘East Ayrshire has managed to design one of the most creative school food systems in the world.’
PUBLIC FOOD MEANS

Population

Health

The Scottish Government
Economic Strategy, Employment and Training
Greener, Environmental & Waste Strategies
Resilient Future
Social Justice access and a right to good food and nutrition.
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