

Organic Conversion in Copenhagen

Food policy as a lever for change

Eating Cities Summer School "Gastronomy facing sustainability"

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Olivier De Schutter



[10 March 2014] GENEVA - The United Nations Special Rapporteur on the right to food, Olivier De Schutter, today called for the world's food systems to be radically and democratically redesigned to ensure the human right to adequate food and freedom from hunger.

"The eradication of hunger and malnutrition is an achievable goal. However, it will not be enough to refine the logic of our food systems - it must instead be reversed," Mr. De Schutter stressed during the presentation of his final report* to the UN Human Rights Council after a six-year term as Special Rapporteur.

The expert warned that the current food systems are efficient only from the point of view of maximizing agribusiness profits. "At the local, national and international levels, the policy environment must urgently accommodate alternative, democratically-mandated visions," he said.

Mr. De Schutter urged cities to take food security into their own hands. "By 2050 more than 6 billion people - more than two in three - will live in cities. It is vital that these cities identify logistical challenges and pressure points in their food supply chains, and develop a variety of channels to procure their food, in line with the wishes, needs and ideas of their inhabitants."

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Goals for organic conversion in Copenhagen

60 % organic food by 2009

75 % organic food by 2011

90 % organic food by 2015

Result in 2016: 89% organic



(New goal to 90 % by 2019)

Goals set by the City Council in 2001 within the framework of the "ECO-Metropol" Vision of Copenhagen as Environmental Capital of the World 2015

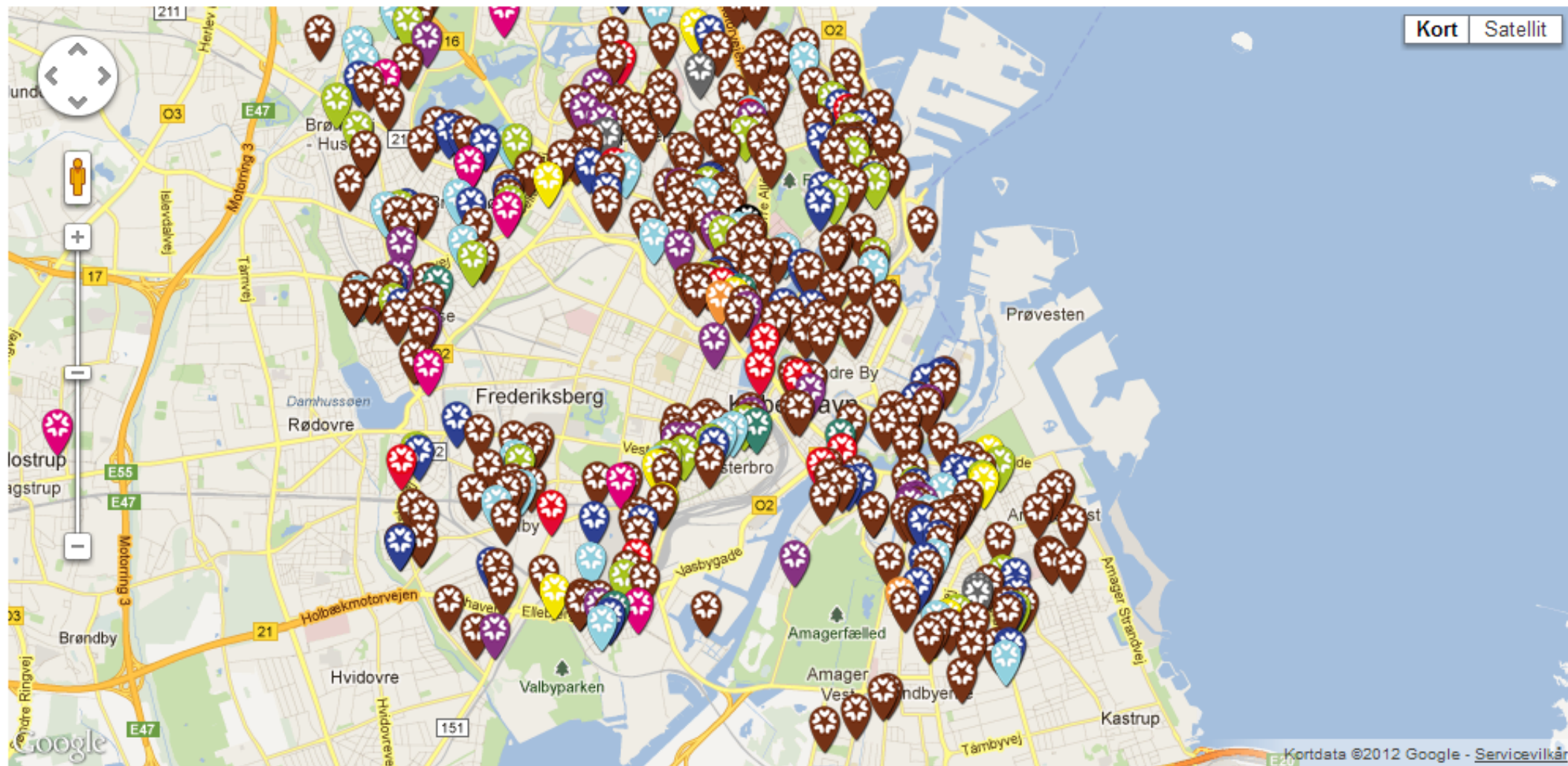
ØKO-KORTET



-  Centralkøkken
-  Plejehjem
-  Fritidshjem og klubber
-  Kulturhuse
-  Psykiatriske institutioner
-  Daginstitutioner
-  Skoler
-  Kantiner
-  Sportshaller
-  Hjem for handicappede

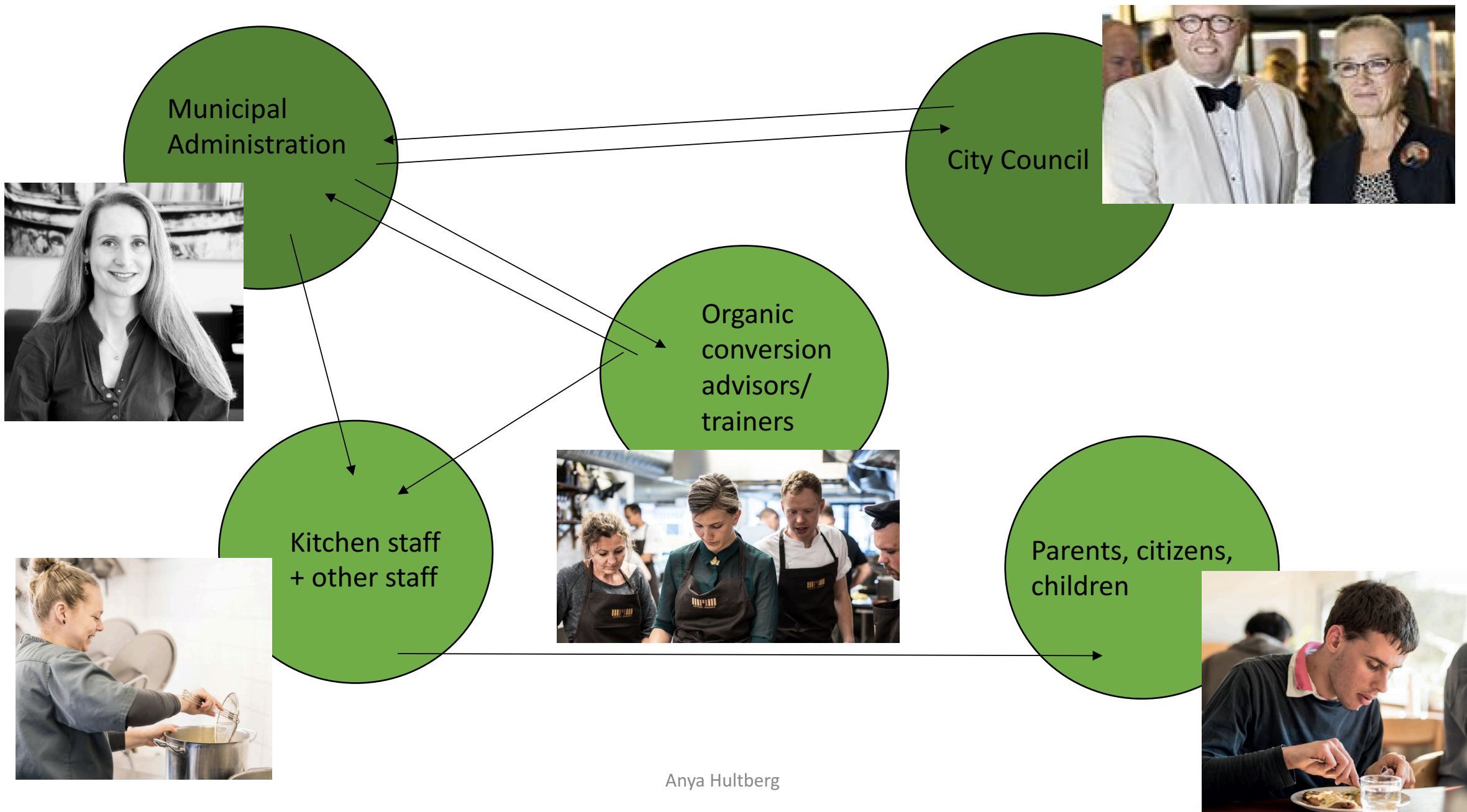
-  Børnehjem og udsatte familier
-  Væresteder, herberger og

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The road to 90% organic

- Copenhagen **Eco-Metropolis; 2001 city council set** 90% organic target
- **Training for kitchen staff:** Vocational training in basic and more advanced cooking skills
- **Rotation programmes for unemployed.** Receive training and replace kitchen staff during courses = employment rate of 83 %
- **Change in procurement,** market development, products in season, diversity, sensory evaluation,
- **Organic principles** integrated in public kitchens.
- Organic consumption is increasingly being measured by **government certification**



“The Copenhagen Method”

Converting to 90 – 100 % organic



1. More seasonal greens and more greens on the plate

2. Less meat – better use of meat

3. More potatoes

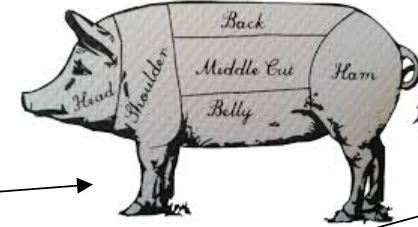
4. Bake bread and cake yourself

5. More grains, pulses, and lentils

6. Less processed food– cook from scratch

7. Reduce food waste – use it all

8. Let the seasonal produce dictate and dominate your menus



Going organic means choosing a strategy

Two ways of introducing organic ingredients in your kitchen:

1. Substitution (business as usual)

Conventional commodities are replaced with certified organic ones, changing neither diet composition nor cooking processes.

This strategy normally results in a **permanent increase** in expenditure between 20 and 30 percent.

2. Conversion (a process of change)

By changing one's habits both regarding diet composition and production, an almost 100 percent conversion to organic food is implemented without additional expenditure.

This strategy requires **investments in conversion**.

Can you afford to buy organic on a public budget?

- Cost of 10 years organic conversion equals 45 mill. dkr. or 6 mill. EUR (2002 – 2012)
- Cost of 1 years "substitution" would amount to the same cost, per year! (every year)

Skills?







Cooking from scratch

The mind of the chef

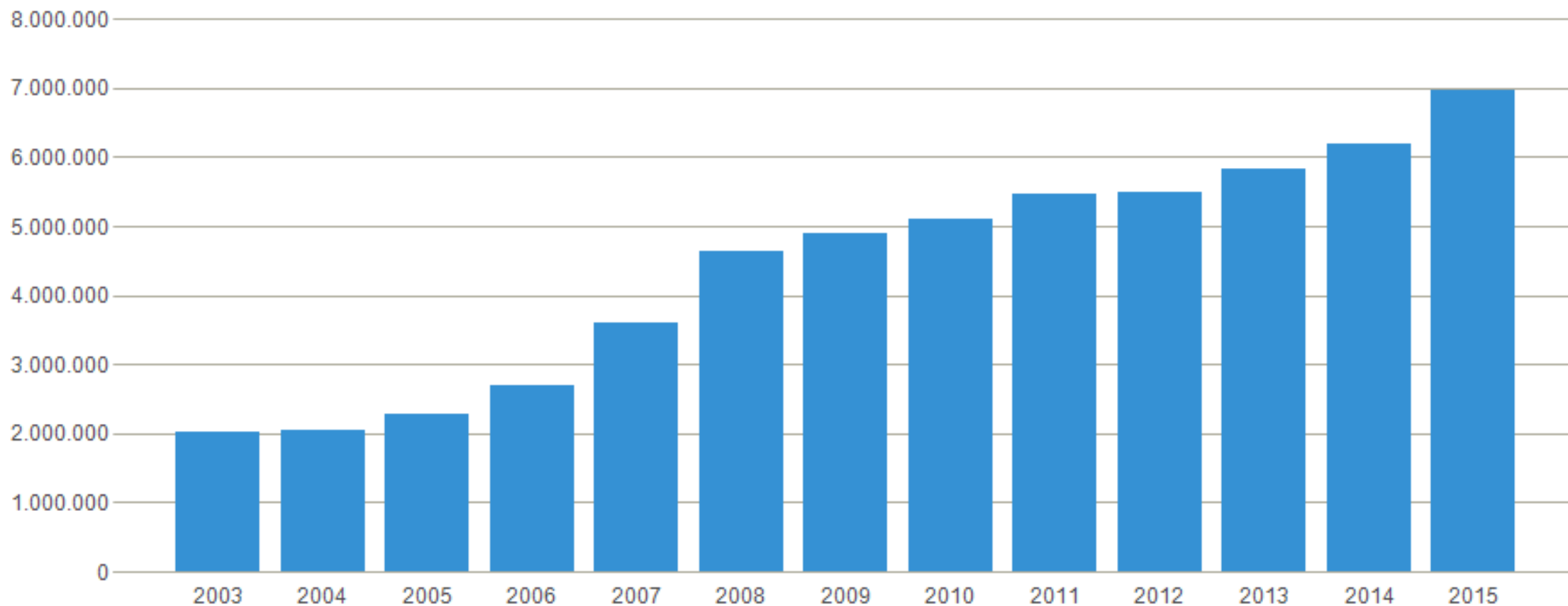
Lever for change

- Shaping the market for sustainable food in foodservice
- Creating pull effect where market moves slowly
- Emphasising quality and diversity in public tenders
- Changing status of public food
- Raising the bar for public food impacts equality

Denmark: Organic Sales retail 2003 - 2015

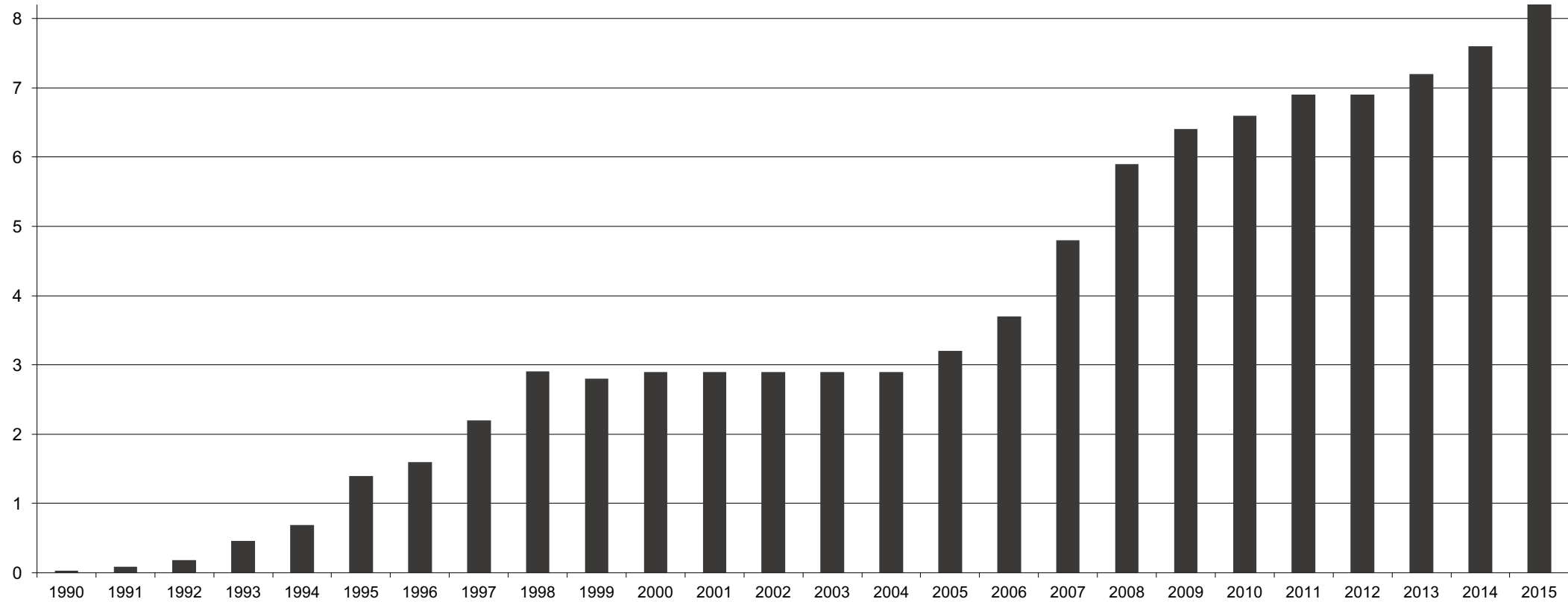
Detailomsætningen af økologiske fødevarer

Enhed: Værdi i 1000 kr. | Varer: Omsætning i alt

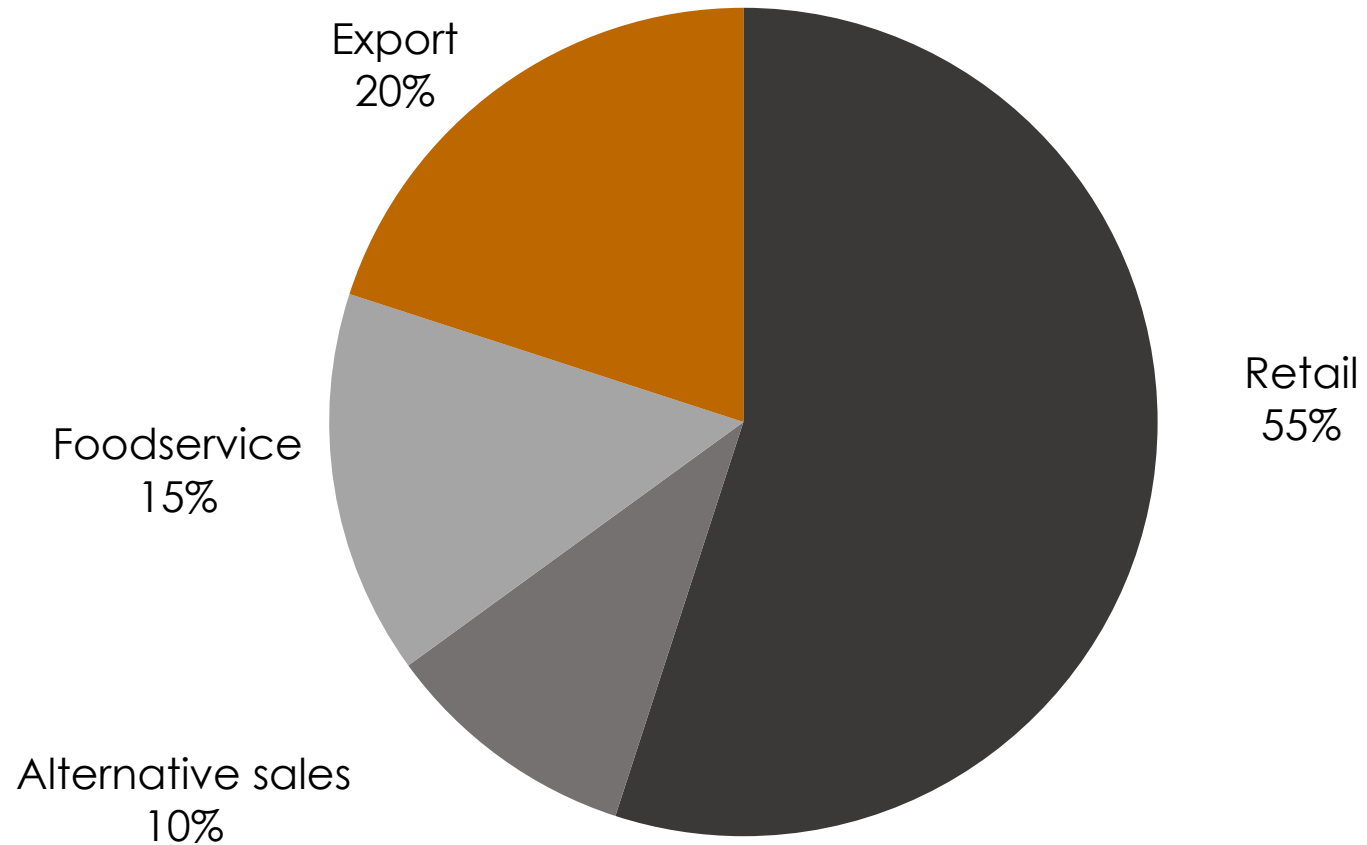


Kilde: Danmarks Statistik

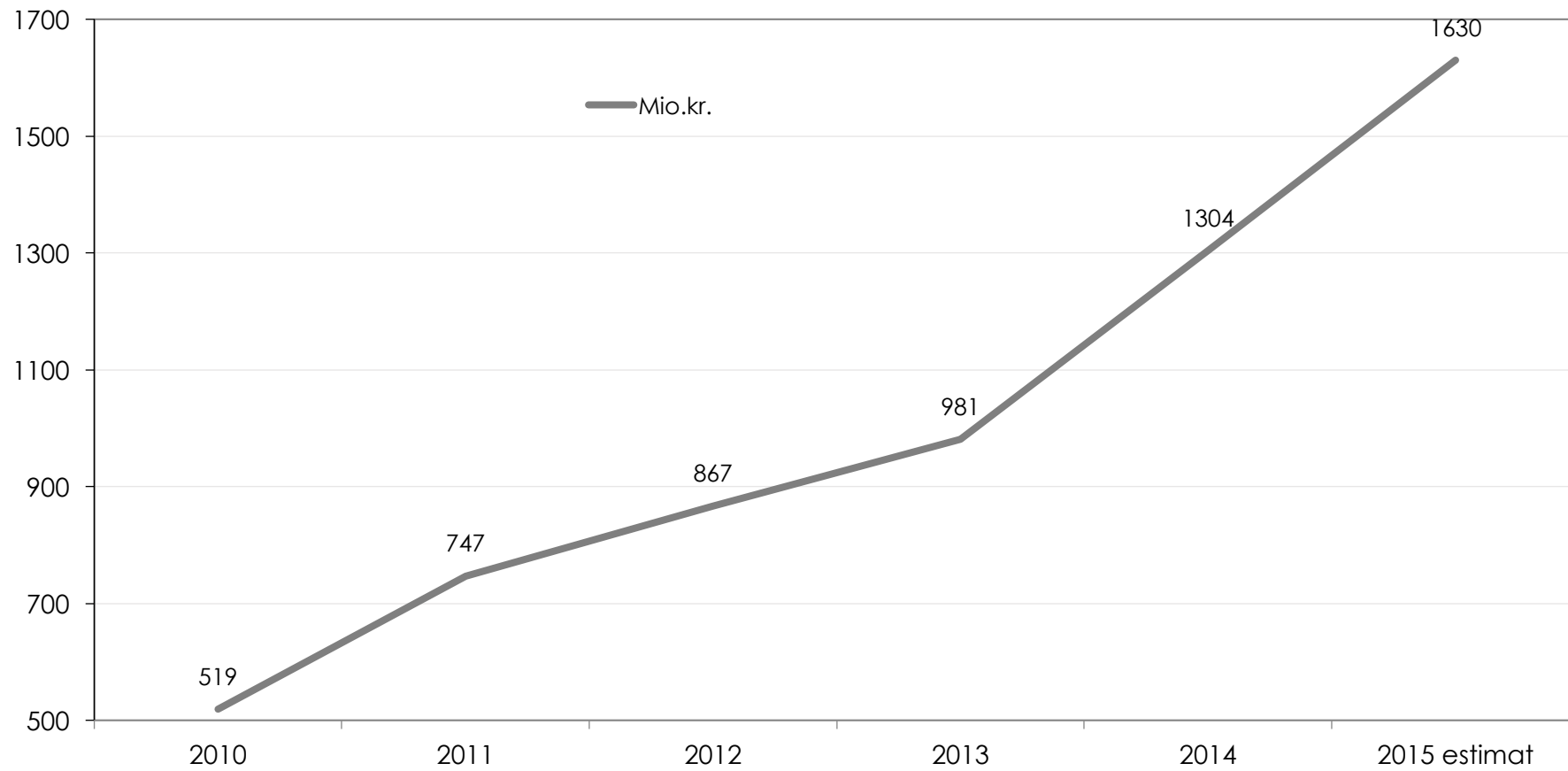
Organic market share in retail 1990 - 2015



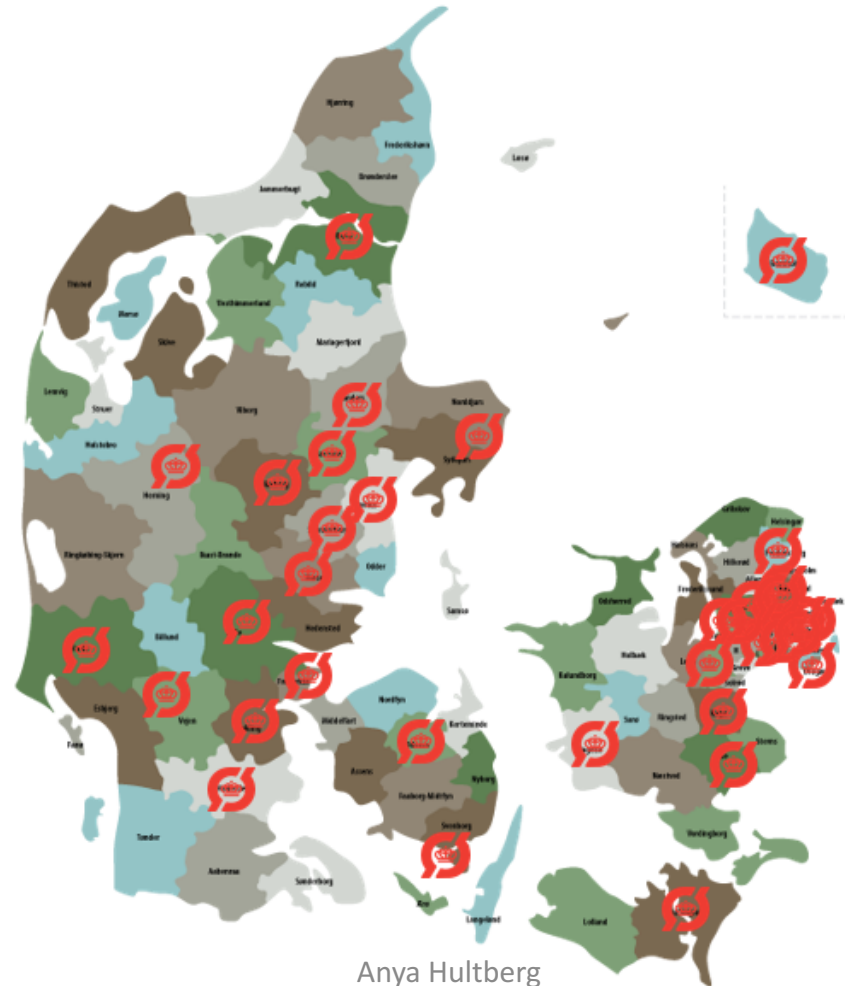
Organic market 2015



Organic Foodservice 2010 - 2015



1/3 of municipalities converting to organic



Organic halalbutchered meat

Økohalal kød

Oksekød som både er økologisk og halal

Vi udbyder frisk fersk kød af kvæg som er både økologisk og halal. Kvaliteten af halal, økologi, partering, indpakning, levering og service er i top. Når du handler hos os får du fuld information om dyret fødselsdato, liv på økogården og slagtning. Har du spørgsmål til os er du velkommen til at tage kontakt til vores kundeservice pr. e-mail eller telefon. Vi har i dag meget tilfredse faste kunder som får kød leveret direkte til døren i Storkøbenhavn og ser frem til at servicere dig også.



Kontakt os

info@okohalal.dk
Telefon 6060 7048



Oksemørbrad

+ Bestil



Okse Wook Strimler

+ Bestil



Okse Culotte

+ Bestil



Okse Entrecote / Ribeye

+ Bestil



Okseinderlår

+ Bestil



Hakket oksekød
(8-10% fedt)

+ Bestil

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Diversity

1.49.	Discovery	08 md – 09 md	>5000 kg	Danmark	Gasa Nord-Bandholm
1.50 &	Sansa	09 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
1.51	Redfree	09 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
	Rubinola	09 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
Æbler,	Rød Aroma	09 md – 10 md	>5000 kg	Danmark	Gasa Nord-Bandholm
Hvis	Sunrise	09 md – 10 md	>1000 kg	Danmark	Gasa Nord-Bandholm
æblet kun	Ahrista	10 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
tilbydes i	Delcorf	10 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
visse	Zongi	10 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
paknings	Arriva	10 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
tør-relser	Gråsten	10 md	>5000 kg	Danmark	Gasa Nordgrø-Europafr
skrives	Elshof	09 md – 10 md	>5000 kg	Danmark	Gasa Nordgrø-Europafr
dette.	Pirouette	09 md – 10 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
	Szampion/Salsa	11 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
	Belida	11 md	>5000 kg	Danmark	Gasa Nord-Bandholm
	Rød Ingrid	11 md – 12 md	>10000 kg	Danmark	Gasa Nord-Bandholm
	Cox Orange	11 md – 12 md	>10000 kg	Danmark-Holland	Gasa Nord-Bandholm
	Holsteiner Cox	11 md – 12 md	>5000 kg	Danmark	Gasa Nord-Bandholm
	Jonagored	12 md	>5000 kg	Danmark	Gasa Nord-Bandholm
	Pigeon	12 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
	Gala	12 md	>5000 kg	Danmark	Gasa Nordgrø-Europafr
	Santana	12 md – 01 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
	Elise	01 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
	Topaz	01 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
	Rød Topaz	01 md	>1000 kg	Danmark	Gasa Nordgrø-Europafr
	Braeburn	02 md – 05 md	>5000 kg	Italien-Brasi-Chile	Gasa Nordgrø-Europafr

Status of cooks and public food



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Good food for all