Organic Conversion in Copenhagen

Food policy as a lever for change

Eating Cities Summer School "Gastronomy facing sustainability"

Anya Hultberg

Senior advisor, organic conversion and public procurement
[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 Capitol of the World 2015
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**
Anya Hultberg
Municipal Administration

City Council

Kitchen staff + other staff

Organic conversion advisors/trainers

Parents, citizens, children

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”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

Anya Hultberg
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?
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Suppen & Gemüseglühe

Fix - Producte

Fischkonserven & Wurstkonserven
Cooking from scratch
The mind of the chef

Anya Hultberg
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

Anya Hultberg
Denmark: Organic Sales retail 2003 - 2015
Organic market share in retail 1990 - 2015

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Organic Foodservice 2010 - 2015

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1/3 of municipalities converting to organic
Organic halalbutchered meat

Økohalal kød

Vi udstoffer frisk fersk kød af kvæg som er både økologisk og halal. Kvaliteten af halal, økologi, partnering, indpakning, levering og service er i top. Når du handler hos os får du fuld information om dyrels fædelses dato, liv på økologien og slagring. 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 Storøren og ser frem til at servicere dig også.

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Status of cooks and public food

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Good food for all

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