
Sustainable Food Cities

Kevin Morgan
Cardiff University

Towards a Sustainable Food City – Glasgow

St Andrews in the Square

Glasgow

30 April 2014

Overview

- Why is food on the urban political agenda
 - What city governments and their civic partners doing to create more sustainable food systems
 - The new political tactics of food-based civil society groups
 - New forms of urban food governance
-

A forgotten planning domain?

- Among the basic essentials of life – air, water, shelter, food – food has been absent from the urban planning agenda
- The food system has been “a stranger to the planning field”
- This applied to Europe and the US as well as Asia and Africa
- But -- this is no longer true!

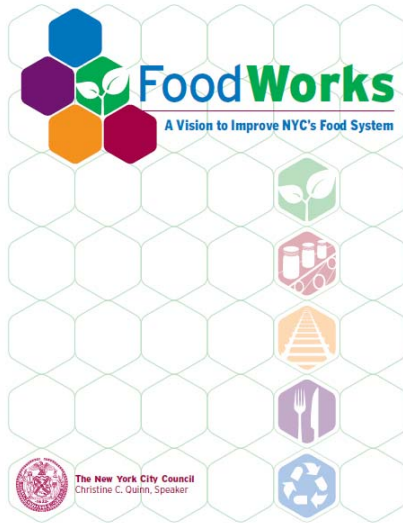
The drivers of change

- Why food moved up the political agenda:
 - ❑ food security is now a **national security** issue
 - ❑ food chain accounts for 31% of GHG **emissions** in the EU
 - ❑ burgeoning problems of **obesity/hunger**
 - ❑ food is a **planning prism** for land, water, energy, transport and eco-system services
 - ❑ place, provenance and...**pleasure**
 - ❑ rapid pace of **urbanisation**

Urban food movement in North America

- 270 Food Policy Councils active in North America as of March 2014 (196 in US/74 in Canada)
 - 61% are grassroots organisations; 27% govt advisory bodies; 12% non-profit 501c organisations
 - Big cities loom large:
 - **New York** – food and health agenda
 - **Seattle** – food and sustainability agenda
 - **San Francisco** – most holistic agenda to date
 - **Toronto** – innovative Food Policy Council
-

NYC: FoodWorks



AGRICULTURAL PRODUCTION 13



PROCESSING 31



DISTRIBUTION 39



CONSUMPTION 47



POST- CONSUMPTION 65

Seattle: holistic goals drive food policy



HEALTHY VENDING MACHINES? YES, SAYS BOARD OF HEALTH!

May 3rd, 2011

PARKS LEVY MAKING IT HAPPEN: EXPANDING COMMUNITY GARDENS

April 14th, 2011

REGION AGREES TO CREATE FOOD POLICY COUNCIL

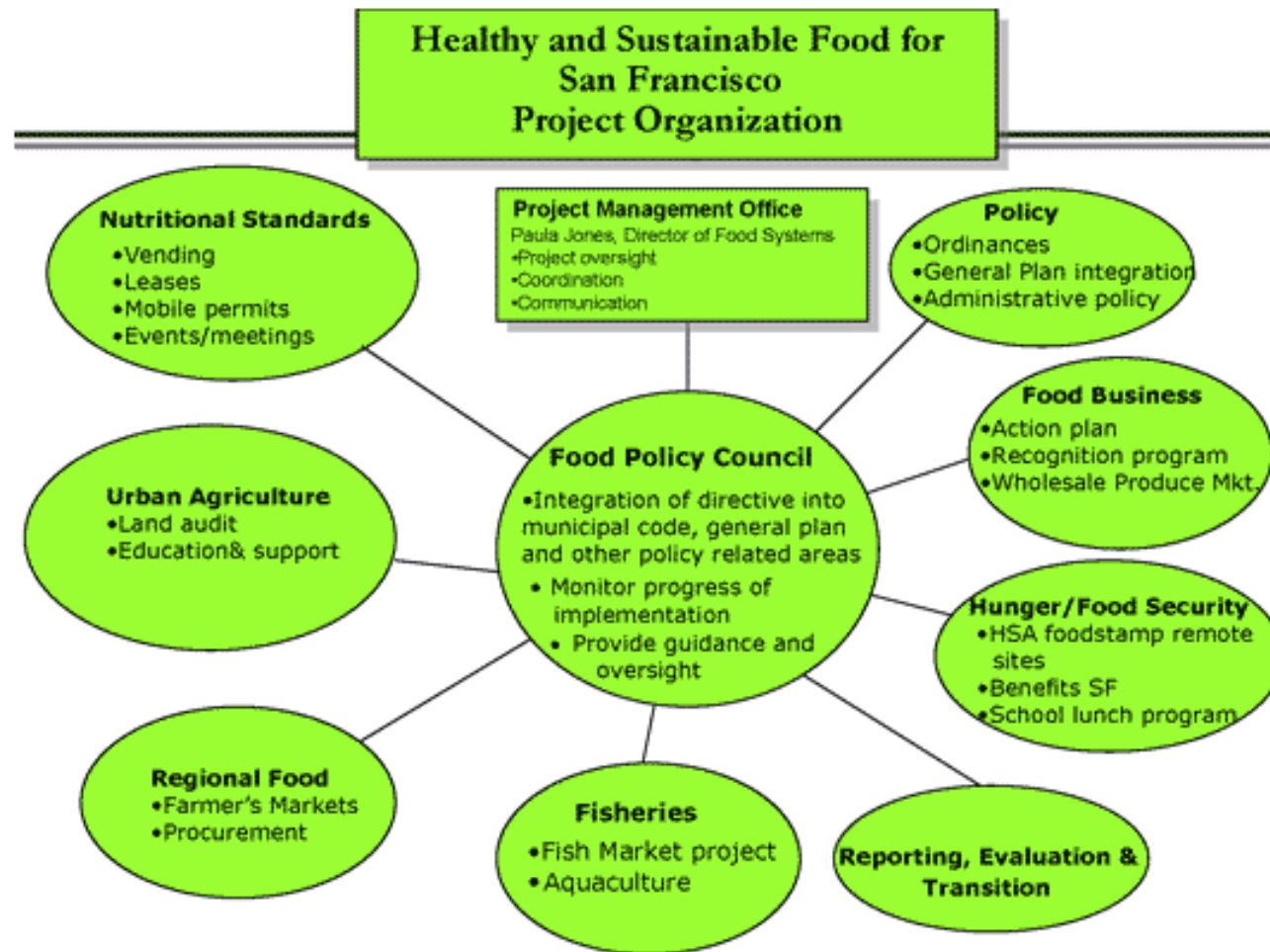
December 7th, 2010

Local Food Action Initiative

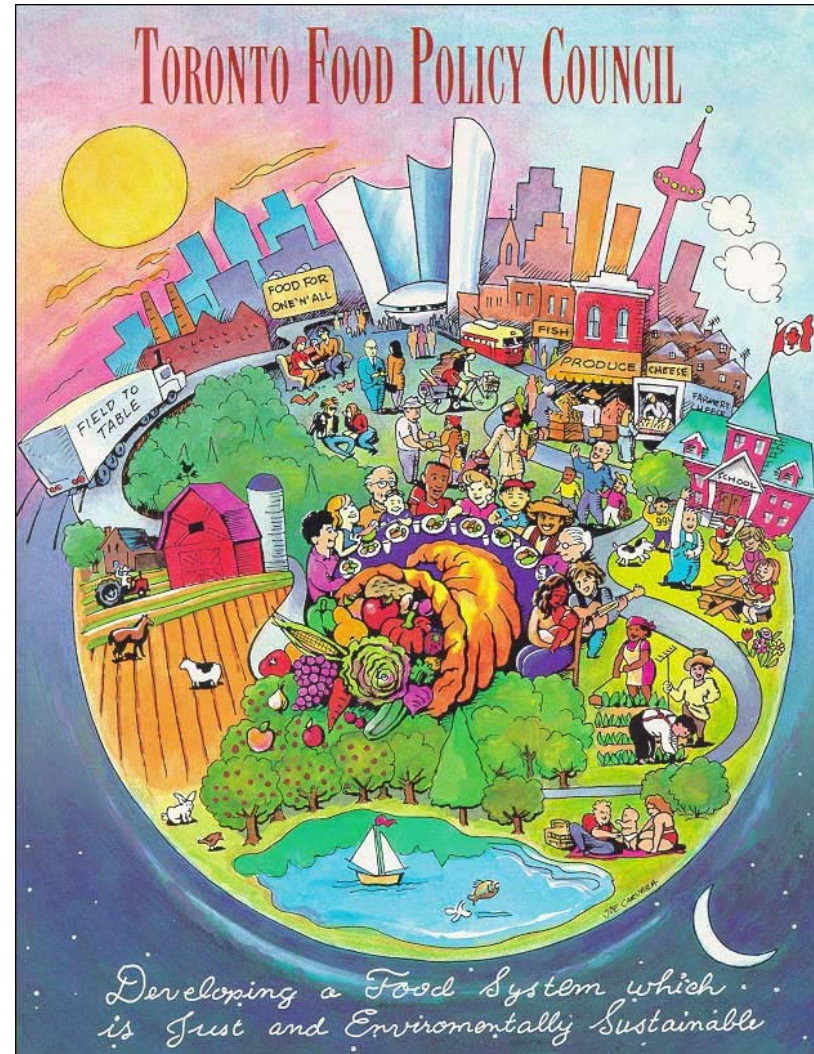
The Local Food Action Initiative is a series of actions meant to promote local and regional food sustainability and security. The intent is to improve our local food system and in doing so, advance the City of Seattle's interrelated goals of race and social justice, environmental sustainability, economic development, and emergency preparedness.



San Francisco: integrative policy



Toronto Food Policy Council: a pioneer



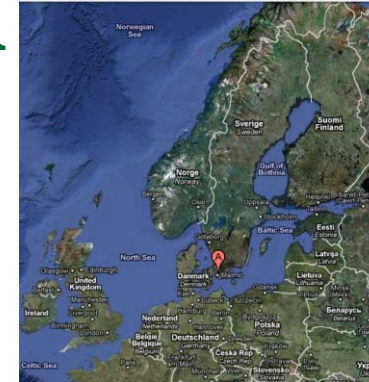
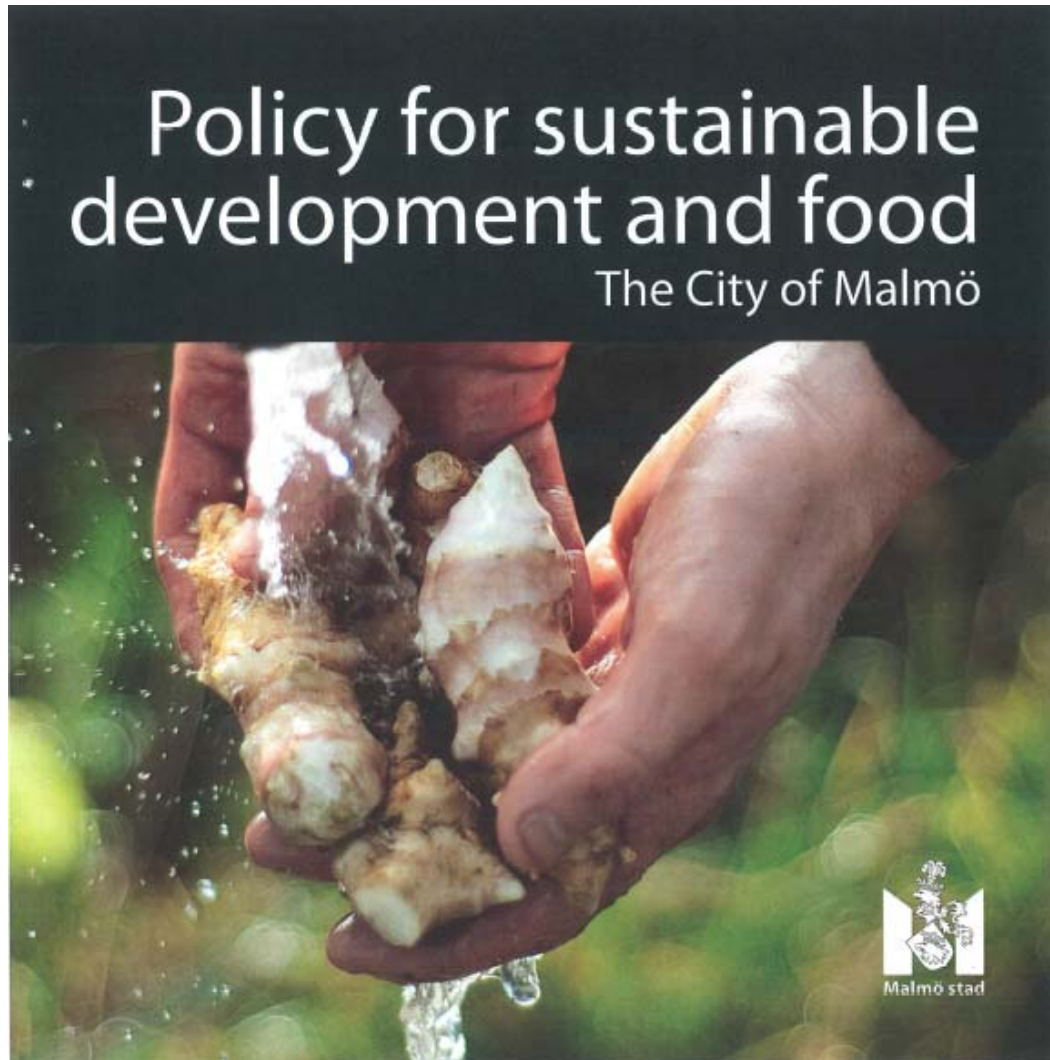
Urban food policy in Europe

- Big cities hog the headlines:
 - **Rome** – led the school food revolution with its quality food for all
 - **London** – launched a healthy food plan as part of a sustainable world city strategy
 - **Amsterdam** – issued an urban food strategy for human health, ecological integrity and to re-connect the city with its countryside
- But all these cities have since regressed

Medium cities/global cities

- Medium cities as well as global cities are finally getting the attention they deserve
 - **Malmo** – food policy as part of broader urban sustainability policy
 - **Bristol** – nurturing a food culture that has the wellbeing of people and planet at its heart
 - **NYC** – deploying its public health mandate
-

Malmö, Sweden



The importance
of food – more
than just a meal



Malmö: “Eat SMART”

S.M.A.R.T. STANDS FOR:

- ① Smaller amount of meat
- ② Minimise intake of junk food/empty calories
- ③ An increase in organic
- ④ Right sort of meat and vegetables
- ⑤ Transport efficient

Malmö: leadership by example

WE VALUE FOOD IN MALMÖ

THE CITY OF MALMÖ SHALL LEAD BY EXAMPLE

Food is also important for our quality of life and well-being in health and social care. Eating together fulfils a strong educational, social and cultural function.

PURPOSE

The policy shall

- Contribute to a sustainable Malmö with healthy citizens
- Strengthen the importance of food in the City of Malmö's own operations to increase the attractiveness of food.
- Work towards 100% sustainable purchasing in the City of Malmö.
- Ensure that the City of Malmö leads from the front and only serves sustainable and safe food when serving food at official functions and representation.

We need to eat a lot of fruit and vegetables. Vegetables, such as broccoli, cabbage, onion, carrots and other root vegetables are very nutritious and are cheap. They are also resource efficient and climate smart when compared to greenhouse grown vegetables such as cucumber and tomato.

Within the City of Malmö's organisation we shall buy more coarse vegetables. Vegetable procurement shall, as far as possible, also follow the seasons.

Malmö: joined-up policy

OTHER RELEVANT STEERING DOCUMENTS AND RECOMMENDATIONS

This policy has taken into consideration other steering documents and recommendations, both internal documents, from the City of Malmö, and external documents that have a national focus. The most important are listed below.

INTERNAL

- Environmental Programme for the City of Malmö
- The City of Malmö's procurement policy
- Quality with respect to diet and nutrition in health and social care
- Strategy to prevent obesity amongst children and young people in Malmö
- Action plan to promote physical activity and good eating habits amongst children and young people in Malmö
- Malmö School Restaurant's environmental work



EXTERNAL

- Parliament
 - Law on Public Procurement
- Government
 - Prop. 2009/10:165 The new school law – for knowledge, choice and security
- The National Food Administration
 - Swedish nutrition recommendations
 - Good food for children in pre-school
 - Good food for children in school
 - Food and nutrition for the ill within health and social care
- The Swedish Environmental Management Council
 - Criteria for food
- The Institute for Public Health in Stockholm Region
 - Eat S.M.A.R.T.
- Fair Trade Sweden
 - Criteria for Fair Trade City

FROM POLICY TO PRACTICE

Bristol: “positive food planning power”

Who feeds Bristol?

Towards a resilient food plan

Production • Processing • Distribution • Communities • Retail • Catering • Waste

Food System Thinking in Bristol



NYC: the public health mandate


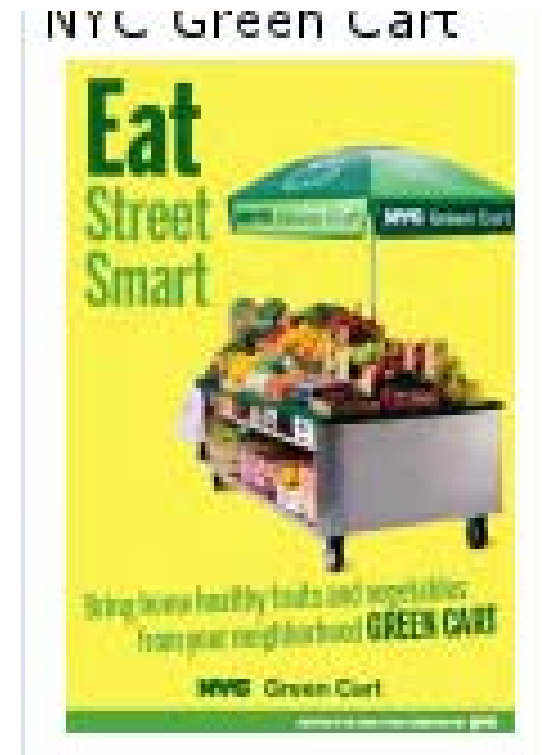
growTo LEARNnyc

About the Program Success Stories School Gardens 101 Seed Money Teacher Resources Get Involved

The Citywide School Gardens Initiative

PLANT THE SEED:
LEARN HOW TO GROW A SCHOOL GARDEN

02:01 HD :: vimeo

The image shows a screenshot of the 'growTo LEARNnyc' website. At the top, there is a navigation bar with links: 'About the Program', 'Success Stories', 'School Gardens 101', 'Seed Money', 'Teacher Resources', and 'Get Involved'. Below the navigation bar is a section titled 'The Citywide School Gardens Initiative'. The main content area features a video player with a thumbnail image of a school garden. The video title is 'PLANT THE SEED: LEARN HOW TO GROW A SCHOOL GARDEN'. The video player shows a play button, a progress bar, and a duration of 02:01. The Vimeo logo is visible in the bottom right corner of the video player.

NYC: AD CAMPAIGNS




**ARE YOU POURING
ON THE POUNDS?**

DON'T DRINK YOURSELF FAT.
How to cut back on soda,
juice and other sugary beverages.



• Available in Spanish and Chinese call 311 or visit nyc.gov/health
• Disponible en español llame al 311 o visite nyc.gov/health
• 311 或 3686 • 中文 311 或 3686 • nyc.gov/health

NYC
DEPARTMENT OF
HEALTH AND MENTAL
HYGIENE



NYC Water
Get Your Fill

Zero calories

Healthy

Delicious

Zero sugar

Clean

NYC: NEW LEGISLATION

The Requirement to Post Calorie Counts on Menus In New York City Food Service Establishments

(Section 81.50 of the New York City Health Code)



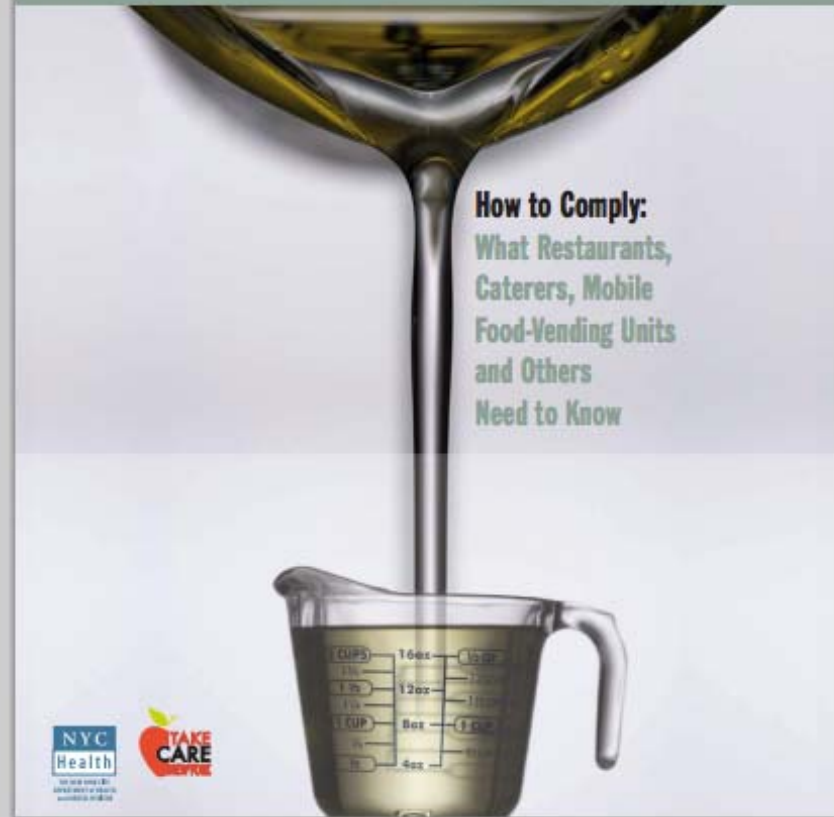
LUNCH

	Calories	Price
Grilled Chicken	390	\$3.99
Hamburger	280	\$0.99
Cheeseburger	300	\$1.39
Fish Filet	450	\$3.29
Fries - Small	300	\$1.00
Fries - Large	600	\$1.79
Soda - Small	150	\$1.00
Soda - Large	300	\$1.89

How to Comply:
What Your Establishment
Needs to Know about
Posting Calories on Menus
and Menu Boards

The Regulation to Phase Out Artificial Trans Fat In New York City Food Service Establishments

(Section 81.08 of the New York City Health Code)



How to Comply:
What Restaurants,
Caterers, Mobile
Food-Vending Units
and Others
Need to Know

NYC
Health

TAKE
CARE
NEW YORK

Big food fights back

The Nanny

You only thought you lived in the land of the free.

The Nanny

You only thought you lived in the land of the free.



Bye Bye Venti

Nanny Bloomberg has taken his strange obsession with what you eat one step further. He now wants to make it illegal to serve "sugary drinks" bigger than 16 oz. What's next? Limits on the width of a pizza slice, size of a hamburger or amount of cream cheese on your bagel?



New Yorkers need a Mayor, not a Nanny.

Find out more at ConsumerFreedom.com

Bye Bye Venti

Nanny Bloomberg has taken his strange obsession with what you eat one step further. He now wants to make it illegal to serve "sugary drinks" bigger than 16 oz. What's next? Limits on the width of a pizza slice, size of a hamburger or amount of cream cheese on your bagel?

Food politics: a cooperative turn?

- Local food politics could be changing in and beyond the UK
 - Civil society groups are adopting new tactics towards the local state, from confrontation to collaboration and even co-governance
 - Sustain – *Good Food for London*
 - Soil Association – *Good Food for All*
-

Naming & shaming in London

2011 map



Food for Life: tracking borough progress since 2011

In the 2011 edition of the Good Food for London report, we showed that 17 boroughs out of the 33 had by then achieved at least the Bronze Catering Mark.

A year on, there has been significant progress, with six additional boroughs having achieved a Catering Mark, and most commendably Havering and Kensington & Chelsea being the first to achieve Gold.

Soil Association & Partners

- An alliance of civil society groups and municipalities
- The FFLP is the gold standard in school food reform
- Under pressure from the age of austerity and outsourcing of public services to private sector



Urban food governance

- New forms of urban food governance are beginning to emerge
 - **Food Policy Councils** - Bristol was the first to create a formal FPC in the UK
 - **Food Partnerships** - Brighton, London and Manchester
 - **Sustainable Food Cities Network** - cities learning from each other and enhancing their collective voice in food/health policy circles
-

Food policy issues for Glasgow

- Learning from the past - Glasgow Food & Health Action Framework (2001-06)
- Learning from others – Brighton, Gothenburg and perhaps even Edible Edinburgh!
- Getting ahead together – City Council, NHS, HEIs, Glasgow Local Food Network etc
- A Commonwealth Games legacy...
- Urban food audit ...*Who Feeds Glasgow?*
- Naming and shaming...every organisation has a food policy (and a duty of care)

References

APA (2007) **Policy Guide on Community and Regional Food Planning**,
American Planning Association

FAO (2011) **Food, Agriculture & Cities** (www.fao.org/fcit)

Morgan, K (2009) Feeding the City: the challenge of urban food planning,
International Planning Studies, 14 (4)

Morgan, K and Sonnino, R (2010) The Urban Foodscape: world cities and
the new food equation, **Cambridge Journal of Regions, Economy and
Society**, 3/2

Steel, C (2010) **Hungry City: how food shapes our lives**, Chatto & Windus

Soil Association (2012) **Good Food for All**, Bristol

Sustain (2012) **Good Food for London**, London
