Policy for sustainable development and food

The City of Malmö
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The importance of food – more than just a meal
BACKGROUND

In the City of Malmö food is always important. Food is one of the joys of life and concerns us all, and is important from a number of different aspects. It is a necessity, in the right amount and combination, for us to feel healthy and do well in nursery, school and work.

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.

Moreover, the production and consumption of food has an impact on the climate, on the environment in farming areas, and on the working conditions and health of those producing food. Through conscious choice we can influence these aspects in a positive direction.

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.
SUSTAINABLE DEVELOPMENT

DEFINITIONS
There are a number of different accepted definitions of sustainable development: “meets the needs of the present without compromising the ability of future generations to meet their own needs.” (Brundtland Report, 1987) “Sustainable development is not an answer rather a dialogue and a process that demands work, compromise and a will to change” (Robert, W. Kates et al. 2005).

ECONOMIC, SOCIAL AND ECOLOGICAL SUSTAINABILITY
For development to be sustainable the three dimensions of sustainability, economic, social and ecological, have to be considered. Economic sustainability can be, for example that we reduce waste and we keep to our procurement agreements. Social sustainability is where everyone who is entitled to food from the City of Malmö has the right to healthy, good quality food that is also ethically sustainable. Ecological sustainability means that food production should have as little negative impact on the environment and climate as possible.

A good economy, good public health and a healthy environment are factors that are essential for sustainable development. By thinking new ideas and planning menus using the “eat S.M.A.R.T.” model we can combine these factors. The starting point for sustainable development is taking a holistic viewpoint, having a dialogue and critical thinking.
Policy for sustainable development and food
Everyone in Malmö has the right to good food as a part of an economic, social and ecological sustainable development. This is made possible by following the “eat S.M.A.R.T. model” which combines health and the environment without increasing costs. Greenhouse gas emissions relating to food shall decrease by 40% by 2020, compared to the 2002 levels. All food that is served in the City of Malmö shall be certified organic by 2020. By 2020 all other goals of the policy shall also have been reached.

The policy for sustainable development and food was approved by a meeting of the municipal assembly on 28th October 2010. It shall be applied in those operations within the City of Malmö that procure, order, prepare and serve food and beverages. The policy is also relevant for those who procure catering services. Besides pre-schools, schools, and health care, the policy also includes all public hospitality, school cafeterias, social and leisure clubs and all events that are arranged by the City of Malmö.
HEALTHY GOOD QUALITY FOOD

Food should be prepared as close to the customer as possible and should be enjoyed in a calm and pleasant environment that promotes a feeling of togetherness. Mealtimes shall be an integral part of the teaching process. Meals shall be served in the correct order and times in accordance with the guidelines laid down by the National Food Administration. It is important that those who eat the food have the opportunity to have their say about the food that is served. A food council or a similar group should exist in relevant organisations, like schools.

All those who require a special diet, be it on religious, ethical or medical grounds, shall where possible, be offered suitable food of the same high standard as the rest of the food on offer.

*In the City of Malmö we shall serve well-prepared safe and healthy food for all. It shall be of good quality and prepared from scratch as much as possible, with a minimum of artificial additives.*

KNOWLEDGE AND SKILLS

In order to maintain a high standard of quality, those who are responsible for ordering, preparing and serving the food shall have good food preparation skills and knowledge of nutrition, special dietary requirements, hygiene regulations and service as well as sustainable development.

*Staff shall have continual access to professional support and competence development within the relevant topic areas in order to maintain a high level of knowledge and skill.*
**SUSTAINABLE PURCHASING**

ETHICALLY CERTIFIED PRODUCTS

The City of Malmö is a major consumer of food products. By making conscious purchasing decisions that are good for the environment, climate, working environment and health; we can influence food production in a positive sustainable direction.

The City of Malmö became Sweden’s first Fair Trade City in 2006.

*Ethically certified (e.g. fair trade labelled) products shall always be the first choice in the product groups where they are available.*

EAT S.M.A.R.T.

To ensure that the procurement of food is better for our health, the economy, and the environment, the S.M.A.R.T. model should be followed as much as possible.
EAT S.M.A.R.T.

Eat S.M.A.R.T. is a model developed by the Institute for Public Health in Stockholm Region with input from the National Board for Consumer Policies and the National Food Administration. Eat S.M.A.R.T. is an information and education resource that presents an approach that helps you to both eat healthily and decrease your impact on the environment. The approach is based on research in the health and environment sectors. Eat S.M.A.R.T. is built on the Swedish nutrition recommendations combined with the environmental goals of Sweden.

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

S - Smaller amount of meat
M - Minimise intake of junk food/empty calories
A - An increase in organic
R - Right sort of meat and vegetables
T - Transport efficient
SMALLER AMOUNT OF MEAT

Meat consumption in Sweden has increased by more than 35% between 1990 and 2005. Meat production uses more energy and resources than vegetable production. In addition, greenhouse gas emissions from a kilo of meat are a lot higher than for vegetables.

Some meat should be replaced by pulses, such as peas, beans and lentils. We shall follow the “eat well” plate to ensure that meals are balanced and good for both the environment and our health.

MINIMISE THE INTAKE OF EMPTY CALORIES

Empty calories are found in food that contains a lot of energy but very little nutritional value. These empty calories not only cause health problems, but also unnecessary environmental consequences. In health care, there is often a great need for energy to prevent undernourishment.

The food shall be nutritional and contain as few empty calories as possible. Cafeterias that cater for children and young people shall have a wide assortment of healthy alternatives to sweets and fizzy drinks. Food served in the health care sector should be adapted so that undernourishment is prevented.
AN INCREASE IN ORGANIC

Organic food is produced without chemical pesticides and artificial fertiliser. Organic farming also has higher standards for animal welfare and very few additives are allowed. Environmentally labelled fish (e.g. KRAV and MSC labelled) comes from sustainable stocks and are caught humanely.

The City of Malmö, with Malmo school restaurants as a forerunner, is one of the municipalities that has the highest levels of organic food in Sweden. We shall continue to be leaders in Sweden and choose organic food whenever possible. Malmö school restaurants have a vision that all the food they serve will be organic by 2012.

By 2020 all food that is served or ordered by the City of Malmö shall be organic (environmentally labelled fish counts as organic).

RIGHT SORT OF MEAT AND VEGETABLES

Lamb and beef production leads to large emissions of greenhouse gases, at the same time that grazing cattle and sheep contribute to biological diversity. The production of chicken and pork results in a lower emissions of greenhouse gases than the production of beef. However, these animals eat grain and other high value sources of protein that could be eaten by people instead, which is an inefficient use of resources. From a health perspective meat is an importance source of iron, zinc and vitamin B12; however, large amounts of meat are not needed in order to get enough of these
vitamins and minerals. Eating too much meat is not good from a health perspective.

*Consumption of all sorts of meat shall decrease. The meat that is used shall, for environmental and animal welfare reasons, be organically certified.*

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.*

**TRANSPORT EFFICIENT**

A lot of food is transported great distances before it reaches the customer. Factors such as distance, vehicle and packing efficiency, fuel choice etc. all have an effect on the impact transport has on the environment and the climate.

*In the City of Malmö we shall minimise the effect of transport on the environment and the climate; and where possible, adapt purchasing to seasonal availability. Conditions for local producers to sell their products will be improved in order to increase competition and promote small and medium companies.*
SUSTAINABLE ECONOMY

CONTRACT LOYALTY
By having a procurement contract we have the chance to press the prices of products that we use most, therefore keeping costs down as much as possible. The City of Malmö already has a number of procurement contracts for ethical and environmentally certified products.

Procurement of food shall be conducted within procurement contracts. The percentage of sustainable products shall increase both in terms of procurement and purchasing. We shall influence our suppliers so that the assortment of organic and ethically certified products increases so that packaging size and degree of processing is appropriate for all operations.

REDUCE WASTE
According to a report by the Swedish Institute for Food and Biotechnology commissioned by Consumer group Stockholm, between 10 and 25% of all food is thrown away in Sweden. By reducing waste we will be doing something for the environment and the climate.

Everyone who handles food in some way in the City of Malmö shall work to reduce food waste, without risking food safety. The food waste that is generated by the City of Malmö’s operations shall be used in biogas production.
WE VALUE FOOD IN MALMÖ
Serving food with a high level of quality increases the attractiveness of the City of Malmö and can act as a deciding factor if customers are choosing a municipality for schooling or health care. Well-balanced meals for all children who are in school and pre-school gives a good basis for learning. A tasty meal is often the highlight of the day for those in residential care centres.

*The importance of food should be considered so that food is valued and enough resources are assigned to maintain a high level of food safety and quality.*

THE CITY OF MALMÖ SHALL LEAD BY EXAMPLE
Representation and public events are the City of Malmö’s public face. We shall show the City of Malmö as a good example of how to work with sustainable development and spread knowledge about our work. The food that we serve at public events and when we represent the City of Malmö acts as a showroom for both traditional and new Scanian food culture.

*All food that is served in service, through representation and public events organised by the City of Malmö should be climate friendly, organic and ethically certified (where appropriate) by 2020.*

The restaurants that are engaged by the City of Malmö shall be able to show that they follow all the legal requirements, such as for the management and preparation of food, are followed. The simplest way to do this is to use a company with a smiley logo or by checking the latest inspection results by the Food hygiene inspectors.
SUSTAINABLE BUSINESS
Through the City of Malmö’s conscious purchasing choices we are establishing good conditions for the growth of sustainable businesses. The City of Malmö shall also give Malmö residents information in a number of different formats about food’s impact on the climate, health, the environment and about those who produce the food, so that they are more aware consumers.

FARMING
In a future with climate change and high energy costs, local farming will be more important. It is important to preserve the farmland within the City of Malmö’s district for food production; it is also an important resource for biodiversity and a platform for education. The farming landscape is important for recreation and for creating stronger bonds between the city and the countryside.

*In future plans the importance of the farming landscape should be preserved. Food production in and around the city should be encouraged.*

SHOPS, MARKETS AND RESTAURANTS
*The City of Malmö shall, both through its purchases and other initiatives, for example education for consumers and businesses; as well as supporting those companies who offer a wide assortment of sustainable, quality foodstuffs. The City of Malmö shall encourage initiatives such as Farmers Markets that increase the contact between producers and consumers.*
From policy to practice
From Policy to Practice
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
IMPLEMENTATION
In order to ensure that the policy can be implemented and the goals attained by 2020, there will need to be strong commitment from the whole city’s administration. It also places demands on dialogue, communication, and education. The whole of the City of Malmö’s administration has a common responsibility to ensure that the policy for sustainable development and food becomes a reality. The technical and district committees shall break down the overarching goals to sub-goals and actions that are suitable to their respective areas of responsibility and adapt them so that they fit into their operations. The environment committee is responsible for cross-committee questions concerning the implementation of the policy.

EVALUATION AND FOLLOW-UP
As every technical and district committee has a responsibility to fulfill the parts of the policy that concern their operations, the work to follow up the policy will be integrated into the general follow up found in the technical and district committee’s annual report and thereby follow the economic accounting structure. The environment committee is responsible for the evaluation of cross-committee questions as well as supporting the work of developing the follow up criteria and indicators.