

Food for Life



Public procurement of sustainable food: evidence of impact and lessons learnt



Roger Mortlock, Soil Association

City University, 10 May 2012

Foodlinks Conference: Public Procurement of Sustainable Food
Thursday 10 May 2012, City University, Tait Building, Northampton Square London EC1V 0HB

3

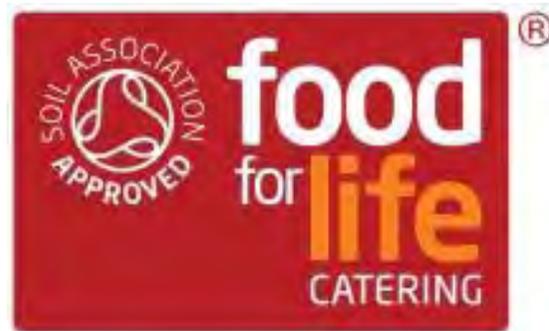


1

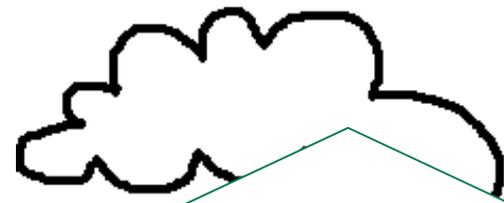


4

LESSONS?



2



GOOD FOOD FOR ALL

We want everyone to be able to access

and afford food that is healthy for them, and the planet

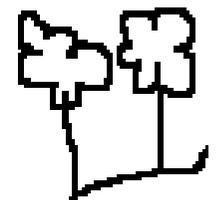
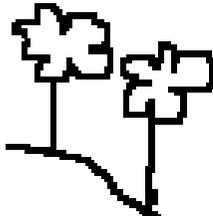
FOOD FOR LIFE PARTNERSHIP

FOOD FOR LIFE – NEW MODELS

FOOD FOR LIFE CATERING MARK

SUSTAINABLE FOOD CITIES

FAIR ROUTES TO MARKET



CAMPAIGNS FOR CHANGE THAT NORMALISE & UNBLOCK

AN EVIDENCE BASE THAT DEMONSTRATES OUR IMPACT

The food challenge



The UK Cabinet Office Strategy Unit said the twin challenges that food and farming have to meet are:

- climate change, and
- providing a healthy diet

The health case



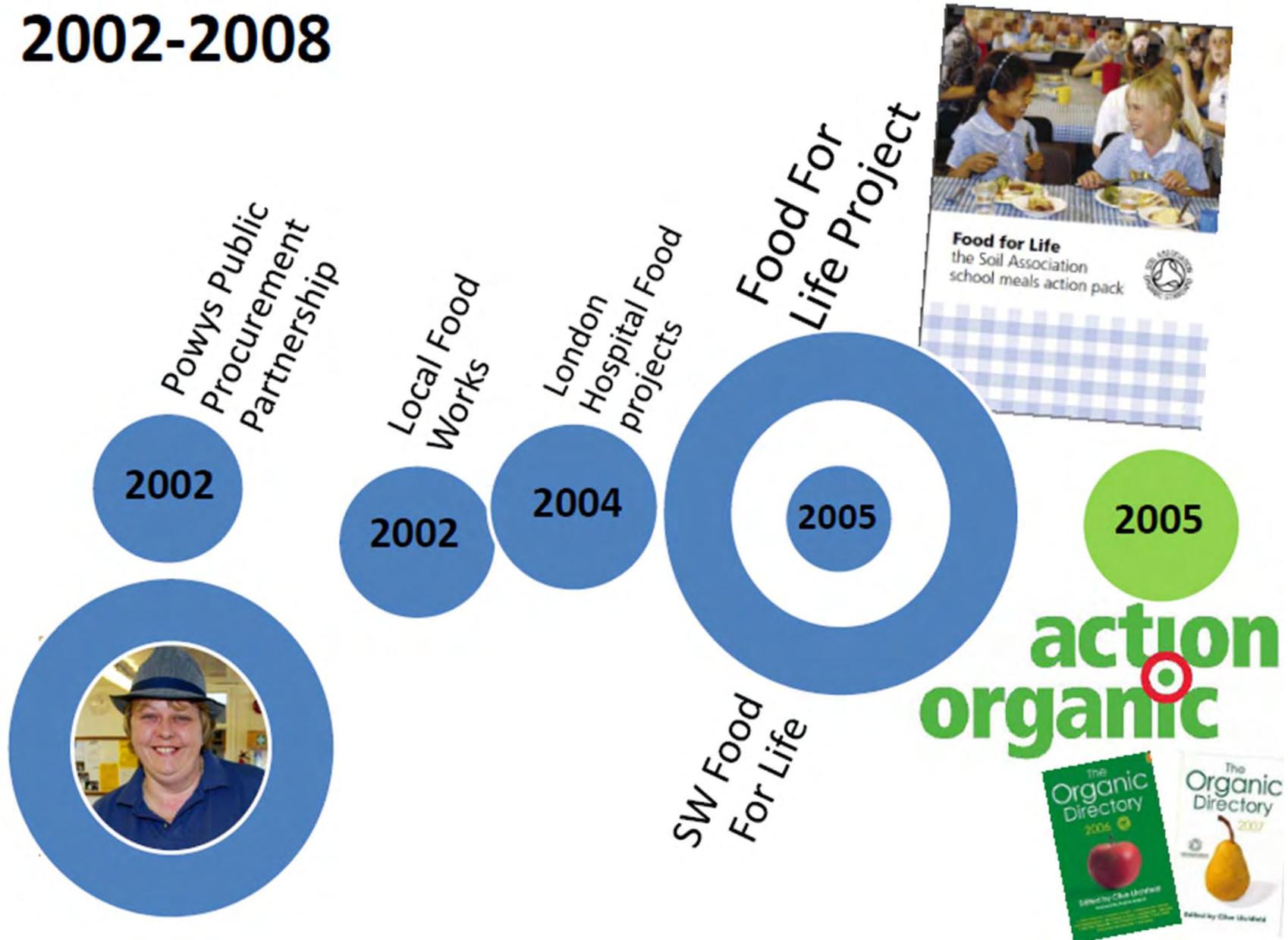
“Tackling social inequalities in health and tackling climate change must go together. Creating a sustainable future is entirely compatible with action to reduce health inequalities: sustainable local communities, active transport, sustainable food production... will have health benefits across society.”

Marmot Review

*“Local government is ...well placed to harness the potential of a wide range of other instruments, including: **sustainable transport plans... and healthier catering provision in local authority and education premises...**”*

‘Healthy Lives, Healthy People: A call to action on obesity in England’

2002-2008



A campaign that began with Jeanette



- Founder of FFLP and inspiration to Jamie Oliver
- Now working with over 20% of schools in England
- Over 300,000 Food for Life meals served a day
- 80 caterers with Food for Life approved menu
- Over half of London Boroughs now offer FFL menu to all their primary schools
- It's growing every day



What we do



What impact have we had?



- 3-year programme evaluation by the University of the West of England (UWE) and Cardiff University
- Supporting studies by New Economics Foundation (NEF), National Foundation for Educational Research (NFER) and Centre for Research in Education and the Environment (CREE)



University of the
West of England



Public health impacts



An increase in the number of primary school-age children reporting eating

- **5-a-day went up 5% points to 21%**
- **4-a-day went up 12% points to 49%**

Significant positive associations between pupil participation in cooking, growing, farm visits and these reported increases.

Impact travels home



45% parents report eating more vegetables as direct result of the Food for Life Partnership

43% parents report changed food shopping behaviour

Free school meal take-up



Over a 2-year evaluation (July 2008 – September 2010) free school meal take-up increased

- **+ 13% points on average**
- **+ 20.9% points in secondary school**
- **+ 21% points in Silver/Gold schools**

These figures can be compared to national figures (August 2009 – September 2010)

- **+ 0.2% points in primaries**
- **+ 2.7% points in secondaries**



School meal take-up



3.7% point increase in first year of evaluation (2000-2001)

Nationally, take-up decreased 3.7% per year

5% point increase over two years of evaluation

Impact greatest in:

- Secondary schools (+5.7%)
- Gold schools (+6.0%)
- Disadvantaged schools (+7.1%)



Social return on investment



NEF: for every £1 invested in Food for Life menus, there is a return of over £3 in value to the local economy and society.

Most of this value lies in local economic opportunities around supplying local, seasonal food, and resulting employment.

Learning impacts



Twice as many Food for Life Partnership primary schools received an Ofsted rating of outstanding following their participation (37.2% compared to 17.3% pre-enrolment).

Attainment levels in Food for Life Partnership schools increased at a greater rate than the national average.

What impacts count most?

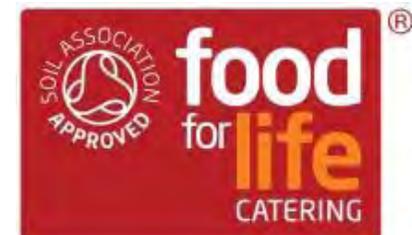


- **Department for Education**
 - Closing the Gap: learning, behaviour & manners
 - school meal viability
 - children's health?
- **Directors of Health/local Directors of Public Health**
 - Health Inequalities
 - obesity, especially childhood obesity
 - self-esteem, emotional health & wellbeing
- **Department for Environment, Food and Rural Affairs**
 - British farmers

The Food for Life Catering Mark



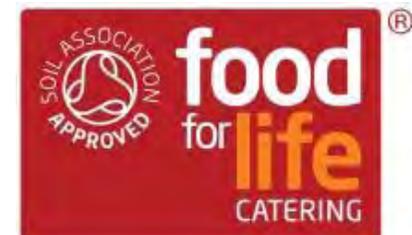
- UK's fastest growing best practice scheme
- Covers 100 million meals each year
- Independently verified
- Promotes healthy eating & environmentally friendly menus
- 20% of English schools involved in Food for Life Programme – over 50% of schools in London have Food for Life school meals



Bronze criteria



- No undesirable additives or trans fats
- 75% freshly prepared
- Meat farmed to UK welfare standards
- Eggs from cage-free hens
- Seasonal menus
- No GM ingredients
- Free drinking water prominently available
- No endangered fish
- Information on display about how and where food is produced



Silver and Gold criteria

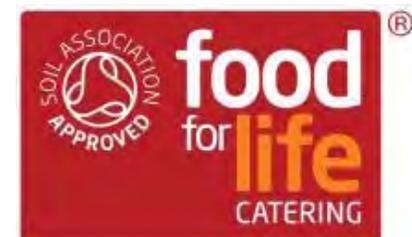


- Meet bronze, plus achieve points thresholds for ingredients in three categories:

- Making healthy eating easy
- Ethical and environmentally-friendly food
- Championing local producers



- Points awarded for every percentage of total ingredient spend



Making healthy eating easy



Points are awarded for the following:

- Meat-free day or equivalent
- Steps to serve meat in moderation
- Actions to cut plate waste/support eating well
- Actions to promote meal take-up
- >50% bread is wholemeal or granary
- Fruit cheaper than dessert (where sold)
- Monitoring against food & nutrient-based standards
- Steps to minimise salt
- Healthy vending



Ethical and environmentally-friendly

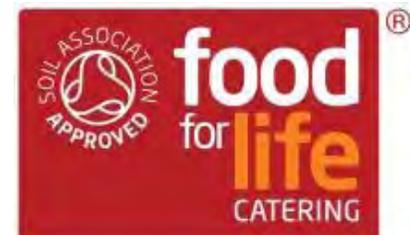


Points are awarded for the following:

- Organic
- Free range
- MCS 'fish to avoid'
- Freedom Food
- Fairtrade
- LEAF



**Linking Environment
And Farming**

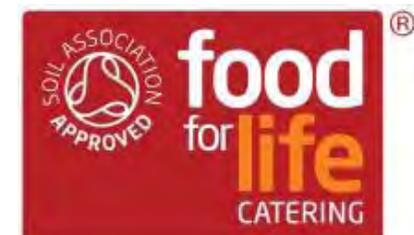


Championing local producers



Points are awarded for the following:

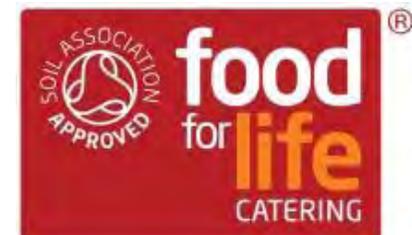
- Serving food produced in your region
- Serving UK fresh produce above the national average



Who's in the scheme so far?

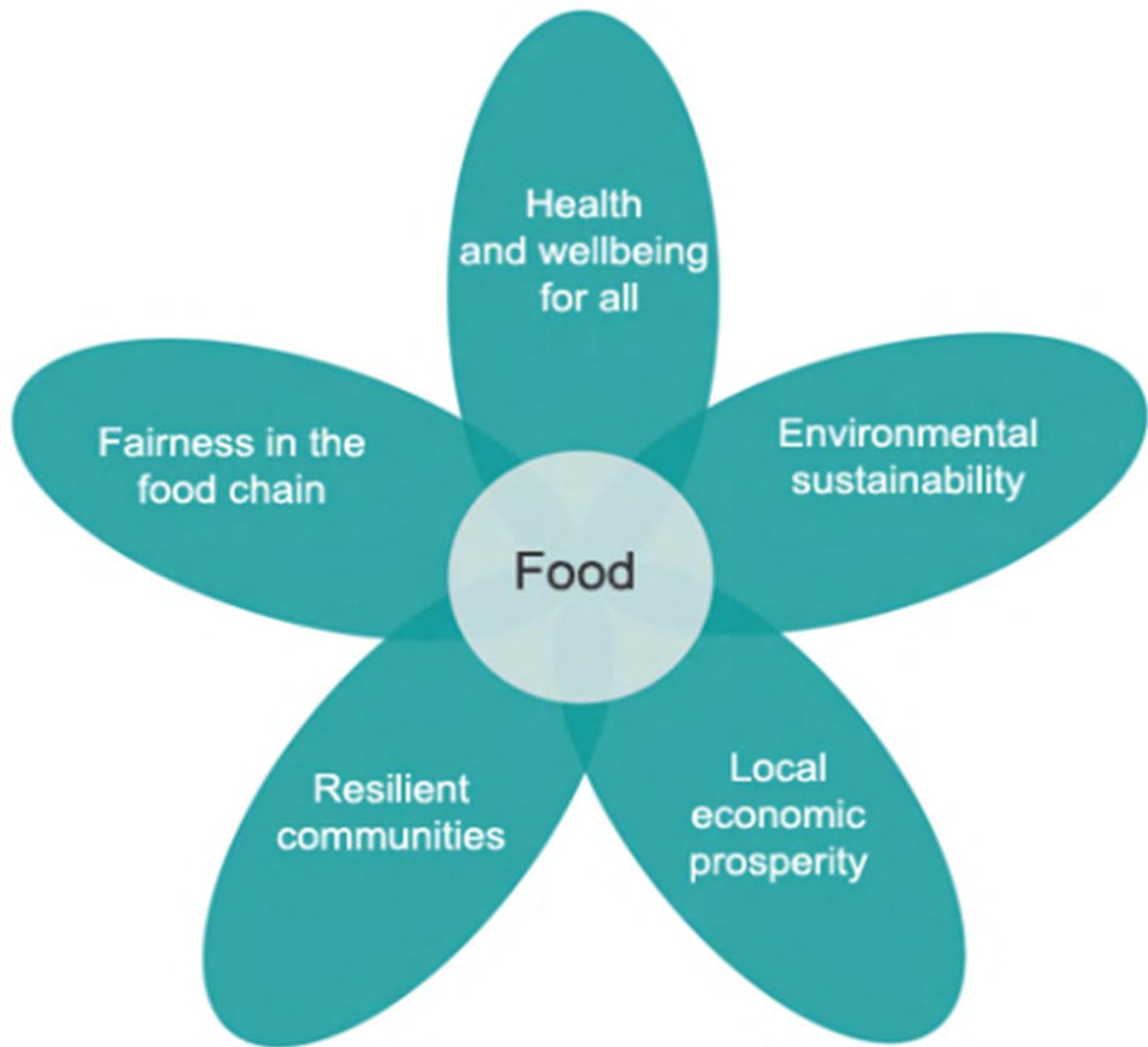


- Majority **schools** - over 4,000 - 24 LEAs & 27 contract caterers
- **Nurseries** - we now have 249 in the scheme, majority bronze but also 19 gold. Busy Bees now have 142 nurseries accredited.
- **Restaurants** - we now have about 25, including 6 National Trust
- **Universities** - we now have 6 in the scheme
- **Hospitals** - we now have 4 awarded, 2 applicants



Russell Brock Paediatric Intensive Care Unit
← Nutrition & Dietetics
Thomas Guy House





THE PLYMOUTH FOOD CHARTER

The Plymouth Food Charter aims to improve health and wellbeing for all and to create a more connected, resilient and sustainable City.



Good food is vital to the quality of peoples' lives in Plymouth.

By promoting healthy & sustainable food as part of a thriving food economy, the Plymouth Food Charter aims to improve health & wellbeing for all and to create a more connected, resilient & sustainable City. Signatories to the Charter – which include public, private and community partners – are committed to promoting the pleasure and importance of good food to help create a vibrant and diverse food culture.



OUTCOME	ACTION	WHO	WHEN
---------	--------	-----	------

A THRIVING LOCAL ECONOMY

Encouraging a greater number and diversity of food enterprises and jobs, making the most of Plymouth's rich land and sea resources. Securing healthy and sustainable food from local suppliers, keeping value within the local economy.

New food outlets and models through social enterprise	New local Food Store & Café in Plymouth city centre Mobile Community Food Hub 5 new community food coops or buying groups – in areas with little access to fresh produce Set up and support 5 new producer co-operatives	Food Plymouth Partnership Take a Part Grow Plymouth Partnership Tamar Grow Local	September 2013 December 2013 March 2014 December 2012
Support the establishment of a variety of commercial retail for the production of local food. Aims increase in fresh produce sold within independent retailers, cafes etc.	Mobile Farm Shop at Plymouth University (FIP) Support 5 new and existing fresh and dry retailers / vendors to sell local produce Thinking Farmers market in prominent city centre location	Plymouth University Food Plymouth Partnership Plymouth City Growth Company	ACHIEVED March 2014 October 2012
Develop sustainable and diverse supply of organic & other sustainable produce from Devon & Cornwall food producers, especially through: - Public sector catering and procurement - Hospitality catering - Multiple retailer engagement and research	11 Plymouth public sector catering adopts Sustainable Food Policies, 4 adopts the Food for Life Catering Mark – help embed long term commitment to local and sustainable sourcing 21 Plymouth sector hospitality catering signs up to Plymouth Food Charter with commitment to increase % local sourcing 5 main multiple retailers contacted to engage with aims of Plymouth Food Charter & to explore opportunities for more local produce sales and community engagement activities	Public sector buy a group Food Plymouth Partnership Food Plymouth Partnership	ACE & PU ACHIEVED FFL CATERING MARK (Gold / Bronze) Feb 2012 February 2013 September 2012

HEALTH AND WELL-BEING FOR ALL

Promoting healthier lifestyles through awareness of nutritious and sustainable food, and improving availability of seasonal, affordable produce. Building on the extensive life range of community growing and other food-related activities to improve physical and mental health for young and old.

Maximise opportunities for raising awareness about the importance of food on improving health & wellbeing and influence this at every level	Investment in health awareness raising campaigns eg. British Heart Foundation's Develop and use Food Plymouth website www.foodplymouth.org – for marketing and member participation 'Food champions' across city to engage and inform different organisations, communities, other stakeholders, media and create a more positive image around sustainable and healthy food	Food Plymouth Partnership (FPP) FPP	2011 – 2014 ACHIEVED September 2013
Particular emphasis on health inequalities and the significance of preventing ill health through diet	Food Charter aims embedded into relevant policies and plans with NHS Plymouth 'Healthy Plymouth' and Local Authority Health Inequalities Plan Food Plymouth campaign to raise awareness with citizens and food retailers about food promotion and products which cause obesity and other health problems Produce a campaign film to raise awareness of aims of Plymouth Food Charter & Action Plan	Plymouth City Council (PCC) NHS Plymouth Food Plymouth Partnership (FPP) FPP	2012 – 2014 FPP
Food meeting place to engage people, celebrate food and provide opportunities for learning and training	All local Food Café & Shop social enterprise in Plymouth city centre joins in Economy Section Continue to deliver working programme of cooking skills training – 'Top of the Range' Skill sharing and intergenerational learning food workshops – annual programme	Food Plymouth Partnership NHS Community Health Improvement Team (CHIT)	September 2013 2011 – 2014

BUILDING RESILIENT AND CLOSE KNIT COMMUNITIES

Promoting and celebrating the food and culinary traditions of all cultures by holding community and city events such as Raising the Roof.
Bringing communities together through local and city wide food initiatives, helping to promote neighbourhood inclusion, cohesion and regeneration.

Promote Food Charter at Raising the Roof and through city wide initiatives to help raise awareness and to celebrate good work already taking place	Food Plymouth mobile display for presence at city events eg. Raising the Roof, PCC Alliance open days Plymouth Food Awards delivered and launched Summer 2014 – continue and develop these through R2R/O Five Food Allotments recognised by awards from SW in Bloom (outstanding achievement) & Plymouth in Bloom (Gold for best community environmental project & Champion of Champions)	Food Plymouth Partnership (FPP) FPP Five Food Allotments	2011 – 2014 ACHIEVED 2013 ACHIEVED 2014
Develop and support local food events and projects within communities and neighbourhoods	Annual community food events (4 y/y) Press articles about Food Plymouth aims and activities (print 4 y/y)	Food Plymouth Partnership (FPP) FPP	March 2012 – 14 ACHIEVED 2013
Develop new sites through which any one with an interest in food can find out how far others are doing and work more effectively together towards a common goal	Food Plymouth Network developed through website, a new steering and social media Current and relevant links and resources signposted through website and network	Food Plymouth Partnership (FPP) FPP	March 2012 – 2014 2011 – 2014

OUTCOME	ACTION	WHO	WHEN
---------	--------	-----	------

LIFE LONG LEARNING AND SKILLS

Giving everyone the opportunity to appreciate good food – where it comes from, how it gets here, how to grow and look after it, how to cook it, how to eat it and how to enjoy it. Giving everyone of all ages the opportunity to learn and develop skills around food – at school, college, university, workplace, local communities, and in the home.

'In-Region and enable' schools to adopt a 'Whole school' approach to sustainable food culture	Every educational establishment to receive 'tailor made' information (e.g. posters, films) on the food charter, what it means and how best to engage with it. Cookery classes / classes in schools to engage children with food (min 5 y/y) 27 Plymouth FFP schools, 7 flagship schools	Food Plymouth Partnership (FPP) Food & Fun Food for Life Partnership (FFLP)	March 2012 – 14 March 2012 – 14 ACHIEVED
Provide opportunities for learning growing skills	Apple tree planting and pruning workshops (primary) Children's food grow in workshops (primary) Start up and maintain support for small scale community food producers in Tamar Valley eg. Apple grafting workshops, Bee keeping courses.	Dig for Devonport Tamar Grow Local	2012 – 2015 2012 – 2014

A REDUCED ECO FOOTPRINT

Protecting wildlife and the natural environment, by using green space and brownfield sites in and around Plymouth to produce local and sustainable food. Reducing food miles, packaging and waste, and increasing composting and recycling.

Map green space and brownfield sites in the city and assess availability and food growing potential	Natural England and PCC Green Infrastructure (GI) report	FPP (mapping), Plymouth City Council	ACHIEVED 2011
Increase food growing space within the city	11 Saltmarsh House new allotments (40 – 50 plots) 5 new edible gardens in city eg. Ethel, Storehouse,	Saltmarsh House Dig for Devonport	1st 2012 March 2012
Showcase biodiversity edible gardens			
Support short supply chains into the city through collaboration of all players within food chain	Facilitate dialogue across supply chains support and enable beneficial collaboration for shared distribution and marketing Feasibility study into multi-stakeholder distribution of local food hub to access a range of city markets Regular Low Carbon Salt deliveries of fresh local organic produce into city from Tamar Valley producers	Food Plymouth Partnership (FPP) FPP Saltmarsh Tamar Grow Local	March 2012 – 2014 March 2013 March 2012 – 2014

Plymouth to be a 'Sustainable Food City' supported by a city wide cross sector partnership to help embed healthy & sustainable food into the city's culture. Help to develop a national learning programme and network to inspire and inform best practice.

Establish and support a city wide cross-sector group of organisations that can drive and steer the project and develop a Sustainable Food City Plymouth (SFC) Food Charter and Action Plan	10 – 20 members involved in quarterly meetings 5 sub-groups to develop Action Plan, through city wide consultation process Annual consultation process to develop SFC Action plan to reflect progress and ensure a dynamic plan which is responsive to changing climate	Food Plymouth Partnership (FPP)	April 2011 – 14 ACHIEVED 2011 March 2013 – 14
Raise profile of the Food Plymouth Partnership and its aims	100 businesses & organisations signed up to Plymouth Food Charter from across city Funding secured for delivery of the action plan	Food Plymouth Partnership (FPP)	March 2013
Capture learning and best practice from the programme and disseminate to relevant individuals and organisations throughout the UK interested in developing their own sustainable food initiatives	Hold national conferences and publish detailed project reports to celebrate project success, share learning and best practice	Food Plymouth Partnership (FPP)	March 2014
Research and mapping to increase understanding of a 'Sustainable Food City', research and disseminate relevant policy and research documents to support this	Create a bibliography of relevant policy and research documents link through 'Sustainable Food City', research and disseminate relevant policy and research documents to support this Food Plymouth mapping and directory – as part of existing Tamar Grow Local (TGL) website	Food Plymouth Partnership (FPP) Food Plymouth Partnership (FPP)	March 2013 September 2012

FOOD PLYMOUTH
ACTION PLAN 2011-14

foodplymouth.org | twitter.com/foodplymouth





**Food for Bristol -
feeding bodies, feeding minds**

Food Charter

Access to safe, affordable and nutritious food is vital for people to be able to live fulfilled, active and healthy lives, in line with article 25 of the UN Declaration of Human Rights and WHO Ottawa Charter for Health Promotion.

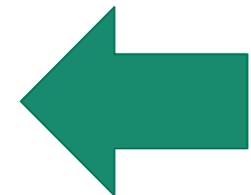
As a local authority, the council has a responsibility for the health, wellbeing and sustainability of the city, on behalf of and in the interests of the people of Bristol. The council is tasked with “ensuring the availability of, and access to, affordable, safe and nutritious food sufficient for an active lifestyle, for all, at all times” (Cabinet Office 2008).

In January 2010, the Department for Environment, Food and Rural Affairs published a food strategy, Food 2030. This lays out the major food challenges facing



The 10 ambitions

- 1** Work with all food interests within the city council and within the common definition of “sustainable food”.
- 2** Advocate for income, employment, housing, land-use planning and transportation policies that support secure and sustainable access to the food people need.
- 3** Adopt food procurement practices that serve as a model of health, social and environmental responsibility whilst maintaining Bristol’s accreditation as a Fairtrade City.



Environment

- [Vision and strategy](#)
- [Working in partnership](#)
- [Clean calm city](#)
- [Greening London](#)
- [Climate change](#)
- [Water](#)
- [Waste as a resource](#)
- [Mayor's low carbon prize](#)
- [London Food](#)
 - [London Food Board](#)
 - [London's bees need you!](#)
 - [Business and commerce](#)
 - [Communities and citizens](#)
 - [London boroughs](#)
 - [Procurement](#)
 - [Good Food on the Public Plate](#)
 - [Good Food Training for London](#)
- [London's Great Outdoors](#)

Good Food on the Public Plate

Public Sector Food Procurement

Leveraging the power of public procurement can have a huge influence over the food system. £2.2 billion of the public purse is spent on food in the UK every year. If this spend can be realigned to prioritise healthy and sustainable food it will make a substantial positive impact on the food system.

CASE STUDY: London Borough of Enfield

Auditing Enfield's food purchases led to Enfield using only free-range eggs because it was cost-neutral. Some fish was already from sustainable sources and work continues to ensure only demonstrably sustainable fish is served. Enfield has worked with its fruit and vegetable supplier to identify suitable seasonal and local produce and have applied for Soil Association Food for Life Bronze status.

b. Offering guidance on sustainable food procurement policies

GFPP has advised on this to many organisations. Policies then dictate the standards for food bought and tenders issued.

CASE STUDY: Transport for London (TfL)

TfL worked with GFPP to improve food sustainability: As a result Fairtrade products are offered wherever possible; organic milk is served; no Marine Conservation Society "fish to avoid" is served; all eggs are free range; and 50% of products are locally sourced or British.

c. Encouraging collaboration



Share with

- [facebook](#)
- [del.icio.us](#)
- [Digg](#)
- [Twitter](#)
- [StumbleUpon](#)
- [More](#) →

Lessons learnt?



- Transforming food culture is a great vehicle for change – and not just food
- Cash in on take home value – it's not just about lunchtime
- Need to be 'multi-lingual' – and understand what drives the sectors we're working in
- Senior level/institutional buy in is crucial
- Ladders of improvement do work
- Tell people they are doing well
- Changing the food that's served alone doesn't necessarily give you the results you want
- It all takes time ...

