HoReCa Forum

Room/Venue: Krakau

Date: 14/02/2013 (Thursday)  
Time: 15:00 – 15:45

Green Public Procurement - Organic Opportunity?

Speaker(s)

Andrzej Szeremeta (Presenter)  
IFOAM EU Group  
Belgium

Niels Heine Kristensen (Speaker)  
Aalborg University  
Denmark

Mark Stein (Speaker)  
Salford University Business School  
United Kingdom
Green Public Procurement in the EU

Based on the Communication from the Commission Public procurement for a better environment 16.7.2008 (COM(2008) 400 final)

Green Public Procurement (GPP) relies on having clear and ambitious environmental criteria for products and services. “...public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle ...”

Food and catering services is 1 of 10 priority sectors.

Commission website http://ec.europa.eu/environment/gpp/

GPP case studies by Commission

- GPP brochure on good practice examples - case studies from the Europe http://ec.europa.eu/environment/gpp/case_en.htm
  - Organic meals in Malmö’s schools (Sweden)
  - Organic meals in Rome’s schools (Italy)
  - Organic food in Badalona’s schools (Spain)
  - Organic produced meals in East Ayrshire schools (Scotland)

GPP handbook by Commission

- Buying Green - a handbook on GPP is a concrete tool to help public authorities to buy goods and services with a lower environmental impact http://ec.europa.eu/environment/gpp/buying_handbook_en.htm

Further steps by Commission

DG Environment
- closer look for development of GPP in food and catering during preparation of the Sustainable food report (2013)
  - good examples and practices
  - obstacles for development
  - needs for improvement (e.g. legislation)
  - call for more organic food in public canteens
BioFach seminar - Green Public Procurement

Moderation:
- Andrzej Szeremeta, IFOAM EU Group

Speakers:
- Niels Heine Kristensen, Aalborg University (DK)
- Mark Stein, Salford University Business School (UK)
GREEN PUBLIC PROCUREMENT
- 60% ORGANIC IN ALL PUBLIC CANTEENS?!  
SESSION ON GREEN PUBLIC PROCUREMENT - ORGANIC OPPORTUNITY
BIOFACH 2013, NURMBERG
NIELS HEINE KRISTENSEN
PROFESSOR, PHD
AALBORG UNIVERSITY

Status quo is not an option…

**A radical change in food consumption and production in Europe is unavoidable to meet the challenges of scarcities and to make the European agro-food system more resilient in times of increasing instability and surprise.**

Why is public procurement important?

- Public procurement can be a driver for change and influence both production and consumption/supply and demand
- Public food can also contribute to food literacy - understanding the impact of food choices on health, the environment and community
- Contributes to broader policy goals i.e. improve health and education, increase opportunities for food SMEs, and create jobs, as well as support environmental objectives and local producers
- A pragmatic example of example of what is meant by joining food production and consumption agendas…co-production
- Distribution of the Food Market in DK: 1/3 FOOD SERVICE 2/3 RETAIL

EU Public Procurement Policy

- Sets standards and criteria for procurement in EU member states
- Originally put in place to guarantee fair competition and free flow of goods and services in the common market
- Has moved towards health, environmental and animal welfare standards?
- What next?

Planetary Boundaries already exceeded?

Source: Rockström et al. Nature 2009

Green Public Procurement

"...a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle when compared to goods, services and works with the same primary function that would otherwise be procured."

COM(2008) 400 final
EU Policy horizon

- Roadmap for resource efficient Europe and EC Communication on Sustainable Food
- CAP 2020 RD – better market access to local and regional markets by Small and Medium-farmers

The emerging agendas on public procurement - food

- Sustainable diets: NEW DIETARY GUIDELINES – INTERNATIONAL & NATIONAL
- Food for ecological public health: ONLY CONSIDER MULTI-SECTOR INTERVENTIONS
- Re-engineer food system: ROADMAPS; FRAMEWORKS; LOW ENERGY INFRASTRUCTURE
- Prices: from ‘value-for-money’ to ‘values for money’ USE RISING ENERGY PRICES TO GET MORE €/$ TO GROWERS
- Consumer behaviour change: CONTRACT & CONVERGE; ‘CITIZENSHIP’ NOT CONSUMERISM

Danish Government Organic Action Plan – green transition

The Danish "catering label" (spisemærke)

The Minister of Foods priorities:

1. THE PUBLIC INSTITUTION MUST SHOW THE WAY
2. ORGANICS AFTER 2013 – LEGAL FRAMEWORK
3. THE ORGANIC FARMER AND TRANSITION
4. PRODUCT DEVELOPMENT AND INNOVATION
5. DISTRIBUTION AND MARKETING
6. RESEARCH AND DEVELOPMENT

Organic procurement policy for food

- The public kitchens must have "the silver label" by 2020 – 60-90% organic products in their meals
- The canteens of the Ministry of Food will be converted to organic food in a participatory process with the employees and the suppliers
- Support will be dedicated education, information and project management
- Existing school fruit systems must be as organic as possible

Source: Ministry of food organic action plan, december 2011
City of Copenhagen - political goals

- City of Copenhagen has a goal of 90% organic in 2015
- City of Copenhagen has set goals to become the first carbon neutral capital in the world by 2025
- Part of the strategy included a mandatory green roof policy (City of Copenhagen 2010)

ALL NEW BUILDINGS WITH A ROOF SLOPE OF LESS THAN 30 DEGREES

Copenhagen House of Food

- Public procurement policy complex
- Administrative burden for small suppliers/producers
- Local as a broader definition of organic
- Cannot explicitly say local
- Fresh and seasonal
- Different interpretation of rules

The DK support scheme for 60% organic

Strategies and recommendations

- Public organic procurement – is not "one size fits all"
- Instruments must be dynamic and tailored
- Formal and informal relations important
- Commitment from decision makers is crucial
Biofach Green Public Procurement Organic Opportunity

- Mark Stein
- Salford University Business School
- Retired Economic Development Officer
  Tameside Council
  Greater Manchester

What I will be discussing

- local authorities who have made a real effort to source organic and local food
- the obstacles they have had to overcome
- Particularly EU procurement regulations
- Cost – Is organic too expensive?

EU procurement regulations

- Ensures a level playing field for suppliers from all over EU
- Cannot discriminate in favour of local suppliers

Fear of costly litigation

- Suppliers can bring lawsuits against individual local authorities and/or the national government alleging discrimination

How to offer opportunities for local suppliers

- Talk to suppliers before the tender
- Adjust specifications
- Break Up contracts
- Separate distribution from supply

Group presentations

- Gather possible local suppliers
- Tell them the content of forthcoming tenders
- General advice on how to complete tender documents

Mark Stein: Green Public Procurement - Organic Opportunity?
One to one discussions

- Can the supplier meet the specification?
- Does supplier need to upgrade systems eg H&S ingredient traceability?

Lack of ingredient traceability

- Your ground beef turns out to be

Wigan Council and Pooles Pies

- Factory established 1847
- Wanted to start selling to schools, BBC
- Informal discussions – healthy pie recipes

Division of big contracts into lots

- This is legal
- Offers opportunity to smaller suppliers
- More work for procurement staff
- Shropshire Lancashire Staffordshire

Separate distribution from supply

- Helps small producers get their product to 500 schools by 8 am
- Lancashire, Cumbria, Bristol
- Distribution hubs

Borlange Food Distribution Hub

- Three Swedish towns
- All food for schools nurseries social care delivered via a distribution hub
- Assists small local producers
What about organic food?

- UK growing support for local food
- Organic sales declining
- Seen as too expensive

Now I wish to talk about

- **Food for Life Partnership**: Alliance of four English NGOs - Soil Association, Focus on Food, Garden Organic and the Health Education Trust
  - Aims to enable children to eat good food, learn where it comes from, how it is produced and how to grow and cook it themselves. Promotes local and organic food. Involves parents and teachers.
  - Funding over five years from the Big Lottery Fund has enabled it to work in every English region with 3,800 schools enrolled and 300,000 children eating Food for Life accredited meals every day.

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Bronze Criteria

- 75% of dishes on menu are freshly prepared
- Minimise additives and no hydrogenated fat
- Seasonal menus
- Eggs cage free Meat Farm Assured as minimum

Silver Criteria

- Range of local items
- Range of certified organic items
- Poultry eggs and pork are Freedom Food
- Only sustainable fish
- At least one Fair Trade product

Gold Criteria

- At least 30% of ingredients are certified organic or MSC
- At least 50% of ingredients local
- Emphasis on animal welfare
- Increased vegetarian food

Food for Life Catering Mark

Soil Association award scheme for caterers in all sectors
- Schools
- Universities
- Hospitals
- Restaurants
- Commercial Catering
Organic can be profitable

- Some school caterers have upgraded ingredients – inc more organic
- gone to FFL Gold
- Increased takeup makes this economic

Food For Life Gold case studies

- Plymouth
- Gloucestershire
- Food for Thought Liverpool
  Hard work by cooks and procurers

Pressure on school meal services

- East Ayrshire drops from FFL Gold to Bronze
- Reducing organic food to save money
- Academies breaking away
- Loss of experienced staff

Reducing Meat

- MeatFree Monday
- Reformulating recipes to reduce or replace meat
- Need to maintain sales to children

Sustainable Food Cities

- Group of UK cities campaigning for sustainable food
- Encouraging local and organic food growing and procurement

Eating City.org

- Network of supporters of organic and local food
  - www.eatingcity.org
Universities voluntary initiatives

- Higher quality and more sustainable food = helps give a university a competitive edge?
- Less price sensitive than schools?

Manchester Veg People Sept 2011

- Coop between university and organic growers
- Fresh veg delivered to hub
- Seasonal menus
- Uni will buys growers output at agreed margin

Any questions?

- Mark Stein
- Salford University Business School
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