

The European School Fruit Scheme: coupling healthy food production to consumption?

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Consider 3 key dimensions

1. The opportunity of linking production to consumption for public health & environmental benefits
2. Public procurement as a policy instrument and the supply chain challenges
3. Wider policy debates e.g. the future direction of the CAP.

Vision for food policy production & consumption?

Food policy based on integration of:

- public health goals and
- environmental goals.
- Not just address each of these goals
- Ask: can we join up and integrate these two policy strands?

Ask?

- How to recast production to meet public health and environmental goals?
- Seek shift in consumption patterns and behaviours → sustainable consumption
- For example → look at WHO dietary guidelines (...400 g per day)

WHO/FAO Technical Report 916 – Diet, Nutrition and Prevention of Chronic Diseases (2003) guidelines

Global production change needed – estimated as:

- ↓ Pig meat DOWN by 5%
- ↓ Butter DOWN by 13%
- ↓ Cream DOWN by 18%
- ↓ Animal fat DOWN by 31%
- ↓ Soybean oil DOWN by 14%
- ↓ Rapeseed oil DOWN by 30-35% (From Irz et al (2003))

Lead to raised F & V production

- Follow WHO dietary guidelines – reductions would lead to increases in F & V consumption
- OECD countries would have per capita consumption rise of 23%:
- OECD = Rise of 79 million tons of F & V

(Srinivasan et al *Food Policy* 2006)

Adding low environmental impact

How can we address the supply of the right types of food in environmentally benign ways?

e.g.

- new pesticide restrictions & F & V productivity
- water depletion - Framework Water Directive... what about shortages?
- Protecting biodiversity?
- Carbon impacts

Policy window → School Fruit Scheme

Policy link (2007) of:

- CMO Fruit and Vegetable reforms
 - shift from control of supply
 - need to create market opportunities/demand for producers (POs) and products
 - Link to health promotion

PLUS

- *A Strategy for Europe on Nutrition, Overweight and Obesity related health issues*

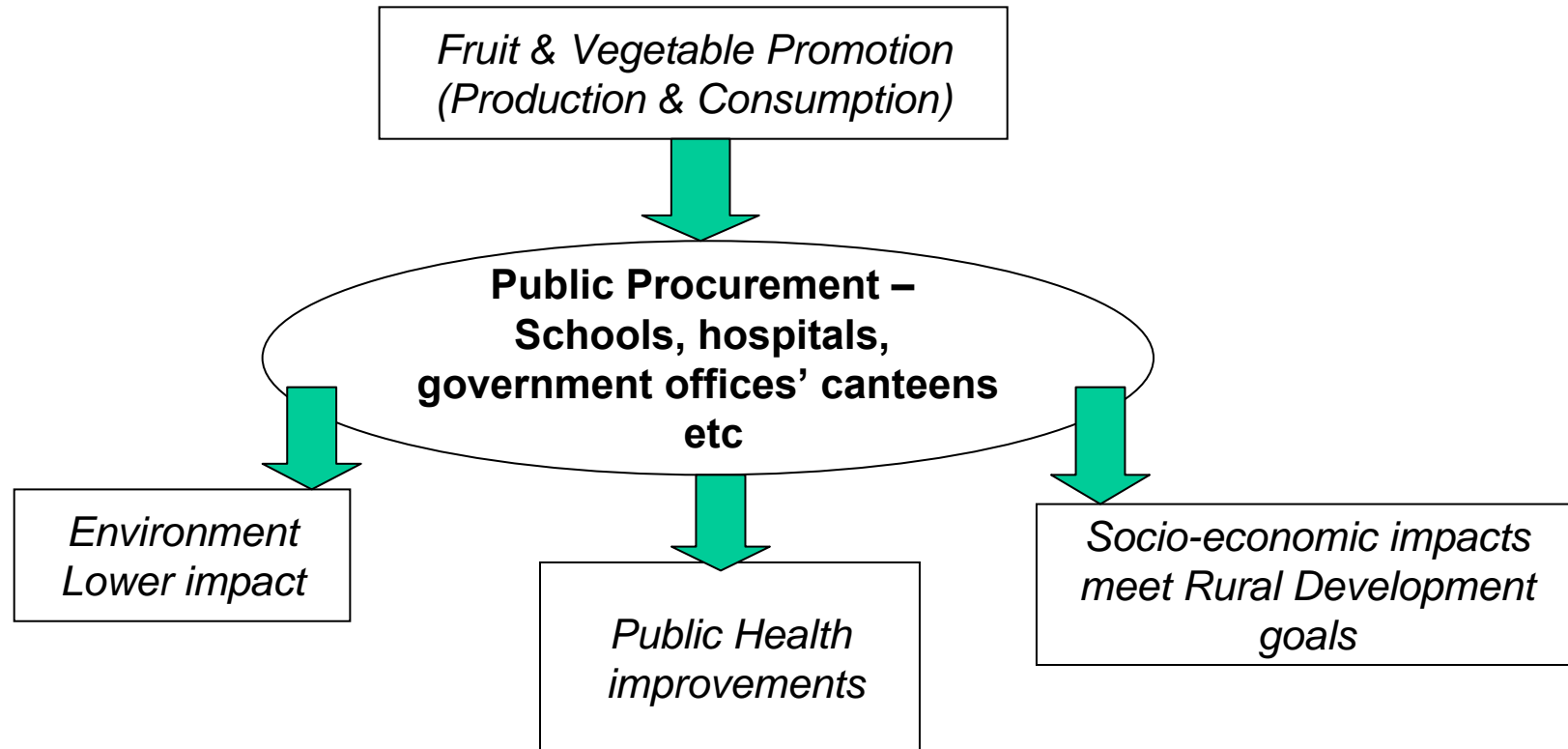
EU School Fruit Scheme (Reg. 13/2009)

- Suggests seasonality & environmental criteria in national strategy
- Decided at member state level
- Is there sufficient political weight e.g. in the UK?
- UK = estimated € 11m. But matching funding?
- Implementation: what do we know about existing public procurement initiatives?

EU Sustainable Development Strategy 2006

- Priority areas include:
 - Sustainable Consumption and Production (SCP)
 - Public Health: inc. obesity
 - Conservation and management of natural resources (e.g. biodiversity).
- SCP - Key role of “green public procurement”

Public Procurement as a policy tool



UK Public Procurement Policy

- £ 2 billion p.a.(50% spend in schools).
- 3.5 million meals per weekday
- Policy tension : best value v sustainable food
- Department for the Environment Food and Rural Affairs (Defra) advocate via Strategy for Sustainable Farming & Food →
- Public Sector Food Procurement Initiative (PSFPI) in 2003 (under Defra review and also audit from SDC)
- Govt. Sustainable Procurement Action Plan (2007)

UK School meals' initiatives

School food & meals and standards setting –
contested: also, sourcing of food & procurement:

- *Hungry for success* (Scotland) – 2002
- *Appetite for Life* (Wales) – 2006
- *Turning the Tables* (England) 2005 (School Meals Review Panel Report) :
 - *School Food Trust (05)* take it forward
 - *School food nutrition standards* process introduced (2006) - highly contested

Need to add on environmental criteria.

Implementation “Islands of good practice”

- *Sustain* project *Good Food on a Public Plate* – good practice dissemination (hospital, school, care home)
- Supply chain challenges in a fragmented procurement process →
- “Creative” procurement of “sustainable food.”
- e.g. cooking & seasonal menus with contract specifications & local supply sourcing
- e.g. Hubs & networks for small producers

CAP reform direction

- Agricultural support has switched from production → reward the *public goods* (multi-functional agriculture).
- *Public health* gain is *not included* amongst these public goods
- Supports are *de-coupled* from production and moved to rural development.
- Rural Development funding potential lever for the promotion of F & V

CAP reform re-direction?

- Current de-coupled aid – provide land in *Good Environmental & Agricultural Condition*
- *Cross compliance* with EU regulations for sustainability: e.g. environmental protection, animal welfare; food safety etc...
- But 2008 *CAP Health check* = some retrenchment
- *Article 68 (national envelope)*– aid to “stricken” sectors = production support

Conclusions... Policy advance

- Enter the policy window of opportunity
- Build coalition(s) at national level (s)
- BUT think broader and deeper about...
 - Link consumption to production via public health benefit and lower environmental impact
 - Sustainability focus to public procurement of food
 - Governance & operation of supply chains
 - Policy implementation on the ground & promote best practice