



# SUSTAINABLE FOOD PLAN

2015-2020



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## INTRODUCTION

Thirty million meals are served each year in the City and Department of Paris's 1,200 municipal restaurants (crèches, school canteens, child welfare establishments, secondary schools, municipal secondary schools, social reception centres, staff restaurants, retirement homes...).

The City of Paris has been implementing a policy for developing sustainable food in its municipal catering services since 2009, and is one of the pioneering cities in this field.

The actions undertaken so far have led to an increase from 7.4% organic food served in 2008 to 24.3% sustainable food (21.5% organic food) in 2013, making the Paris municipality one of the leading public purchasers of organic food in France, if not the actual leader.

Providing sustainable food in Paris's municipal catering services is a question of exemplarity and responsibility.

The City of Paris has set itself the target of serving 50% sustainable food in its municipal catering sector by 2020. Three indicators will be linked to this target, measuring the introduction of products derived from organic farming, of local seasonal products and finally of products with Label Rouge (Red Label), Marine Stewardship Council and "Pêche durable" (sustainable fishing) certification.

The role played by this food is three-fold:

- **Environmental**, since the production of sustainable food protects the environment, biodiversity, water, soil and natural resources, and maintains high standards of animal welfare.
- **Economic**, by restoring to peri-urban agriculture its function of local food supply and by contributing to rural development and supporting agricultural employment (given the same operating structure, organic farming employs 30% more labour than conventional farming). Furthermore, in a 2011 study, the General Commission on Sustainable Development (CGDD) places at between 1 and 1.5 billion euros per year the additional cost generated in France by agricultural pollution of water with surpluses of nitrogen and pesticides. Organic farming helps to prevent this pollution, while also protecting the health of farmers.
- **Social**, by helping to restore confidence between consumers and producers, and by helping to reduce food inequality, since it offers the more disadvantaged patrons of municipal catering access to quality local products.

However, the local sustainable agricultural supply chains are not yet sufficiently structured to supply the municipal catering sector, and they currently struggle to provide Paris's municipal restaurants with the volumes they require.

In addition, particularly due to the inadequacy of the current offer and to the product quality required, sustainable food carries additional costs (which have been estimated in France at an average of 19% of the cost of foodstuffs) which must be absorbed through purchasing strategies and optimisation of the catering operation.

Consequently, this draft sustainable food plan has three areas of focus:

- A first area of focus geared towards consolidating and structuring the demand from municipal catering, by providing managers with tools to assist them in the purchase of sustainable food, to build a procurement strategy, and to reduce both the financial and the environmental impacts of this catering sector;
- A second area of focus geared towards helping the local sustainable food supply chains to develop the necessary structure to meet the needs of the municipal catering sector;
- A third area of focus to promote discussion, communication and staff training.

## TARGET 50% SUSTAINABLE FOOD BY 2020

### THE 2020 GOALS

The target is to serve 50% sustainable food by 2020 in municipal and departmental catering facilities.

Three indicators will be linked to this target, measuring respectively the introduction of products derived from organic farming, of local seasonal products and finally of products with Label Rouge (Red Label), Marine Stewardship Council and "Pêche durable" (sustainable fishing) certification.

Furthermore, Paris's municipal and departmental catering services will respect **the commitments made by the Paris City Council**, namely:

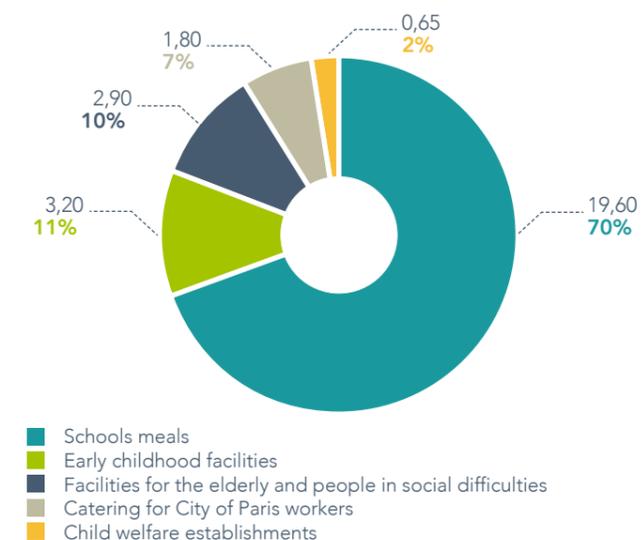
- 0 GM foods;
- 100% free-range eggs;
- 0 fish from deep-water fishing;
- 0 palm oil;
- Reduce meat products by 20%.

### SCOPE

These targets relate to all municipal restaurants governed by the City and the Department of Paris.

- Within school catering:
  - 721 sites managed by the Caisses des écoles (district education offices), consisting of 662 primary schools, 44 secondary schools, 12 municipal secondary schools and 3 schools of arts;
  - 40 secondary schools with independent catering services. NB: the 29 secondary schools operating as campuses and managed by the Île-de-France region are not included within the scope of the plan.
- Approximately 440 early childhood establishments managed by the Directorate of Families and Early Childhood (DFPE).
- 65 centres managed by the Centre for Social Action of the City of Paris (CASVP), which also operates home deliveries.
- 14 departmental establishments managed by the Directorate of Social Action, Childhood and Health (DASES).
- 21 administrative canteens (17) and Croq'Pouce snack outlets (4) managed by the Association for Social Action for the Staff of the City and and Department of Paris (ASPP).

Breakdown of the number of meals (equivalent to 6 components) served annually by operators in Paris's municipal catering services (in millions)



This represents a total of 30 million meals served annually

Of these 30 million meals<sup>1</sup> served annually, 69% relate to school meals.

Municipal catering services operate either through direct management (purchase of foodstuffs, preparation and distribution of meals) or by delegation to a service provider, according to varying degrees of involvement (public service delegation contracts, meal procurement contracts).

<sup>1</sup> This data is derived from the theoretical calculation of the number of 6-component meal equivalents served by Paris's municipal catering services. In fact, more meals were served since not all meals contain 6 components (starter, main course, accompaniment, cheese, dessert, bread). Therefore, within school meals alone, 22 million meals of 4 or 5 components are served per year.

## Sustainable food, food that provides objective guarantees of respect for the environment

We define “sustainable food” as foodstuffs that provide objective guarantees of respect for the environment, namely products certified as organic or produced by farms which are converting to organic farming, Label Rouge products, and foods certified by the Marine Stewardship Council (certified sustainable seafood) or by the national Pêche durable (sustainable fishing) ecolabel. These products are strictly regulated by national, European and international standards.

Due to the nature of the agricultural production areas and to the specific logistical features of the Paris Île-de-France region, the boundary for local supply has been set at the administrative boundary of the five regions bordering Île-de-France, according to their 2010 delineation.

The labels below are described in detail in the appendix.



The organic farming label, regulated by European framework regulation 834/2007 of 28 June 2007, guarantees that the certified food has been produced according to the best environmental practices, protecting biodiversity and natural resources and applying high standards of animal welfare.



The Label Rouge is an official mark of quality regulated by article L.641-1 of the Rural Code, attesting that the certified foodstuffs display characteristics confirming a high level of quality. Although first and foremost a qualitative label, it includes a number of environmental clauses (including clauses on animal welfare, maintenance of farms and integration of buildings into their surrounding environment).



The label MSC (Marine Stewardship Council) relates to seafood products. The certified fisheries and seafood companies seek to maintain fish stocks and to minimize the environmental impact of fishing.



The “Pêche durable” (sustainable fishing) label is a French public ecolabel for fishery products which came into existence in 2015.

Structuring demand and supply chains is essential to achieving 50% sustainable food

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## 1.1. PARIS'S MUNICIPAL CATERING SERVICES ALREADY VERY INVOLVED IN THE INTRODUCTION OF SUSTAINABLE FOOD

### 1.1.1. 24 managing bodies, 30 million meals and more than 1,200 restaurants: municipal and departmental catering services

Paris's municipal catering services encompass a very diverse set of realities, operations and purchases.



Catering for the various consumers is managed by separate bodies (Caisses des écoles, management boards, the Centre for Social Action, ASPP).

#### SCHOOL MEALS (20 CAISSES DES ECOLES AND LOCAL SCHOOL BOARDS)

The management of school catering (pre-schools, primary schools, some secondary schools and a few municipal secondary schools) is mainly the responsibility of the 20 Caisses des écoles, public bodies of an administrative nature.

These serve 22 million meals per year, or 69% of the total volume of Paris's municipal and departmental catering services.

Among the 20 Caisses des écoles:

- 13 work with a multi-vendor contract, purchasing through procurement contracts the foodstuffs needed for the meals they prepare. The contract is divided into lots by product category (8 to 19 lots depending on the Caisses);
- 3 work with a single supplier;
- 3 operate by purchasing meals;
- 1 operates through a public service delegation contract.

Regardless of the mode of management, the production of meals can be deferred in time and space, in one or several central kitchens operating by hot or cold transfer, or else carried out on site.

The Caisses des écoles offer organic products in their menus, which are ordered as required, either in a specific lot assigned to a generalist provider of "organic foodstuffs", or from their usual suppliers who offer a range of organic products in their catalogues. Some Caisses use both types of supply.

100% of Caisses des écoles have introduced at least one organic or labelled component per week, 72% at least one per day.

To compensate for the additional costs related to sustainable food, many Caisses des écoles have been working to reduce food waste, to optimise packaging and logistics, and to adjust the number of components to match requirements in some weekly menus.

The City of Paris has also signed with each Caisse a multi-annual agreement on objectives to improve the quality of school meals, in particular through the introduction of sustainable food components.

A quality grant is made available each year to support the achievement of these objectives.

#### EARLY CHILDHOOD FACILITIES (CENTRE FOR SOCIAL ACTION OF THE CITY OF PARIS)

The management of catering in Paris's municipal crèches is the responsibility of the Directorate of Families and Early Childhood (DFPE).

Early childhood facilities represent 3.2 million meals per year, or 10.7% of the total volume of Paris's municipal catering services, and approximately 440 facilities.

All meals are prepared within the establishments. Foodstuffs are currently supplied through a general supply contract drawn up by the Directorate's central services.

The service provider offers an 8-week schedule of menus ordered in advance by the establishment's management, as well as infant food products.

There is also a contract for baby milk. The early childhood contract contains specific quality issues (such as the fact that fish must be guaranteed boneless), which have an impact on the strategy for the introduction of sustainable food.

Since 2003, the contracts put in place have progressively integrated the supply of organic products, starting with potatoes, carrots, spinach, broccoli, some dairy products and frozen burgers.

Having pursued this approach to introducing benchmarks for organic and labelled products, the DFPE achieved 43.5% sustainable food in 2013. 80% of fruit and vegetables are organic (the DFPE only buys unprocessed produce). All lamb, veal and pork is Label Rouge or organic. Liquid eggs are organic.

#### FACILITIES FOR THE ELDERLY AND PEOPLE IN SOCIAL DIFFICULTIES (CENTRE FOR SOCIAL ACTION OF THE CITY OF PARIS)

Catering services specific to facilities for the care of the elderly and people in social difficulties are managed by the Centre for Social Action of the City of Paris (CASVP).

They serve 2.9 million meals per year, or 10% of the total volume of Paris's municipal catering services, with a total of 65 establishments.

These establishments provide 1, 2 or 3 meals per day. The CASVP manages 57 such restaurants (41 Emeraude restaurants, 11 residential care establishments, 5 accommodation and social rehabilitation centres), which are supplied with raw materials by a supplier selected via a centralised tender which determines the menus and delivers the raw materials to each kitchen.

The 8 other restaurants operate by delegated management with a common supplier.

In addition, the CASVP provides the home delivery of 100,000 meals per month to the elderly. This service is performed under contract by a service provider.

Organic foods have been introduced within set products, in particular starchy foods, within both modes of service.



**CATERING FOR CITY OF PARIS WORKERS** (ASSOCIATION FOR SOCIAL ACTION FOR THE STAFF OF THE CITY AND DEPARTMENT OF PARIS)

Catering for City of Paris workers is managed by the City and Department of Paris Staff Association (ASPP).

1.8 million meals are served per year, or 6% of the total volume of Paris's municipal catering services, in 17 restaurants seating 50 to 2,000 people and a snack sector with 4 Croq'Pouces.

The ASPP's purchases are governed by Ordinance no. 2005-649 of 6 June 2005 relating to contracts awarded by public or private persons not subject to the Public Procurement Code. The purchasing procedures are the same as those for public contracts.

Organic products are offered to customers on a daily basis. In the Croq'Pouces, the yoghurts, fruit compotes, salads, eggs and sandwiches are 100% organic. Palm oil was eliminated from the preparation of French fries in 2012. Fish caught in deep waters are no longer included in the menus. Panga has also been removed.

In 2012, the ASPP conducted a survey among its customers entitled "Organic food and you", which revealed that they appreciated the efforts made in terms of sustainable food, but were not prepared to pay more for organic products (only 5% said that they were prepared to do so).

**FACILITIES FOR YOUNG PEOPLE PLACED UNDER THE CARE OF CHILD WELFARE SERVICES IN DEPARTMENTAL ESTABLISHMENTS** (DIRECTORATE OF SOCIAL ACTION FOR CHILDREN AND HEALTH)

The departmental establishments are managed under the governance of the Directorate of Social Action, Childhood and Health (DASES).

The 14 establishments are located on 16 sites in Paris, the Paris region and the provinces. These accommodation centres are open 24 hours a day, 7 days a week and care for users from 0 to 21 years of age. They serve nearly one million meals per year.

Of the 16 sites:

- 1 site uses a licensed contract. The licensee company supplies and delivers the foodstuffs corresponding to the menus ordered by the establishment's catering service, and also provides specialised assistance to advise the catering staff on the preparation of meals in collaboration with a dietician.
- 1 site uses a cold transfer (cook-chill) contract which delivers midday and evening meals daily, as it does not have a production kitchen. The menus must offer at least 5 organic components each week.
- 1 site has entered into an agreement with the Caisse des écoles of the 20th arrondissement, which provides meals for young people from 18 months to 21 years of age.
- The remaining 13 purchase through contracts the foodstuffs needed for the meals they prepare (fruit and vegetables, dairy products, frozen and grocery products, and drinks).



The contracts must offer products derived from organic farming.

Other purchases (bread, meat and fresh fish) are made locally by the institutions themselves.

Contracts for supplies of foodstuffs to municipal and departmental catering services represent in total over 60 million euros per year.

**1.1.2. 24.3% sustainable food in 2013**

Since 2009, the City of Paris has committed its municipal catering services to serving more sustainable food by developing an initial action programme.

**THE ACTION PROGRAMME PUT IN PLACE TO ACHIEVE 30% SUSTAINABLE FOOD BY 2014**

This programme comprised **three operational areas of focus broken down into 13 actions.**

- One area of focus was geared towards consolidating and structuring the demand of Paris's municipal catering services, by providing managers with tools to assist them in the ordering process (guide to ordering organic and seasonal products, study on a Central Purchasing Body, carbon footprint assessment for the municipal catering sector, study on rationalising logistics);
- One area of focus consisted of helping the supply sector to become structured (support for initiatives relating to agricultural land, development of organic farming in Eau de Paris (the public water utility catchment areas...));
- A final area of focus was devoted to training and communication (staff training, a collaborative computer area, public awareness-raising, communication with supply channels and other institutions).

Between 2009, when the programme was drawn up, and 2014, all of the planned actions were implemented.

**THE RESULTS: 24.3% SUSTAINABLE FOOD IN 2013**

The actions undertaken since 2008 helped to increase the share of sustainable food in Paris's municipal and departmental catering services to 24.3% by volume, and that of organic food to 21.5% (against an average of 2.4% organic in France).

For crèches, the volume share of sustainable food was 43.5%.

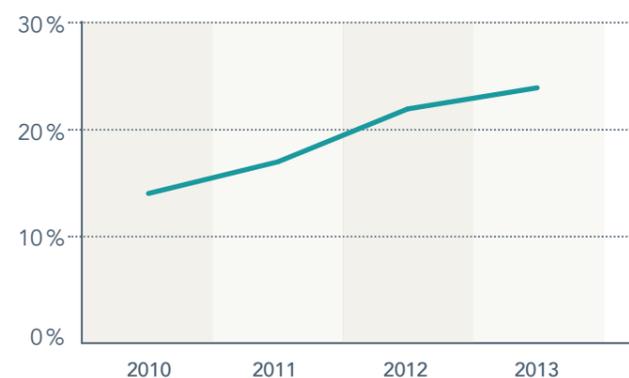
It was 24.4% by volume for primary schools.

In 2013, 50% of managers in Paris's municipal catering services exceeded 20% sustainable food by volume, and 25% exceeded the target of 30% which had been set in the previous sustainable food programme.



## SHARE OF SUSTAINABLE FOOD BY MEAL COMPONENT AND BY OPERATOR

### Progression in the total share of sustainable food



► The share of sustainable food in Paris's municipal catering services experienced constant growth between 2010 and 2013, rising from 14% to 24.3%.

Following a strong increase from 2011 to 2012, growth slowed from 2012 to 2013. Actions leading to rapid improvement were implemented; it is vital that the levers for further progress are now identified.

► The progression in the share of organic food followed that of sustainable food, rising from 6.4% by volume in 2008 to 21.5% in 2013, representing growth of 15.1 points.

### Progression in the total share of organic food by volume and value<sup>2</sup>



### Progression in the total share of labels (MSC, Label Rouge) by volume and value



► Labelled products experienced less growth than organic foods, which were the focus of most of the effort relating to sustainable food. They represented 2.8% of food in 2013.

The significant gap between the volume share and the value share illustrates the high cost of labelled products, which may be one of the factors contributing to their low share of the total for sustainable food.

The fact that they are still limited to protein foods is another contributory factor.

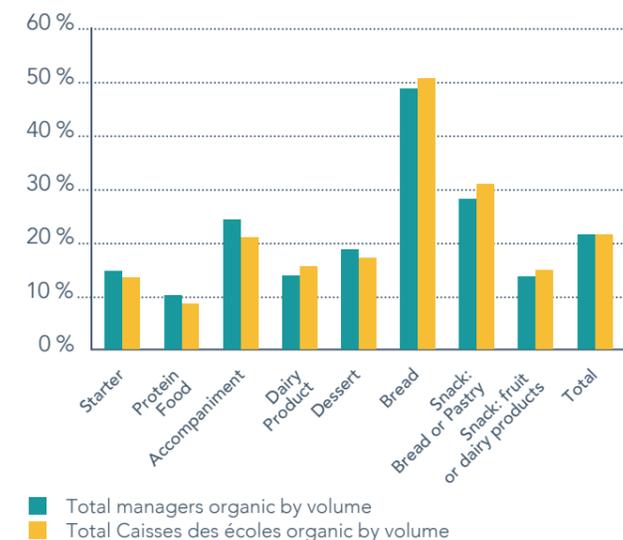
► 51% of the bread served is organic.

As the Pain Bio Île-de-France chain is well-structured to serve the municipal catering sector, the introduction of organic bread was one of the first actions taken by municipal catering managers.

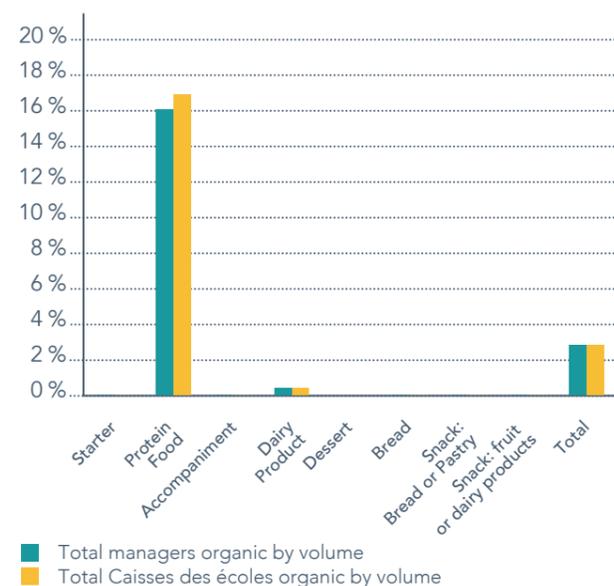
There is a predominance of organic products within fresh fruit, fresh and frozen vegetables, starchy foods and dairy products.

Meat, fish and poultry are less prevalent as organic products (10% of protein foods), partly because they are more likely to carry Label Rouge or MSC labels than organic labels, and partly because the price difference is most noticeable in this sector.

### Share of organic food by meal component



### Share of Label Rouge and MSC labels by meal component



► 16% of protein foods were labelled.

► In overall terms, school meals achieved a share of 24.4% sustainable food.

► Crèches alone integrated 43.5% sustainable food.

<sup>2</sup> The volume share is the number of meal components (starter, main course...) containing organic food as a proportion of the total number of meal components. The value share is the sum in euros spent on organic foodstuffs as a proportion of the total value of foodstuff purchases.

### 1.1.3. Going further: the difficulties encountered

In order to introduce food derived from organic farming into meals, managers start with the most readily-available products, for which the agri-food supply sector is well-structured, and which are the least costly.

With the increase in the share of organic food, they must focus on other foodstuffs, which are less readily available because they derive from less well-structured agricultural sectors.

Therefore, they may encounter more difficulties as they move forward over time.

#### THE EXTRA COST

The extra cost is variable between operators, but very real. It is difficult to assess precisely. Nationally, 80% of the establishments that have introduced organic products report an **average additional cost of 19%**.

70% have tried to reduce this extra cost by:

- reducing waste (88%);
- working on food education (66 %);
- replacing some products by other, less expensive ones (65%);
- setting up local partnerships (63%);
- grouping purchases (62%).

#### DIFFICULTIES IN SOURCING LOCAL PRODUCTS

Two concepts are often confused:

- Geographical proximity (a limited distance between the production site and the place of sale);
- A short supply chain (a limited number of intermediaries between the producer and the consumer). The Public Procurement Code defines short supply chains as having a maximum of one intermediary.

Sourcing of local products is hindered by several obstacles:

- Although the regulatory context favours short supply chains, defined as a limited number of intermediaries, the Public Procurement Code forbids the use of geographical origin criteria in specifications. Nevertheless, some specific requirements (for product freshness and seasonal products, for example) can work in favour of local producers in their response to calls for tenders.
- The logistical capabilities of small local producers are not often compatible with the constraints of municipal catering (number of delivery points, volumes, frequency). Therefore, the operators most present in the supply chains are often wholesalers, who have sufficient logistical capabilities. Producer-to-plate logistics comprise a significant proportion of the cost price of a meal (estimated at 15 to 20%). Freight and deliveries are responsible for up to 5% of the greenhouse gas emissions of municipal catering, which stand at 2,950 tonnes of CO2 equivalent per year for Paris's municipal catering services.
- The low availability of local supply can lead to problems relating to breaks in supply, and to packaging, grading, appearance and non-conformity to the order.

The municipal catering sector's ability to fulfil its sustainable food requirements is therefore highly dependent on the availability and structuring of the supply.

What are these in Île-de-France and its neighbouring regions?

## 1.2. ÎLE-DE-FRANCE AND NEIGHBOURING REGIONS: BREADBASKET AREAS?



### ► Île-de France, an agricultural region?

As a result of land pressure, developments in transport and in new storage methods, and urban competition in the employment market, livestock breeding and market gardening have declined in Île-de-France, **agriculture has become centred on main cereal crops and the utilised agricultural land has decreased.**

1,900 ha of fields and meadows disappear each year. As a result, the area dedicated to agriculture dropped below the 50% mark in Île-de-France in 2013, to 48%. The shrinking of agricultural land and the disappearance of livestock farms deplete the soil and threaten its fertility.

The number of farms fell by two-thirds between 1970 and 2010. This decline in numbers was also due to the expansion of farms: their average size increased from 46 to 113 hectares over the same period.

**Although agri-food businesses are very much in evidence in Île-de-France, the same is not true of collection and processing organisations.** For example, the region no longer has a processing industry for field vegetables and now has only 5 dairies or cheese dairies and only a few conventional abattoirs (just 2 for cattle).

However, there are still 23 mills in Île-de-France, which makes this region **France's leading producer of flour**, producing 700,000 tonnes of soft wheat flour in 2012.

Although Île-de-France is first and foremost a "breadbasket area" and only experiences a few days of food autonomy, the quality of its land and the proximity of Parisian consumers make it a region with great potential.



### 1.2.1. Sustainable food supply chains in Île-de-France and neighbouring regions currently too unstructured

#### THE DIFFICULTIES OF ORGANISING ORGANIC SUPPLY CHAINS



The "Ambition bio 2017" programme aims to bring new impetus to the balanced development of organic agricultural supply chains in every region.

The State-Region organic plan for the 2014-2020 period has the following objectives:

- To triple the area used for organic farming between 2012 and 2020;
- To encourage conversions to organic farming;
- To develop tools for the collective structuring of supply chains to support the development in local organic products (processing, storage, logistics, distribution/marketing);
- To encourage the introduction of local, and particularly organic, products in municipal catering services;
- To retain the priority for organic farms in the management of land acquired by Île-de-France's Green Spaces Agency (AEV).

Nevertheless, apart from the Bourgogne region, which ranks 9th in France for its proportion of utilised agricultural area farmed organically, a relatively low proportion of utilised agricultural surface area is devoted to organic farming in the regions bordering Île-de-France.



At the end of 2014, organic farming in Île-de-France represented 9,445 ha (organic and in the process of conversion), or only 1.6% of the region's utilised agricultural surface area. Île-de-France and its 5 neighbouring regions contained a total of 132,643 ha of land farmed organically or in the process of conversion.

Although Ile-de-France alone is not capable of fulfilling the demand for sustainable food from Paris's municipal and departmental catering sector to the target level of 50%, the volumes produced in the neighbouring regions (with the exception of fruit and vegetables) are sufficient to supply Paris's municipal restaurants on this basis.

However, in order to meet the growing demand from multiple operators, the development of the supply chain serving municipal catering services, which is as yet not adequately structured, will need to be supported.

The downstream structures are not yet in place to enable producers to promote their products as certified organic produce.

#### ► Conversion costs

During the conversion period, organic farmers cannot sell their produce under the AB (organic farming) label. During this period they therefore suffer **considerable financial uncertainty**. In the following years, they still bear the additional costs of investment in mechanical weeding and storage equipment, which are difficult to share due to the isolation of the farmers.

#### ► The municipal catering sector considered an unreliable market

Producers consider this market to be **not sufficiently lucrative, and very competitive**. The required frequency of delivery and the high number of delivery points call for a level of logistical organisation that the small local producers cannot achieve.

Therefore, the distribution of organic products in Île-de-France is mainly geared towards large retailers and specialist outlets. Direct sales, whether via Île-de-France's 260 AMAPs (Associations for the Preservation of Local Farming) or through farm gate sales (for 40% of farms), also represent a substantial sales channel, which is more financially rewarding for the producer.

Therefore, municipal catering services are not currently the preferred market of Île-de-France farmers, particularly since few local farmers have the processing facilities necessary for products used in municipal catering (such as washed, peeled and trimmed vegetables). Only 34% of farms process foods themselves, primarily products for personal consumption.

The landscape of organic farming in Île-de-France comprises individual producers who do not belong to producer groups, who produce small volumes, and who currently prefer to market their products via short supply chains and direct sales.

#### THE ARABLE CROP SECTOR (BREAD): THE MOST DEVELOPED ORGANIC SECTOR

The Pain Bio Île-de-France chain launched by Île-de-France's Organic Farmers' Group (GAB) is the most-developed network in terms of meeting the needs of the municipal catering sector. It already supplies some of Paris's municipal restaurants.



#### ► Output

Arable crops (cereals, oilseed crops and pulses) are the largest organic product by area (59% of the utilised surface area farmed organically in Île-de-France, or 5,262 ha and 30% of certified farms, 16,092 ha in Bourgogne and 13,532 ha in the Centre region).

For example, in volume terms, the Île-de-France region alone produced an estimated 6,080 tonnes of wheat and 2,309 tonnes of organic corn in 2012.<sup>3</sup>

#### ► The structure of the sector

There are numerous cooperatives (10 in total, 3 of which are involved exclusively in the collection of organic products), businesses and bakeries in Île-de-France. The organic cereals sector is well-structured. The Pain Bio Île-de-France chain brings together many operators from both upstream and downstream, including 3 of the Île-de-France region's 4 mixed mills (organic and conventional). This sector produced more than 200 tonnes of bread in 2014.

<sup>3</sup> Observatoire régional de l'agriculture biologique en Île-de-France, édition actualisée Automne 2013, chiffres établis à fin 2012



### THE VEGETABLE SECTOR: PRODUCTION IS DYNAMIC, BUT THE SECTOR IS NOT WELL-STRUCTURED

**90% of produce from organic market gardening is sold via direct sales.** Processing facilities are still very scarce, despite the fact that the municipal catering sector mainly requires 4th and 5th range products (washed, peeled and cut vegetables).

There is genuine potential for development in open field vegetables and pulses, which could be sold into the municipal catering sector if processing facilities were put in place.

#### ► Output

In 2013, 97 farms (just under 45% of the region's organic farms) were producing organic vegetables in Île-de-France, on 5% of the total area (487 ha). It follows that these are small farms, averaging 5 ha. The Centre region ranks 6th in France for the production of organic vegetables (1,085 ha), and 2nd for the production of organic potatoes.

In 2012, organic vegetable production in Île-de-France was broken down as follows:

- 78 diversified market gardening operations (a variety of vegetables grown in adjacent beds on relatively small areas), covering 279 ha.
- 21 open field vegetable operations (vegetables grown

on a relatively large plot over a whole growing season), covering 67 ha. The main organic products of the Île-de-France region are potatoes, asparagus, onions and carrots.

- 14 operations producing pulses (primarily lentils and dry beans), covering 94 ha.

#### ► The structure of the sector

The vegetable sector is very unstructured. 90% of Île-de-France's organic market garden produce is marketed through direct sales (farm gate sales, markets, vegetable boxes). Approximately 50% of the volume produced in Île-de-France is sold through the AMAPs alone.

Nevertheless, some Île-de-France producers have chosen to sell to the municipal catering sector, and have joined the Organic Producers' Economic Organisation (OEPB) "Île-de-France Organic Farms".

### THE FRUIT SECTOR: A SHORTAGE OF LOCAL PRODUCTION

The supply of fruit available in and near Île-de-France is insufficient, with the exception of apples and pears which are already supplied to some of Paris's municipal catering services.

Fruit farming represents **2% of Île-de-France's organically farmed area** (17 farms covering 163 ha). These are small operations where fruit farming is not the primary activity.

**Apples and pears** are the main crops grown, while plums, peaches and cherries are also produced in smaller quantities. Small fruits (strawberries, raspberries and blueberries) and rhubarb are also grown<sup>4</sup>.

#### Number and area of organic producers of the main arboricultural crops in Île-de-France

Production	Organic and converting areas	Number of farms
Cider and juice apples	20 ha	8
Table apples	17 ha	10
Pears	17 ha	8
Plums	4 ha	8
Cherries	3 ha	3
Peaches	2 ha	3

In 2013, the Centre region harvested 1,100 tonnes of organic table apples. The Centre and Haute-Normandie regions use approximately 300 ha for fruit production.

However, **like Île-de-France, the neighbouring regions rank very low among France's fruit growing regions.** By way of comparison, the Provence Alpes Côte d'Azur region, France's leading region for fruit production, has a cultivated area of 4,400 ha<sup>5</sup>.

#### ► The structure of the sector

"Île-de-France Organic Farms" is involved in establishing a fruit supply chain for the municipal catering sector, as it is for vegetables.

150 tonnes of fruit were marketed by the group during 2014, mainly apples and pears, and including 100 tonnes of apples supplied by the neighbouring regions due to poor harvests in Île-de-France that year<sup>6</sup>.

### ANIMAL PRODUCTS: ORGANIC MILK IS POORLY MARKETED, WHILE ORGANIC MEAT PRODUCTION IS VERY LIMITED

The lack of structure in the dairy product and egg sectors is preventing the successful commercial development of what is a relatively large output. The production of organic meat and fish is less developed than that of labelled products. The supply chains are well-structured, but the cost of the products is the major obstacle.

#### ► Organic suppliers

There were 22 livestock farms in the Île-de-France region in 2014, representing 11% of the region's organic farms, and mainly located in Seine-et-Marne and Yvelines<sup>7</sup>.

At the end of 2012 these livestock farms comprised the following:

#### • Laying hens

There were **8 organic producers** in the region. 2.7 million organic eggs were produced per year, with 90% of the output coming from 3 producers. They were using a packaging centre, enabling them to sell to distributors, specialist shops and supermarkets. As the eggs produced were "shell eggs", they could not be supplied to municipal catering services for children (as health regulations advise the use of liquid eggs packaged in containers). The Centre and Picardie regions had approximately 30 certified farms in this sector<sup>8</sup>.

#### • Poultry for meat production

The Île-de-France region had 3 organic poultry farms, which produced 7,100 birds in 2012 (chickens, capons and fattened hens or "pouardes"). The Centre and Picardie regions had approximately 20 poultry farms.



<sup>5</sup> "Organic farming in the territories, regional fact sheets" 2014, Agence Bio

<sup>6</sup> "Organic production and processing in Île-de-France", 11 December 2014, GABIF

<sup>7</sup> Regional Observatory for Organic Farming in Île-de-France, provisional edition - 1st short version, figures compiled to 31 December 2013

<sup>8</sup> Organic farming in the territories, regional fact sheets» 2014, Agence Bio



#### • Dairy cattle

There were **4 dairy farms** (with 315 dairy cattle) in Île-de-France, all in Brie Laitière (Seine-et-Marne), which produced **1.06 million litres** in 2012. The milk sector is well-structured nationally.

The leading organic operator is BIOLAIT, which is established in the neighbouring regions but not within Île-de-France itself. Consequently, **only 6% of Île-de-France's organically produced milk is sold as such** (96,000 litres).

The issue of milk collection is key to the commercial development of the organic milk produced in Île-de-France. In 2015, GAB and Biolait, in conjunction with the Regional Livestock Institution, initiated a process for structuring organic milk collection.

#### • Suckler cows

Île-de-France had **4 suckler cow farms** using organic farming methods. **Approximately 100 organic veal calves** were produced in Île-de-France each year. The Bourgogne region was ranked 5th in France in terms of numbers of suckler cows (7,150 head in 2012).

#### • Sheep, goats and pigs

There were 9 organic farms in Île-de-France, marketing the bulk of their production through farm gate or AMAP sales.

There were no organic pig farms in the Île-de-France region, while there were 17 in Bourgogne and 16 in the Centre region, with 705 and 500 head respectively. The production of organic meat is very limited.

#### ▶ Local Label Rouge production

On average, fewer than 10% of the farms within Île-de-France and its neighbouring regions have Label Rouge certification. There are 8 Label Rouge farms in Île-de-France, mainly in the poultry sector<sup>9</sup>

## 1.2.2. The future structuring of supply to municipal catering services

Although the current local organic offering is still insufficiently structured to meet the City of Paris's sustainable food targets for 2020 in full, the strengthening of the dialogue between supply and demand, particularly in the context of the City's work in this area, has led to a greater awareness among the operators in the supply chain of the potential of the municipal catering sector as a market. There is a steady increase in plans for pooling resources and for processing facilities.

### PRACTICAL ASPECTS OF THE STRUCTURING OF SUPPLY TO MUNICIPAL CATERING SERVICES IN ÎLE-DE-FRANCE AND NEIGHBOURING REGIONS<sup>10</sup>

#### ▶ The Organic Producers' Economic Organisations (OEPB)<sup>11</sup>

The OEPBs are organic farmers' associations.

Their purpose is to formulate a plan for marketing members' produce. To this end, the OEPBs work to further the development of organic farming, and focus on establishing stable markets and profitable prices for producers, while ensuring fair prices for consumers.

In order to guarantee the stability of the markets, the OEPBs bring together all of the stakeholders in the supply chain, thereby contributing to the structuring of organic channels.

#### ▶ A cooperative solution for regional supply: Île-de-France Organic Farms



27 farmers from the Île-de-France Organic Farmers Association have formed an association with the aim of structuring the supply of organic produce in Île-de-France. Their aim is to bring together the regional organic offering to the municipal catering sector and specialist shops under the name of "Île-de-France Organic Farms."

The association offers a supply of local seasonal organic products, and supplies the municipal catering sector with local raw and 4th range vegetables, fruit, yoghurt and bread. Deliveries are made from the centralised distribution hub of Rungis or directly from the nearest organic producers.

#### ▶ The Flins vegetable processing plant and Sigy Farm: processing facilities are already committed

Established in 2012, the Flins vegetable processing plant is entirely dedicated to the municipal catering sector. It supplies restaurants with ready-to-use vegetables and vegetable products meeting 4th and 5th range requirements (raw, ready-to-use agricultural products and preparations, and cooked, vacuum-packed, pasteurised or sterilised ready-to-use agricultural products).

Sigy Farm is a traditional processor of dairy products in Seine-et-Marne, which brought 100% organic Île-de-France dairy yoghurts to market in 2014.

#### ▶ A cooperative involving all stakeholders in the organic food supply chain: Bio Île-de-France Cooperative

Established in September 2014, the collective interest cooperative company (SCIC) "Bio Île-de-France Cooperative" brings together 32 organisations, including 27 organic farms, with the aim of creating a complete supply chain by focusing on processing and distribution as well as production.

To maintain and perpetuate the activity of Île-de-France's organic producers, it will help to consolidate their sales channels through sales contracts and planning. It hopes to establish shared product processing facilities, starting with facilities for freezing. Finally, to simplify distribution, the SCIC intends to bring all the products together on one site to facilitate bulk shipments. The municipal catering sector is the first channel targeted by the Bio Île-de-France Cooperative.

#### ▶ Developing organic farming in Eau de Paris catchment areas



Half of the resources on which Paris relies for its supply of drinking water consist of underground reservoirs, located 100/150 km from the capital in Seine-et-Marne, Yonne, Aube, Eure-et-Loir and Eure. Within the 200,000 ha supplied by these water sources, Eau de Paris, the service responsible for the capital's water supply, is pursuing a strategy to protect the water resource which includes working with farmers to change their practice. The extension of the organically-farmed area is one part of this strategy. Currently, nearly

<sup>10</sup> Organic production and processing in Île-de-France» 11 December 2014 GABIF

<sup>11</sup> devlocalbio.org , document portal «Organic Farming and Local Development» <http://www.devlocalbio.org/wp-content/uploads/2014/07/fiche-Filie%CC%80res-8pBD.pdf>

2,000 ha are being farmed organically or are in the process of conversion in three pilot catchment areas (AACs). Of these, as a direct result of Eau de Paris's work, the Vanne valley water source catchment has recorded the strongest growth: it has seen a six-fold increase in area in 6 years, reaching 1,632 ha in 2014, which makes it France's largest organic farming area within a catchment area.

Eau de Paris provides agronomical and technical support to farmers (before, during and after conversion), financial assistance from the national Rural Water Development Plan (PDRH) to encourage conversion, and work on supply chains and sales channels, as well as local experimental plots.

Alongside this, Eau de Paris has been pursuing a policy of agricultural land acquisition since 1995 in zones strategic to the protection of water resources. A key objective is to preserve current agricultural activity while promoting the development of organic farming and the retention of grassland. 400 ha have been acquired to date. A small proportion of this area has been incorporated into the areas under immediate protection within the catchments, which prevents its use for cultivation. Nevertheless, the most recent acquisitions have led to the setting up of environmental agricultural tenancies, and 271 ha are either farmed organically (174 ha) or maintained as grassland in this way by a total of 20 farmers.

► **Software and websites supporting producers' platforms<sup>12</sup>**

The National Federation of Organic Farming (FNAB) has created a network of 26 platforms, aimed at facilitating the

## 1.3. CONCLUSION TO THE REVIEW OF THE CURRENT SITUATION

To achieve the target of 50% sustainable food in Paris's municipal catering services, in light of the current sustainable food offering in Île-de-France and its five neighbouring regions, it will be necessary to:

- mobilise the various stakeholders and increase their awareness, to increase the attractiveness of municipal catering as a market (particularly for fresh fruit and vegetables);
- accelerate the structuring of supply chains;
- support the organisation of the supply sector to meet the needs of municipal catering, particularly regarding vegetables, to ensure the quality and regularity of supply;

processes that will allow local organic food to be eaten in municipal restaurants. Most of these platforms use the "Panier Local (Local Basket)" software tool, which was awarded the Innavbio prize in 2013. This is a commercial management service, from customer order through to the producer's accounting process.



15 of these organic producer platforms have come together within the independent association "Manger Bio Ici et Maintenant" (Eat Organically Here and Now), which aims to professionalise the whole network and to share good practice.

► **Review of the current situation in order to develop supply chains: the "LPC" plan<sup>13</sup>**

In order to further the development of the organic open field vegetable supply chain in the large cereal-producing regions, a review of the current situation was conducted in the Nord-Pas de Calais, Picardie, Centre, Auvergne, Bourgogne and Champagne-Ardenne regions.

The results of this review will contribute to the formulation of a development strategy for the organic open field vegetable supply chain, which will be appropriate to each of the regions concerned.

- mobilise stakeholders in the processing industry;
- carry out substantial work on the logistics of Paris's municipal catering sector.

This analysis is the basis for the collective development of the 2015-2020 sustainable food action plan.

<sup>12</sup> <http://alimentation.gouv.fr/reseau-fnab>, <http://www.restaurationbio.org>

<sup>13</sup> [devocalbio.org](http://devocalbio.org), document portal «Organic Farming and Local Development» <http://www.devocalbio.org/wp-content/uploads/2014/07/fiche-Filie%CC%80res-8pBD.pdf>



## 2.1. THE CONSULTATION PROCESS



The action plan was jointly developed by the managers of the City and Department of Paris's municipal catering services, the support services, users, institutions involved in the local agricultural supply chains, and stakeholders in the sustainable food supply sector, in the light of the review of the current situation.

This consultation phase took place from the end of December 2014 to 13 February 2015.

The issues submitted to consultation were grouped into 3 areas, broken down into 12 workshops.

<p>Changing practice in municipal catering to promote sustainable food</p>	<p>Aligning supply and demand, reconciling organic, labelled and local offerings</p>	<p>Sharing, pooling and standardising modes of operation</p>
<p><b>Workshop 1:</b> strategy for introducing sustainable food, traceability, purchasing practices</p> <p><b>Workshop 2:</b> raising awareness among and training staff, educating patrons, promoting sustainable food</p>	<p><b>Workshop 3:</b> the fruit and vegetable sector</p> <p><b>Workshop 4:</b> the grocery sectors - starchy foods - bread - dairy products - eggs</p> <p><b>Workshop 5:</b> the meat sector - poultry - fish</p>	<p><b>Workshop 6:</b> purchasing and supplier associations, logistical platforms</p> <p><b>Workshop 7:</b> coordination between stakeholders and sharing good practice</p>

+ 1 workshop for Deputy Mayors and officials at arrondissement level  
 + 4 operational workshops to determine concrete procedures for implementing the proposed actions



## 2.2. THE PLAN

The 2015-2020 action plan for sustainable food is broken down as follows:

### 1<sup>st</sup> area of focus - Consolidate and structure the demand from municipal catering services

#### FORMULATE A "SUSTAINABLE FOOD" PURCHASING STRATEGY

- Action 1 Experiment with order grouping
- Action 2 Produce a good practice handbook
- Action 3 Produce an "A to Z of sustainable main course" handbook
- Action 4 Improve understanding of the overall cost of a meal

#### REDUCE THE ENVIRONMENTAL IMPACT OF MUNICIPAL CATERING

- Action 5 Reduce the number of delivery points in municipal catering services
- Action 6 Suggest environmental clauses and criteria for logistics
- Action 7 Update the assessment of municipal catering services' carbon footprint
- Action 8 Implement the recommendations for reducing food waste

### 2<sup>nd</sup> area of focus - Support the development of local sustainable food supply chains for the municipal catering sector

- Action 9 Improve identification of the provenance of foodstuffs
- Action 10 Research and establish an organised interface between supply and demand
- Action 11 Extend organic farming in Eau de Paris catchment areas
- Action 12 Assess the benefits and feasibility of membership of the Bio Île-de-France Cooperative
- Action 13 Participate in constructing a local "organic and free-range egg products" supply chain

### 3<sup>rd</sup> area of focus - Discussion, communication and training

- Action 14 Assess the benefits of certification for sustainable food in municipal catering services
- Action 15 Create a comprehensive programme of training in sustainable food
- Action 16 Set up trade focus groups
- Action 17 Set up a Caisses des écoles club
- Action 18 Propose standardisation of communications on sustainable food

### 1<sup>st</sup> area of focus - Consolidate and structure the demand from municipal catering services

In view of the current insufficient availability of sustainable food, the demand should be consolidated and structured, to make it more attractive compared to other markets, and to facilitate the purchasing process for managers. Furthermore, optimising operations within municipal catering, particularly in its logistical element, will pave the way for the financial flexibility needed to finance the improvement in quality of the food served.

#### FORMULATE A "SUSTAINABLE FOOD" PURCHASING STRATEGY

##### Action 1

Experiment with order grouping

OBJECTIVE	
To develop an approach to purchasing using grouped orders in order to minimise the cost of purchasing higher quality sustainable food and, at the same time, to facilitate the response of local sustainable food producers to calls for tender.	
DESCRIPTION	
Food purchasing for municipal and departmental catering services is the responsibility of several different bodies (Caisses des écoles, management boards...).	
Order grouping will: <ul style="list-style-type: none"> <li>• make the demand from municipal catering services more visible to the supply chain;</li> <li>• optimise costs, particularly for small operators, by grouping the quantities ordered;</li> <li>• optimise the management of procurement and standardise levels of expertise.</li> </ul>	
A number of Caisses des écoles have carried out preliminary trials of order grouping: <ul style="list-style-type: none"> <li>• grouped orders for cleaning products among 5 Caisses (1st, 2nd, 4th, 7th and 9th arrondissements);</li> <li>• a combined lot of conventional and sustainable fruit and vegetables among the Caisses des écoles in the 11th and 4th arrondissements;</li> <li>• collaboration between the Caisses des écoles in the 10th and 4th arrondissements for some orders.</li> </ul> This action involves a formal process of detailed feedback on the initiatives already embarked upon, in order to assess the potential for applying these groupings to other products and with other managers. In light of this feedback, further order groupings may be implemented as appropriate.	
POTENTIAL TARGET AUDIENCES	
Purchasing managers in Caisses des écoles and the various bodies responsible for municipal catering services.	
CRITICAL SUCCESS FACTOR	INDICATORS
Measure the savings and evaluate the purchasing process.	Number of groupings established. Savings made on foodstuff purchase costs for each grouping.

Expected benefit (in addition to the increased share of sustainable food): optimisation of foodstuff purchasing costs.

## Action 2

Produce a good practice handbook

OBJECTIVE	
To share good practice in the purchase and introduction of sustainable food.	
DESCRIPTION	
<p>In the first instance, this action involves identifying existing good practice in the purchase and introduction of sustainable food (specifications, division into lots, menu planning and kitchen practice) by gathering information from municipal catering managers.</p> <p>This information on good practice will then be brought together in an operational instruction handbook, distributed to all managers.</p>	
POTENTIAL TARGET AUDIENCES	
All Paris's municipal catering managers.	

CRITICAL SUCCESS FACTOR	INDICATOR
Demonstrate good practice by publishing operators' own accounts; more informal contact between operators may also be established.	Distribution of the handbook.

**Expected benefit (in addition to the increased share of sustainable food):** optimisation of foodstuff purchasing costs.

## Action 3

Produce an "A to Z of sustainable main course" handbook

OBJECTIVE	
To help managers to meet the Paris City Council's commitments regarding main courses (50% sustainable food, 20% reduction in the share of meat products, 0 fish from deep sea fishing, 100% free-range eggs), by producing a handbook answering all potential questions on the production of these foods.	
DESCRIPTION	
<p>A handbook will be produced and made available to managers, offering them:</p> <ul style="list-style-type: none"> <li>• Advice, recipes etc to support them in offering dishes based on vegetable proteins more frequently;</li> <li>• In the case of animal protein courses, resources to support their decision-making when choosing between labels according to product type (organic, Label Rouge or MSC) and when formulating purchasing strategies according to the specific characteristics of the products or components (raw material yields, work on specifications, cost management);</li> <li>• Specifically for fish, access to the list of prohibited deep sea fish species, and resources to support the choice between the various types of fish available according to recommendations for protecting species.</li> </ul> <p>The handbook will offer two levels of detail: a simple summary offering strategic advice, and more detailed information by product type.</p>	
POTENTIAL TARGET AUDIENCES	
All Paris's municipal catering managers.	

CRITICAL SUCCESS FACTORS	INDICATORS
<p>A handbook clarifying without obligation the free choice available to operators.</p> <p>Careful analysis of the factors to be considered for each product.</p>	<p>An information meeting about distribution of the handbook.</p> <p>The proportion of managers achieving the target of a 20% reduction in the share of meat products.</p>

**Expected benefit (in addition to the increased share of sustainable food):** optimisation of foodstuff purchasing costs.

### Action 4

Improve understanding of the overall cost of a meal

OBJECTIVE	
Full awareness of the component costs of the price of a meal will help identify potential ways of optimising flexibility to support the increase in the share of sustainable food.	
DESCRIPTION	
<p>This action is broken down into 4 stages.</p> <ol style="list-style-type: none"> <li>1. Quantify the overall cost of a meal for one test organisation for each mode of management. As a result, an initial cost breakdown can be established and measurement criteria which may be common to all operators can be defined.</li> <li>2. Assess the benefit of introducing cost accounting to differentiate direct and indirect costs, in order to highlight the proportion of costs related to delivery, distribution and production within municipal catering services budgets. Quantify the proportion spent on food purchases and establish a maximum «food products» cost envelope for each meal.</li> <li>3. Assess the opportunity for implementing appropriate tools by conducting an inventory of all existing tools and enterprise resource planning systems used by the ASPP.</li> <li>4. Alongside the above, offer a simulator to calculate the cost differential between sustainable and conventional food, taking account of differences in raw material yield and operating costs, and estimate the costs saved by increasing sustainable food and agriculture (lower depollution costs).</li> </ol>	
POTENTIAL TARGET AUDIENCES	
All Paris's municipal catering managers.	

CRITICAL SUCCESS FACTORS	INDICATOR
Training and interest in cost accounting among managers and within establishments and services. Flexibility and adaptation of tools used by the various operators.	Calculation of true overall cost.

**Expected benefit (in addition to the increased share of sustainable food):** reduction in indirect costs.

### REDUCE THE ENVIRONMENTAL IMPACT OF MUNICIPAL CATERING

### Action 5

Reduce the number of delivery points in municipal catering services

OBJECTIVE	
<p>The high number of delivery points in Paris's municipal catering sector is a genuine obstacle to the attractiveness of this market to operators in the local supply chain. Logistics also comprise a significant proportion of the cost of food products (estimated at 8 to 12% of the cost). The objective is to assess the possibility of reducing the number of delivery points, either by reducing them within each arrondissement or by taking advantage of the potential of the Rungis site for grouping of deliveries to Paris's municipal catering services.</p>	
DESCRIPTION	
<p>This action consists of 2 parts.</p> <ol style="list-style-type: none"> <li>1. Assess the potential for replicating the initiative implemented by some Caisses des écoles, such as those in the 13<sup>th</sup>, 15<sup>th</sup>, 17<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> arrondissements, which has led to a reduction in the number of delivery points. A study of individual arrondissements will enable support to be provided to any interested Caisses des écoles in assessing opportunities to rationalise their logistics. It is also envisaged that this initiative will be extended to other municipal services wherever possible.</li> <li>2. Assess the potential for one platform, or several small ones, for grouping and distribution close to Rungis, by updating the logistical study carried out in 2012.</li> </ol>	
POTENTIAL TARGET AUDIENCES	
All Paris's municipal catering managers and their suppliers.	

CRITICAL SUCCESS FACTORS	INDICATORS
Pooling of logistics via a logistics service provider. Possibilities offered by Rungis where service providers and logistical expertise are already in place.	Number of delivery points. Savings made in logistics costs.

**Expected benefit (in addition to the increased share of sustainable food):** a reduction in logistics costs estimated at between 8 and 12% of the cost of foodstuffs (more for some operators).

### Action 6

Suggest environmental clauses and criteria for logistics

OBJECTIVE	
To make deliveries to Paris's municipal catering services more environmentally friendly.	
DESCRIPTION	
<p>This action is broken down into 2 stages.</p> <ol style="list-style-type: none"> <li>1. Produce an inventory of clauses and criteria to be duplicated relating to engines and fuel, and distribute them to managers in Paris's municipal catering services.</li> <li>2. Draw up recommendations for frequency, delivery points and packaging, and distribute them to managers so that they can incorporate them into their specifications.</li> </ol>	
POTENTIAL TARGET AUDIENCES	
All Paris's municipal catering managers and their suppliers.	
CRITICAL SUCCESS FACTOR	INDICATOR
A preliminary inventory of the available "clean" logistics options.	Percentage of recommendations incorporated in new contracts.

**Expected benefits (in addition to the increased share of sustainable food):** improvements in air quality, reduction in the carbon footprint of logistics for Paris's municipal catering services (estimated at 2,950 tonnes CO<sub>2</sub> equivalent per year) and reduction in associated costs as a result of rationalising delivery frequencies.

### Action 7

Update the assessment of municipal catering services' carbon footprint

OBJECTIVE	
To update the assessment of Paris's municipal catering services' carbon footprint carried out in 2011 and its recommendations.	
DESCRIPTION	
<p>The assessment of the municipal and departmental catering services' carbon footprint will be updated in 2017.</p> <p>The purpose of this update will be to assess the progress made by Paris's municipal catering services in terms of reducing greenhouse gas emissions since the last carbon footprint assessment in 2011, to draw up new recommendations and to improve the carbon simulator for menus by introducing new products.</p> <p>Further to this update, a simple, informative announcement will be made to users during the United Nations Climate Change Conference (COP 21) to be held in Paris in 2015.</p> <p>Therefore this action is broken down into 2 parts:</p> <ol style="list-style-type: none"> <li>1. Make an information announcement to users about the carbon impact of meals during COP 21.</li> <li>2. Update the 2011 carbon footprint assessment and make its results and recommendations available to all.</li> </ol>	
POTENTIAL TARGET AUDIENCES	
All municipal catering managers, their suppliers, customers and users.	
CRITICAL SUCCESS FACTORS	INDICATORS
<p>To promote awareness and use of the carbon simulator for menus.</p> <p>Make recommendations to services, without obligation.</p>	<p>Users' feedback on the announcement made.</p> <p>Carbon footprint assessment.</p>

**Expected benefit (in addition to the increased share of sustainable food):** reduction in greenhouse gas emissions from municipal catering services.

### Action 8

Implement the recommendations for reducing food waste

OBJECTIVE	
To distribute the recommendations for reducing food waste to all municipal catering managers.	
DESCRIPTION	
<p>Within the framework of the actions undertaken for the prevention of waste, a programme of actions to reduce food waste has been introduced in 10 pilot sites within Paris's school canteen services.</p> <p>Within this framework, 20 action sheets divided into 7 themes have been drawn up.</p> <p>These recommendations will be distributed to all managers, their implementation will be encouraged and their impact evaluated.</p>	
LIST OF ACTION SHEETS	
Good practice	Action sheets
Awareness-raising among all concerned audiences to the issues relating to food waste	<ul style="list-style-type: none"> <li>a) Engage kitchen staff in the food waste reduction plan</li> <li>b) Information for parents</li> <li>c) Dietician's presentation to classes</li> <li>d) Sessions/Workshops with films, videos, activities etc.</li> <li>e) Organise a tour of the kitchens</li> </ul>
Management of patrons	<ul style="list-style-type: none"> <li>a) Implementation of advance booking system</li> <li>b) Forecast the number of portions of each dish to be prepared</li> <li>c) Preparation as required</li> </ul>
Adjustments to quantities prepared and served	<ul style="list-style-type: none"> <li>a) Adjust portion size</li> <li>b) Adjust portions according to what is eaten most</li> <li>c) Offer products in different sizes</li> </ul>
Work on the appearance of dishes	<ul style="list-style-type: none"> <li>a) Offer cut and whole fruit</li> <li>b) Offer vegetables in different formats</li> <li>c) Work on presentation of dishes</li> </ul>
Actions specific to bread	<ul style="list-style-type: none"> <li>a) Adjust the format or weight of bread</li> <li>b) Offer bread at the end of the line</li> <li>c) Reduce the quantities served at the start of the meal, with the option to take more later</li> <li>d) Raise awareness of bread wastage through specific activities. For example, install a container for measuring the volume of bread wasted</li> </ul>
Re-use of surplus	Use surplus as alternative choice the next day
Length of mealtimes	Extend the length of mealtimes, particularly for young children
POTENTIAL TARGET AUDIENCES	
All Paris's municipal catering managers.	
CRITICAL SUCCESS FACTORS	INDICATORS
Upload the action sheets to the collaborative area. Announcement to managers about the tool.	Distribution of action sheets. Proportion of managers who have implemented at least one action.

**Expected benefits (in addition to the increased share of sustainable food):** cost reductions due to improved alignment of quantities ordered with quantities consumed, and reduction in greenhouse gas emissions from municipal catering services.

### 2<sup>nd</sup> area of focus - Support the development of local sustainable food supply chains for the municipal catering sector

The stakeholders in the supply of local sustainable food need a better understanding of the specific characteristics and the volumes of the demand from Paris's municipal catering services. The purchasers need a better understanding of the available offer.

This improved reciprocal understanding is a key success factor for the introduction of sustainable food in municipal catering services.

Over time, it will enable the production and processing operators to adapt their offer to the specific quality requirements of this catering sector (processed products, egg products, specific packaging, health standards, deliveries...), and the local sustainable food supply chains to develop the necessary structure to meet these requirements, thereby facilitating the growth of the share of sustainable food in meals.

### Action 9

Improve identification of the provenance of foodstuffs

OBJECTIVE	
To raise standards in relation to respect for the environment and to facilitate the response of local sustainable food producers to calls for tender, by drawing up a basic technical data sheet featuring the relevant information required by purchasers from suppliers in order to evaluate their offering and to ascertain the provenance of the foodstuffs.	
DESCRIPTION	
<p>It can currently be difficult, except for products with high traceability (animal products), for purchasers to establish fully the provenance of all foodstuffs ordered, particularly when the municipal catering organisation operates through meal orders or through a public service delegation contract.</p> <p>In this respect, a basic framework for information on product provenance, to be completed by suppliers, needs to be defined.</p> <p>A standard form setting out the required obligatory information will be drawn up. It will be based on a technical data sheet drawn up by a working party representing the various types of manager to define, as a second step, the product families for which it is appropriate to devise specific forms. Finally, these forms will be submitted to the operators in the supply chain to confirm the availability of the required information.</p>	
POTENTIAL TARGET AUDIENCES	
All Paris's municipal catering managers and their various suppliers.	
CRITICAL SUCCESS FACTORS	INDICATOR
Focus on target product families. Meet the suppliers at the various stages.	Distribution of standard technical data forms.

**Expected benefit (in addition to the increased share of sustainable food):** improved traceability and support in supply and ordering.

### Action 10

Research and establish an organised interface between supply and demand

OBJECTIVE	
To help operators in the local sustainable food supply chain to be more aware of the specific characteristics and quantities of the demand from Paris's municipal catering services, and also to help purchasers to be more aware of the available offering.	
DESCRIPTION	
<p>The operators in supply and demand lack understanding of each other's sectors. Therefore it is difficult for purchasers to find answers to the following questions: what local produce is available? what are the time-frames and constraints of contracts...? what level of allotment needs to be attained so that the local sustainable food sector can compete in calls for tender?</p> <p>The purpose of this action is to create a "body", in line with the Public Procurement Code, to organise information meetings on public contracts under preparation and on innovations in the field of supply. The information meetings will be open to all suppliers. Their format and frequency will be determined at the outset of the action.</p>	
POTENTIAL TARGET AUDIENCES	
All municipal catering managers and their suppliers, the stakeholders in the supply chain.	

CRITICAL SUCCESS FACTORS	INDICATORS
<p>The involvement of all stakeholders: purchasers, purchasing advisors, suppliers and producers.</p> <p>The provision of a pre-determined framework with the basic information to be delivered at the presentation stage.</p>	<p>The number of participants at the meetings.</p> <p>The number of meetings.</p>

**Expected benefit (in addition to the increased share of sustainable food):** optimisation of foodstuff purchasing costs.

### Action 11

Extend organic farming in Eau de Paris catchment areas

OBJECTIVE	
To extend the areas farmed organically on the catchment areas and to increase the total supply of local organic food	
DESCRIPTION	
<p>The actions already begun by Eau de Paris to extend organic farming on the catchment areas need to be continued (working with farmers converting to organic farming, land acquisition and establishment of environmental agricultural tenancies).</p> <p>An expert legal assessment will be carried out to investigate the conditions for supply to Paris's municipal catering services of produce from the catchment areas, which will include examining the Rennes example. A study will also be conducted into the feasibility of creating a label for farmers in the catchment areas who commit to conserving water (an Eau de Paris project carried out in conjunction with Ecocert, and validated by a Seine-Normandie Water Agency (AESN) call for projects). This «Water» label could enhance the appeal of products from the catchment areas (consumed in municipal catering facilities).</p> <p>At the same time, the organic grain cooperative Union Bio Semences will assess the feasibility of identifying lots from Eau de Paris catchment areas for grain production for human consumption (lentils, etc...).</p>	
POTENTIAL TARGET AUDIENCES	
Farmers, cooperatives and supply channels.	

CRITICAL SUCCESS FACTORS	INDICATORS
<p>A balance between the supply chains developed in local communities and the chain supplying Paris.</p> <p>Consistent growth in the areas farmed organically in Eau de Paris catchment areas.</p> <p>Support for farmers on agronomical methods and supply channels, provided by Eau de Paris.</p>	<p>The number of hectares converted to organic farming.</p> <p>The number of farmers in environmental agricultural tenancies.</p>

**Expected benefits (in addition to the increased share of sustainable food):** an improvement in the quality of the raw water supply to Paris and to local communities that have catchments in the same areas of action, stability of the conversions to organic farming through sustainable structuring of the supply chain, and cost savings in water treatment. It is important to note that the General Commission on Sustainable Development (CGDD) places at between 1 and 1.5 billion euros per year the additional cost generated in France by agricultural pollution of water with surpluses of nitrogen and pesticides.

### Action 12

Assess the benefits and feasibility of membership of the Bio Île-de-France Cooperative

OBJECTIVE	
The inadequacy of the local processed vegetable offering results from a shortage of the processing facilities needed to complete the supply chain to the municipal catering sector. The objective of this action is to contribute to the development of processing facilities in Île-de-France and to increase the supply of vegetables available to Paris's municipal catering services.	
DESCRIPTION	
The collective interest cooperative company (SCIC) «Coop Bio Île-de-France» plans to set up an organic vegetable processing facility to supply municipal catering services, in Île-de-France.	
The City of Paris needs to assess the potential benefits and the feasibility of membership of the SCIC:	
<ul style="list-style-type: none"> <li>• Full familiarisation with membership terms;</li> <li>• A legal assessment of membership options;</li> <li>• A technical analysis of the benefits of membership for the City of Paris;</li> <li>• Provision of a summary to municipal officials, and decision-making;</li> <li>• Implementation of the solution chosen by officials.</li> </ul>	
POTENTIAL TARGET AUDIENCES	
Organic farmers in Île-de-France and Paris's municipal catering managers.	

CRITICAL SUCCESS FACTORS	INDICATOR
Availability of services to the member (training, technical support...).	One or more indicators will be determined, depending on the results of the study.

**Expected benefit (in addition to the increased share of sustainable food):** technical support to managers, growth in volume therefore reduction in cost of the local sustainable offering.

### Action 13

Participate in constructing a local "organic and free-range egg products" supply chain

OBJECTIVE	
Children's catering can only use eggs that have previously been processed into egg products (such as liquid eggs in containers), due to stringent health recommendations. And, although the organic sector currently offers a substantial supply of so-called «shell eggs», its supply of egg products is very limited. The objective of this action is to construct a supply chain for organic eggs sold in packaging appropriate to school canteen catering, by setting up or modifying processing facilities.	
DESCRIPTION	
With the support of the supply/demand interface put in place, this action initially involves carrying out a review of the demand for organic eggs (liquid, hard-boiled and omelettes) and of the offer (production and processing) in Île-de-France and the 5 neighbouring regions. The alignment of supply and demand will define the characteristics of the new production and distribution network to be constructed.	
Île-de-France's organic farmers association will pilot this action and assess the opportunity and the best mechanisms for developing processing facilities that will complete the supply chain to the municipal catering sector.	
POTENTIAL TARGET AUDIENCES	
Organic farmers and Paris's municipal catering managers.	

CRITICAL SUCCESS FACTORS	INDICATORS
Organised supply/demand interface in line with action 10. Possibility of supply available in neighbouring regions.	Construction of a supply chain. Share of organic egg products in municipal catering services.

**Expected benefit (in addition to the increased share of sustainable food):** growth in volume leading to reduction in cost of the local sustainable offering.

### 3<sup>rd</sup> area of focus - Discussion, communication and training

Encouraging feedback between stakeholders is a key driver for the changes that are essential to increasing sustainable food in Paris's municipal restaurants. There must also be communication with all patrons and stakeholders both to promote sustainable food and to highlight the progress made.

#### Action 14

Assess the benefits of certification for sustainable food in municipal catering services

OBJECTIVE
To highlight the commitment of Paris's municipal catering services to sustainable food by providing them with certification through an independent organisation. This certification can both guarantee and highlight the work carried out as well as being an effective lever for communication with patrons.
DESCRIPTION
In the first instance, the criteria to which Paris's municipal catering services wish to commit must be defined. These criteria will be determined by the managers and municipal officials.
Once this stage is complete, a review of existing certifications and their frames of reference will be carried out, to assess their relevance to the specifications defined.
If no existing certification corresponds to the City's specifications, then the City of Paris can define its own frame of reference, if it deems this appropriate.
Finally, the certification process (self-evaluation, external audits) will need to be embarked upon so that the chosen solution can ultimately be put in place.
POTENTIAL TARGET AUDIENCES
Managers in Paris's municipal catering services, municipal officials, patrons.

CRITICAL SUCCESS FACTORS	INDICATORS
Progress in sustainable food within Paris's municipal catering services (24.3% in 2013). The opportunity to be the first large community to obtain certification.	Set-up of a working party. List of criteria, the basis for the certification. Obtaining certification.

**Expected benefits (in addition to the increased share of sustainable food):** a guarantee of the quality of food services; highlighting the work carried out to increase sustainable food; a lever for communication with patrons and users of municipal and departmental restaurants.

#### Action 15

Create a comprehensive programme of training in sustainable food

OBJECTIVE
To train all relevant catering staff in sustainable food and its specific characteristics in terms of cooking and recipe planning, in the Ferme de Paris teaching farm, by offering practical training in the kitchen, appropriate to the requirements of interested operatives and managers. To incorporate sustainable food into the induction training of lunchtime supervisors, who play a key role in the increase in sustainable food in school canteens (working with children to prevent food waste, raising awareness of the provenance of the food...).
DESCRIPTION
This action consists of 2 parts.
<ul style="list-style-type: none"> <li>• <b>A practical training programme for catering staff provided by the Ferme de Paris, the resource centre of the Urban Ecology Agency (the body for environment).</b></li> </ul> <p>In the first instance, a review of the current situation will be carried out to identify the constraints inherent to working with sustainable food products. The training programme offered will be split into several modules according to the specific needs of participants (direct management/public service delegation contracts, raw foodstuffs/processed food, hot/cold transfer...).</p> <p>A practical trial will be carried out on a pilot site prior to launch.</p> <p>The programme will be offered to organisations within Paris's municipal catering sector to train staff who are directly involved in cooking or serving meals.</p> <ul style="list-style-type: none"> <li>• <b>Inclusion of a sustainable food module in the induction training of lunchtime supervisors.</b></li> </ul> <p>The training for supervisors must be as practical as possible. The module will be devised following a detailed review of the training provided for supervisors. The recruitment of new trained staff provides opportunities for the implementation of such a training programme, which will also support extra-curricular time, since lunchtime supervisors also act increasingly frequently as accompanying adults within modified school schedules.</p>
POTENTIAL TARGET AUDIENCES :
Catering staff in Paris's municipal catering facilities, and lunchtime supervisors.

CRITICAL SUCCESS FACTORS	INDICATOR
Establish a definition, within training modules, of the elements involved in sustainable food. Re-establish a connection with local farming, highlight the work carried out in respect of farming. Collaboration between managing bodies.	The number of people trained

**Expected benefits (in addition to the increased share of sustainable food):** promotion of the work carried out by stakeholders to introduce sustainable food; optimisation of techniques for cooking food and planning menus, potentially leading to optimisation of the costs of purchasing foodstuffs.

## Action 16

Set up trade focus groups

OBJECTIVE	
To set up professional discussion groups by trade on technical and practical subjects to encourage feedback, with sustainable food addressed as a priority subject.	
DESCRIPTION	
<p>There are currently no platforms for discussion between professionals in the same field within the various municipal catering organisations (Caisses des écoles, City of Paris management bodies...).</p> <p>This action involves setting up and facilitating «trade» focus groups (for dieticians, purchasing managers, kitchen operatives and quality managers), which will regularly address methodological issues relating to sustainable food. The sessions will offer opportunities to share experiences, news, expertise and observations. The frequency of these meetings will be determined by the pilot group, but they will probably take place two or three times per year.</p> <p>In the first year, the pilot group will be responsible for defining the programme and the organisation of the groups. The focus groups will subsequently be invited to organise their own programmes and meetings.</p>	
POTENTIAL TARGET AUDIENCES	
Dieticians, purchasing managers, kitchen operatives and quality managers in Paris's municipal catering services.	
CRITICAL SUCCESS FACTORS	INDICATORS
Extend the discussion to wider issues outside sustainable food. Involve participants in steering this action from the outset.	The number of group meetings. The number of participants at the meetings.

**Expected benefit (in addition to the increased share of sustainable food):** optimisation of operating costs via the increase in collective expertise.

## Action 17

Set up a Caisses des écoles club

OBJECTIVE	
To foster discussion and the sharing of good practice between Caisses des écoles, particularly regarding the introduction of sustainable food.	
DESCRIPTION	
<p>Although discussion between Caisses des écoles managers does take place, it mainly occurs on an interpersonal level. The managers have expressed a wish to meet more regularly to discuss experiences and issues on all topics relating to day-to-day management, including sustainable food.</p> <p>This is the very object of the Caisses des écoles club.</p> <p>Led by two Caisses des écoles managers, the club will be a forum for discussion. It will have a committee representing the various types of Caisses (small, medium and large).</p> <p>A schedule of meetings will be established in advance.</p> <p>All subjects relating to the life of the Caisses des écoles may be put forward by the managers for discussion at the meetings, within a structure of partnerships between technical experts and field experts. The educational affairs office's school meals board will be invited.</p> <p>The existing collaborative space will be the club's communications platform for recording its discussions.</p> <p>From time to time, the club may invite managers from other management organisations who may wish to discuss the subjects addressed.</p>	
POTENTIAL TARGET AUDIENCES	
The managers of the Caisses des écoles.	
CRITICAL SUCCESS FACTORS	INDICATORS
An initiative originating from participants themselves. Suggestions for interesting and varied topics.	The number of club meetings. The number of participants at the meetings.

**Expected benefit (in addition to the increased share of sustainable food):** optimisation of operating costs via the increase in collective expertise.

**Action 18**

Propose standardisation of communications on sustainable food

**OBJECTIVE**

To highlight the commitment of Paris's whole municipal catering sector to sustainable food for its patrons and the general public.

**DESCRIPTION**

Standardisation of communications from organisations in Paris's municipal catering sector in terms of graphic identity, vocabulary, content...

This action has two pillars:

1. Provide managers with a toolkit for communications on sustainable food, consisting of a graphic identity, language elements and instructional material to support communications. This toolkit will suggest specific forms of language suitable for various audiences within Paris's municipal catering sector.
2. Initiate a Parisian event for sustainable food in municipal catering with as its highlight a joint annual event taking place over one week. Each participant will organise his or her activities independently throughout the week with the help of the communications toolkit. Information on all the planned events and activities will be available on a dedicated page on paris.fr

**POTENTIAL TARGET AUDIENCES**

Stakeholders in municipal catering, patrons, the general public.

**CRITICAL SUCCESS FACTORS**

Involvement of stakeholders via a working party once the communication toolkit has been designed.  
Sharing of actions.

**INDICATORS**

Distribution of the communication kit.  
The number of stakeholders in the municipal catering sector taking part in the joint event in Paris.

**Expected benefits (in addition to the increased share of sustainable food):** promotion of this process and of the work carried out to develop sustainable food; changes in behaviour leading to changes in practice in municipal catering.

**CONCLUSION**

► By consolidating and structuring the demand from municipal and departmental catering services, by helping local sustainable food supply chains to grow and develop, and by promoting discussion between stakeholders, this plan aims to achieve the target of increasing the share of sustainable food in municipal catering to 50% by 2020.

► However, it is essential that all public authorities commit themselves fully to promoting the development of organic farming and to modifying certain standard practices which could complicate the municipal catering sector's transition to sustainable food (some processes within the Public Procurement Code, nutritional and health recommendations), and thereby to facilitating access to sustainable food.

**Appendices**

## APPENDIX 1 : LABELS

The following cumulative criteria were applied in the choice of labels:

- Legal criterion - the labels selected must be official and citable in the context of a call to tender. Therefore they must conform to the rules for proper competition procedure and meet the definition of an ecolabel provided by article 23 of the European Directive 2004/18 and article 6 of the Public Procurement Code: to be linked to the subject of the contract; to have been the subject of scientific study; to allow the participation of all stakeholders including government organisations; to be available to the parties.
- Environmental criterion - the labels selected must provide effective and objective guarantees of respect for the environment.

Following a review of all the food marks relating to quality and provenance, the working party, comprised of representatives of municipal catering management, of the Legal Affairs Directorate, of the Finance and Purchasing Directorate and of the Directorate for Open Spaces and the Environment, concluded that 3 labels met all of the defined criteria: the organic farming label, Label Rouge and Marine Stewardship Council.

This process is updated on an ongoing basis. As regards sustainable fishing, in compliance with the Grenelle environmental agreement, an ecolabel for fisheries products was registered in article L. 644-15 of the Rural and Maritime Fishing Code: "Products derived from sustainable fishing may be awarded an ecolabel. The conditions that they must meet (...) are set out in a reference document. The terms under which this document is drawn up and its application by accredited organisations is monitored are laid down by decree."

The conditions for the creation of this ecolabel are laid down in decree no. 2012-104 of 27 January 2012, relating to the ecolabel for products of maritime fishing.

The corresponding reference document was ratified by an order of 8 December 2014 (For further information: <http://www.franceagrimer.fr>). Its criteria comply with the requirements set out above.

Although at the time of drawing up the sustainable food action plan no products have yet obtained the national "Pêche durable" (sustainable fishing) ecolabel, such products are nevertheless included within the definition of sustainable food.



## Foods certified as organic or produced by farms converting to organic farming

### REGULATION AND OPERATION

This method of farming is regulated by European framework regulation 834/2007 of 28 June 2007, supplemented by regulation no. 967/2008 and by implementing regulation 889/2008.

It is defined as follows: "Organic farming is an overall system of farming management and of food production which combines **the best environmental practices, a high level of biodiversity, the protection of natural resources, the application of high standards of animal welfare** and a method of farming that respects the preference of some consumers for products produced using natural substances and procedures. [It] provides public goods and services which contribute to the protection of the environment, to animal welfare and to rural development".

The practices to be followed in order to obtain the "organic farming" label are defined in **detailed specifications**, approved by the Ministry of Agriculture and by the Council of the European Union. Several principles are listed in these specifications:

- Non-use of synthetic chemicals;
- Non-use of genetically modified (GM) organisms;
- Respect for soil life through specific agronomical practices;
- Respect for natural balances and for biodiversity;
- Respect for animals;
- Respect for the seasonality of products.

In order to reassure consumers that the specifications have been properly applied, a system for monitoring operators within the food chain (from producer to distributor) has been put in place. It is implemented in France by 8 independent **certifying bodies accredited** by the French Government: Ecocert, Agrocet, Certipaq, Bureau Véritas Certification, Certisud, Certis, Bureau Alpes Contrôles and Qualisud.

### THE "AB" MARK<sup>14</sup>



The "AB" mark is owned by the Ministry of Agriculture. It identifies farm products for both human and animal consumption which, from the producer to the consumer, comply with the regulations and the monitoring process applicable to organic farming, and with stringent traceability requirements.

For composite foods, it guarantees a minimum content of 95% organic farming products, the remainder consisting of products which are not available in sufficient quantities as organic foods.

Organic farming products can only be identified by the official logos or by the words "this is an organically-grown product".

### FARMS CONVERTING TO ORGANIC FARMING<sup>15</sup>

The move from conventional to organic farming is not immediate. It requires a transition period known as the conversion period. During this period, producers implement practices which respect the principles of organic farming, but they can not yet refer to this mode of production when marketing their products. Therefore the conversion period is a difficult time for farmers; **for this reason, the City of Paris has decided to include products from converting farms in its sustainable food targets.**

#### ► Vegetable farming

The conversion period is 2 years for annual crops and 3 years for perennial crops (arboriculture, viticulture...).

#### ► Livestock farming

The conversion period for livestock farming varies according to the species, from six weeks (for laying hens) to 12 months (for cattle and horses for meat production).

<sup>14</sup> <http://agriculture.gouv.fr/l-agriculture-biologique> - <http://www.bioiledefrance.fr/spip/-Etiquetage-.html> - <http://www.bioiledefrance.fr/spip/-Qu-est-ce-que-le-bio-.html>  
<sup>15</sup> [http://www.corabio.org/images/rubriques/convertir-exploitation/convertir\\_son\\_exploitation\\_en\\_ab\\_janvier\\_2013.pdf](http://www.corabio.org/images/rubriques/convertir-exploitation/convertir_son_exploitation_en_ab_janvier_2013.pdf)  
[http://www.agencebio.org/sites/default/files/upload/documents/3\\_Espace\\_Pro/synthese\\_reglementation.pdf](http://www.agencebio.org/sites/default/files/upload/documents/3_Espace_Pro/synthese_reglementation.pdf)

## OVERVIEW OF ORGANIC FARMING IN FRANCE

France's organic farms represent **11% of the utilised agricultural surface area (SAU) farmed organically in the European Union (EU)**. Within the European landscape, France's organic farming is characterised by the diversity of its products.

According to Agence Bio (the Organic Agency) figures, at the end of 2014, 26,478 farms were engaged in organic farming, indicating 5% growth in one year. This represents 1.11 million hectares farmed organically.<sup>16</sup>

In 2014, organic farming areas represented more than 4% of the national utilised agricultural surface area (SAU), compared to 2% in 2007.

More than 7% of France's agricultural labour is on organic farms.

## The Label Rouge

### REGULATION AND OPERATION<sup>17</sup>



The Label Rouge is an official mark of quality which may be obtained by various types of products: meat products, seafood products, agricultural products, etc. It is **regulated by article L.641-1 of the Rural Code**: "The Label Rouge certifies that foodstuffs or unprocessed and non-food agricultural products have a specific set of characteristics establishing a **superior level of quality**, resulting in particular from their specific production or processing conditions and in compliance with specifications, which distinguish them from similar foodstuffs and products currently available".

To obtain the Label Rouge, products must conform to strict specifications, which are specific to the product category concerned. The Label Rouge is then awarded by the Government, via the National Institute for Origin and Quality (INAO), following assessment and approval of the Label Rouge specifications and of the associated monitoring process.

Although first and foremost a quality label, the Label Rouge includes a number of environmental clauses, including clauses on animal welfare (minimum area per head, feed quality, health conditions in breeding, access to open-air runs...), maintenance of farms (water conservation) and the integration of buildings into their surrounding environment.

<sup>16</sup> Organic food in France, from production to consumption», 2014, Agence Bio (the Organic Agency)

<sup>17</sup> [http://www.labelrouge.fr/20\\_Labelrouge\\_qualite.php](http://www.labelrouge.fr/20_Labelrouge_qualite.php)

<sup>18</sup> <http://agreste.agriculture.gouv.fr/IMG/pdf/doctravail121212.pdf>

<sup>19</sup> <http://agriculture.gouv.fr/le-label-rouge,10506>

## OVERVIEW OF THE LABEL ROUGE IN FRANCE

There were **22,019 farms** producing Label Rouge products in France<sup>18</sup> in 2012.

There are currently approximately 500 Label Rouge products in France, representing production turnover of approximately 1.4 billion euros<sup>19</sup>.

In 2012, 62% of Label Rouge product specifications were applicable to **the poultry, meat, and processed and cured meat sectors**.

In 2014, the French poultry sector, historically a Label Rouge sector, represented 1.6 million laying hens or around 72% of the national total (in 2013)<sup>20</sup>.

## The MSC (Marine Stewardship Council) label and the "Pêche durable" (sustainable fishing) ecolabel for maritime fishing products

### DEFINITION OF THE MSC LABEL



The MSC (Marine Stewardship Council) is an international programme of measures against overfishing, originating in 1997 from a partnership between WWF and Unilever. It has remained independent since 1999, with the following objectives:

- "To recognise and reward **sustainable** and well-managed fisheries;
- To work with stakeholders in the fisheries sector to shift the market for seafood products towards sustainability, and to enable consumers to identify sustainable seafood products easily."

**The MSC certification is based on the following international standards:**

- A code of conduct for responsible fishing (FAO - Food and Agriculture Organisation of the United Nations);
- Directives for eco-labelling of fish and fishery products from marine capture fisheries (FAO);
- A code of good practice for implementing social and environmental standards (ISEAL).

Those fisheries and businesses wishing to obtain the MSC label **embark voluntarily on the certification process**. The assessments are carried out by independent certifying bodies, which verify that the fishery is seeking to maintain fish stocks and to minimise its environmental impact, and has an efficient management system.

## OVERVIEW OF MARINE STEWARDSHIP COUNCIL (MSC) FISHING

### ► In the world

In February 2015: 251 fisheries were certified, 99 were engaged in the assessment process, 50 to 100 were at the pre-assessment stage. More than 26,000 seafood products carried the MSC logo.

### ► In France

In April 2014 there were **six French fisheries with MSC certification** and 6 engaged in the assessment process in order to obtain certification.

One fishery is located in the Kerguelen Islands and the others are all concentrated in **north-west France**: In the Nord department, and the regions of Normandie and Bretagne. The products of their fishing come from the Atlantic Ocean (Bay of Biscay), the English Channel, the North Sea, the Arctic and the Indian Ocean in the case of the Kerguelen fishery.

**More than 1,400 seafood products** carry the MSC label in France, covering a variety of species: South African hake, wild Alaskan salmon, Alaskan pollock, cod, haddock, prawns...

## DEFINITION OF THE SEA FISHERY PRODUCTS ECOLABEL



"This ecolabel, in accordance with FAO guidelines on responsible fishing (1995) and on eco-labelling (2009), has been enhanced with social and economic criteria. Four main areas of focus have been chosen: 'ecosystem', 'environment', 'social' and 'quality'.

In accordance with decree no. 2012-104 of 27 January 2012, relating to the ecolabel for sea fishery products, a reference document sets out the criteria applicable to fisheries according to these four areas of focus, as well as the criteria for traceability and for guaranteeing product quality throughout the marketing chain.

This repository is supplemented by an outline monitoring plan, which details the conditions for internal monitoring and certification which must be applied by the certifying organisations.

The repository and its outline monitoring plan were drawn up by the Commission for the sea fishery products ecolabel, under the Director General of FranceAgriMer. This Commission is composed of representatives of all stakeholder organisations. " (Quoted from the FranceAgriMer website)

### OVERVIEW OF THE CERTIFIED FISHING ECOLABEL FOR SEA FISHERY PRODUCTS

The product lines to be certified by this label have not yet been established. At the time of drawing up the sustainable food plan, interested fishery businesses and distributors of seafood products were invited to contact the certifying organisations.



## APPENDIX 2 : CHARACTERISTICS OF ORGANIC FARMING AREAS

In 2013, in the context of organic farming in Île-de-France, there were:

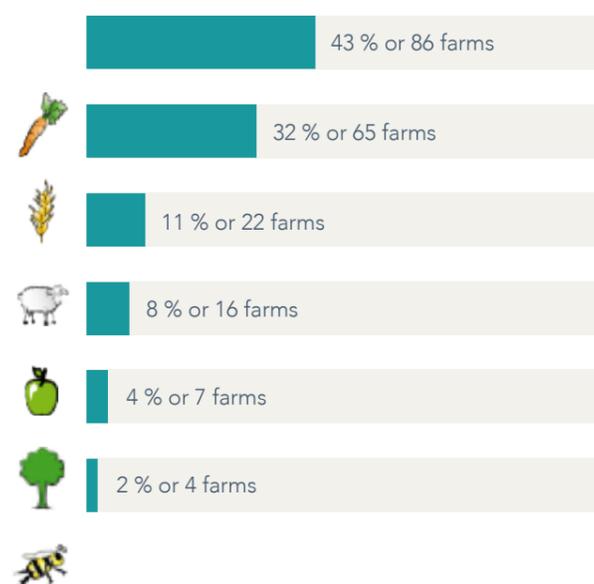
- 7,731 ha certified as organic and 1,208 ha in the process of conversion;
- 197 certified farms, or 3.9% of farms;
- 10 new conversions and 18 in the process of conversion;
- 4 new farms established and 2 producers established on existing organic farms.

### Summary of organic areas and operators in Île-de-France in 2013

		Nb. farms		Area certified as organic in ha		Area in the process of conversion in ha				Certified area + converting in ha			Nb. processors	Nb. distributors	
		2013	Change / 2012	2013	Change / 2012	C1	C2/C3	Total	Change / 2012	2013	Change / 2012	% SAU tot			
75	Paris	-	-	-	-	-	-	-	-	-	-	-	-	205	99
77	Seine-et-Marne	89	3,5%	3 327	1,6%	192	372	565	7%	3 891	2,3%	1,2%	92	46	
78	Yvelines	46	12,2%	1 679	27,2%	235	42	277	-32%	1 956	13,2%	2,2%	121	41	
91	Essonne	41	2,5%	2 050	28,4%	36	299	335	-42%	2 385	9,5%	2,9%	75	49	
92	Hauts-de-Seine	1	-50%	-	-	-	-	-	-	-	-	-	99	51	
93	Seine-Saint-Denis	3	0%	52	111%	0	0	0	-100%	52	0%	5,9%	58	20	
94	Val-de-Marne	6	20%	43	48%	6	0	6	-64%	49	7,9%	4,6%	94	111	
95	Val-d'Oise	11	0%	579	-3%	8	18	25	42%	604	-1,3%	1%	59	21	
	<b>Île-de-France</b>	<b>197</b>	<b>4,8%</b>	<b>7 731</b>	<b>13%</b>	<b>477</b>	<b>731</b>	<b>1 208</b>	<b>-24%</b>	<b>8 939</b>	<b>6,1%</b>	<b>1,6%</b>	<b>803</b>	<b>438</b>	

Source: Agence bio

### Farms in Île-de-France by main product type



Source: GAB Île-de-France  
(1. Market gardening; 2. Cereals; 3. Livestock farms; 4. Fruit; 5. Forestry; 6. Apiculture)

### Summary of organic areas and operators in the 5 neighbouring regions in 2013

	Nb. farms		Area certified as organic in ha		Area in the process of conversion in ha		Certified area + converting in ha			Nb. processors	Nb. distributors
	2013	Change / 2012	2013	Evol. / 2012	2013	Change / 2012	2013	Change / 2012	% SAU tot		
Bourgogne	891	1,40%	40 807	-0,50%	6 772	-6%	47 579	-1,30%	2,70%	283	93
Champagne-Ardenne	459	2,20%	16 442	7,80%	3 157	-20%	19 599	2,10%	1,30%	170	47
Centre	812	6,10%	33 968	11,20%	5 101	-24%	39 068	4,9%	1,70%	361	84
Haute-Normandie	208	1,50%	6 494	12,10%	1 075	-39%	7 569	0,30%	1%	165	43
Picardie	250	9,20%	8 378	21,70%	1 511	-48%	9 889	0,9%	0,7%	178	58

Source: Agence Bio

#### ► Bourgogne

There are 891 organic farms (ranked 9th in France) covering 47,579 ha in Bourgogne. They cover between them 2.7% of the region's utilised surface area. It is the most advanced of Île-de-France's neighbouring regions in terms of organic farming.

This region's main organic products are animal products, with 315 livestock farms in 2012 (primarily suckler cows). The region has 283 processing facilities and 93 distributors of organic products.

#### ► Picardie

Picardie has 250 organic farms (ranked 21st in France) covering 9,889 ha (ranked 19th in France), meaning that 0.7% of the region's utilised surface area is farmed organically (ranked 23rd in France).

178 processors of organic products operate in the region, and 58 distributors.

#### ► Haute-Normandie

There are 208 organic farms in Haute-Normandie (ranked 22nd in France). Organic farms cover 1% of the region's utilised surface area (ranked 21st in France), representing 7,569 ha certified organic or in the process of conversion.

165 certified processing facilities and 43 distributors operate in the region.

#### ► Centre

812 organic farms are located in the Centre region (ranked 12th in France) over an area of 39,068 ha (organic and converting). Thus 1.7% of the region's utilised surface area is farmed organically (ranked 18th in France).

361 processing facilities and 84 distributors of organic products operate in the Centre region.

#### ► Champagne-Ardenne

The Champagne-Ardenne region has 459 organic farms (ranked 17th in France). 1.3% of the region's utilised surface area is farmed organically, or 19,599 ha (ranked 16th in France).

170 processing facilities and 47 distributors of organic products operate in the region (ranked 19th in France).

## APPENDIX 3 : CONSULTATION PROCESS

The consultation phase took place from the end of December 2014 to 13 February 2015.

### It comprised the following elements:

- An opening plenary, to engage all stakeholders, explaining the new objective for the mandate, the main conclusions of the review of the current situation, and the consultation process put in place, chaired by Célia Blauel, the Deputy Mayor responsible for the environment, sustainable development, water, canals policy, and the Territorial Climate Energy Plan;
- 7 exploratory workshops addressing each of the major issues raised by the review of the current situation, to identify obstacles and good practice in the field and to generate ideas for actions;
- 1 global exploratory workshop for Deputy Mayors and officials at arrondissement level;
- 4 operational workshops to define the concrete actions arising from the exploratory workshops and to determine a plan for their implementation;
- 1 survey conducted among 92 customers of the City of Paris's staff restaurants;
- 22 individual interviews with managers of the municipal and departmental catering sector (18 Caisses des écoles, all management boards);
- A closing plenary to share with all stakeholders the action plan drawn up as a result of this process, chaired by Célia Blauel.

Representatives of the following bodies took part in the consultation process:

- For municipal and departmental catering services: the Caisses des écoles of the 2nd, 4th, 6th, 7th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 17th, 18th, 19th and 20th arrondissements; the Centre for Social Action of the City of Paris (CASVP); the Directorate of Families



and Early Childhood (DFPE); the Directorate of Social Action, Childhood and Health (DASES); the School Meals Board-Educational Affairs Office (BRS-DASCO); the Association for Social Action for the Staff of the City and Department of Paris (ASPP);

- For the City and Department of Paris's support services: the Urban Ecology Agency-Directorate for Open Spaces and the Environment (AEU-DEVE); the Secretariat General (SG)'s Mission for Municipal Catering; the Directorate for Cleanliness and Water (DPE); the Finance and Purchasing Directorate (DFA); the Human Resources Directorate (DRH); the Directorate of Roads and Travel (DVD); Célia Blauel's office; the office of Alexandra Cordebard, the Deputy Mayor responsible for educational affairs, success in education and educational scheduling;
- For the arrondissements: the Local District Halls of the 2nd, 3rd, 10th, 13th, 18th and 20th arrondissements.
- For stakeholders in local supply: Agence Bio (the Organic Agency); the Île-de-France Open Spaces Agency (AEV); Bloom; the Seine-et-Marne Chamber of Agriculture (CA); the Ouest-Île-de-France Chamber of Agriculture (CA); Eau de Paris; the Île-de-France Organic Farmers' Association (GABIDF); Interbev; the Marine Stewardship Council (MSC);
- For the institutions: the Regional Centre for agricultural and food marketing and innovation (CERVIA); the Île-de-France Regional Council; the Regional and Interdepartmental Directorate for food, agriculture and forests (DRIAAF);
- And parents of pupils.

### A survey was conducted in an ASPP restaurant

It took place during one mealtime in the Poissonniers restaurant on 2 February 2015. The views of 92 customers were recorded.

The questions asked related to the attention paid by customers to the information and communications provided within the restaurant.

Only 24% of those interviewed were aware of the existence of a programme of actions relating to sustainable food. The customers interviewed considered the most important information about the food served to be the provenance of the product (34%), followed by organic labelling (22%). 67% look at the notices displayed in the restaurant, while 80% look at the labels affixed in front of the products on the display units.

They expressed a wish for more diversified communication on sustainable food (Intranet messages, Intraparis pages, etc).

## APPENDIX 4 : STEERING

ACTIONS		STEERED BY
<b>1st area of focus: Consolidate and structure the demand from municipal catering services</b>		
<b>Formulate a «sustainable food» purchasing strategy</b>		
1	Experiment with order grouping	SG / DFA
2	Produce a good practice handbook	DASCO
3	Produce an "A to Z of sustainable main course" handbook	DEVE
4	Improve understanding of the overall cost of a meal	DFA / SG
<b>Reduce the environmental impact of municipal catering</b>		
5	Reduce the number of delivery points in municipal catering services	DVD
6	Suggest environmental clauses and criteria for logistics	DFA
7	Update the assessment of municipal catering services' carbon footprint	DEVE
8	Implement the recommendations for reducing food waste	DPE
<b>2nd area of focus: Support the development of local sustainable food supply chains for the municipal catering sector</b>		
9	Improve identification of the provenance of foodstuffs	DFPE
10	Research and establish an organised interface between supply and demand	DFA
11	Extend organic farming in Eau de Paris catchment areas	Eau de Paris
12	Assess the benefits and feasibility of membership of the Bio Île-de-France Cooperative	DEVE
13	Participate in constructing a local "organic and free-range egg products" supply chain	GABIF
<b>3rd area of focus: Discussion, communication and training</b>		
14	Assess the benefits of certification for sustainable food in municipal catering services	DFPE
15	Create a comprehensive programme of training in sustainable food	Ferme de Paris (DEVE) / Bureau de la formation -DASCO
16	Set up trade focus groups	DEVE then focus groups
17	Set up a Caisses des écoles club	Caisses des écoles in the 13th and 15th arrondissements
18	Propose standardisation of communications on sustainable food	DEVE / DICOM



