

THE SUSTAINABLE FOOD LABORATORY



May, 2006



See you in New Orleans!

We look forward to welcoming you to New Orleans on May 30th to celebrate our successes and proudly launch the second phase of the Sustainable Food Lab (SFL).



Green Mountain Coffee Roasters joins the Food Lab and Kicks off a project

We are pleased to announce that Green Mountain Coffee Roasters (GMCR) is partnering with Center for Tropical Agriculture (CIAT) and ForesTrade on a field research project to develop indicators of poverty and hunger alleviation. This is the newest project launched through the Sustainable Food Lab supply chain work. Cont. p. 4

Conceptualizing US Food Systems

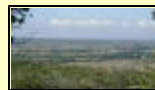
The W.K. Kellogg Foundation reports on identifying one or more "simplifying models" to help Americans think more productively about Food Systems. [Read report](#). Also, read about how Americans view the food system, and how they view the reforms that food policy advocates put forward to improve it in [Framing the Food System](#). This work is also supported by the W.K. Kellogg Foundation.



NYC Inspired by Rome to Reach for Quality Public Food

March 30-April 5 - Two pioneers of school and city food system transformation from Rome, Italy visited with procurement officials in New York City and by week's end, just about everyone involved was trying to figure out how to set up a transatlantic learning

SFL Event: *Learning Journey to Dominican Republic*



The SFL will be offering a Learning Journey in the Dominican Republic (DR) and Haiti to learn about supply chain issues facing small-scale farmers in those countries. [Read description...](#)

SFL Leadership Track

SFL members will increase individual, organization and SFL capacities to lead change towards sustainability. Curriculum includes personal mastery, vision and systems thinking. Kick-off workshop with Peter Senge Oct 3-5. See [program description](#). Contact Hal Hamilton if interested.



SFL Event: *Food Lab to China!*

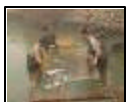
Contingent upon funding and interest from the Lab Team, the Food Lab will collaborate with the Rural Development Institute of China, to convene a two-week U-Process workshop in China. [Read more...](#) If interested, contact Hal Hamilton.

Newsletter Archive:

[March Bulletin 2006](#) (html)
[February 2006](#) (html)
[November 2005](#) (html)
[August 2005](#) (pdf)
[June 2005](#) (pdf)
[February 2005](#) (html)

exchange between Rome and New York City in order to improve food quality even further in both cities.

Cont. p 4



SFL Members Reach Out to Fisheries that Count

Almost one year ago, Sustainable Food Lab (SFL) members traveled to China to meet with fisherman and fishers' organizations. No other country comes close to China in terms of global significance in wild catch and aquaculture production and the outcomes of the SFL trip continue to ripple through the Food Lab. Cont p. 7.



F4H Strikes a Chord at Emory

May 8-9 - Sustainable Food Lab (SFL) members drew a diverse and interested crowd at Emory University earlier this month, when they visited to speak about creating comprehensive, year-round changes in the nutritional quality and ecological responsibility of institutional food services. Cont. p. 10.



Jasper Wyman & Son, awards First Three Farms

May 13, Chile - Ed Flanagan, President of Jasper Wyman and Son, told raspberry growers in Chile that he was there to invest in their interest in learning sustainable practices. In February we reported that Jasper Wyman has committed up to \$150,000 over five years in a Food Lab inspired project to provide incentives for raspberry growers to incorporate IPM practices, which will be audited to SYSCO standards. This speech was part of his presentation of the first three cash awards to three farms. Cont. p. 11.



Cardiff - Sustainable Procurement Seminar works towards a new metric for public food

May 19 - Drawing on the practical experience of local authorities and national ministries in the UK and Italy, this seminar examined how to establish a new set of metrics that take into account the sustainability of both food products and public food systems. Cont. p. 12



Urban Agriculture Cures Many Ills

Jessica Wurwag, Planner/Project Manager with the NYC Dept of Housing Preservation and Development, has joined the Food for Health

Other Reports:

- [Learning History Chapter 4](#)
- [Learning Histories 1, 2 and 3](#)
- [Costa Rica Report \(pdf\)](#)
- [Salzburg Report \(pdf\)](#)

SFL Calendar

- Mini Food Lab in China, October 22- November 2, 2006
- Workshop on setting **policy framework** for sustainable food systems. Organizers: WHO and SFL. Fall 2006
- [Global F4H Conference](#), Rome, 2007

Related news and links:

- [Wal-Mart Eyes Organic Foods](#) NYTimes, May 12.
- [A Farming Fairy Tale](#) FastCompany, May: The life and career of **Gene Kahn** have tracked the growth and gawky adolescence of the organic food business perfectly...
- [Corporate Responsibility](#), PricewaterhouseCoopers report on Business and Sustainability
- [Soda Distributors to End Most School Sales](#), AP, May 4
- [U.S. Farm Policy Contributes to Obesity](#), IATP
- [Deconstructing Dinner](#), NYTimes Book Review of *The Omnivore's Dilemma*, by Michael Pollan
- [Food Industry Sustainability Strategy](#) (FISS) The outcome of a partnership between DEFRA and the food industry: A strategy to tackle the impact of the food industry on precious resources, such as energy and water, and its contribution to climate change, was published by Margaret Beckett, Secretary of State for Environment, Food and Rural Affairs, today.

Older Links:

- [What is Organic? Powerful Players](#)

Initiative (F4H). As a city planner, she brings the perspective that healthy and sustainable food systems in cities encompasses issues of food access as well as food in schools and hostpitals. Cont. p. 12

Send other news, links and happenings to [Daniella Malin](#)

- [Want a Say](#): NYTimes 11/1/05
- [The New Mainstream](#): A sustainable food agenda for California, by Ecotrust for Roots of Change Council and Fund
- [The Tipping Point](#): Newsweek, November 05: As global institutions falter in the face of mounting challenges, business has to play an increasingly active role.
- [Corporate Environmentalism](#): Materials Pooling Project (RMI/SoL)
- [Consumers International IIED study From bean to cup Dec2005.pdf](#): A study of the impact of certification along the coffee commodity chain from producer to consumer.
- [Agriculture and Environment Indicator Report](#)
The IRENA indicator report on agriculture and the environment provides a comprehensive overview on the interactions between agriculture and the environment in the European Union.
- [Changing Diets, Changing Minds: how food affects mental well being and behavior](#)
Sustain: the alliance for better food and farming, working with the Mental Health Foundation, has collected and analyzed around 500 research studies, published in peer-reviewed scientific journals, to demonstrate the breadth and depth of the evidence linking what we eat with mental well-being and behavior.



Green Mountain Coffee Roasters joins the Food Lab

We are pleased to announce that Green Mountain Coffee Roasters (GMCR) has joined the Food Lab and is partnering with Center for Tropical Agriculture (CIAT) and ForesTrade on a field research project to develop indicators of poverty and hunger alleviation. This is the newest project launched through the Sustainable Food Lab (SFL) supply chain work.

Reductions in poverty and hunger are core corporate goals for GMCR and the company will use the indicators to evaluate the impact of both sourcing decisions and community investments. Beginning this summer, CIAT will conduct up to five in depth supply chain assessment in Guatemala and Southern Mexico and will work with ForesTrade, GMCR, and producer communities to identify appropriate key performance indicators.



New York City Inspired by Rome, Italy to Reach for Quality Institutional Food

By Toni Liquori

March 30-April 5, New York City - Two pioneers of school and city food system reform from the European Union spoke to audiences across New York city during a six day visit. By week's end, just about everyone involved was trying to figure out how to set up a transatlantic learning exchange between Rome and New York City in order to improve food quality even further in both cities.

Silvana Sari, Director of School and Education Policy for the City of Rome, and Roberta Sonnino, Department of City and Regional Planning at Cardiff University in Wales, spoke about the changes Sari has introduced to the school meals program in Rome. This visit had its origins in a meeting in Paris last December organized by [Alimenterra](#) and [Sustainable Food Lab](#) (SFL) which brought together leaders in hospital and school meals change from countries across the European Union and the United States (see "[Schools and Hospitals Compare Sustainable Food Initiatives](#)").

During the meeting in Paris, participants described and compared "sustainable" food initiatives from diverse institutional settings and perspectives. The size and scope of the school meals change work that Sari had managed in Rome stood out to the American participants as especially relevant for their colleagues back home. So Food Lab members, **Toni Liquori** of Teachers College, Columbia University (former Senior Director of Food Policy at FoodChange, Inc.) and **John Turenne**, founder of Sustainable Food Systems and former executive chef at Yale University, decided to look for opportunities for New York and other large American cities to learn more about what Rome had accomplished.

Upon returning from Paris, Liquori became involved in the planning process for a New York City-wide conference on school meals (Schools and Food: Innovation, Opportunity, and Wellness) which ultimately became the anchor for a series of talks and dinners by Sari and Sonnino held at:

- Teachers College, Columbia University
- The Graduate Center, City University of New York (CUNY)
- The Baum Forum

- The New York State Farm To School Initiative
- Stone Barns Center for Food and Agriculture
- The Office of SchoolFood, NYC Department of Education

Rome's school meals change efforts may be the world's most far-reaching large city program. They support a "big tent" definition of health which includes the social and nutritional health of the child along with a clear philosophy of environmental stewardship. While recognizing that their approach is quite different than the regulations and contracting protocols followed in the U.S. and that the food culture is even more different, Rome's transition provides important lessons to American cities. School meals represent 40% of public catering in Rome and serve approximately 140,000 meals each day plus a mid-morning snack for all.

When Sari began in 2000, Rome's school meals were poor quality. The food was mostly conventionally-produced, not much of it organic with little attention paid to seasonality, variety, and balance between caloric and nutritional content. She also viewed the monitoring system as ineffective. The cost of the meal, in terms of food and labor, was approximately \$4.81 at that time – just about double the reimbursement rate for school lunch in the United States. Sari believed that Rome could do much better by:

- Being more specific about the meaning of food quality in its tendering process; and
- Monitoring the food contracts closely to assure receipt of what had been ordered.

Her assessment led her to study all stages of the food chain – from its supply, to processing and packaging and through preparation – reflecting an understanding of a more elongated food chain.

More than anything else, contractual change with the food companies was the main lever for systems change in Rome where the school meals program is almost entirely privatized. In the U.S., individual public school districts run their own operations for the most part. A more important difference, however, is that food contracting companies are responsible for more than food in Rome. Under Sari's direction their contracts have changed from "low cost bid" to a 100-point system to provide a "best value" – one that is not simply calculated at the lowest purchase price, the determining criteria of the American system. In Rome's framework, the purchase price of the food accounts for only 51 points. The other 49 points are based on a variety of inputs considered essential to the success of its program – including a combination of infrastructural support and changes in the type, or quality, of food made available.

Support for the infrastructure includes:

- Improving the kitchens, canteens and furniture;
- Training course and informational campaigns; and
- Organizational features of the meal service;

In terms of changes in the type or quality of food made available, Rome privileges food characteristics such as place of origin, organic production, products from bio-dedicated food chains, and fair trade products through its tendering process.

Using the principle of gradual change, Sari weighted these two categories – infrastructure and food characteristics – differently in the two three-year contracts she has led during her tenure to date. She based the "weighting" on the condition of the meal system as each contract began – the first from 2002 through 2004; the second from 2004 through 2007. In this way of thinking, the "weighting" continues to be adjusted over time to "fit" the needs at the school level and to correct trouble spots as they inevitably arise. Also, in light of the success and what was learned during the 2002-04 contract period, the City invested 166 million euros in the second contract period order to build on the initial changes. Altogether, the cost change amounted to 27 cents per meal.

Sari's advice on best practices for change:

- Study the market capacity in order to accurately gauge the rate, type and extent of change possible.
- Strive for a gradual change that incorporates new elements and assesses the impact of these elements in order to make the appropriate corrections.
- Assume that making corrections is an inevitable part of the change process.
- Establish an ongoing contract monitoring process.
- Impose real sanctions on all violations of contract – large and small.
- Be transparent and consistent in approach.
- Be creative.

In her assessment, being more specific about the meaning of “food quality” in a tendering process is important but so is monitoring the food contracts closely to assure receipt of what had been ordered.

During the first three-year contract Sari also increased the number of monitoring visits from 160 (in the period prior to her arrival) to 1,200 which, in turn, led to the increase in fines/sanctions on the food companies from 7 to 450. The second three-year contract saw an additional increase in monitoring visits to approximately 3,500. The number of fines/sanctions for non-compliance in this time period decreased to 107, suggesting that the contracting firms now really “get what is expected of them.”

Significantly, during the second three-year contract, the contracting companies also agreed to:

- Replace plastic knives and forks with silverware;
- Increase recycling by distributing non-utilized foods to facilities that feed the poor;
- Increase recycling by distributing partially-utilized foods to animal shelters;
- Reduce production of waste throughout process;
- Decrease food miles to decrease pollution; and
- Replace rectangular tables with square tables to promote interaction during meals

The school meal is a powerful vehicle for both education and change. It represents an important leverage point because through serving healthy foods, institutions can shift regional food systems toward greater sustainability while simultaneously promoting their own institutional missions. Kevin Morgan, Professor of European Regional Development, said it best, “*The school meal is at the forefront of the debate about the health of our young people ... a prism through which we can examine some of the larger questions that face us today*”. *How can the public realm reassert itself and begin to set demanding and innovative standards for health and well-being? How can public procurement become a creative force for sustainable development rather than being stymied by (real and imagined) regulations? The search for the “big idea” to tackle obesity is a forlorn quest, for the simple reason that there isn’t one. We have to recognize that there are lots of “little ideas” and these need to be synchronized if we are ever to realize the multiple dividends of healthy school meals.*”

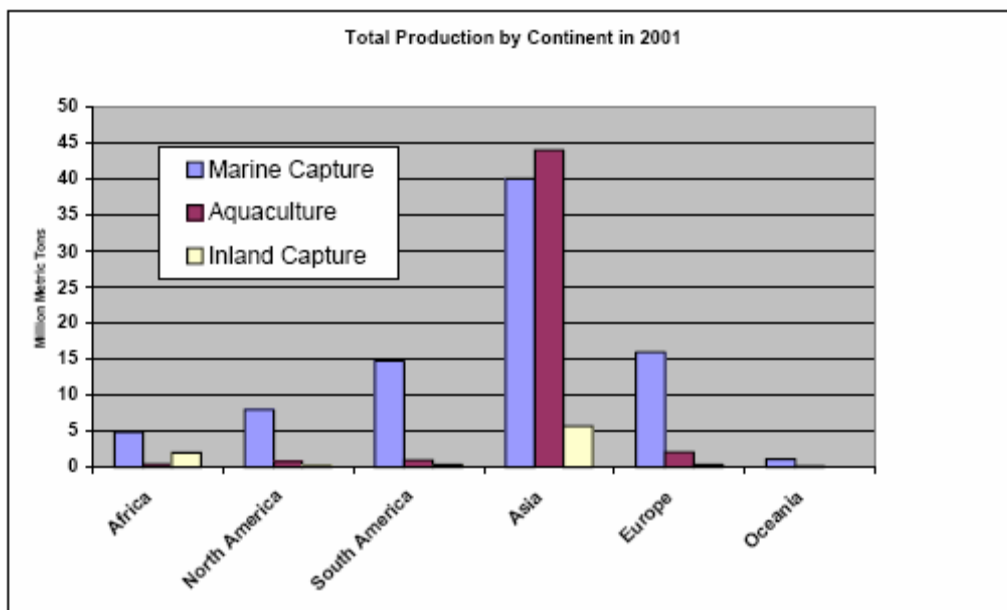


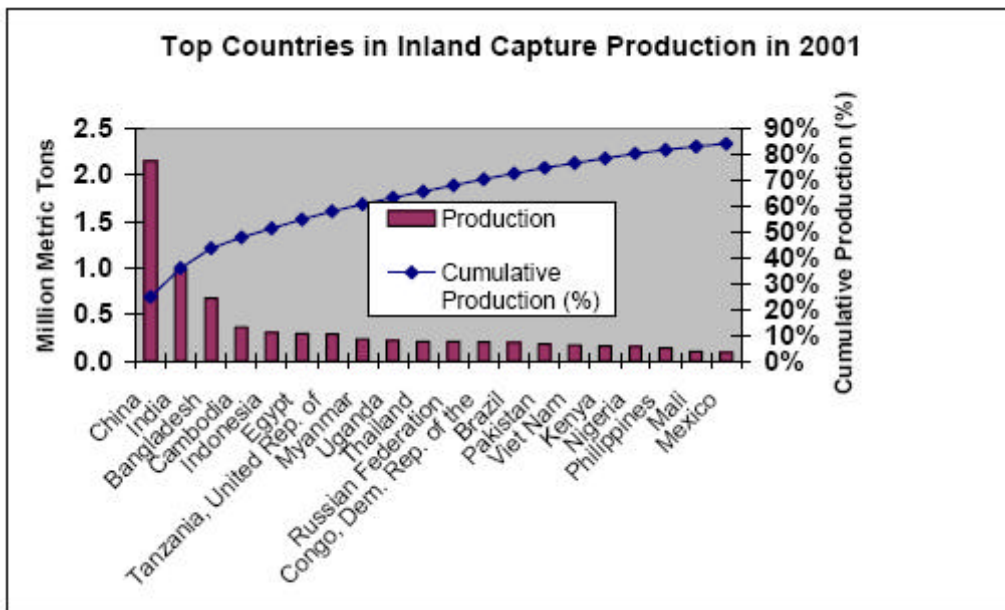
SFL Members Reach Out to Fisheries that Count

Almost one year ago, Sustainable Food Lab (SFL) members traveled to China to meet with fisherman and fishers' organizations. No other country comes close to China in terms of global significance in wild catch and aquaculture production and the outcomes of this trip continue to ripple through the Food Lab. Participants in this two week workshop visited fishery operations and, as with other Learning Journeys, learned as much from the fact that different participants interpreted the same events differently as from the events themselves.

The Chinese fishery industry accounts for one quarter of the world catch. Its aquaculture production accounts for 54% of the world total (FAO data, figures 1 and 2). Fish Team members know that if are to make an impact world wide, they can not avoid working with the Chinese fisheries industries.

Food Lab member Pierre Vuarin said, "It appeared important to us, within the framework of the Sustainable Food Laboratory fisheries team, to pay close attention to events in China, to establish relationships with the Chinese actors involved in this sector, and to envision different types of action. For all these reasons we proposed a workshop (or learning journey) in China. That appeared to us the best means of understanding the current reality there and of understanding the different perspectives held (political leaders, fishermen, experts, and NGOs, companies). We also thought of it as a means of involving Chinese participants and to also allow an exchange from their points of view."





The trip laid the foundation for ongoing relations with Chinese partners, a two-week workshop or “Chinese mini-Food Lab” is now proposed for October 2006 and two Chinese delegates will likely join the rest of the Food Lab for the meeting in New Orleans. In addition, workshop participants who came from other parts of the world, Africa (Uganda), South America (Chile) and Canada have formed close working relationships. Some of these have launched other projects together, most notably, a project centered on the fishing conditions around Lake Victoria.

Vuarin said that the U-process technique used during this learning journey for confronting different points of view was new and unfamiliar to the participants. Twice a day trip organizers devoted an hour to sharing perspectives, insisting that participants avoid analyses and instead express their own impressions, reactions, surprises and feelings from the visits and meetings.

“The fact of taking time at the end of the morning and the end of the day for this ‘assessment of astonishment’ required much prodding on our part at the beginning,” Vuarin said. “Indeed, although we described and insisted on this methodology in our writings and at the beginning of workshop visits, our Chinese friends had programmed many activities, visits, and meetings. Days were often full. We needed a great deal of insistence to maintain these two points of daily expression. But after a few days, our Chinese friends perceived the group interest in this time of expression.”

As in previous Food Lab learning journeys, this insistence paid off. “This point of method appeared key to creating a very favorable group dynamic, allowing the integration of the Chinese into the whole group and also increasing their understanding of our questions and issues,” Vuarin said. Participants shared their view points while interpreters (English-Chinese and French-Chinese) worked to ensure that all participants understood what was said.

Here are some examples of the types of differences participants confronted:

Impressions of an Export and Processing Company

The participants visited a large export and processing company that the Chinese considered a model of good practice. The company imports fish from Russia, Latin America, and other countries, processes them, transforms them and packages them to re-export to developed countries. This company had very good sanitary conditions and paid particular attention to the pollutant emissions but for the non-Chinese, it appeared that this type of company did not represent “sustainable” production because the fish traveled far and the complex processing consumed a great deal of energy. From this point of view, it appeared contrary to sustainable development objectives. This point created a debate.

Chinese Shrimp Fishing Evocative for American Participant

The participants visited lakes where traditional shrimp fishing was practiced. A couple of fishermen worked

simply on a small wooden boat, moving it manually, and collecting shrimp with a pole and a scoop. At the "assessment of astonishment", Margaret Curole President of the Louisiana Shrimp Harvesters Association, expressed, with tears in her eyes, the feeling of this situation. She explained what few others in the group could have imagined: this system of shrimp harvesting was the same one used in Louisiana and Curole herself had practiced it for years with her husband. With the advent of the shrimp imports to the USA from China and other countries, they had had to give up this production practice.

Are the Chinese Aquaculture Systems Sustainable?

For the local people the fresh water aquaculture enterprises appeared powerful and productive. For the members of the group coming from countries other than China, it appeared that these systems were very fragile from the point of view of sustainability. The near-by agricultural fields received manure, chemicals, insecticides, and pesticides. Garbage dumps were not far away either. The issues of the quality control of the fish, control of the residues, and of the traceability of the products, in general, were not very high in the minds of the companies.

Vuarin said, "through these examples, we see occasions to confront our viewpoints, our feelings, and our theories. These created a great richness in exchanges, reflections, and also expression of our visions."

Outcomes

- 1) The Food Lab Fish team now includes Africans, a representative of the Chilean state, and Chinese.
- 2) All participants have a better understanding of the Food Lab process (steps, tri-sectors, learning journeys) and of its possible application in additional situations: West Africa, Chile, Lake Victoria, China.
- 3) Participants, including good representation from the World Forum of the Fishermen, were impressed by the development of aquiculture in China but also its brittleness from the point of view of its sustainability (medical risks, risks of pollution). A future World Forum of the Fishermen and Fishworkers meeting may be held in China, with the support of the Rural Development Institute.
- 4) The Chilean Ministry of Fishing representative developed interest in supporting a Chilean project Integrated into SFL.
- 5) The Chinese Institute for Rural Development joined SFL and is interested in follow up study on the sustainability of aquiculture in China.
- 6) A Chinese Food Lab: Chinese participants, Chen Yueguang and Zhang Xiaoshan are interested in initiating a tri-sectoral process (companies, civil society, and political leaders) in the field of the food systems in China.



Food for Health Initiative Strikes a Chord at Emory

May 8-9, Emory University, Atlanta GA – Sustainable Food Lab (SFL) members drew a diverse and interested crowd at Emory University earlier this month, when they visited to speak about creating comprehensive, year-round changes in the nutritional quality and ecological responsibility of institutional food services.

SFL Food for Health (F4H) initiative members included **John Turenne**, founder of Sustainable Food Systems and former executive chef at Yale University, **Peggy Sechrist**, Texas Farmer/President, Southern Sustainable Agriculture Working Group and **Don Seville**, Project Leader, Sustainability Institute. Emory is a leading university in public health and medical research and would like to be a leader in creating a campus that promotes wellness. They have recently articulated an overall sustainability vision that includes a goal of adapting the dining facilities to provide and encourage healthy food choices and to procure 75% of ingredients from local or sustainably grown sources by 2015.

The F4H initiative is in the initial phase of exploring how SFL could help Emory in meeting these goals. With over 10,000 students, a significant health care research facility, and a working hospital, Emory has the opportunity to create a significant market for healthy, local, and sustainable foods which can help drive the creation of a local food market in the Atlanta area and could be broadened over time to the wider community. In addition, working with Emory's nationally recognized school of public health and health research community provides an important opportunity to bring together goals for healthy foods and sustainable foods into an organized voice for change.

The meeting with F4H members was scheduled in the middle of finals week, an hour later than a usual seminars and organizers expected 10-15 people. Instead the event filled the room and drew a diverse crowd of 32 people, some folks demanding to be included at the last minute. "That's simply not normal for Emory University," said Peggy Barlett, Professor of Anthropology and host of the meeting. Barlett is also founder of the Piedmont Project at Emory, a program that helps faculty incorporate sustainability and environmental issues into their teaching. Barlett will be joining the F4H initiative of the Food Lab in New Orleans.

The gathering included representatives from the current food service contractor (Sodexo) and their primary food supplier (SYSCO) as well as prominent faculty from the School of Medicine, colleagues from public health, the Center for Disease Control (CDC), social scientists, students and friends from the Atlanta community and local food initiative. "It isn't easy to find language or ways to talk about these issues that such a broad group can relate to," Barlett said to the SFL representatives afterwards, "but you managed it." During the meeting, Turenne shared the story of what happened at Yale under his directorship to transform the food system to a model of sustainability. He emphasized three aspects of the story he considers central to its success:

1. Creating seasonal menus so that more and more ingredients can be sourced locally overtime as local supply infrastructures build up.
2. Reducing the number of choices in order to free up both time and money to focus on food quality. Referring to "food courts" common in many institutional settings Turenne said, "over time the need to add variety and diversity to our menus, while simultaneously leveling or reducing labor costs has left us with only one option – prefabricated, ready to serve processed food often laden with ingredients unhealthy to body, mind and environment." If institutional food service staff members are going to cook again from fresh ingredients they must focus on a smaller number of options.
3. Engaging the food service staff fully with direct farm experiences to build enthusiasm for cooking local fresh food.

Emory personnel found the specific information and the opportunity to ask questions valuable but according to Barlett, that wasn't all, "most important is I think some intangible way in which your coming to advise us made real the existence of the Yale initiative and the Food Lab itself, and allowed a very diverse group of Emory people--older faculty, younger students, CDC affiliates, concerned staff--to acknowledge their excitement about sustainable food and to come forward to express interest and offer to help. There is a magic in this work that people long for, and your visit gave us an excuse to step forward and embrace that magic," she said.



Jasper Wyman & Son, awards First Three Farms

Three growers receive cash awards to develop sustainable practices. Left to right: Max Hasler (President of Fruticola Olmue), Ed Flanagan, Silas Smith Saint Sauveur, Jose Sotero Junemann Mardonez, Marco Antonio Bravo Bravo, Rober Jobin (Director QA Olmue)

Ed Flanagan spoke at the Fruticola Olmue Growers Meeting, May 13, 2006.

Chillán, Chile - It is my honor to attend this meeting and meet many of the growers who have supplied us with fruit for many years. I am sorry that I cannot speak to you in Spanish. Please bear with me as we translate.

I will first introduce my company. Jasper Wyman & Son, has been owned by the Wyman family since 1874. We are based in Maine, a state in the northeast, and we have a factory also on Prince Edward Island in Canada. We have 3000 hectares of wild blueberry fields and we have cranberry bogs, so we are farmers too. As marketers, we have our own brand of frozen fruits in the U.S. We sell a blueberry juice that is very successful and we supply many of the top customers in the U.S. such as SYSCO, Wal-Mart and Sara Lee. We are the number one supplier of blueberries to Japan and we have valuable customers in Europe.

Wyman's is the #1 company in the U.S. for blueberries. During the harvest, we employ several hundred migrant workers. Immigration is a very hot political issue now and we are very strong supporters of the Hispanic workers rights. We are proud of our reputation as a migrant employer and we provide free insurance and housing as well as the best income of all migrant work. Last year my son worked as a blueberry raker on a crew with one other Anglo and 40 Mexicans. His Spanish is better than mine, especially the curse words. All of my sons have worked on Hispanic crews and their respect for them is deep. Our migrant camp has a soccer field. We have, at the end of the season, the Wyman's Cup, a soccer match between Mexico and the U.S. So far the cup is won each year by Mexico but maybe this year we will win if we get a few more good players. So, our respect for our Hispanic workers is deep and it is earned by good, hard working people.

When I came to Chile nine years ago, I was looking for a supply relationship. I did not want to move around from one supplier to another because our best customers do not do that. They buy from Wyman's. Our success in Chile, from that first day until today, is based on putting our faith, our needs and our expectations into one supplier and being faithful in return. That supplier for us is Fruticola Olmue. Of course, as you know, in agriculture things do not always go perfectly and it is during those times when the value of a good partner is most important.

I am here today to support the concept of "sustainability." I am no different from many of you. We have to live in the present, get the work done, pay the bills, but for our children's sake we must also protect the future. How do I...how do we do this when each of our roles is so small. If we do our part, we can inspire others to do theirs and real progress can be measured.

Wyman's is not a teacher of "sustainability" because we are still a student, but we can help encourage Chilean farmers to be on the front end of this important movement. What American farms know, we know because of our mistakes. Much knowledge comes that way. Mistakes can be prevented if we share information. "Sustainability" means that we will do nothing today that diminishes our ability to do the same thing in the future. And it is not just about how we farm, but also about how we live in our communities. Wyman's as a buyer has a responsibility to this community.

Sustainability today does not mean much to the global consumer. But we believe in 3-4 years consumers will judge products – food, cosmetics, textiles and automobiles – for their contribution to sustainability as much as for price, color and convenience. The suppliers who have nothing to offer will lose the order. So this is

also about how we keep our marketing position.

We began this year a sustainable practices program through Olmue as a test. We want to invest in your interest in learning the sustainable practices that can make your contribution real. Thus, I am here to present the first three cash awards to the three farms that helped us to get started. We intend to pay these farms to continue the program for three years and we intend to sign up more farms for next year and the year after that and the year after that. Wyman's is committing \$150,000 to improve the income and sustainable practices of Chilean raspberry farmers.

Once again, Wyman's couldn't do this without a committed partner and I would like to end by saying that we are very grateful that you bring your fruit to Fruticola Olmue and that they do such a fine job meeting our specifications. Together I think we can provide a steady present and a better future for our children.



Sustainable Procurement: towards a new metric for public food

Cardiff UK, May 19 - Throughout Europe and North America national and local governments and the health sector are attempting to meet the challenges of sustainable public procurement. In the UK, contracting authorities face an especially difficult task in making social and environmental criteria consistent with the prevailing narrow interpretations of Best Value policy, a situation that is paralleled in many European countries.

Drawing on the practical experience of local authorities and national ministries in the UK and Italy and on the business experience of companies and organisations working on global supply chains, this seminar examined how to establish a new set of metrics for sustainable systems of public procurement. It brought together international experts, public bodies, representatives from NGO's and business and other key stakeholders. It involved representatives from Rome and Carmarthenshire, as well as DEFRA, National Audit Office, IdeA, the Sustainable Development Commission and Office of Government Commerce, among others, to discuss a new development metrics that takes into account the sustainability of both food products and public food systems.

The workshop sessions identified what the key indicators are for sustainability within the public/institutional food system.

They examined examples of best practice with operators and practitioners identifying the factors that have been key to their success in developing recognised sustainable operating or monitoring/evaluation systems. They investigated how these factors can be monitored to enable a) the sustainability of existing systems to be analysed and b) how change to more sustainable practices can be measured c) How the impact of changes can be measured and quantified (economic; social; environmental).

A key output of the workshops will be an action plan to arrive at the creation of a Sustainability Metric for public food systems in time for either trial or launch at the Global Sustainable Public Food conference in Rome in Autumn 2007.



The Food Project,
photo by Justin Steil

Urban Agriculture Cures Many Ills

By Jessica Wurwarg

Low-income urban areas in the U.S. have poor food access, high rates of obesity, diabetes and asthma, high unemployment levels, and populations with low levels of education and little or no job training. Grassroots urban agriculture projects provide important, if small scale, relief for all of these issues.

Rates of obesity and diabetes are rising rapidly in low-income areas due in part to lack of access to healthy food. Some cities and states address food poverty and access issues with food policy councils that look at physical food access and public food procurement. Urban planning and economic development programs can improve physical food access with flexible zoning, and policies encouraging healthy food markets in underserved areas. Current public food procurement practices leave much room for improvement in the quality of food that governments serve in schools, hospitals, prisons and shelters and food policy councils can work to create requirements for more sustainable food in the public sector's food contracts

While some progress is being made at the government level, much food access progress is being made at a grassroots level, through urban agriculture projects, community supported agriculture, farmers markets and food co-ops. Urban agriculture projects in the Northeastern US illuminate current food access issues and recent urban history. They address not only food access issues, but also many of the other social injustices plaguing low-income urban neighborhoods. On a small scale urban agriculture projects are an important element of sustainable community development.

Background

As a result of white flight in the post-War years, low-income urban neighborhoods became increasingly poor. As tenants struggled to pay rent, landlords let their buildings deteriorate, until they realized that they could collect a lot more money from insurance if their buildings burned down than they could from their struggling tenants and so rather rapidly in the 1970s huge swaths of central Brooklyn, the South Bronx, South Boston and other poor neighborhoods in big cities burned down leaving thousands of vacant lots, people with no place to go, and neighborhoods that were increasingly depressed and crime-ridden.

Eventually, many of these lots became city-owned and in some cases began to be used by the community as gardens. In a few cases, small non-profit community groups began using vacant city owned land to grow food in more formal urban agriculture projects. Three examples of urban agriculture programs in the Northeast stand out as exemplary models of sustainable community development. Each of these programs use environmentally sustainable farming methods, employ and train local youth, make locally grown healthy food available to the community, and create safe and active public spaces on land that was vacant and derelict.



UCC Market, photo by
Sarita Daftary

East NY Farms! *East NY, Brooklyn, NY*

East NY Farms! is a coalition of neighborhood community gardens and a farmers market. The neighborhood is very low-income, was severely devastated in the 70s and has poor food access. The coalition runs the UCC Community Garden that employs local youth and grows organic food, which it sells to the community at the weekly farmers market. In 2004 the UCC sold nearly \$4000 of food. East NY has also established a food policy council, through which they are creating a local food co-op to increase food access.

East NY Farms! market and the UCC community garden are on city owned land and were in danger of being displaced so the city could build affordable housing, which is also a community need. The city's housing and parks agencies worked together with the community to preserve the garden. The city will sell the market site to a local development group. The site will be developed to retain the market, accommodate the food co-op, and have affordable housing above.



UCC Garden, photo by Sarita Daftary

Added Value Red Hook, Brooklyn, NY

Added Value is a non-profit urban farm in the Red Hook neighborhood of Brooklyn whose mission is to “promote the sustainable development of Red Hook by nurturing a new generation of young leaders”. Red Hook has no quality supermarkets, no subway lines, nearly 80% of the population living in public housing and an average household income (as of 2004) of \$14,000/year for a family of four. The program, started in 2000, has employed over 85 local youth, teaches them skills in business, literacy and farming. The youth help run the farmers market.

Added Value, which also supplies local restaurants, is located on approximately 2.5 acres of an unused basketball court owned by NYC’s Dept of Parks. The organization is currently in the process of working out a long-term lease with the City. Because much of the land is paved or contaminated, Added Value brings in soil and compost to build raised beds for planting. The Bronx Zoo provides the compost and soil.

The Food Project Boston and Lincoln, MA

The Food Project (TFP) started in 1991 and uses agriculture as a means to create stronger communities and a more sustainable food system. It is located in Boston’s low-income neighborhood of Roxbury/Dorchester (which also saw burning devastation in the 1970s) and in suburban Lincoln, MA. TFP Hires high school students from all classes and cultures for a summer program.



The Food Project, photo by Justin Steil

The organization grows 250,000 pounds of food each year. It donates half the food to shelters and sells the rest at farmers markets and through community supported agriculture (CSAs). The organization also offers catering and soil remediation services.

The Food Project farms about 33 acres of land, most of which is in Lincoln, Massachusetts, a suburb of Boston. The other land is in the Roxbury/Dorchester neighborhood of Boston, and is city owned, but protected in a community land trust that the community itself, in a unique instance of grassroots land use planning, put in place.

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Urban agriculture programs bring social, environmental and economic sustainability to their neighborhoods. They increase access to nutritious and environmentally sound food in low-income neighborhoods, provide job training and empowerment, and create active and safe public spaces. This type of sustainable development, particularly with rising real estate values, takes cooperative interagency planning. The city must appreciate the value of urban agriculture programs on a holistic level in order for different city agencies and community groups to work together to preserve and protect these community programs.