

GOOD FOOD STRATEGY

TOWARDS
A SUSTAINABLE FOOD
SYSTEM IN
THE BRUSSELS-CAPITAL
REGION



FOREWORD

As Minister of the Environment, Quality of Life and Agriculture of the Brussels-Capital Region, my aim is to make our city even more attractive, inclusive and pleasant to live in. It is important that the inhabitants of Brussels feel healthy as it is of prime importance to preserve and promote our environment. These two principles are complementary and contribute to each other: what is good for the environment is good for Brussels residents' health and quality of life.

Developing healthy, good quality and locally-sourced food based on short supply chains meets our needs in terms of public health and quality of life as well as in terms of environmental and social improvements. Good Food is a very practical response to these challenges for Brussels, but also to the challenges of climate change, which is a major concern of the 21st century.

In Brussels, food represents a quarter of the environmental impact of a Brussels household. Access to good quality food is also a challenge at a time when 32,000 people are dependent on food aid and one third of Brussels residents live with an income below the poverty warning line.

In order to reverse these social, health-related, environmental and economic realities, along with all the stakeholders in the field concerned, we have deployed the "Good Food Strategy – Towards a sustainable food system in the Brussels-Capital Region". The latter contains a series of "from farm to fork" measures with very specific goals to be achieved by 2020.

Thus, the "Good Food" initiative targets the development of new urban farming projects with an objective of producing 30% of fruit and vegetables locally by 2035.

It was also essential for me to take into account the young generation as much as possible in this "Good Food" strategy by involving them in the challenges related to food. Finally, the reduction of food waste constitutes another one of the strategy's priorities. We are aiming for a 30% reduction in food waste by 2020.

2016 will be devoted to developing and implementing "Good Food".

Bon appétit!

CÉLINE FREMAULT

*Brussels Minister responsible for Environment, Quality of Life,
Energy with competences in the field of the Agricultural Policy*

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The "Good Food Strategy – Towards a sustainable food system in the Brussels-Capital Region" is an initiative of Céline Fremault, Brussels Minister of the Environment, Agriculture and Quality of Life. It is developed by Brussels Environment and the Brussels Regional Public Service's Agricultural Unit.





GoodFood

MIEUX PRODUIRE, BIEN MANGER
BETER PRODUCEREN, GOED ETEN

.brussels 

The Region has chosen the "Good Food" concept to talk about the transition to a more sustainable food system. The subtitle "produce better, eat well" places the focus on the strategy's priorities.

PRODUCE BETTER

Local and
good quality food

Healthy and
environmentally-
friendly products

EAT WELL

Food associated with
pleasure and well-being

Local products
accessible to all
balanced meals

GOOD FOOD, FOR A NEW FOOD CULTURE

A BOOKLET TO...

... inform professionals, whether they are concerned directly or indirectly by the food sector (local stakeholders, chefs, distributors, consumers, farmers, politicians, etc.), and involve them in the development of a more sustainable system in the Brussels-Capital Region.

...guide each citizen who wants to act in favour of sustainable development, submit a project or promote actions that have been developed and help to raise awareness among the inhabitants of Brussels.

ORIGINS

The strategy was developed in cooperation with about a hundred of stakeholders, a panel representative of the Belgian and Brussels food chain (associations, local authorities, food processors, distributors, etc.):

- After drawing up an inventory of the situation in Brussels, they drafted a common vision of the food system for the Capital by 2035.
- Required actions to achieve this result were then defined in order to encourage changes in behaviour as far as production and consumption is concerned and, thus, enable the deployment of the Good Food strategy.

PRIORITY GOALS

- Develop environmentally-friendly local food production and encourage innovation.
- Inform and involve citizens from a very young age.
- Reduce food waste.
- Develop actions taking into account social and multicultural aspects of our Capital



Imagining Brussels in 2035...

A city which offers a wide range of healthy and good quality local products. A city which benefits from an effective food production system that creates jobs. A system which evolves following innovative initiatives. Brussels is the birthplace for many fruitful cooperative projects and its food system is an integral part of a circular economy process in which waste is almost non-existent. Each Brussels resident, regardless of their age or their social situation, has access to "Good Food" that is balanced, synonymous with pleasure and well-being.

Can this vision become a reality? We are convinced of it... and in order to achieve this, we need you!



A vision as a guideline for the next 20 years...

Developing a sustainable food system in Brussels means...

- Reconnecting the city with the nourishing role of nature and the respectful use of natural resources.
- Providing a healthy, local and good quality food supply.
- Guaranteeing access to sustainable food for all Brussels residents and providing a greater visibility.
- Meeting local needs with a system that is effective from an economic and environmental perspective
- Encouraging the creation of sustainable jobs, new professions and new business models.
- Favouring innovative and collaborative solutions involving all the food chain's stakeholders, as well as related authorities.

Promoting a local production and transformation process

- Preserving and facilitating the access to urban and peri-urban land for local production.
- Encouraging professional production and non-commercial production by citizens.
- Ensuring fruitful cooperative projects between Brussels and its outskirts, facilitating the access to the Brussels market for urban and peri-urban local farmers.
- Developing profitable production creating jobs.

Contributing to the quality of life of Brussels residents.

- Giving priority to environmentally-friendly and healthy production techniques.
- Encouraging participation in citizen and leisure actions.
- Favouring the development and preservation of city parks and biodiversity.
- Developing tasty and good quality local food that combines pleasure and conviviality.
- Offering a varied choice of places where it is possible to buy and consume sustainable food products.

Preserving resources and fighting food waste.

- Recycling unsold food items and organic waste according to a circular economy process.
- Reducing food waste at the root

Evolving constantly and raising awareness among future generations.

- Introducing Brussels residents - of all generations, cultures and social backgrounds - to the challenges of sustainable food.
- Developing multicultural sustainable food through the preparation, discovery and sharing of know-how in cooking methods from around the world.
- Teaching future generations to "eat well", to enjoy food that is synonymous with pleasure and health.
- Ensuring constant progress in actions and the development of new projects through research, experimentation and training.

Goodfood.brussels Produce better, eat well

FOOD, AT THE HEART OF OUR SOCIETY'S CHALLENGES

Food meets a fundamental need for each one of us. If we keep on following the current consumption model, production will have to increase over the coming years in order to fulfil the needs of a growing population. It is a major concern that has economic, social, environmental and health effects on a local and global level.

One of these challenges is related to the access to food that is healthy, balanced and available in sufficient quantity: the cost of food is difficult to cover for many Brussels residents, with a third of them living below the poverty warning line. Furthermore, underprivileged members of the population are often at risk of health problems resulting from poor diet (too much sugar, fats, chemicals, etc.) and the consumption of poor quality products which are generally sold at very competitive prices.

The food sector is suffering from the difficult economic climate. Fewer farmers are able to live from their profession because of cost-cutting measures between the production, transformation, and transport phases. The development of more sustainable local food sectors offers great potential for job creation and may contribute to the development of an ailing economy.

In Brussels, as in other cities, the environmental impact of food is very high: about a quarter of a Brussels household's environmental impact is related to its food and drink consumption.



A MORE COHERENT MODEL FOR OUR QUALITY OF LIFE

It is essential to adapt the model as much for our health as for the environment. The aim is to guarantee greater coherence between production, consumption and the resources management, in order to serve "Good Food" on the plate of each Brussels resident: food that is more local, balanced, healthy, delicious (at home, as well as at canteens) and a reduction of food waste.

In Brussels, the organisation of a more sustainable food system is underway: initiatives have been introduced in order to increase the supply (in particular through the development of vegetable gardens, the organisation of solidarity-based local farmer buying groups and projects at canteens) and many citizens are already well informed about the subject. Brussels is also the first "GM-Free" region in Europe: all outdoor genetically modified crops are forbidden.

The "Good Food" strategy is now part of these existing initiatives, with a view to: **"going further... we all have a role to play!"**



A STRATEGY IN 15 ACTIONS

The "Good Food" strategy action plan has been developed for the next five years. The aim is to introduce a new food culture, increase the local product supply, and raise awareness among citizens in order to encourage an increase in demand for "Good Food" products. The goal is also to encourage innovation in order to develop the food systems of tomorrow.

The programme is organised around **seven themes** and **15 actions** presented in order to develop the supply and stimulate the demand, in particular by changing behaviour.

The principles guiding the strategy are as follows:

- **Inclusion:** actions implemented take into account social and environmental features of the city and target all types of public.
- **Exemplarity of local authorities:** they give the example to follow in order to ensure the deployment of a more sustainable food system.
- **Partnerships:** the aim is to involve and empower the food chain stakeholders on a regional and local level.
- **Changes in behaviour:** methodologies are applied among different target groups and, in particular, are based on the local fabric.
- **Independence:** the aim is to increase stakeholders' ability to initiate their own projects through the development of skills, partnerships and local projects.

The implementation of actions will be based on existing initiatives, such as Agenda 21 local projects, calls for projects by Brussels Environment, and citizen sustainable neighbourhoods.



GOOD FOOD



ACTIONS



Increase local sustainable food production

URBAN AGRICULTURE DEPLOYED BY PROFESSIONALS AND CITIZENS

Urban food production involves individual or collective vegetable gardens, urban farms on the ground or on rooftops, orchards and chicken coops, all of which offer many **advantages for the quality of life of urban dwellers and contribute to the self-sufficiency of the city in terms of its food supply:**

- they facilitate access to local, healthy and seasonal produce;
- they offer Brussels residents new landmarks and contribute in changes in behaviour whilst also strengthening social ties: going to the collective vegetable garden to harvest fruit and vegetables, sharing recipes with neighbours, rediscovering the tastes of seasonal produce, etc.;
- they help to reduce the impact of freight transport: traffic, pollution;
- they encourage the development of natural areas: corner of balcony, a piece of garden, an area of shared land, etc.



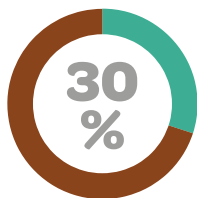
ACTION 1

DEVELOP A SUSTAINABLE PROFESSIONAL AGRICULTURAL PRODUCTION

- OBJECTIVES -



In 2020, **100%** of new professional agricultural production projects **will be efficient on an environmental, economic and social level.**



In 2035: **urban and peri-urban agriculture will produce 30% of the unprocessed fruit and vegetables** consumed by Brussels residents.

Although commercial farming already occupies Brussels region with about fifteen companies working in a variety of fields (market gardening, mushroom growing, insects, sheep breeding, plant nursery, aquaponics, aromatic plants, etc.), **the sector can be developed further and become a true source of employment.** Brussels residents don't lack of ideas and the strategy aims to encourage the development of this promising subject area: **support, train and assist project promoters** for sustainable, innovative and effective initiatives.

In order to increase urban production, it is necessary to have space: in 2015, 1.5% of the surface area of Brussels Region was used as farmland. Over the past few years, some crops have developed in areas above ground (market gardening on rooftops, mushroom farming in cellars, etc.). In order to continue in this direction, the strategy plans to **facilitate access to these varied production sites**, but also to **preserve existing farmland** in the Brussels Region and outskirts. From a more general viewpoint, the development of urban farming spaces should be integrated into urban renovation tools and real estate development projects.

In order to allow projects to be rolled out and optimise access to local resources, collaborative projects are a must: between farmers and consumers, between the Brussels Region and the outskirts, between professionals in the field and the public sector, etc. **Networking will help to optimise the development and professionalism of sustainable urban agricultural production.**



ACTION 2 PROMOTE SUSTAINABLE AUTOPRODUCTION

The Brussels landscape bears witness to citizens' interest in growing their own food: from a few square metres of vegetable garden to small crops of aromatic plants, 22% of them develop their own production.

There are more than 260 collective and family gardens in the Brussels Region. Collective projects are managed by resident committees, schools, social welfare centres, enterprises, associations, etc., most of which are supported through calls for projects. These spaces are related to pleasure and conviviality: shared moments with family, friends or neighbours, for gourmet, fun or educational moments.

Between window boxes, flower pots with a thousand and one aromas and fruit trees, collective or individual plots of land offer the opportunity to rediscover seasonal tastes and biodiversity.

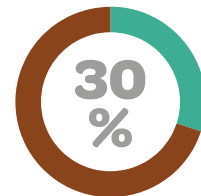
The strategy aims to promote this autoproduction even further: some Brussels residents, tempted by the experience, have not got yet their hands dirty because of a lack of knowledge, time or space. Yet, there is a great potential of available spots for various types of crops: next to roads, wastelands, rooftops, cellars, unoccupied car parks, etc. The Region will help to facilitate access to these autoproduction sites. Also, spaces cultivated in order to feed the city will be preserved and their numbers will be increased via regional development projects.

The process of learning and exchanging experiences (training, educational tools, support from teachers-market gardeners, etc.) will be developed further. Know-how about various types of space will be promoted so that to encourage collective and individual initiatives: vertical production, production on walls, rooftops or balconies. Our city has amazing resources for developing sustainable autoproduction!

- OBJECTIVES -



In 2020: the regional natural areas managed by Brussels Environment will have **twice the number of vegetable plots** (compared to 2015).



In 2020: **30% of households** will produce some of their own food.

Support relocation and the transition to a sustainable supply for all

"GOOD FOOD" MORE AVAILABLE, VISIBLE AND MORE ACCESSIBLE

Developing more sustainable food in Brussels also means making it available to everyone. The aim is:

- to increase the offering and visibility of Brussels and Belgian products, in particular those produced by organic farming;
- To increase their accessibility as much as in geographic terms and as in terms of costs so that all Brussels residents are able to enjoy access to balanced and good quality food.

Furthermore, the food sector offers great economic potential: in Brussels, this means 33,000 jobs with a potential for 1,000 additional jobs in distribution. In order to ensure economic development, the strategy aims to continue to promote "Good Food" stakeholders by allowing them to go even further thanks to support, training, networking, visibility and partnerships.

The offering's development will help to improve access to "Good Food" for all and will contribute to increase the demand.



ACTION 1

ENSURE THE TRANSITION< IN A CROSS-CUTTING WAY



"Good Food" products stimulate curiosity and gourmet treats. In order to increase the offering of these products, the strategy intends to support new entrepreneurs even further. Support services for business creation already exist: in many fields, project promoters are able to ask for support in drafting a business plan, obtaining answers to legal questions, applying for financial aid and taking part in training courses.

In addition to that, the new strategy offers specific training courses, courses to support businesses and training on sustainable food for future entrepreneurs.

It will also aim to facilitate the understanding of the regulations of the Federal Agency for the Safety of the Food Chain (AFSCA) and establish a direct link with sustainable practices.

In conclusion, the strategy wants to meet the needs of professionals from the sector and encourage collaborations that will help to deploy the Good Food offering even further and generate greater visibility of the «Made in Brussels" products.



ACTION 2

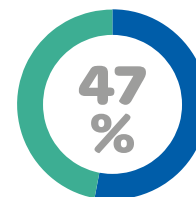
SPEED UP THE TRANSITION OF CANTEENS AND RESTAURANTS TOWARDS A MORE SUSTAINABLE OFFERING

In Brussels, 40% of meals are taken in canteens, cafés or restaurants. Therefore, it is essential to adapt canteen menus. An increase in the "Good Food" meal offering would help to reduce the sector's environmental impact and would contribute largely to stimulating the Brussels sustainable food system.

Public canteens, school and kindergarten are a priority in this action plan: both for the collective effect (47% of Brussels children eat at a canteen), but also because "Good Food" can be integrated into an educational process. Since 2008, Brussels Environment has offered a "canteens" programme in order to support managers: suggesting alternatives to animal proteins, local and seasonal menus, and reduce food waste. To this day, 73 school and company canteens have already benefitted from this support.

With more than 2,500 collective kitchens in our capital, the strategy aims to extend the "Good Food Canteens programme". In order to promote this approach, a "Good Food Canteen" award system will be drawn up: 40 canteens meeting specific criteria will be certified by 2020.

In terms of the hospitality trade, Brussels welcomes more than 6,000 establishments. The strategy aims to integrate "Good Food" principles into catering training programmes. Support will be provided in order to help restaurant managers and social restaurants to develop "Good Food" dishes adapted to their public. In this way, they will be able to enrol and to improve their offering via the "Good Food" charter.



47% of Brussels children
eat at a canteen



ACTION 3

PROMOTE VARIED, ACCESSIBLE AND SUSTAINABLE DISTRIBUTION SYSTEMS

In Brussels, food distribution is dominated mainly by supermarkets: they currently hold 70% of the market share. The remaining 30% are divided up between wholesalers, small shops, markets and short food distribution circuits.



Increasingly Brussels residents want to consume local and good quality products: the increase in short distribution circuit channels (with just one intermediary between the producer and the consumer) is proof of this. In view of this rising demand, major brands are increasingly promoting 100% Belgian products.

The strategy targets an **ambitious agreement with the sector in order to increase this "Good Food" offering even further** and guarantee a premium promotional space. A trend which should also be ensured by other distribution systems. The aim is **to promote "Good Food" at municipal markets** or to support its development at **wholesale markets**.

So that people **with a low income** are able to enjoy easy access to these products, the strategy aims to support innovative **sales models in specific structures** (social grocers, cooperatives, etc.) and encourage the replicability of models which have already proved their worth.



In order to meet the needs of the hospitality trade and canteens, and also facilitate short distribution circuits (from farm to fork), the strategy aims to **widely distribute maps of Brussels giving information about the offering in the city** (lists of suppliers, markets and organic food shops, etc.). Also, in order to facilitate the transportation of fresh food and compensate for the logistical constraints experienced by small farmers, **low-impact logistical solutions will be studied**.

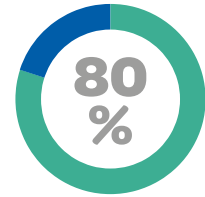
ACTION 4

ENSURE LOCAL AND SUSTAINABLE TRANSFORMATION

In Belgium, 80% of the consumed food is transformed (ready-made meals, baked products, grocery products, drinks, etc.). Brussels consumers are increasingly looking for quality food, therefore, there are many development opportunities for "Good Food" products.

Nevertheless, 330 Brussels-based agri-food companies suffer from the economic pressure of international firms. The strategy aims to equip Brussels food transformers in order to help them to stand out via a "Good Food" offering. The objective is to inform them of the principles, provide them with practical advice to be applied gradually and support them in maintaining and improving the quality of their products. In order to ensure this process, the Region will work closely with the Belgian Food Industry Federation. Training will also be provided for new stakeholders in the sector in order to enable the development of a sustainable offering of processed food products.

Finally, so that to limit waste and food loss, projects for transforming unsold food will be strongly supported by the Region.



80% of the consumed food is transformed



330 Brussels-based agri-food companies suffer from the economic pressure of international firms



Support the transition of the demand for all

INFORM THE RESIDENTS OF BRUSSELS FROM ALL GENERATIONS AND ORIGINS

All generations should be informed about the advantages of "Good Food" regardless of their culture or their social class. The projects promoted by the Brussels Region over the past few years show a change in behaviour as far as food is concerned and greater awareness among some citizens, all of which has contributed to developing the sustainable food offering.

It is now necessary to go even further in order to make changes in food practices among specific groups of people (especially young people and the disadvantaged ones). Associations and existing networks can greatly contribute to encouraging this change. The development of citizen actions and educational projects at schools are an essential step for informing and raising awareness among the general public from a very young age.



ACTION 1

ACCOMPANY CITIZENS AND FAMILIES TOWARDS A TRANSITION IN DAILY PRACTICES IN THE FIELD OF FOOD

A change in daily practices can have an impact on the state of health of Brussels residents and on their environment. The quality of diet is directly linked to health: too much meat, not enough fruit and vegetables, food that is not balanced, products that are too sweet or too salty, etc., contribute to so-called social diseases, such as obesity and cardiovascular disorders.

In terms of the environment, a household's food and drink consumption represents a quarter of their environmental impact (CO₂ emissions generated, among other things, through animal breeding, food waste and transport).

In order to raise awareness among citizens, **many tools are available** (seasonal calendar of fruit and vegetables, "Recettes 4 saisons" app for discovering the calendar and recipes, etc.) **and will continue to be developed over the coming years.** But a complementary approach is required: the strategy foresees **the development of practical workshops, which are a part of their daily life and which take into account their specific social and cultural features.** The opportunity to try "Good Food" and find answers to their questions.



Municipalities and social welfare centres have already made their contribution with "local Agenda 21" actions involving citizens and local organisations. Various initiatives give rise to "Citizen sustainable neighbourhoods": local production, buying groups, cookery workshops, etc. Activities which bring people together, reinforce social ties and often encourage the development of completely independent actions. The Region will **develop these actions further by supporting these stakeholders and project promoters.**



These initiatives help to change the food culture of Brussels residents and, in order to reinforce this movement, the aim is to train and equip the professionals who provide this support and offer them experts help on specific themes. Especially since an efficient support of citizens can **encourage to become "Good Food" ambassadors:** Brussels residents who raise awareness among people they know, family and friends, etc., lend more weight to the message.

ACTION 2

INFORM AND INVOLVE FUTURE GENERATIONS

In order to introduce a more sustainable food system in Brussels in the long-term, it is essential to inform and involve future generations. Schools have a key role to play both in educational terms but also in terms of how they manage their canteens.

Since 2009, the Region has developed an educational offering as far as food is concerned in collaboration with associations in the field (posters, games, activities, etc.) and the theme is greatly appreciated by schools. **"Good Food" know-how will be conveyed via practical workshops** (cooking, tasting, etc.) and **complementary activities**, in particular at educational farms.

The development of project such as vegetable garden is an excellent starting point for **discussing food with pupils**: the strategy promotes the direct link which can be established with the canteen process and the involvement of all academic levels in the project. By 2020, the aim will be to provide support for **10 new school vegetable gardens every year**.

The Region also encourages the **exchange of experiences between schools and teachers** via the Bubble network . In the coming years, **educational teams should be better trained** to deal with these subjects. Therefore, along with associations in the field, they will be able to contribute to the **development of additional tools and activities**, in particular in order to **encourage a direct link with local farmers**.

On the other hand, **parents will be more involved in the process**: discover sustainable meals cooked by the children or served during school parties will contribute to the development of larger-scale vegetable garden projects, etc.



Bubble

LE RÉSEAU DES ÉCOLES BRUXELLOISES
EN ACTION POUR L'ENVIRONNEMENT



Develop a sustainable and desirable "good food" culture

DISCOVER "GOOD FOOD", DEVELOP A TASTE FOR IT AND SHARE IT

Introducing a more sustainable food system in Brussels means showing the population a food culture that is associated with the idea of pleasure and well-being based on access to local and good quality products for all.

This culture will be deployed in **partnership with citizens, food chain stakeholders and the authorities concerned**. Each one has a role to play in spreading the "Good Food" culture among Brussels population.



ACTION 1

DEVELOP THE "GOODFOOD.BRUSSELS" CONCEPT

The "Good Food" culture must be easy to understand by all so that each person is able to claim it for itself, feel concerned about it and consequently adapt his food behaviour.

Sustainable food is often seen as being expensive and hard to find (Where can it be found? How to recognise sustainable food? What is the value of labels? Why is it more expensive?). Therefore, it is important to clearly define it in terms of impact, pleasure and health, but also to recall its economic potential for the Brussels Region.

Discovering "Good Food" involves local projects, records from project promoters, events which allow people to discover its true advantages (tasting, local cookery workshops, recipes for leftover food, vegetable gardening, etc.). The aim of the strategy is to make it a coherent concept and encourage the commitment of all to what it can offer in terms of quality of life.



ACTION 2

CAPITALISE ON AND DISSEMINATE INFORMATION

There is an abundance of ideas in the field of sustainable food: many projects are booming and local initiatives sometimes have a great impact. In a process of full development, driven by the motivation of citizens, it is essential to **activate a process of experience-sharing**. Public, private and associative stakeholders on a local, regional, national and international level may be valuable sources of inspiration. All these experiences and good practices will be brought together on the www.goodfood.brussels web portal.

Furthermore, **annual meetings between local stakeholders** will be organised: professionals will be able to exchange their experiences, discover the results of recent studies and discuss their own projects. Other **opportunities for exchanges will be available, in particular for local networks** (citizens and volunteers), **public stakeholders** (municipalities, public welfare centres, education stakeholders, etc.) and **encouraging the development of "Good Food" citizen ambassadors**.



Reduce food waste

FOOD IS EATEN, RECOVERED OR TRANSFORMED

Every year, 134,000 tonnes of organic waste end up in the waste bin: an ethical problem (food meets a fundamental need), an economic problem (the cost of production is added to the cost of waste processing) and an environmental problem (natural resources are used for production and waste management). We are all concerned about food waste: as a producer, a consumer, a processor, a distributor or a restaurant manager, etc. and the strategy aims to **reduce waste at the source as a priority, and to ensure that unsold food is collected and recycled.**



ACTION 1

REDUCE FOOD WASTE AT THE SOURCE

It is essential to prevent food waste at the source so as to avoid producing surplus quantities and consuming expensive natural resources unnecessarily!

Each Brussels household throws 15 kg of food away every year. But, simple everyday actions would help to greatly reduce this waste: planning purchases, adopting food conservation techniques, learning to cook with leftovers, understanding conservation instructions, etc., therefore, it is important to inform and raise awareness among families. Therefore, the strategy plans to **develop practical information tools and offer citizens "Good Food" training courses** which take into account this fight against waste.

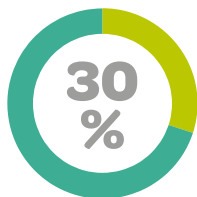
This will be also discussed in detail during the "Good Food canteens" programme and the educational tools designed for schools.

Alongside the mass distribution sector, some initiatives have already been implemented in order to reduce waste (stock management marketing campaigns designed to encourage the purchase of "imperfect" fruit and vegetables) and the strategy wants to ensure reporting of these initiatives, and **encourage and help supermarkets to go even further**. In order to contribute to reduce waste at restaurants, the Region intends to **promote further the "Rest-o-Pack"** (previously the "doggy bag") which allows customers at the restaurant to take their leftovers at home.

With these actions, the objective is to achieve a **30% reduction in food waste by 2020**.



- OBJECTIVE -



The objective is to achieve
a **30% reduction in food waste**
by 2020

ACTION 2

RECYCLE UNSOLD FOOD

Although the first step involves reducing waste at the source, some unsold items can still be recycled.

In the Brussels-Capital Region, the number of people reliant on food aid is constantly rising. Since 2013, the distribution sector is able to benefit from tax advantages on unsold food donated to associations. The process is organised mainly between local stakeholders: social restaurants, public welfare centres and food aid associations working directly with shops in their neighbourhoods. However, associations' logistics do not always allow to react within the timescale with deadlines sometimes being very tight for the collection and redistribution of unsold items. The strategy aims to **support food surplus recovery initiatives, in particular by co-financing logistics** required for collection.

The strategy also aims to see **100% of the supermarkets** in the Brussels-Capital Region working with at least one food aid association to recover unsold food.

The Region will also ensure a **better promotion of existing tools for matching the supply of food surplus to the demand from beneficiaries**. Also, a pilot action will be implemented to recycle food surplus on a local level, not consumed by households. Finally, projects which aim to **transform food surplus** in order to sell it in a different format afterwards, will be supported by the Region.



Design and promote the food systems of the future

TAKE UP THE CHALLENGE OF INNOVATION FOR A MORE SUSTAINABLE MODEL

In order to ensure a change in the food culture, it is necessary to take into account the local needs and these may vary greatly from one Brussels municipality to another. New economic models are required in order to develop a food system adapted to the city. The setting up of a research and innovation process will ensure the system's continuous evolution so that to meet the needs of all.



ACTION 1

DEVELOP, MONITOR AND PROMOTE RESEARCH AND INNOVATION PROJECTS

This action mainly aims to **support the development of innovative projects** in order to evaluate them and put in line with the needs of the city and its population. In particular, it will aim to develop **optimum food production models in the urban environment**, but also **actions which bring together people from different generations, cultures and social situations** in order to encourage changes in behaviour.

These innovative projects are already emerging from the Innoviris Co-create call for projects and, in particular, will emerge from local Agenda 21 or Citizen Sustainable Neighbourhoods calls for projects. They may also be set up following the results of scientific research.

Experts will support the development of these new models, in particular by providing support for project promoters. They will have direct ties with some research projects or will make their contribution in the field of urban agriculture, consumption methods or changes in behaviour.

Future projects will have to have a **collaborative approach** and monitoring will help to define **good practices to reproduce or optimise in order to develop our food system**. They will help to **create new professions** - and maybe even encourage new vocations – and training in traditional sustainable food professions will continue.



Ensure strategic implementation

A PARTICIPATIVE PROCESS AND COHERENCE GUARANTEED BY ALL STAKEHOLDERS

The strategy implementation is based on a method of governance that fosters partnerships with food chain stakeholders and the concerned authorities.



ACTION 1

ENSURE THE COORDINATION, MONITORING AND EVALUATION OF THE STRATEGY

A consultative council on sustainable food and farming will be set up. It will comprise representatives from the food chain, federations, administrative services and networks active in the food sector. It will play an advisory role in order to support the strategy monitoring and evaluation.

The strategy will be coordinated by Brussels Environment and the Brussels Regional Public Service's agricultural unit, each of them ensuring the management of their own subjects. A steering committee will ensure the general coordination, and a coordination committee will ensure the daily management and implementation of actions.

Many projects will be managed by local stakeholders, who will roll out the actions among their target public.

This participative dynamic is an integral part of the "Good Food" project and will help the strategy to evolve according to the needs in the field.

ACTION 2

INSTITUTE COOPERATION AND ENSURE COHERENCE BETWEEN THE BODIES INVOLVED IN THE STRATEGY'S IMPLEMENTATION.

Many competences have links to the subject of food: environment and urban agriculture of course, but also employment, mobility, regional development, innovation and health, social assistance and education. Cooperation at all levels is essential for the strategy's optimum implementation.

A regional "food and farming" platform will help to strengthen cooperation between regional public bodies. The strategy also plans a networking between food chain stakeholders, from production to consumption, in order to encourage collaborative projects. Furthermore, sessions based on exchange of experience and sharing will be provided according to the type of action or between specific stakeholders. The Region will also participate in exchanges with other cities or Regions and in international projects.





For further information about the strategy, its actions and its objectives, and if you want to contribute to it by producing better and eating well, visit the website www.goodfood.brussels.

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All the references supported by figures provided in this booklet are presented in the strategy document available for download on www.goodfood.brussels.

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