Successful sustainable food supply
Today and tomorrow

Brussels – Urban Sustainable Food Supply
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Claudio Baffioni
claudio.baffioni@comune.roma.it
The context: Rome

- Municipal Area: 1.285 skm
- Population: 2.800.000
- Road Network: km 5.000
- Vehicles: 2.500.000
  - cars: 1.900.000
  - 2 wheels: 450.000
  - goods delivery: 150.000
- Daily Trips: 6.100.000

- The historic and cultural heritage
- The status of Italian Capital City
- The inner presence of the Vatican City
- The Attitude (85 vehicles/100 citizens)
- The Tourists (>23 millions per year)
- Tourist coaches: 200.000 per year
- Traditional Cuisine
Rome green and historical system

- **Total area**: 129,000 ha
- **Green area**: 83,000 ha (64% of total area)
- **Agricultural area**: 63,000 ha (76% of green area)

1,890 farms

Agricultural GDP
0.9% of Total GDP of Rome

Rome hugest agricultural Capital in Europe
GPP in Rome
Guidelines on GPP

Council Decision “Guidelines on GPP for the Municipality of Rome” (26 January 2010) explicitly quotes to consider ecological criteria for food and canteen. The first strong commitment on GPP in an Italian Local Administration
Climate Change Strategy in Rome

Municipality of Rome:
- Is involved in ICLEI CCP Programme
- Is a member of C40
- Signed the Covenant of Mayor
- Adopted an Action Plan to reduce GHG emissions
- Is including Rifkin Master Plan in City Energy Programme

Environmental Observatory for the reduction of GHG emissions (office of Dept. for Environmental Protection) co ordinates the operative actions (GPP included)
Double-Pyramid Food vs Mediterranean Diet
School Canteen in Rome

740 schools
150,000 meals per day
28 millions meals per year

69% is organic food (biggest contract for organic food in Italy)

1 or 2 days per week meal is vegetarian
School Canteen in Rome

From January 2010 regional meals were introduced to promote local cuisine (historical, geographical, cultural impact)

We are strengthening the “KM 0” strategy (GHG reduction impact)

We are introducing suggestions to the families for the dinner to extend the correct diet from school to home (children educate parents to a correct diet)
School Canteen in Rome

NO plastic in canteen

YES to pottery, glass, iron

If dishwasher is not available, only biodegradable, recyclable and compostable dishes
Organic Farms

Municipality of Rome is the owner of two Organic Farms:

• Tenuta Castel di Guido – 2,000 ha
• Tenuta del Cavaliere - 390 ha

• 1,800,000 litres of milk per year - 15% of milk used to produce typical cheeses
• 500 “maremmana” cows – 400 calves i.e. 80 tons of organic meat per year
• 800 ha of wood
Agroindustrial Centre in Rome (ACR)

- 140 ha (12 ha sheltered)
- 113 fruit and vegetables companies, 40 fish companies, 306 agricultural companies
- 750,000 tons of fruit and vegetables, 35,000 tons of fish

... and for organic food...
1,500 sqm (400 sqm refrigerated)
3,700 tons of products
Organic food in Rome

- 100 – 130 M€ of organic products sold per year
- 130 stores for organic food mainly or only
The route for tomorrow
Main bullets

1. To implement “KM 0” strategy jointly with organic and sustainable agriculture

2. Implement “KM 0” strategy in fruit and vegetable local markets (132) with:
   • Special Logo
   • Simplified quality system
   • Joint control system
   • Farmer Market
3. Organic Canteens in:
  • Hospital (25,000 meals per day)
  • Military Posts
  • Houses of detention: 1800 detainees

4. 

  tourism – traditional cuisine with organic food
  with a voluntary agreement with restaurants
5. To strengthen the relationship among food, diet, health and environment

6. Cost / effectiveness assessment plus Life Cycle Assessment for the different initiatives from sustainability point of view
Cooperation

- Inside the same Administration among the Dept.s (school, environment, economy, …) and other local Institutions;
- With other Local Administrations:
  * to exchange good practices
  * to create a network
  * to define goals
“To play Sustainable Food Chain”

The new Olympic Game for Rome 2020
THANK YOU FOR YOUR ATTENTION!