**FoodSHIFT2030 Public Webinar Farm to Fork 30 May 2022**

**Q&A**

**Question:**

Hi, Caroline from Scotland here, Vicki, I'd be interested to hear more about your thoughts on power in the food system in relation to food insecurity in the UK, which you mentioned.

Vicki Hird:

thanks good question possibly the top question - power is far too much in hands of major corporations and politicians need to stop leaving food to them. we have to build partnerships at local level between consumers, social communities and farmers and take back some control. building local and regional food systems. sustainable food partnerships in Uk are a start. so much more to say in terms of politics too - as we can see form the slide on actors in chain we need to use our power as consumers and citizens.

**Question:**

What strategies can be used to avid farmers squeeze (supply chain perspective), considering that in the EU there are supermarkets in every corner and not so many farmers markets available?

Vicki Hird:

we need to ensure current unfair trading practices directive is working but also demand resources to build alternative food supply systems - needs investment - public and private for the infrastructure etc like milling, storage, hubs, abattoirs etc

**Question:**

Are you aware of any organizations working on this issue operating in Sweden?

Emily Norford:

Hi! There are a number of organizations in Sweden working on these types of food systems issues - for example WWF, Stockholm Resilience Centre, Stockholm Environment Institute, Ax Foundation & Vinnova (latter two have more of a Swedish focus)

**Question:**

to Vicki, can you see also room for integrating more aquaculture directly with agriculture activity, for the reason of optimizing use of nutrients and provide a larger basket of products locally ?

Vicki Hird:

yes but not if it is based on animal based fees. but lots of potential in urban areas with rainwater capture and using integrated systems to provide health fish meat

**Question:**

Q for Vickie/Silvia/Christian: The way you described the situation, needs & opportunities for change, and policy implications was very clear/excellent! How is it that society's interest seems to always be (& remain) much weaker than vested / agri-business interests? What to do about it?

Vicki Hird:

oddly society has left food in the hands of corporations for so long and ot cheap diverse foods so feel ok about it. But that can not continue and needs far more society and citizens input from now on - how they vote, how they act locally, how they eat etc all matters form now on to make a difference.

**Question:**

For my research I spoke to one Dutch farmer that stated that subsidies in Germany for farmers to transfer to biological farming, were leading to decreasing prices for biological farmers in the Netherlands. So much so, that some Dutch farmers had to switch back to intensive industrial farming. How can we make sure that national policies do not pose as bottlenecks for other European farmers?

Silvia Schmidt:

Thank you for your question Paola! The question of policy coherence is essential here. We need to make sure that we increase both the demand and the supply of organic products with push and pull measures that aim to do this. Another important aspect is knowledge when it comes to organic and other agroecological practices. But this question is quite complex and perhaps this infographic that we put together this infographic on how to reach the 25% target explains it more comprehensively: https://www.organicseurope.bio/content/uploads/2020/10/Priorities\_of\_Organic\_Movement1.pdf?dd

**Question:**

Hi, Lisa from Berlin Food Policy Council. Silvia, what do you think- will Frans TImmermanns prevail? What political processes will now follow at EU level, when will there be a result on the question of whether Farm to Fork will be further mitigated or not?

Silvia Schmidt:

Thank you Lisa for your question!For now I'd say that the F2F strategy is safe. For now. There are talks of further derogations from the current CAP, but I'm not sure whether there is anything concrete at this stage. The most promising initiative of the Commission, expected end of 2023, is a legislation covering what sustainable food systems are. However, there are quite some uncertainties linked to this law: firstly regarding how ambitious it will be, and also whether the next Commission (that will be appointed in 2024) will follow through on this law.

**Question:**

The land ownership situation is interesting, because more and more international corporate companies buy agricultural land and make decisions about land use.

Vicki Hird:

indeed - its on great concern as little control if investors/corporations will grow/do what works for them not society. one could say we need to control this as climate impacts acceleration - its too precious to leave to markets/billionaires.

I did write a report on this a while back with recommendations Green and Pressured Land - https://www.sustainweb.org/blogs/jun20\_green\_and\_pressured\_land\_report/but would include more stringent regulations now on land investments

**Question:**

Christian@ how many of this city regions have the possibility of aquaculture included in the Foodsheed ?

Luke John Schafer:

Hi Ola, I think your question is directed at FoodSHIFT 2030 Project, in this case, I am not aware that we have aquaculture systems included, yet! Regards to having the possibility to implement innovative aquaculture into a broader sustainable food system, we do have a number of coastal city-regions, namely Ostend, Bari, Copenhagen.

**Question:**

"Meals in Copenhagen must be sustainable!" That's a great challenge but how to change the behave of the consumers and do you have the support of the dominant players in the out-of-home channel like Domino's, McDonalds, Starbucks etc. ?

Christian Bugge Henriksen:

This is the ambition. The municipality is starting with the public canteens where they have already succeed in achieving 90% organic food. They are now applying a similar approach with training of kitchen workers and preparing food according to the new Danish Food Based Dietary Guidelines, which is a plant-rich diet featuring only 350 g meat per week. They are also collaborating with major retailers, but to my knowledge not with the companies you are mentioning.

**Question:**

how do we lead general population to care enough to want to support change? My experience is that knowledge does not lead to action. Read that overall UK people say they want to support local production, but when it comes to buying, they choose the cheapest available

Vicki Hird:

we need people to become champions as most people listen most to their family and close friends - those are our influencers - so need more people to recognize they can spread the word in their communities - so movement building - i agree knowledge building is not enough

CC:

Thank you Vicki, I agree and notice this imbalance in my work. Can you identify initiatives that are successfully addressing this imbalance that we can learn from?

Vicki Hird:

Nourish Scotland, Landworkers alliance, Sustainable Food Places are all working on this - food ethics council also worth following

**Question:**

Organic farming will be accessible if there are markets without intermediaries and of course if organic farming increases prices will be competitive

Luke John Schafer :

Thanks Olga, In line with your comment, it is really adopting a holistic approach to food systems which also includes intermediaries and all downstream food chain actors :)

**Question:**

Can the principles of the Mediterranean diet be part of the key or the roadmap to make that just and real change towards a healthy and sustainable diet for the planet a reality?

Olav Kjørven:

Absolutely, Marta, and particularly in the European context. But there also needs to be space for "variations" that fit other contexts, such as the Nordic region, for example. But the Mediterranean diet is very aligned with the best available nutrition science.

**Question:**

@Christian: Do you look at land use and nutrient input in relation to what basket of products can be provided in the area of Foodsheed ? and also include for the area new possible products like aquaculture output

Christian Bugge Henriksen:

Yes, in the Avignon study land use was taken into account by estimating the utilizable agricultural area (UAA) in combination with the JRC Corine Land Cover map and the current food consumption patterns in the city-region. Aquaculture is not included - but ideally it should be!

**Question:**

Thinking of Scotland where much arable land is used for alcohol production, particularly whisky production, how can the power of the drinks industries be changed?

Luke John Schafer:

Personally i was not aware that whisky production is using a lot of arable land in Scotland, so thank you. I think similarly to 'food' systems, drinks and other forms of dietary consumables should be included in the holistic food system transformation. As for how to reduce or limit the power of industry, this is a multi-layered but as a starting point, it begins with education on what else could be grown, cost benefit analysis (CBA) to compare outputs from systems, and societal/economic priorities

**Question:**

wouldn't the increase in inequity actually make the more deprived people have even less involvement, as they struggle to survive?

Vicki Hird:

inequality is at the heart of many of these issues absolutely. inequality causes biodiversity loss etc, and its to the richer countries shame they have not tackled this. and its worse science covid.. supporting justice organizations and movements is essential

**Question:**

The medical profession is notable in it’s absence from any discussions around food systems and healthy diets. Do you have any examples of involvement with the medical profession who ultimately have to treat the results of poor diets?

Vicki Hird:

The Eat Lancet work has progressed this but yes more needed and individual medical training needs to cover nourishment better

Christian Bugge Henriksen:

It will be essential to include nutritionists in developing a sustainable food system providing healthy diets - e.g. the new national Food Based Dietary Guidelines in Denmark is a plant-rich diet that meet nutritional recommendations.

OK:

True, by and large, and something we need to change. But some signs of change: the associations of young medical doctors and med students are working to change medical curriculums when it comes to this. And the UK food strategy is very interesting, proposing that doctors be mandated to prescribe healthy food...

**Question:**

Is Biochar considered in the better soil debate ?

Vicki Hird:

I've seen data saying positive and negative - soil is so complex that will depend v much on site specific applications - but it's certainly in the debate in UK