

EATING HEALTHY, SUSTAINABLY AND TOGETHER IN WAGENINGEN

The Wageningen Food Agenda 2021-2030



SUMMARY

Around the Netherlands, cities are struggling with the repercussions of growing differences in health, wherein parts of the population grapple with obesity, chronic illnesses and unhealthy lifestyles. Social inequality is a contributor to these health differences; they are often due to differing levels of income and education. We find similar gaps in Wageningen; some residents have healthy lifestyles and diets, yet there are many who do not. At the same time, in Wageningen we have high climate ambitions and are working hard to reduce our CO₂-emissions. Food consumption and production have a significant influence on these targets. Therefore, as a municipality we want to work towards healthy and sustainable food for everyone in the city. In this Food Agenda 2021-2030 you will find out how we plan to do that.

Our ambition for 2030 is that Wageningen is a healthy, sustainable and inclusive city with strong social cohesion, where we work together on a healthy food environment with access to healthy and sustainable, local food for everyone. With that, we not only contribute to a healthier, more inclusive and sustainable city, but also to a flourishing local economy, a strong community, the fight against poverty, innovation and knowledge development.



We pursue four main goals to achieve these ambitions:

1. In Wageningen, we have a healthy food environment;
2. In Wageningen, residents eat more sustainably and locally produced food;
3. In Wageningen, households, companies and organisations waste less food;
4. In Wageningen, residents eat more plant-based food.

This Food Agenda describes corresponding actions and action guidelines per goal. In the process of developing this agenda it became clear that in our city there is a great deal of enthusiasm for specifically the following actions, which will therefore be prioritised:

- *Food as a means to strengthen the community by social cohesion, connection and participation*
- *Food education for children and adults*
- *Edible plants in public spaces and community gardens*

- *Better availability of sustainable, local products that are accessible and affordable*
- *Legislation for a healthy food environment*

In this process the municipality works closely with actors in the city and in the region, where there is an abundance of knowledge, experience and initiatives related to food. We are committing to enhance visibility and communication about these initiatives, so that residents can join in more easily. We will also embed this Food Agenda more firmly in other fields of policy. Lastly, as a municipality we aim to set an example in our own premises and in our public purchasing. The implementation of the Food Agenda will be monitored in collaboration with actors in the city, using a set of indicators selected from the international Milan Urban Food Policy Pact¹.

Residents are consulted about the Food Agenda.



COLOPHON

Design

Dorien Roggekamp

Cover photo

Marten Mulder (front)

Chris Satrya Chancellor (back)

More information

www.WageningenEetDuurzaam.nl
voedsel@wageningen.nl

September 2021

Authors

Lara Sibbing

Janneke Bruil

Roos Hollenberg

Translation into English

Dagmar Brekelmans

Sofie Kornelis

Myriam de Vroome

This Food Agenda was developed through consultation and conversations with residents, institutions and organisations in Wageningen in the first half of 2021. Subsequently, the agenda was reviewed with municipality councillors and adopted by the Mayor and Alderpersons on September 14th 2021.

FOREWORD

The development of a Food Agenda for 2021-2030 starts with making choices. Choices for a healthier food environment, choices for more sustainable food sourced from nearby, choices for less food waste and choices for more plant-based food. We aim to develop our environment in Wageningen in such a way that more residents (are able to) buy healthy food, eat well together and live a longer, healthier life. We want to do that in collaboration with our farmers and producers in a healthy food economy, allowing farmers to work in a more nature-inclusive manner, with more local products, more plant-based nutrition and fair food prices.

Since 2017, as a municipality we have been working on a food policy for a healthy and sustainable city. Wageningen boasts a great deal of knowledge and experience in this field. In many projects, we collaborate with local organisations, schools, entrepreneurs, Wageningen University or other municipalities from the Foodvalley Region. We will continue to pursue this, as it creates more support, it stimulates innovations and new initiatives, it helps to involve more farmers and producers, and results in the delivery of healthy food. The way in which we will undertake this journey can be found in this Food Agenda 2021 - 2030. Let it inspire you to join us, so we will reach our goal of eating healthy, sustainably and together in Wageningen.

Leo Bosland

Alderman in Wageningen for Food Policy

Alderman Bosland meets residents at an excursion to the Wageningen lupin field of farmer André Jurrius.



TABLE OF CONTENTS

THE CONTENTS OF THIS FOOD AGENDA	6
A FOOD AGENDA FOR WAGENINGEN.....	6
WHAT DO WE WANT TO ACHIEVE BY 2030?	9
HOW WILL WE REACH OUR GOALS?	12
IMPLEMENTATION: HOW AND WHEN DO WE GET TO WORK?	22
EVALUATION AND MONITORING: HOW WILL WE TRACK OUR PROGRESS?	22
ACKNOWLEDGMENTS	24
SOURCES.....	25

An action where people could buy leftover potatoes which were not sold to restaurants due to Covid-19 in 2020



THE CONTENTS OF THIS FOOD AGENDA

We begin this Food Agenda with a description of the reason and the urgency that drove its development. Why has the municipality of Wageningen created this Food Agenda? Following this section, we will elaborate on the development of the Agenda and we will outline the current food-related context of Wageningen, including the challenges we are facing. Following that, we will present our ambition and goals for a healthy, inclusive and sustainable Wageningen in 2030 and the way in which food policy can contribute to this. The second part of the agenda will take a deeper dive by delineating the context per goal and presenting the corresponding lines of action. We conclude by clarifying how we will implement the agenda and the ways in which we, together with actors in the city, will monitor and evaluate progress.

A FOOD AGENDA FOR WAGENINGEN

Why a Food Agenda?

More and more cities are realising that food policy can contribute substantially to a sustainable and healthy city in which everyone can participate. Worldwide food production has increased fourfold over the past fifty years. In principle there should be enough food for everyone with this level of production, yet in practice not all people have access to sufficient and healthy food². These health differences are often related to poverty and social inequality. Cities, such as Wageningen, have to contend with the consequences: overweight, chronic illnesses such as type 2 diabetes, mental health problems and loneliness³. The COVID-19 crisis has emphasised the importance of a healthy lifestyle. Moreover, food related activities like gardening, cooking or eating together are an excellent way for people to meet each other⁴, gain health skills and leave social isolation behind. As such, these activities can soften and decrease the consequences of poverty. As such, the municipality can and wants to play an important role in this while supporting people to improve their situation⁵.

In addition, Wageningen has ambitious climate goals and aims to reduce CO₂ emissions within its territory. But the consumption habits of the average resident of Wageningen also influences emissions outside of the city limits. Food, after all, generates a significant amount of carbon emissions through its production, processing, distribution and consumption stages. The way food is produced also leads to soil degradation, unfair wages for farmers, and a loss of biodiversity. The nitrogen crisis underpins the urgency of these ecological challenges.





Lovely Lupin: plant-based proteins from Dutch soils

Lupin beans on every plate! Lovely Lupins stimulates the consumption and production of organic lupin in Wageningen, the Foodvalley Region and the rest of the Netherlands. Lupin beans are packed with healthy proteins. Through a platform of consumers, producers and chefs, the initiative contributes to the protein transition, healthy eating and sustainable short supply chains.

For all these reasons, the municipality seeks to work through this Food Agenda 2021-2030 to achieve a healthy, social and sustainable Wageningen, with a flourishing local economy, strong communities and less poverty. Moreover, the Agenda offers opportunities for innovation and the development of knowledge in Wageningen.

With this approach, Wageningen follows research that recommends the development of integrated policy to tackle these challenges^{6 7 8}. We take into account all the activities that take place in (the vicinity of) our municipality, from food production, processing, distribution for local markets to consumption and the reuse and reduction of food waste⁹. It is at local government (municipal) level that food policy can be effectively implemented^{10 11 12 13}: as a municipality, we are closely connected to our residents, we have the opportunity to bring people together, and we can work together with them to develop tailored solutions.

Wageningen is not the first city to develop a Food Agenda. Across the globe an increasing number of cities have established multi-year food strategies. Prominent examples include Toronto (Canada), Belo Horizonte (Brazil), Milan (Italy), and Ghent (Belgium). The international Milan Urban Food Policy Pact currently boasts over 200 signatories. Closer to home, Dutch cities like Almere, Amsterdam, Groningen, Rotterdam and Ede have developed their own food strategies.

How was the Food Agenda developed?

This Food Agenda was developed by collecting ideas from residents, from representatives of organisations and from the municipality's civil servants. They were able to share their suggestions in March, April and May 2021 via two participatory meetings (with a total of about 120 participants), through interviews, through an online questionnaire using 'De Stem van Wageningen' ('The Voice of Wageningen' with a record of 204 respondents) and in conversations with us in neighbourhood streets and at the market. We collaborated with students from Wageningen University, as well as with THUIS, the 'social living lab of Wageningen'. In addition, we consulted literature, Wageningen policy documents, and examples from food policy in other cities such as Almere, Groningen, Leuven and Vancouver to develop the Agenda. After conversations with members of the local council in June of 2021, as well as with civil servants from various policy departments, some additions were made and the Food Agenda 2021-2030 was adopted by the Mayor and Elders in September 2021.

Food policy in Wageningen until now

When it comes to food policy, we are not starting from scratch in Wageningen. Since 2017, as a municipality we have been working on food policy for a healthy and sustainable city¹⁴. We have done this in collaboration with residents as well as with local and regional partners, as there is a breadth of knowledge and experience in this field in Wageningen. We worked on many projects together with local organisations, schools, entrepreneurs, Wageningen University and other municipalities from the Food-valley Region¹⁵.

This has already included a host of positive initiatives and results: We have seen children receive food education in a number of schools in Wageningen. Sports canteens are increasingly providing healthy food. Almost all community centres offer healthy meals cooked by volunteers, and together with general practitioners we are supporting residents to change their lifestyles. In addition, since the end of 2020, Wageningen has been hosting a weekly sustainable regional farmers' market (unique to the region), and since then many stores in the city sell sustainable products from food producers nearby. In 2021, around 25 producers from the region founded the independent association 'StreekWaar' to promote the collaboration between food producers and between producers and consumers, for sustainable food production.

Wageningen also participates in the annual Food Waste Free Week through a number of awareness raising activities. We work together with restaurants to use more seasonal vegetables and to expand the offering of plant-based meals. Furthermore, residents have started a variety of unique initiatives in Wageningen, such as 'Foodsharing Wageningen' (a platform that collects and distributes leftover food), Food of Cultures (a social intercultural catering service), 'de Plantarijn' (the kitchen garden/outdoor classroom of the middle school) and the project 'Lekker Lupine' (which promotes locally grown lupin beans as an alternative source of protein).

This Food Agenda brings more focus and cohesion to the multiplicity of existing initiatives and developments in the city. In addition, we make explicit connections between food policy and other challenges in our city. The Agenda is tailored as much as possible to the needs and ideas of residents and organizations in Wageningen.



Plantarijn : the garden as a classroom

In the school garden of secondary school Het Pantarijn, children go outdoors for their class. They learn about crops, agroecological growing methods, nutrition and research. Not only biology, but also technical skills, art, geography and economy is being taught there.

WHAT DO WE WANT TO ACHIEVE BY 2030?

*Point on the horizon:
In 2030 Wageningen is a
healthy, sustainable and
inclusive city with a strong
sense of community, in
which we collaborate to
create a healthy food en-
vironment with access to
good, local and sustaina-
ble food for everyone.*

Throughout the development of this Food Agenda a variety of ideas were generated. The main image that emerged from this process is: Wageningen is a social and green city, where food represents health, sustainability and inclusion. From this image we developed a point on the horizon: *(see formulation on the left side of this page)*

To reach this point on the horizon we will pursue four goals:

- *In Wageningen, the food environment is healthy and inclusive;*
- *In Wageningen, residents eat local, sustainable food;*
- *In Wageningen, food waste by residents, corporations and organisations is minimised;*
- *In Wageningen, residents eat relatively much plant-based food.*

These goals are not isolated. They strengthen each other and contribute integrally to reaching our point on the horizon. For that reason we do not assign any priority to individual goals.

Our strategies

In order to reach our goals, we adopt six general strategies, which we apply to everything we do in relation to the implementation of this Agenda. These are:

1. **Telling the story** We communicate clearly what happens in our city in relation to food. This demonstrates what the municipality and others are already doing, and offers guidance to residents on how to take part. We communicate via our existing channels such as social media and local newspapers, but also via new channels from, for example, local influencers.
2. **Collaborating with residents** We work together with residents, organisations and existing initiatives to optimally support and make use of the breadth of knowledge, experience and initiatives that already exist and to strive for inclusion.
3. **Setting an example** As a municipality, on our premises we purchase and serve healthy and sustainably produced food, and we pursue healthy and sustainable food in any tenders. We aim to set an example both for inhabitants and for our own employees as well as others.
4. **Lobbying** We are banding together with other municipalities from the Foodvalley Region and beyond to lobby the



'Lekker in je Vel' (Feeling Good)
campaign poster, Wageningen 2021

national government for policy measures and instruments that are needed on a national level. Some examples: a sugar tax; a lower VAT on vegetables and fruit; instruments to stimulate the transition to a healthier food environment; true pricing for meat, and regulations within the Commodity Act that disincentivise food waste.

5. **An integrated approach** Where possible we employ an integrated approach to our four main goals, to enhance the synergies between sustainability, health, and social cohesion. In addition, we integrate aspects of the Food Agenda into other policies such as those related to poverty, maintenance of green public space; climate and sustainability; the Social Board ('sociaal beraad'); child support; land ownership and management; the visions on the physical space ('Visie Buitengebied' and 'Visie Bebouwde Kom'), biodiversity and communications.



Food of Cultures: sharing is caring

Food of Cultures is a catering and meal service with dishes from various food cultures. The initiative, run by the Eslami family, does not only enrich Wageningen with delicious meals but also offers opportunities for meaningful employment to migrant women and people with a distance to the labour market. They are increasingly using local, organic products. Through their orders, clients can subsidise meals for the Food Bank and the asylum centre. In 2022, Food of Cultures aims to expand with an education centre for chefs.

6. **Involving the network** Twice a year we will organise an accessible 'City Meeting Food', where residents and representatives of institutions can engage with the alderperson as well as with one another about the implementation of the Food Agenda. We will ask residents and representatives to share what is going on in the city, we will evaluate progress in the implementation and collectively adjust our goals and priorities where needed.

Opportunities and challenges

There are a number of promising factors that could contribute to the success of this food agenda. First of all, Wageningen is home to a great deal of knowledge about food, stemming from the university, its students, cultural communities, institutions and entrepreneurs. Secondly, residents and institutions in Wageningen itself have set up many initiatives within the community. All this results in a multitude of valuable experience

and relations to build upon. Furthermore, four years of active investment in food policy by the municipality has established a broad network and allows for many stable, sustainable partners with whom we can collaborate. Recently a strong local and sustainable producers' association was founded, who organise their own activities and can act as a point of reference for the local municipality. Wageningen also serves as a reference in the realm of food waste through years of commitment to this theme, alongside participation in a regional coordination group. Lastly, our municipality is part of the Foodvalley Region, with a great deal of knowledge and initiatives related to food. For example, the Foodvalley Region is part of a four year 'Regio Deal' through which, in collaboration with multiple parties (the ministry, the province of Gelderland, the province of Utrecht, WUR, LTO Noord, Utrecht University, Waterschap Vallei and Veluwe) we will work to accelerate the transition to a healthy and sustainable food system.

But, as those involved with the creation of this agenda have recognised, there are a range of challenges too. A common thread is that there is a lack of information about everything that happens in the city in relation to food. This can hamper progress and collaboration. The ongoing problem of the (relatively) high price of healthy and sustainable food also forms a substantial barrier for many people. It can be difficult to reach and attract particular groups of people within Wageningen to join food related initiatives, such as people with a low income or with a migration background. In addition, local sustainable producers indicate that it is a struggle to acquire land. It has also been noted that the topic of food is insufficiently embedded in other policy domains. Finally, the sphere of influence of the local government is limited, because much food-related policy is developed at a national or European level.

A tour of self harvest garden Sayuran



HOW WILL WE REACH OUR GOALS?

In this chapter we will dive further into the four goals and will describe each according to action areas and concrete actions. The action areas are presented in a random order. The implementation will primarily be carried out by the food policy advisor(s), but there will be close collaboration with colleagues of other policy domains.

GOAL 1. In Wageningen, the food environment is healthy and inclusive



We want to create a healthier food environment in the city, to contribute to reducing (socio-economic) health inequalities. As such, it is crucial that everyone can participate.

Not everyone in Wageningen has access to healthy food. The differences are stark, with studies showing that people that find themselves in vulnerable socio-economic position tend to be less healthy than those with a higher income or level of education. This can lead to serious social and mental health issues¹⁶. On the one hand, Wageningen has a relatively high number of residents with knowledge of food and health. They often have the skills and financial means for a healthy lifestyle. But for others, namely those with lower incomes or a practical education, eating healthy is often too costly or too complicated. These individuals tend to eat very few fresh vegetables, fruits and fiber, while consuming processed food and sugars in excess. These consumption habits can lead to chronic illnesses and mental health problems, and cause a rise in public health costs. According to an assessment in 2016, about 34% of Wageningen's inhabitants suffers from obesity¹⁷. Overall, the city performs well and sits well below

Children working in the school garden



The food environment is defined as follows: “The number of places where food is available and the assortment from which people can choose, as well as the way in which food is offered, including packaging, placing on the shelf or in the neighbourhood, and pricing”.²⁰ The location and spread of these places is also significant.

a shocking national average of 49%. We strive to maintain this trend. As municipality we consider it an important task to improve the health and wellbeing of people in vulnerable positions, and to reduce the health inequalities in the city¹⁸.

A key cause of unhealthy lifestyles is an unhealthy food environment¹⁹. Consider for example the fast food options offered close to schools, the lack of availability of fresh vegetables, or the advertisement campaigns for unhealthy foods in public spaces.

In Wageningen we strive for a healthy food environment (see definition on the side). Healthy choices will become easy choices. We work with the concept of ‘positive health’²¹, which takes a broad perspective on health and emphasises people’s autonomy and resilience. A healthy lifestyle, mental health, participation in society and independence are key elements of this perspective. We consider cooking and eating together as an important way in which to learn about healthy foods, to meet people and to become active in society. We’re investing in a myriad of different ways to make our food environments healthier. From education to cooking events, from healthier out-of-home food options, to edible plants in public spaces.

To reach this goal, we will engage in five areas of action:

- AREA 1.1 Healthier out-of-home food supplies
- AREA 1.2 Better access to healthy food for residents with low incomes
- AREA 1.3 Food education for every child
- AREA 1.4 More edible plants in public spaces
- AREA 1.5 A stronger community through food

We will carry out the following actions, which will be prioritised at a later time:

In Wageningen, the food environment is healthy and inclusive

Short term: less than 3 years, medium term: 3-5 years, long term: 5-10 years

Action	Timeline	Partners	Other related fields of policy
Bolster communication resources to inform residents about healthy food choices.	Short term	Local media, social organisations, WUR, SSW ('Lekker in je Vel'), partners 'Kind Centraal'	Communication
Supporting the organisation of community meals and workshops about healthy cooking.	Short term	Community centres, participants of Welsaam, residents' organisations	Health and poverty policy

Food education at all primary schools such as through school gardens.	Short term	Primary schools, 'Smaaklessen', WUR	Education
Collaboration between municipality and supermarkets to improve the visibility of healthy food in the shops.	Medium term	Supermarkets, Foodvalley Region	Economy
Establish criteria for a percentage of healthy food at events such as at the May 5th festival and the 'Cultuurzomer'	Medium term	Wageningen 45, city manager, Koninklijke Horeca Nederland afd. Wageningen.	Events, culture, economy, permits
A step-by-step phase out of unhealthy food providers in the vicinity of schools (in favour of healthy providers) by adopting this in the 'APV' ²² and other policy.	Medium term	Schools	Economy, permits, health, education
Stimulation of urban (community) farming and other edible plant initiatives by residents.	Medium term	City plot associations, residents' organisations, community centres, WUR	Public green spaces, sustainability, housing, communication, poverty
Healthy sports and school canteens.	Medium term	Sports clubs, Pantarijn, Lekker in je Vel (JOGG), Sportservice Wageningen	Education, sports, health
Stimulation of healthy school lunches at primary schools in at least two neighbourhoods.	Medium term	Primary schools, WUR, community centers	Health, education
More edible plants in public spaces and related awareness raising.	Medium term	Residents' organisations	Public green spaces, sustainability, housing, communication
Phasing out marketing of unhealthy food targeting children in public spaces ²³ .	Medium term	Kind Centraal, Lekker in je Vel	Economy, permits, traffic, health
Harnessing knowledge about healthy food that exists in different cultures in the city.	Long term	Social organisations, residents' organisations, student associations, cultural and religious associations, influencers, WUR	Health, communication, culture
Join lobby at national government for more instruments to create a healthy food environment and e.g. for a reduction in taxes on fruit and vegetables ²⁴ .	Long term	Foodvalley Region, G4+Ede, Alliantie Voeding	Regional collaboration

GOAL 2. Residents of Wageningen eat more local, sustainable food



We promote collaboration between agroecological food producers in the region by supporting further steps towards sustainability, as well as by helping residents gain better access to their products.

Today, food chains linking producers and consumers are often long. Food travels many kilometers, emitting substantial amounts of carbon before it reaches our plates. More often than not, these systems are not circular. Take for example the soy that is imported from South America and fed to livestock in the Netherlands. This leads to soil degradation in South America while the livestock manure generated here leads to a nitrogen excess. Due to excessive use of synthetic pesticides and fertilizer, soil life is depleted and biodiversity is declining at an alarming rate. In addition, the distance between farmers and consumers has increased, resulting in a decline in the support for farmers in society. Farmers do not receive fair prices for their products and struggle to sustain themselves financially.

But another path is possible, as we are demonstrating in Wageningen. In the 'Wageningse Visie Buitengebied (2020)²⁵' (Wageningen vision for the peri-urban areas) we outline our approach to sustainable agriculture:

"As an economic sector, agriculture in Wageningen is small. But in our densely populated valley region, food production also generates societal values linked to biodiversity, health, a good life, recreation,



StreekWaar: 'Tasty and sustainable from heather to clay'

Since 2021, about 25 growers, farmers and other food producers in and around Wageningen (including brewers, cheese makers, mills, bakers and beekeepers) joined hands with caterers and ships to establish the independent association StreekWaar. They made clear agreements about sustainable production, keeping each other on track and being transparent about it. Every Saturday, StreekWaar gears up the increasingly popular Sustainable Farmers Market at Salverdaplein. A growing group of active citizens is organising itself to purchase and distribute food through StreekWaar's webshop. This makes StreekWaar a frontrunner in sustainable short supply chains.

The association 'StreekWaar' has set the following ambitions, which we have adopted as the definition for sustainably and regionally produced food:

- *Striving to phase out pesticides and chemical fertilizer*
- *Respecting the soil and biodiversity*
- *Sourcing ingredients from the region and raw materials from Europe*
- *Animal welfare*
- *Transparency*
- *Fair pricing*
- *Connecting producers and consumers*
- *Low in packaging materials*
- *Taking further steps towards sustainability*

exercise, experience, purposeful work, education and quiet space for inhabitants of the region. (...) We stimulate and contribute to community supported agriculture in which residents and farmers collectively shape to the way food is produced and marketed. Furthermore, we promote collaboration and knowledge sharing, we aim to confront legislative and regulatory bottlenecks and we pursue financial resources to foster the transition to nature inclusive agriculture."

The values that sustainable agriculture produces can be rewarded by selling in the region. This is the level where people feel connected to their environment and landscape. Through community supported agriculture, residents of Wageningen can make a direct contribution. Years of pioneering in this type of food production is present in and around Wageningen, for example at 'De Nieuwe Ronde', 'de Ommuurde Tuin', 'de Stroom', 'Graangeluk' and farms like 'De Hooilanden', 'de Hoge Born' and 'Veld & Beek'. These initiatives enjoy national fame and are very popular among the people of Wageningen. We treasure these pioneers. Moreover, they increasingly work together and collaborate with shops, processors and caterers in the region (see box on page 15).

As such, our particular focus will be on strengthening the collaboration between sustainable producers in and around Wageningen. We will address a range of obstacles, for example by improving access to land and increasing the visibility of local products. Where possible we will do this in collaboration with 'StreekWaar', the regional association of sustainable farmers, processors, shops and caterers. We will also join other initiatives in the region involved in short supply chains, for example in relation to the food service industry.

To reach this goal, we will engage in three areas of action:

AREA 2.1 Support collaboration between sustainable producers in the region

AREA 2.2 Improve visibility and availability of sustainably produced food from the region

AREA 2.3 Stimulate the transition to nature-inclusive agriculture on the territory of Wageningen

We will carry out the following actions, which will be prioritised at a later time:

Residents of Wageningen eat more local, sustainable food.

Short term: less than 3 years, medium term: 3-5 years, long term: 5-10 years

Action	Timeline	Partners	Other related fields of policy
Support initiatives for a food hub in the city, for the storage and sale of local products. A place where citizens and producers can meet one another.	Short term	Local producers, residents, THUIS, community centres, inner city manager, property owners	Communication, economy
Support StreekWaar and the sustainable regional market, via communication, contacts and if needed external financing.	Short term	StreekWaar, local media, Foodvalley Region, influencers	Communication, economics
Integrate local and sustainable food as criteria in municipal purchasing and tenders.	Short term	StreekWaar and other local producers	Tenders, acquisition, municipal canteen, conference/catering services, facilities
Establish criteria for sustainable production in the sale or lease of municipal land designated for food production ²⁶ .	Medium term	Farmers, tenants, province	Land affairs, economy, legal affairs, sustainability
Generate attention for shops that sell local and sustainable products. Where possible make vacant property available for this.	Medium term	Shopkeepers, city manager, property owners	Communication, economy, permits
Work together with farmers and the province in the transition towards nature-inclusive agriculture through the sharing of knowledge and removal of obstacles.	Long term	Farmers, province, WUR	Land affairs, sustainability



GOAL 3. In Wageningen, residents, companies and organisations waste less food



We aim to ensure that in Wageningen less food is wasted and that residual streams are processed and valorised.

Approximately one third of all food produced in the world never reaches someone's stomach. Therefore, food loss and waste is a big problem, from a food security point of view, but also from the perspective of sustainability. Food production is energy and water intensive, and leads to high CO₂-emissions. Wasting so much food means these costs have essentially been in vain. At many levels in the food chain, food is lost: at the farm, in storage, during transport, in shops and in the service industry. However, the majority of food is wasted at consumer level²⁷. Even though households have wasted somewhat less the past few years, food waste overall has barely decreased.



Foodsharing Wageningen: saving food

With a cargo bike, young people collect leftover food at shops and restaurants, putting it on offer at THUIS Wageningen. The supply is advertised on social media and picked up for free and with great enthusiasm. This is how Foodsharing Wageningen stands up against food waste in a practical, effective way, while making food available for people with less economic means.

This is also the case in Wageningen, and addressing this remains incredibly important. This is why we raise awareness about how to avoid food waste with residents, supermarkets and the service industry. We work together with Wageningen based initiatives such as Foodsharing and Freeze4Ease, and provide publicity to projects aiming to waste less, such as various supermarket initiatives²⁸. We also aim to invest in the improved use of residual waste streams and the creation of circular economies. Finally, where possible we collaborate with the Foodvalley Region.

To reach this goal, we will engage in three areas of action:

AREA 3.1 Reducing food waste by companies

AREA 3.2 Reducing food waste in households

AREA 3.3 Better valorisation of residual streams

We will carry out the following actions, which will be prioritised at a later time:

In Wageningen, residents, companies and organisations waste less food

Short term: less than 3 years, medium term: 3-5 years, long term: 5-10 years

Action	Timeline	Partners	Other policy fields involved
Use communication tools to make residents aware of food waste and how to reduce it, including during the annual Waste-Free Week (Sept.)	Short term	Wageningen based initiatives, foundation Samen tegen Voedselverspilling, Foodsharing, student organisations, neighbourhood organisations, local media, WUR	Communication
Play an active role in the food waste living lab in the Foodvalley Region	Short term	FoodValley Region	Sustainability, economy
Leading by example and reducing food waste in the town hall.	Short term	Municipal canteen	Sustainability, facilities, communication
Exploring possibilities for separating kitchen waste (swill) and organic waste in the food services industry ²⁹ .	Medium term	Restaurants and cafes, city manager	Sustainability, economy and waste
Experimenting with local organic waste collection in the food services industry and in households and forms of neighbourhood composting such as in Nieuw Kortenoord ³⁰ .	Medium term	Restaurants and cafes, composting group Groen Kortenoord, city manager	Sustainability, public green spaces
Stimulating cooperation between local food producers and processors in order to add value to residual products.	Medium term	Local food producers and processors, StreekWaar, restaurants and caterers, Foodvalley Region	Sustainability, economy

Activities during the Waste Free Week 2020



GOAL 4. In Wageningen residents eat more plant-based food



We aim to inspire Wageningen residents to eat more plant-based foods. Many people enjoy eating a piece of meat or cheese. Unfortunately, the production of animal proteins puts a lot of pressure on our planet. It uses large amounts of water, energy and land. More than 80% of the greenhouse gas emissions related to food come from animal production, while provide only a quarter of the daily calories³¹. The production of for instance soy for animal feed, often goes hand in hand with deforestation and land expropriation in other countries. Moreover, many people in the Netherlands eat more animal products than they need. It is much more sustainable to eat plant-based protein sources, such as nuts and legumes. The production of one kilogram of lamb releases 51 kilograms of CO₂, while the production of one kilogram of legumes releases 1 kilogram of CO₂³².

Wageningen residents believe that the role of the municipality mainly lies in stimulating social dialogue about the ‘why’ of plant-based food, making the growing number of related Wageningen initiatives more visible, and offering inspiration. In addition, we will continue to work with the other municipalities in the Foodvalley region to advance the protein transition.

To reach this goal, we will engage in three areas of action:

AREA 4.1 Awareness raising and dialogue about the importance of eating more plant-based food

AREA 4.2 Greater visibility of initiatives to promote plant-based food

AREA 4.3 Regional cooperation to stimulate the protein transition

We will carry out the following actions, which will be prioritised at a later time:

In Wageningen residents eat more plant-based food

Short term: less than 3 years, medium term: 3-5 years, long term: 5-10 years

Action	Timeline	Partners	Other policy fields involved
Organising a social dialogue on the importance of plant-based food in the form of debates, through influencers and through art.	Short term	Library, student organisations, community centres, artists, WUR	Social domain, communication, culture

Generate visibility for initiatives that promote plant-based foods.	Short term	Initiatives such as the Vegan Student Association, Lekker Lupine, Food of Cultures, Wat in 't Vat Zit, Vreemde Streken, influencers, artists, local media	Communication, sustainability
As a municipality, set an example through the municipal canteen and catering.	Short term	Catering services and suppliers	Facilities, municipal canteen, purchasing
Contribute to projects of the Foodvalley Region related to the protein transition	Medium term	FoodValley Region, Green Protein Alliance	Sustainability
Inspire the hospitality sector in Wageningen to offer more plant-based options.	Medium term	Cafes and restaurants, city manager, Foodvalley Region	Economy, sustainability
Supporting meals and cooking workshops with plant-based food in the community centres.	Medium term	Community centres, chefs	Social domain

A tasting session at the Wageningen lupin field



IMPLEMENTATION: HOW AND WHEN DO WE GET TO WORK?

This Food Agenda was presented to the Wageningen city council in June 2021 and subsequently supplemented with additions. After approval by the Executive Board in September 2021, we will start implementation in the fall of 2021. Our six strategic paths are paramount: telling the story, collaborating with residents, setting an example, lobbying, linking up with existing policy and involving the network. The municipal departments of sustainability, communication, economy, health, green management and poverty alleviation will all play a role. Coordination and main responsibility for the implementation of the Food Agenda however lie with the food policy advisor(s) of the municipality and the responsible alderperson. Twice a year we will discuss progress with interested residents and organisations within our city. The implementation of the Food Agenda will take place using regular financial means of the municipality reserved for food policy, supplemented by external (project) subsidies. For example, we will use external finances related to projects within the Regio Deal Foodvalley, provincial POP3-subsidies and a ZonMw call entitled 'Gemeenten Samen Gezond' (Cities Healthy Together).

EVALUATION AND MONITORING: HOW WILL WE TRACK OUR PROGRESS?

Evaluating and monitoring of this Food Agenda is complex due to its multifaceted nature. It is also a challenge to collect and maintain meaningful data on a municipal or neighbourhood scale. Fortunately, there are several tools at our disposal. To evaluate and monitor the Wageningen Food Agenda, we use, among other things, the MUFPP indicator framework³³. This international framework has been developed for cities to evaluate and monitor their food policies and provides a list of indicators that cities can choose from.

In Wageningen we will be working with the indicators listed below. These indicators are quantitative in nature and therefore mainly provide broad strokes to show progress in the implementation of the Food Agenda. We will also monitor progress qualitatively through regular (at least twice a year) organised meetings with residents and organisations, and by using (student) research.



Goal	Indicator (MUFPP indicator number)
1	Percentage of overweight or obese people in Wageningen (13).
1	Number of municipality-led or supported activities to promote healthy and sustainable diets (14).
1	Number of residents in Wageningen with access to a community garden or edible municipal greenery (25).
1-4	Number of local and sustainable food initiatives in the city known to us (22).
2	Number of farmers that are in transition towards nature-inclusive agriculture (29).
2	Number of members of the sustainable producers association 'StreekWaar' (32).
2	Number of consumers that are actively participating in 'StreekWaar'.
2	Number of shops, catering services and restaurants that process and offer food from local producers.
3	Number of events and campaigns related to reducing food loss and waste (42).
3	Number of initiatives in the city related to reducing food loss and waste.
4	Number of events that stimulate societal dialogue about the protein transition.
4	Number of restaurants and community centres that offer plant-based options (10).
1-4	The extent to which the catering and canteen of the municipality are sustainable, healthy and local.

Food education at a primary school



ACKNOWLEDGMENTS

This Food Agenda was developed in a relatively short, but very intense process. This would not have been possible without a number of people.

First, we are very grateful to all residents and organisations that participated in the survey and meetings and shared their visions, knowledge, ideas and initiatives for the city.

We would also like to thank the team with whom we have worked closely during this period: Tutku Yuksel, Yanina Willet and Elsje van de Weg from THUIS Wageningen, who took care of the promotion and organisation of the meetings. Our thanks also go out to the facilitators and minute takers of the two meetings: Luka Blankevoort, Muriel Denayer, Merel Faasen, Joris Hijmens, Nefeli Kalkana, Marieke Lameris, Saskia Leenders, Jesse Lodder, Suzanna van der Meer, Michelle and Siri Tuinema. We are grateful to Percy Cicilia Jr. and Pauline Martel for their wonderful facilitation skills.

We are indebted to Lara Sibbing for sharing her knowledge about urban food policy worldwide and for helping us write this agenda. We also thank Saskia Leenders and Joanne Bos of the City Deal Kennis Maken for their support.

We would also like to thank our colleagues who contributed ideas for the Food Agenda from their own policy field and the feasibility of the plans.

Janneke Bruil and Roos Hollenberg
Food Policy Advisors
Wageningen municipality

Organic farm De Hooilanden



SOURCES

- Results of De Stem van Wageningen survey
- Report HSO students
- Report Knowledge Café 'Op naar een gezond, duurzaam en lokaal voedselsysteem' ('Towards a healthy, sustainable and local food system') 27 November 2020
- Recordings of participation meetings
- Defeated students THUIS
- Interviews and questionnaires with civil servants
- Food strategies from among others, Almere, Groningen, Vancouver, Amsterdam
- Regio Food Valley. *Voedselvisie. Visie op food in de Foodvalley Regio* (2015)
- LOS Stadomland / Municipality of Wageningen. *Visie Buitengebied. Het land van Wageningen, Wageningen in het land* (2020)
- *Startnotitie visie bebouwde kom Wageningen* (2021)

Referenties

- 1 MUFPP. *Milan Urban Food Policy Pact*. (2015).
- 2 WHO. *Malnutrition*. <https://www.who.int/news-room/fact-sheets/detail/malnutrition> (2020).
- 3 Raad Volksgezondheid & Samenleving. *Een eerlijke kans op gezond leven*. (2021)
- 4 For example: Het Parool. *Eten verbreedert: met 10.000 porties heri heri wordt de afschaffing van de slavernij gevierd*. (28 juni 2021)
- 5 Volkskrant. *Terugdringen gezondheidsverschillen moet wettelijke plicht worden*. (7 april 2021).
- 6 Lang, T., Barling, D. & Caraher, M. *Food policy: integrating health, environment and society*. (Oxford University Press, 2009).
- 7 Candel, J. J. L. & Pereira, L. *Towards integrated food policy: Main challenges and steps ahead*. Environ. Sci. Policy 73, 89–92 (2017).
- 8 Hawkes, C. & Parsons, K. *Tackling Food Systems Challenges: The Role of Food Policy*. (2019) doi:10.2307/j.ctvr695rp.5.
- 9 Voedsel Anders. *Naar een duurzaam en sociaal inclusief gemeentelijk voedselbeleid. Tien handreikingen van Voedsel Anders* (2018).
- 10 Moragues-Faus, A. & Morgan, K. *Reframing the foodscape: the emergent world of urban food policy*. Environ. Plan. A 47, 1558–1573 (2015).
- 11 Sonnino, R. & Coulson, H. *Unpacking the new urban food agenda: The changing dynamics of global governance in the urban age*. Urban Stud. 58, 1032–1049 (2021).
- 12 Sibbing, L. V., Candel, J. J. L. & Termeer, C. J. A. M. *A Comparative Assessment of Local Municipal Food Policy Integration in the Netherlands*. Int. Plan. Stud. 26, 56–69 (2019).
- 13 IPES-Food. *What makes urban food policies happen? Insights from five case studies*. (2017).
- 14 Gemeente Wageningen. *Coalitieakkoord 2018-2022*. (2018).
- 15 Regio Foodvalley. *Voedselvisie. Visie op food in de Foodvalley Regio* (2015)
- 16 De Volkskrant. *Gezondheidskloof nog duidelijker door corona: 'arm' sterft twee keer zo vaak als 'rijk'*. (23 maart 2021).
- 17 Veiligheids- en Gezondheidsregio Gelderland Midden. *Monitor 2016, Tabellenboek Wageningen* (2016).
- 18 Gemeente Wageningen. *Samen werken aan gezonde en gelijke kansen voor de Wageningse jeugd. Preventieakkoord Wageningen*. (2021).
- 19 Djojosoeparto, S., Kamphuis, C., Vandevijvere, S. & Poelman, M. *The healthy food environment policy index (food-EPI): Nederland. Een beoordeling van rijksoverheidsbeleid met betrekking tot de voedselomgeving in Nederland en beleidsaanbevelingen voor het creëren van een gezonde voedselomgeving*. (2021).
- 20 Planbureau voor de Leefomgeving. *Dagelijkse kost. Hoe overheden, bedrijven en consumenten kunnen bijdragen aan een duurzaam voedselsysteem*. (2019).

- 21 Institute for Positive Health. *Positieve gezondheid: Wat is het?* <https://www.iph.nl/positieve-gezondheid/wat-is-het/> (2021).
- 22 For example: Chapter 4 in *Groningse nota standplaatsen*
- 23 For example: *Verbod reclame ongezonde voeding* van de gemeente Amsterdam
- 24 For example: letter by the four largest cities in the Netherlands and Ede from Januari 2021 requesting state secretary Paul Blokhuis for more legal mandate to create a healthy food environment, as well as the call from April 2021 by a large group of signatories to cabinet 'informateur' Tjeenk Willink.
- 25 LOS stadomland/ Gemeente Wageningen. *Visie Buitengebied. Het land van Wageningen, Wageningen in het land* (2020).
- 26 For example: Voedselagenda 2021-2023 of Groningen municipality on p.36: "De provincie heeft in haar Programma Duurzame Landbouw 2020-2024 de doelstelling opgenomen dat in 2030 minstens de helft van de boeren een vorm van natuurinclusieve kringlooplandbouw heeft gerealiseerd. In lijn hiermee passen we, net als de provincie, de randvoorwaarden in de betreffende pachtcontracten aan." Gelderland province has similar requirements, which we will follow.
- 27 Stichting Voedingscentrum Nederland. *Syntheserapport Voedselverspilling bij huishoudens in Nederland in 2019* (2019)
- 28 MVO Nederland. *Meer dan 60% minder verspilling door verkoop vers ingevroren brood* (1 september 2020).
- 29 For more information about the difference between swill and GFT (organic waste): Chapter 3.4 in the report *Verwaarden van voedselreststromen bij Landal GreenParks*
- 30 Groen Kortenoor. *Composteren in Kortenoor* (2021).
- 31 Europese Rekenkamer: *Burgers moeten minder vlees eten*. De Volkskrant, 22 juni 2021
- 32 Milieu centraal: De impact van een plantaardig voedingspatroon
- 33 MUFPP. *Milan Urban Food Policy Pact*. (2015).



Wageningen 
EETDUURZAAM.nl

gemeente **Wageningen**



The Wageningen Food Agenda 2021-2030

© September 2021

