Trends and key challenges prompting public policy action

A legislation setting national strategic objectives « to eat better »

A national operational food plan with four strategic working areas
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Global challenges…

Global Food security / 2050 horizon

Access to food: 1 billion people under nourished

Health / chronic diseases linked to nutritionally unbalanced diets, under nutrition and obesity coexist in many countries

…necessitate public policy response:
- agriculture is not a sector that can be only market driven,
- Food policy requires a coordinated action plan covering many different areas
Trends and key challenges prompting public policy action

- A legislation setting national strategic objectives « to eat better »

A national operational food plan with four strategic working areas
A new « Public policy for Food » was defined by a legislation enacted last summer: *loi n°874-2010 du 27 juillet 2010 de modernisation de l’agriculture et de la pêche*

A law setting national strategic objectives « to eat better ! »

- Long term political strategy
- Comprehensive vision of Food, covering all related themes (culture, social issues, health, environment, economy,…)
- Government Project involving all relevant actors for Food policy: ministries, local governments, public institutes and agencies, and all private or associative actors
Art.L.230-1. du Code rural et de la pêche maritime :

La politique publique de l'alimentation vise à assurer à la population l'accès, dans des conditions économiquement acceptables par tous, à une alimentation sûre, diversifiée, en quantité suffisante, de bonne qualité gustative et nutritionnelle, produite dans des conditions durables.

Elle vise à offrir à chacun les conditions du choix de son alimentation en fonction de ses souhaits, de ses contraintes et de ses besoins nutritionnels, pour son bien-être et sa santé.

A law setting national strategic objectives « to eat better ! »

The national Food Policy must assure acces for all to affordable (to everyone) food that is safe, diverse, in sufficient quantity, of good nutritional quality, tasty, obtained in sustainable conditions.
The new “Public Policy for Food” is defined by Government in:

le programme national pour l'alimentation
(National Food Plan)

• after formal consultation process
  (Conseil supérieur d'orientation et de coordination de l'économie agricole et alimentaire et Conseil national de la consommation)

• with the involvement of the National Council for Food

Government reports every 3 years to Parliament
• Food security ;
• Food safety ;
• Animal health and welfare, plant health ;
• Education, information (taste, food diversity and balance, specific needs, food hygiene, knowledge on products and their seasonality, produce origin, production modes, environmental impact of agricultural activities ;
• Loyalty of commercial claims and consumer information rules ;
• Tasting and nutritional quality of produce and Food supply;
• Production and distribution modes of agricultural and food products respectful of environment and limitating waste;
• “terroirs” preservation and promotion;
• Local marketing of local products development;
• Local products supplying Food services / catering;
• French Food and culinary heritage.
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» A national operational food plan with four strategic working areas
National Food Plan:  
A vision to share
An action plan with four strategic working areas, and a motto: 
« Eating well is everyone’s business! »
« Food is of paramount importance; our social model, the transmission of our food and culinary heritage, and the health of our fellow citizens are at stake. »

Bruno Le Maire
ministre de l’Agriculture,
l’Alimentation, de la Pêche,
de la Ruralité et de l’Aménagement
du Territoire.
Many Ministries involved

- Agriculture, alimentation (pijote)
- Santé
- Consommation
- Éducation
- Culture
- Industrie
- Emploi
- Budget
- Outre mer
- Développement durable
- Affaires Etrangères
- Commerce extérieur
- Tourisme
- Cohésion sociale
- Justice
- Économie numérique
- Jeunesse
- Aînés
- Espace rural
- Recherche
Four working areas:

• Facilitate access for all to quality food;
• Enhance the quality of the Food supply;
• Improve knowledge and information on Food;
• Preserve and promote the French gastronomic and culinary heritage.
National Food Plan

axe 1

• Facilitate access for all to quality food:
  – The young
  – the neediest
  – Patients in hospitals
  – seniors (at home or in institutions)
  – prisoners
The School fruit Scheme addresses health, education, social, economical issues.

In France: since the beginning in 2008-2009, the number of children that benefit doubles each year. Currently: 500 000 children.
Examples of actions:

- Improve food aid
  - Better organisation
  - On line « stock exchange »
- Nutrition rules for meals in food services (in schools, universities, hospitals,…)
- « approve » (label) exemplary school restaurants for their « welcome quality », role of the Chef, food quality...
- Enhance food quality for Seniors (fruit baskets in hospital, recipes adapted to Seniors’ needs…)
Enhance the quality of the Food supply

Examples of actions:

- Encourage collective commitments for the quality of food (based on taste, sustainable development and nutrition)
- Develop local marketing of local food products
- Develop organic farming
- Limit food packaging
- Reduce waste
  - Conduct studies to better understand causes of food waste through the food chain
  - Reduce food waste
  - Inform the consumer / raise awareness
Different actions targeting food services:

- nutritional requirements
- Food waste reduction
- introduce organic and local products in food services
- « Pleasure to eat at the school restaurant »
• Improve knowledge and information on Food

Examples of actions:

– Food labelling
– Mobile phones applications
– « Taste » classes in schools
– « Food houses »
• **observation**: overweight rate increases among young people, food practices evolution, limited impact on behaviour of educative programmes focusing only on nutrition

• **A response via a joint programme** from Agriculture and food, National education ministries

• **private public partnerships** (network, sponsors)

• pilot phase conducted in 6 régions, then extension to all regions
network for «taste» education

Le Goût Chez l'Enfant

Le goût et les 5 sens

Programme de formation des enseignants sur les classes du goût

L'éducation au goût des jeunes

RÉSEAU NATIONAL POUR L'ÉDUCATION AU GOÛT DES JEUNES
Concrete achievements

« Display of environmental impacts on produce or products »

- New right for the consumer created by « Grenelle de l’environnement »

- Multi-criteria display

- Expression of product sustainability as close of reality as possible
• Preserve and promote the French gastronomic and culinary heritage

Examples of actions

– Make food and gastronomic heritage part of European Heritage days
– Links between agriculture secondary schools and secondary schools for vocational training (hotel business / cooking,…)
– Promote products and culinary know-hows (identification signs of Quality or Origin)
– Value undertakings of restaurant Chefs for the quality of meals: « Maître Restaurateur » title
– Promote restaurants serving « terroir » products
– Make food a strong element for tourism
Preserve and promote the French gastronomic and culinary heritage

Safeguard Measures to be implemented after UNESCO registered on 19 November 2010 «le repas gastronomique des Français » on the World non material heritage list

(important ritual in French culture for every important event of French social life)
National Food Plan
Research

- Food and food models
- New socioeconomical tools to better understand food behaviours
- Broaden the scope of « ex ante » evaluation of public policies
National Food Plan Communication

- Link between agriculture and food
- Seasonality, diversity, quality
- Food safety, food hygiène
- Use of produce
- Discovery of culinary heritage
- Cooking considered again as an art
- Sharing during a meal
Thanks for your attention!