



# PARIS STRATEGY FOR SUSTAINABLE FOOD SUMMARY



## SUSTAINABLE FOOD: FROM GLOBAL TO LOCAL

Feeding urban populations is a **major challenge** of the 21<sup>st</sup> century. In 2050, nearly two-thirds of the world's population of more than 9 billion people will be living in cities.

The food that we choose to produce and consume, the place from where it comes, the practices in terms of production, processing and distribution all significantly affect the state of the planet, our environment, our health and the social bonds that unite us.

In this context, the City of Paris has had, for several years, an ambitious policy to give **access to a sustainable diet to everyone**. From 2010, thanks to its Sustainable Food Plan, it has set itself stiff targets for improving food quality in its canteens and cafeterias.

The City took stock of the role it has to play in signing on 15 October 2015, alongside 160 other international cities, the **Milan Pact** (Milan Urban Food Policy Pact). In doing this, it committed to “work to develop sustainable food systems that are inclusive, resilient, safe and diverse, that provide healthy and affordable food to all people in a human rights-based framework, that minimise waste and conserve biodiversity while adapting to and mitigating impacts of climate change”.

To translate its commitment into action, the City of Paris has decided to implement an action plan by developing its Strategy for Sustainable Food. A detailed inventory of food in Paris in 2016, as well as the commitment of the City to quantified targets for 2030, helped to guide the development of the strategy required.

## THE CURRENT SITUATION OF FOOD IN PARIS

The “Parisian diet” is close to the classic French diet. However, the share of meat in meals is smaller. It contains more fruit, less sodas and more ready meals. Parisians spend a **greater part of their budget on food** (23% versus 20% in France) for two main reasons. On the one hand, products are more expensive by 6.5% than in the rest of the country. On the other hand, Parisians spend more money to feed themselves outside their home (30% of their food budget). In addition, residents of the capital consume **more organic products** (61% regularly) and demand for local products is growing. In terms of public health, the obesity rate is lower in Paris than in the rest of France, but **strong disparities can be seen**: 6.3% of households are food insecure, obesity is greater in children living in “priority neighbourhoods”.

Paris benefits from a **unique network of food stores** (more than three per 1,000 residents compared to less than one in London) and a wide choice (artisan food stores, specialized organic stores, charity food stores). Despite a significant presence of the major chain supermarkets, traditional food stores

are the preferred choice for Parisians to buy their food. The capital benefits from a frequent supply of fresh produce which is varied and of good quality thanks to the presence of the biggest wholesale market in the world in Rungis, just 15 kilometres from the heart of the city. However, the network of food stores in the capital has some gaps and short food supply chains of local products are still to be fully developed.

Paris is intrinsically **dependent on the rest of France** to feed its 2.2 million inhabitants together with the more than one million workers and 280,000 visitors (leisure and business) who travel to the capital daily. The average distance between the place where food is consumed and the place it is produced is 660 kilometres in Paris. About 70% of foodstuffs consumed in Paris come from France, and particularly from the Paris Basin which provides a large proportion of the food-based cereals and meat. In contrast, Paris still relies on distant regions, in particular to supply it with fruit and vegetables.

# PARIS COMMITS

## TO A MORE SUSTAINABLE, MORE INCLUSIVE, MORE RESILIENT FOOD SYSTEM

To demonstrate the ambition of its plans and to concretely translate its determination, the City of Paris commits, **by 2030**, to:



**Increase** the share of **food consumed in Paris and produced in the Paris Basin to 50%**, compared to 25% currently

**Mobilize** the key players in the Paris region (Ile-de-France) to **reach a target of 20% of agricultural land dedicated to organic agriculture**, compared to 2.7% in 2017



**Increase** the share of **agricultural land in the Paris region to 50%**

**Decrease** the region's "food" **carbon footprint by 40%**



**Stimulate 75%** of Parisian households to regularly buy **organic products**

**Contribute to changing the nutritional balance of the population towards a "flexitarian" diet**, a diet that is rich in fruit and vegetables with less meat and fish and that has a reduced impact on the environment



**Reduce the rate of obesity** in Paris from 10.7% in 2017 **to 5%**, with targeted action in priority neighbourhoods

**Eliminate food insecurity.** People in situations of food insecurity still represent 6.3% of the population in 2016



**Expand transport by electric vehicles, bikes, on-foot and by river** for the food supply

In addition, **in local government-operated canteens and restaurants**, the City of Paris will increase the proportion of **sustainable food to 90% by 2050**.

The Paris Strategy for Sustainable Food is made up of **40 actions across 4 themes**. The development of this strategy was based on extensive consultation conducted in 2017 with Parisians and representative groups of those operating in the food system in the region. It was **adopted unanimously by the Paris Council on 3 May 2018**.

# THEME 1

## ACCESS TO SUSTAINABLE FOOD FOR EVERYONE

While the diet of Parisians is more cautious than in France as a whole, it remains imperative to reinforce the supply of fresh and sustainable products for vulnerable groups, especially in the priority neighbourhoods, and to encourage restaurants to gradually introduce a sustainable diet to their menus.

### DEVELOP NEIGHBOURHOOD FOOD STORES SELLING LOCAL AND SUSTAINABLE PRODUCTS

#### 1. Study how different businesses can work together in a neighbourhood and develop a multi-store offer

A diagnosis of neighbourhoods with limited food shops and a consultation process involving the inhabitants to understand their expectations will be carried out. It will identify solutions for the reintroduction of small local stores.

#### 2. Develop mobile sales solutions

Mobile grocery stores will be deployed in neighbourhoods lacking sustainable local food stores. Complementary to local shops, they will improve access to fresh, organic, local and seasonal products for everyone.

#### 3. Take advantage of logistical and transport infrastructures to improve access to local food

Transport infrastructure operators will allocate preferential slots to businesses offering sustainable food to help develop sales opportunities in short supply chains.



Paris, rue Mouffetard, local neighbourhood shops - © Emilie Chaix

**4. Study the development of food markets and promote the introduction and visibility of businesses from the social economy**

Opportunities to establish new food markets which offer products directly from small producers will be investigated. In addition, the City and its partners will facilitate access to new premises for shops from the social economy and the emergence of new forms of supply and distribution.

**5. Highlight a selection of locally-produced food in supermarkets**

Supermarkets will reserve a share of their food offer for a selection of local and seasonal products, in partnership with local producers' representative bodies.

**6. Encourage and support food innovation**

Ambassadors will help Paris businesses to optimize their digital tools to develop and maintain their activity, working with food innovation start-ups. Paris will encourage the development of this culture of innovation in gastronomy, food processing and catering via the "Paris Smart Food" incubator.

**OPEN ACCESS TO FRESH AND SUSTAINABLE PRODUCTS**

**7. Generalize sustainable food in collective and social restaurants**

Managers of public and private catering institutions (AP-HP, CROUS, workplace catering, etc.) will be mobilized for the development of sustainable food in their menus, modelled on the City of Paris canteens' Sustainable Food Plan.

**8. Promote the rollout of a vegetarian food offer and sustainable food in commercial restaurants**

Restaurant owners will be assisted so that they can develop an offer of vegetarian dishes and expand their buying practices in favour of sustainable, local and seasonal food. The commitment of these professionals will be recognized by the awarding of sustainable restaurant certificates.

**9. Set up shared kitchens able to cook unprocessed food**

So that everyone can cook sustainable food from organic fruit and vegetables, shared fixed and mobile kitchens will be set up. These kitchens will allow people whose house is too small to prepare varied quality food and for them to benefit from some assistance.

**10. Welcome seniors to local restaurants**

Incentives to allow isolated elderly people to use "Paris Emeraude" restaurants (reserved for seniors) will be strengthened as will partnerships with small neighbourhood restaurants that provide sustainable food.

**DIVERSIFY AND OPTIMIZE FOOD AID**

**11. Implement a food aid action plan**

Paris will continue the implementation of the Food Aid Action Plan which deals in particular with handling emergency situations, the development of a food offer for families and the deployment of a more transverse and coordinated approach for those involved in social intervention.

**12. Propose "food for the poorest" solidarity initiatives**

This action will be based on the implementation of "fruit and vegetables" solidarity cards and the support for initiatives such as the "café suspendu" (paying for a coffee that someone less fortunate will drink later) and expanded to bakers and grocery stores.

**13. Develop more social grocery stores**

So that people in difficulty can stock up on quality products, ten new social grocery stores will be set up to ensure better coverage, in residential areas and to meet the needs of those who can best benefit from them.



# THEME 2

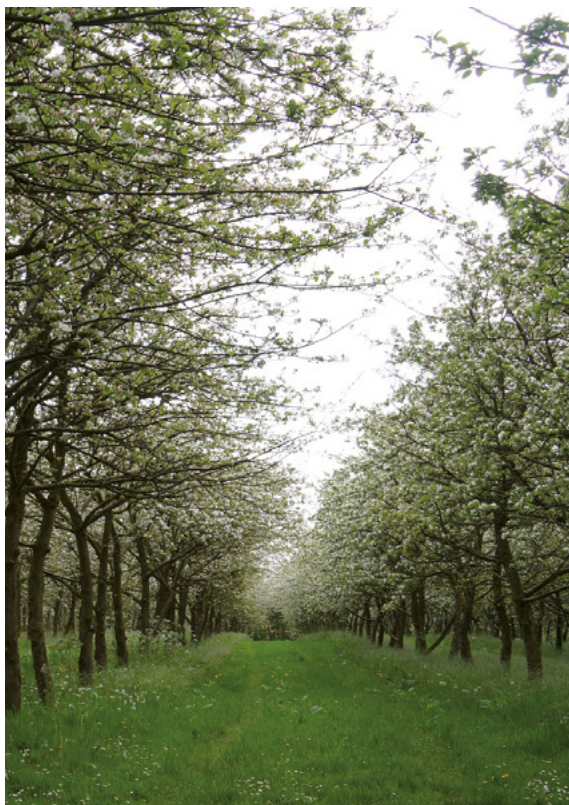
## INCREASED AUTONOMY AND FOOD RESILIENCE

Resilience is a city's ability to adapt to a variety of changes, to absorb shocks and to recover, while maintaining its main functions including supplying food to its population. Increasing agricultural land in the Paris Basin, diversifying local production to promote local consumption, as well as converting farms to be more respectful of the environment all contribute to greater self-sufficiency of supply and thus to a greater resilience of the metropolitan region.

### CONSOLIDATE OPPORTUNITIES FOR LOCAL AND SUSTAINABLE PRODUCERS

#### 14. Improve the relationship between producers and other actors in the food chains through a platform and a forum for exchange

Annual meetings will be organized between catering professionals from the public and private sector and actors across food chains with the aim of fostering the emergence of multi-annual contracts binding producers, processors and buyers.



Orchards in the Paris Basin - © Lise Dano

#### 15. Create and develop official identification signs confirming quality and origin (SIQO) for local food sectors

The promotion of new local sectors will be strengthened by the launch of Official Signs of Quality and Origin in new sectors, for produce from urban agriculture and that protects water resources.

#### 16. Support local producers at markets and in small Parisian shops

To stabilize the distribution of produce from local farmers at Parisian food markets the number of sites will be increased, and three new organic markets will be created. The development of farmers' stores will be encouraged and the creation of direct-from-the-farm markets with all local produce will be investigated.

### IMPROVE FOOD AUTONOMY CONCENTRATING ON RURAL AND (PERI-)URBAN AGRICULTURAL LAND AND FOOD PROCESSING TOOLS

#### 17. Continue to support sustainable local agriculture

The European Union will be requested to assist in the evolution of legislation in relation to the awarding of public contracts so that they encourage the supply of local food to public operators and integrate environmental issues in the definition of the Common Agricultural Policy. The City of Paris will also support, at a regional level, the development of tools that preserve agricultural land or that assist in the relocation of food processing facilities to the outskirts of Paris.

**18 Develop partnerships with peri-urban and rural agricultural communities**

Agreements will be established between the City of Paris and neighbouring rural communities to share know-how and offer economic opportunities to local producers.

**19. Diversify local production through urban and peri-urban agriculture**

Calls for projects will be launched to develop urban and peri-urban agriculture. Private and public areas will be made available to accommodate the initiatives selected.

**20. Propose and support food processing and logistics facilities and sharing tools**

The development of food processing workshops on farms and shared logistics networks will be encouraged. In addition, calls for projects will be launched for the creation of tools to share knowledge and resources.

**21. Strengthen the link between urban consumers and local producers**

Educational initiatives to rebuild the link between Parisians and farmers will be developed: creation of three educational farms in Paris, permaculture training, support for the development of the AMAP (associations supporting small local farming), etc.

**22. Support the development of organic agriculture in the Paris Basin**

The City of Paris will accompany a variety of initiatives to preserve agricultural land,

to reserve it for organic farming and to help farmers who want to convert to organic production. It relies in particular on the actions of the Paris Water Authority (Eau de Paris), the acquisition of land in water catchment areas and technical and financial support for conversion to organic farming. Paris will develop partnerships between its public catering services and organic farmers working on the water catchment areas of Eau de Paris.

**STIMULATE PUBLIC AND PRIVATE ACTORS TO IMPROVE THE RESILIENCE OF THE PARISIAN FOOD SYSTEM**

**23. Create a real-time information system of food resources and storage facilities in the Paris Basin**

A census of the types of products, resources, food storage facilities and major kitchens that can be mobilized in the event of a crisis will be established. It will improve sharing of data between national government departments, local authorities and food suppliers.

**24. Develop resilient food supply logistics**

This is all about pursuing the goal of reducing the ecological footprint of food supply through the implementation of actions associated with the Charter for sustainable urban logistics planning: setting up calls for projects to reintroduce distribution facilities, the diversification of river and rail routes, pooling and developing local delivery using non-polluting modes of transport and so on.



River freight - © F. Grunberg

# THEME 3

## PREVENTION OF FOOD WASTAGE AND FOOD WASTE

Food supply represents a priority field for avoiding waste. If the quantity of this waste is currently stable in Paris (46 kg per year per person), that of packaged food waste is increasing. It is now imperative to intensify and multiply actions against food waste at all levels, to recycle and reuse bio-waste to avoid incineration and to drastically reduce the use of packaging.

### FIGHTING FOOD WASTAGE

#### 25. Pursue the Strategic Plan to combat food wastage

Actions to fight against food wastage will be intensified in particular through the Strategic Plan. It will be a first step to better characterize the nature of the food concerned thanks to specific studies and to continue the work to reduce waste in school canteens.

#### 26. Strengthen the redistribution of unsold food

Coordination of the networks who recover unsold food and redistribute it to those in need will be improved and strengthened. Partnerships with voluntary organisations will also be established for the recovery of unsold fruit and vegetables from markets.

#### 27. Mobilize local and regional organisations to campaign against food waste

The Paris City Council will design tools to increase awareness that are adapted to different target groups (schools, students, families, the elderly, etc.) and in particular a communication kit and local events.

### RECYCLE AND REUSE FOOD WASTE

#### 28. Develop local composting of bio-waste

Nine hundred domestic composting sites will be deployed in public facilities and public housing projects to make collection of vegetable food waste more accessible.

#### 29. Generalize the separate collection of and recover food waste

Separate collection of food waste will be available for all Parisian households by 2025. The City of Paris will also test the operation of a small-scale anaerobic digester to produce heat or electricity as well as other organic waste recovery facilities.

### REDUCE DISPOSABLE FOOD PACKAGING

#### 30. Develop bulk stores in Paris

The opening of new stores that promote products without disposable packaging, offering bulk products so that individuals can use their own packaging will be encouraged with a goal of one store per 100,000 inhabitants by 2030.

#### 31. Limit food waste at major events

A Charter of eco-responsible events will be systematically distributed to the organizers of events and will become more restrictive so that they reduce, sort and recycle the waste associated with these festive events.

#### 32. Continue to promote consumption of tap water

Awareness tools, a poster campaign and lecture tours encouraging the consumption of tap water will be put in place, particularly aimed at parents and professionals in education of the very young.





Roof garden, Paris 20<sup>th</sup> arrondissement - © Marc Verhille

# THEME 4

## NETWORKING AND PARTNERSHIPS

Educational messages on food for the general public need to be adapted to multiple Parisian situations and cultural food practices, targeting specific categories and ages of the population (the poorest, young people, families with a first child, the vulnerable). Initiatives for sustainable food are many and varied but the lack of places to exchange and collaborate between project leaders limits their deployment. The creation of a transverse organization will bring together all the players so that they can act in concert to respond to the different challenges of the food system across the city.

### DEVELOP AWARENESS CAMPAIGNS ADAPTED TO TARGET POPULATIONS

#### 33. Develop comprehensive and practical awareness campaigns about sustainable food for fragile populations

Collective culinary workshops on food balance and sustainable food will be set up using fresh seasonal products. Participants will also be made aware of the importance of using legumes in their diet.

#### 34. Develop awareness-raising programmes for sustainable food adapted to children and young people

Workshops will take place in schools as extracurricular activities, in partnership with local associations, schools and local farmers, as well as educational farm tours.



Workshop at the Paris Farm, Paris 12<sup>th</sup> arrondissement - © Marc Verhille



**35. Develop awareness programmes for families from the beginning of the parenthood**

Parental awareness programmes of food education and nutrition within mother and infant facilities will be put in place, particularly through the distribution of documentation and the training of staff in these establishments.

**36. Develop awareness-raising programmes for the vulnerable**

Culinary workshops will be organized in the EHPADs (seniors' accommodation) and in specialised housing (for the disabled), so that they continue to take an interest in meals and to encourage the transmission of knowledge and culinary practice.

**PROMOTE AND SUPPORT LOCAL INITIATIVES**

**37. Connect local food stakeholders through a "Network of actors of sustainable food"**

A "Network of actors of sustainable food" in Paris will be created. In particular a digital platform in the form of a directory of projects supporting sustainable food will be set up.

**38. Secure Paris' position as a "Fair Trade Town"**

The City of Paris will reinforce actions to retain its "Fair Trade Town" classification, by extending the purchase of fair trade products and their promotion to the general public and companies and support the development of the key actors in these sectors.

**ESTABLISH THE GOVERNANCE OF THE STRATEGY FOR SUSTAINABLE FOOD**

**39. Create a "circle" of food**

The City of Paris will contribute, with the Métropole du Grand Paris and in partnership with other actors in the regional food system, to support the emergence of a metropolitan

governance of food. This body will be tasked to define a shared vision of the future of food in the region. It will promote exchange and sharing of experiences by all those concerned by food.

**40. Organize a sustainable food day and annual meeting**

An annual "Sustainable Food Day and Congress" will bring together a large number of participants from all walks of life to exchange, make proposals, raise awareness among Parisians and promote actions carried out in the region.



Meeting at the Pavillon de l'Arsenal, Paris 4<sup>th</sup> arrondissement  
© Mairie de Paris



The Paris Strategy for Sustainable Food constitutes a new way of implementing food policies. It establishes a transverse framework and a common agenda for public sector actions: that of a sustainable food system ready to respond to the challenges of the 21<sup>st</sup> century.

Its implementation will involve regular collaboration with partners and citizens, charitable, voluntary and economic organisations and institutions. It will work beyond the territorial limits of the city and intends to build a new model at a metropolitan, regional and rural level.

# PARIS HAS ESTABLISHED AN AMBITIOUS FOOD STRATEGY FOR THE REGION

A strategy co-created by the key actors in the sector  
to make the Parisian food system more sustainable,  
more inclusive, more resilient:

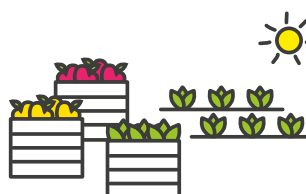
## 4 THEMES, 40 ACTIONS



### THEME 1

ACCESS TO SUSTAINABLE FOOD  
FOR EVERYONE

THEME 2  
INCREASED AUTONOMY AND  
FOOD RESILIENCE



### THEME 3

PREVENTION OF FOOD WASTAGE  
AND FOOD WASTE

THEME 4  
NETWORKING AND  
PARTNERSHIPS



Paris has taken on board the international scope of the challenge:



#### Launching the cities of Europe network

engaged in  
the development  
of agriculture and  
organic food  
(Organic Cities  
Network Europe)



#### Participating in international city networks

(Milan Pact,  
Eurocities, C40)



#### Highlighting the exemplarity of the City of Paris

during  
the 2024 Olympic and  
Paralympic Games