

In action

Joining forces to shape a resilient,
sustainable, safe & healthy food system!



December 2022

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In a foreword

Dear readers,

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As the end of the year approaches I want to send a warm salutation to all our members, and I want to congratulate each of you for your commitment to ensure a normal functioning and continuous supply of fresh food to billion citizens around the world despite of the state of polycrisis that we are living in. The year 2022 has highlighted the importance of strengthening global food supply chains that have been exposed to fundamental structural weaknesses, exacerbated by the war in Ukraine, rising energy and agricultural product prices, worsening global climate events, and the economic consequences of the COVID-19 pandemic. If action is not taken now to address the structural weakness jeopardizing food supply chains, millions of people are at risk of suffering from increased hunger, with 222 million people in 53 countries facing acute food insecurity by the end of 2022 according to the UN.

We have the responsibility to take urgent action and find systemic solutions to increase the efficiency of the fresh food value chain. WUWM organized a conference in Abu Dhabi in order to bring together the major actors shaping our sector and exchange on concrete pathways to re-design fresh food value chain operations as to reach sustainability, efficiency and resilience. WUWM was also present at COP27, as we truly believe that



to succeed the transformation of our food systems we need to dispose of the necessary finances to build up basic infrastructure capable of feeding the world with healthy food : we will need to massively finance innovations in farming – optimize irrigation, foster agroecology, alternative energy use in farms, improve post-harvest storage and cold chain, ensure efficient transportation of the produce, better packaging and count on modern and efficient wholesale markets that can ensure transparent and fluid commercialization and dispatch of large volumes of fresh produce from farm to fork.

As WUWM Chairman I am committed to be at the forefront of the transition of food systems to sustainability and work with all the stakeholders willing to take this path with us.

I wish you all a happy end of 2022!

Yours sincerely,

**Stephane Layani,
WUWM Chairman**

In the loop:

WUWM participated at COP27: Find out our thoughts about the outcomes!

The 27th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP27) was held from November 6th to 18th 2022 in Sharm el-Sheikh (Egypt).

More than 92 heads of state and an estimated 35,000 representatives, or delegates, of 190 countries attended the Conference.

WUWM was invited as a key speaker and attended for the first time this important meeting aiming to create concrete engagements to mitigate global warming and drastically reduce emissions.

UN agencies and experts evaluate that the food sector accounts for around 30% of global emissions. The transformation of actual food systems is therefore of major importance if we want to attain the objectives of Paris Agreement and mitigate climate change effects.

The food sector has today also the potential of becoming a key actor to ensure carbon sequestration through good agriculture practices and the challenge of stopping to be one of the major causes of deforestation and biodiversity loss.

Even if the link between climate change and food systems transformation seems to be quite clear food was never included in COP agenda or negotiations before Sharm el Sheikh meeting.

"Even if the link between climate change and food systems transformation seems to be quite clear food was never included in COP agenda or negotiations before COP27."

In this sense we can congratulate the fact that COP27 allowed food systems to enter the international climate negotiations for the first time with a Day dedicated to Agriculture and Food Systems organized by the COP and a pavilion entirely dedicated to food systems.

One of the main objectives of the food system pavilion was to identify actions, strategies and solutions across the food value chain that could lead to a transformation towards healthier, more resilient, and more equitable food systems.

As we recently reached 8 billion inhabitants, climate change is disrupting food production, livelihoods, and human health. These interlinked challenges require us to think about how we can sustainably increase food production, adapt, and build resilience to climate change, and decarbonize our food systems.

Coalition members at the Food Systems Pavilion highlighted that transforming global food systems could generate \$4.5 trillion in new economic opportunities by 2030 and contribute to achieving net zero, nature-friendly food sector, social justice, and food security.

However, the final policy outcomes don't include any engagement or specific mechanism to finance food systems transformation.





"Progress always starts with discussions that then get translated into action. Yes, we're not moving fast enough, but at the same time, we're experiencing unstoppable coalition building to actually move things forward," claimed Dr. Gunhild Stordalen, founder and executive chair of EAT, which has been one of the cornerstone organizations in accelerating food systems transformation over the past years.

WUWM Secretary General was invited to speak at COP27 during the "Feeding the City for Healthy People, Landscapes and Climate" roundtable co-organised by FAO and ICLEI.

The event explored how cities and local governments can help re-designing food systems, in a multi-level governance framework, in order to succeed the transformation of the sector into sustainability while fostering access to better nutrition for their populations.

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Ms Carrara pointed out that in a highly urbanized world Wholesale markets represent unique infrastructures to ensure daily availability in large volumes of diverse, nutritious, and fresh food in cities. Acting as a virtuous and efficient nexus between rural (production) areas and urban (consumption) areas. "Wholesale markets are the backbone to ensure that populations will have access to vegetables and fruits. Their contribution to diversified and healthy urban food environments is clear but many countries still lack of this infrastructure that is so essential to ensure and coordinate fresh food flows from farm to the table" Ms Carrara declared.

In what concerns food systems mechanisms to mitigate climate change COP27 was a missed opportunity, however, there was some good news including;

"In what concerns food systems mechanisms to mitigate climate change COP27 was a missed opportunity"

- Decision to move the Koronivia Joint Work on Agriculture to an implementation phase;
- A Loss and Damage fund was created; however, the financing of this fund has not yet been determined.
- Five food and agriculture pavilions in the ancillary program;
- The first ever Agriculture and Adaptation Day that also included the launch the Presidency's flagship Food Agriculture for Sustainable Transformation (FAST) initiative,
- Launch of the Initiative on Climate Action and Nutrition (I-CAN).

WUWM have high hopes that the forthcoming COP28, that will take place in Dubai in November 2023, chaired by Ms. Mariam bint Mohammed Almheiri, Minister of Climate Change and Environment of United Arab Emirates (UAE) will bring food systems at the center of the discussions and give greater visibility to much-needed climate innovation and financing in this space.

WUWM was really happy to have participated in COP27 and to have met so many new actors from universities, NGOs, and civil society working on this field.

An interview with Her Excellency Mariam bint Mohammed Almheiri, Minister of Climate Change and Environment of United Arab Emirates is available in the November "In Action" newsletter.

Don't miss out the interview with Dr. Gunhild Stordalen that we published in this newsletter!

We will continue to foster our voice in international negotiations and discussions at the next COP.

Involved:

WUWM launched a policy paper titled “Strengthening Local Fresh Food Markets for Resilient Food Systems” aiming to bring to decision makers clear tools to foster better food environments

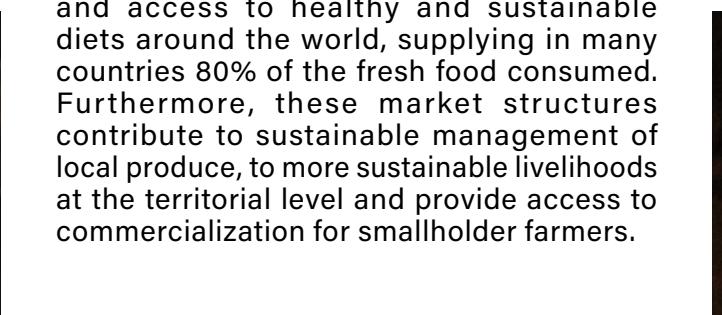
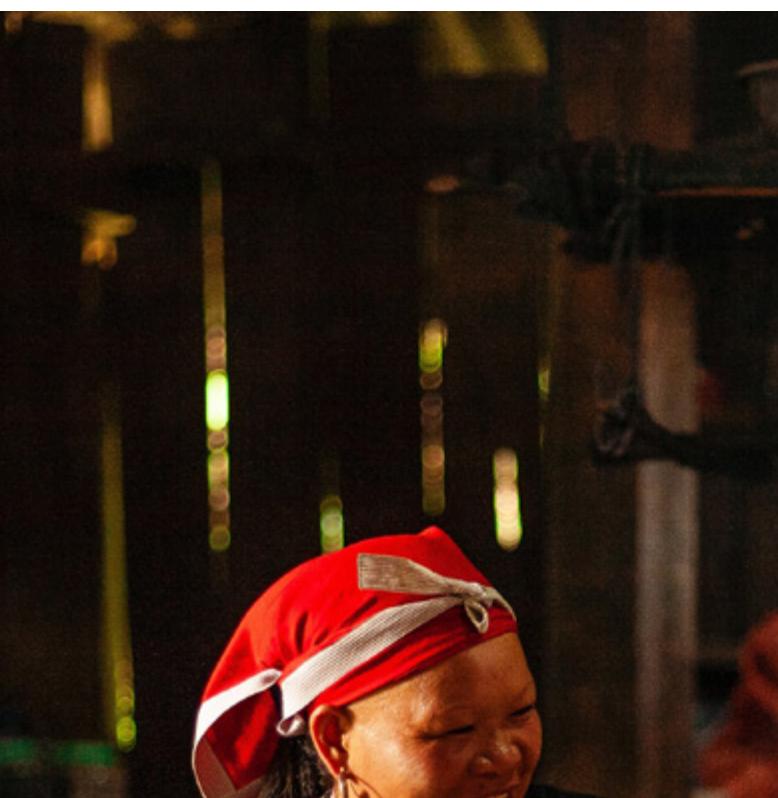
We are glad to share with our readers that we have just launched a policy paper, co-authored with the Global Alliance for Improved Nutrition (GAIN), the Food and Agriculture Organization (FAO), Health Bridge Foundation, UN-Habitat, the World Farmers Market Coalition, United Cities and Local Governments (UCLG), Local Governments for Sustainability (ICLEI) and Regional Governments for Sustainable Development (Regions4).

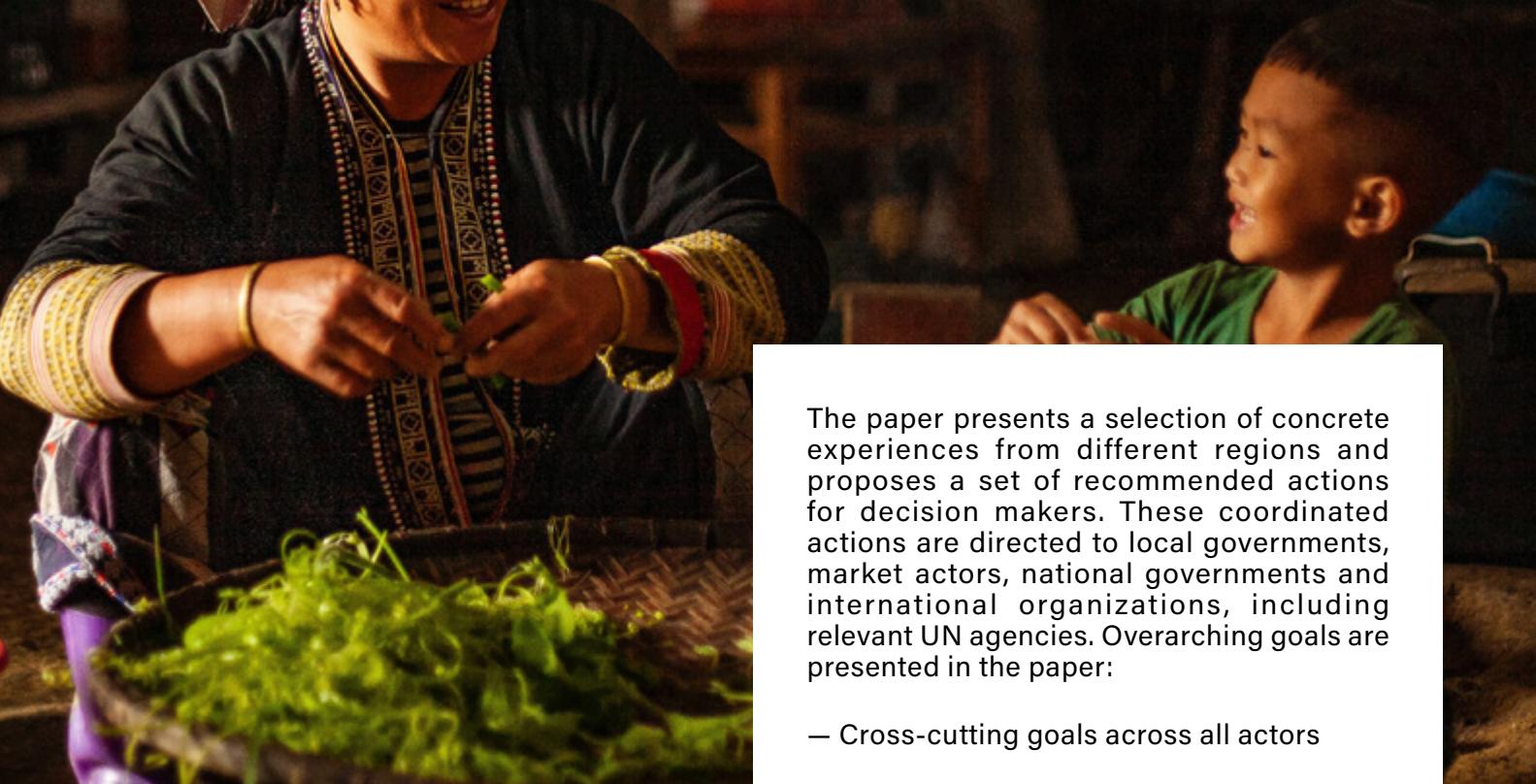
- 5 Under the title “Collaborative discussion Paper: Strengthening Local Fresh Food Markets for Resilient Food Systems” this paper is written for decision-makers and practitioners of our sector and proposes concrete tools and solutions for governments to strengthen the resilience of local food systems and facilitate daily access to citizens to healthy diets.

This paper is the result of multiple meetings, that started during the UNFSS and were pursued in at the World Urban Forum 2022, where the co-authors representing different sectors of the food systems met, all together for the first time, with the ambition of developing a multistakeholder approach that could bring to the table bold new ideas to successfully enhance sustainability and resilience to local food systems. During these meetings the co-authors of this paper, recognized experts of our field, concluded that market systems and in particular local fresh food markets, are key actors to ensure adequate food environments at local level and to facilitate the achievement of the Sustainable Development Goals (SDGs) and need therefore to be reinforced.

“Recent studies showed that local fresh food markets play also a crucial role to ensure food security and access to healthy and sustainable diets around the world”

Beneath the fact that territorial fresh food market systems demonstrated a higher degree of resilience in comparison to other food outlets during the Covid-19 pandemic to support access to healthy diets, recent studies showed that local fresh food markets play also a crucial role to ensure food security and access to healthy and sustainable diets around the world, supplying in many countries 80% of the fresh food consumed. Furthermore, these market structures contribute to sustainable management of local produce, to more sustainable livelihoods at the territorial level and provide access to commercialization for smallholder farmers.





The paper presents a selection of concrete experiences from different regions and proposes a set of recommended actions for decision makers. These coordinated actions are directed to local governments, market actors, national governments and international organizations, including relevant UN agencies. Overarching goals are presented in the paper:

- Cross-cutting goals across all actors
- Operational steps to strengthen inclusive market systems
- Beyond value chains: a systems approach to food markets
- Learning from the impacts of COVID-19
- Multi Stakeholder collaboration for resilient market systems
- Market experiences from cities
- Territorial market systems
- Challenges and opportunities
- Recommended actions for different governance levels

WUWM would like to express its sincere gratitude and appreciation to all co-authors Kristie Daniel (HealthBridge), Remy Sietchiping (UN-Habitat), Thomas Forster (UN-Habitat), Florence Egal (UN-Habitat), Ann Trevenen Jones (GAIN), Cecilia Marocchino (FAO) Marcello Vicovaro (FAO), Carmelo Troccoli (WorldFMC) and Richard McCarthy (WorldFMC) and our SG, Eugenia Carrara, for their implication in writing this important and data-driven publication. We hope this publication and the concrete tools shared will empower decision makers and facilitate a systemic approach to food systems transformation.

To read the full publication visit our website.

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Nevertheless, often the role of these markets in ensuring food security and better nutrition is either neglected or overlooked by authorities around the world. That's why the co-authors decided to bring to the table an efficient tool that could explain their role and help governments to harness all the potential of local fresh food markets through the development of policies.

"This paper proposes concrete tools and solutions for decision-makers to strengthen the resilience of local food systems and facilitate daily access to citizens to healthy diets."

The paper shows also that in a lot of countries role of fresh food markets could be improved if coordinated action is taken by national and local governments, the private sector and civil society. These alliances are vital to modernize the infrastructure and their management and fully benefit from the potential that this infrastructure - both formal and informal - has to foster food security and better nutrition at local level.

In focus:

WUWM joined the Urban Food Systems Coalition

Urban populations are expected to grow from 4.4 billion today to 6.7 billion in 2050 according to the United Nations, therefore there is an urgency to create sustainable urban food systems able to deliver accessible and nutritious food to all. To achieve this goal, urban actors need to engage with national and sub-national governments and other stakeholders, to formulate and implement effective food policies to promote sustainable urban food systems.

The Urban Food Systems Coalition (UFSC) is one of the coalitions that emerged from the 2021 United Nations Food Systems Summit in recognition of the importance of the urban food agenda at the local, national and international level. With 70% of food consumption taking place in urban areas and this share is expected to increase as a result of rapid urbanization, there is an increasing consensus that making progress on the agenda of food systems transformation requires developing sustainable urban food systems strategies.

The Urban food systems Coalition offers a platform to better connect small, intermediary and larger metropolitan cities and national governments and help them to promote coherent food policy and coordinated action. Also, this Coalition drives dialogue and inclusion to better understand barriers and opportunities for urban food systems transformation, and to share experiences, and best practices. The Coalition will also



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promote evidence-driven decision through the facilitation of knowledge and experience exchange among key stakeholders and the production, management and distribution of appropriate data.

WUWM just joined the Urban Food Systems Coalition this month. Other key partners of WUWM are also part of the coalition such as EAT foundation, Gain, ICLEI, FAO and UN Habitat. Together, the Coalition represents a diverse hub of expertise, bringing together city networks, non-governmental organizations, academia and key UN institutions.



In facts:

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- More than 92 heads of state and an estimated 35,000 representatives, or delegates, of 190 countries attended COP27.
- Food systems are responsible for 1/3 of global GHG emissions
- Cities consume almost 80 percent of the total energy produced in the world, while producing 70 percent of the global waste
- 95% of our food comes from soils. Food production occupies nearly 40 percent of global land.
- A third of the planet's soils is severely degraded and fertile soil is being lost at the rate of 24bn tonnes a year, according to a new United Nations study calling for a shift away from traditional intensive agriculture.
- Global food systems are the primary driver of biodiversity loss, with agriculture alone being the identified threat to 24,000 of the 28,000 (86%) species at risk of extinction.
- Transforming global food systems could generate \$4.5 trillion in new economic opportunities by 2030 and contribute to achieving net zero, nature-friendly food sector, social justice, and food security.

▪ The global agricultural import bill is expected to jump by nearly 50% to \$424 billion in 2022, this is 112% higher than 2020, largely driven by higher costs for imported energy and fertilizers.

- The EAT-Lancet report demonstrates that a shift from our current food systems and over to the Planetary Health Diet can prevent more than 11 million premature adult deaths per year.
- Shifting to regenerative production practices can help us tackle 1/3 of global emissions and allow us to draw down enormous quantities of carbon from the atmosphere into our soils and vegetation.

"Global food systems are the primary driver of biodiversity loss, with agriculture alone being the identified threat to 24,000 of the 28,000 (86%) species at risk of extinction."





In Events:

WUWM participated at the “Expert Group on the European Food Security Crisis Preparedness and Response Mechanism on drivers o food security”

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WUWM attended, as a member, the meeting of the “Expert Group on the European Food Security Crisis Preparedness and Response Mechanism on drivers of food security” organized on the 14th of November, in which was discussed the main drivers of food security in the European Union (EU) and the overall global food security, in the short and in the medium-long term.

If today food availability is not yet in question in the EU high food prices are jeopardizing food affordability. In this regard, the Farm to Fork Strategy announced several important initiatives, including the contingency plan for ensuring food supply and food security in times of crisis, and the adoption by end of 2023 of a framework legislation for sustainable food systems, to further accelerate the transition towards a sustainable food system.

The plan promotes collaboration between all parties involved in the food supply chain, both public and private. Farmers, fishers, aquaculture producers, food processors, traders, retailers, logisticians, and transporters are among the private sector participants. This plan will also involve national, regional, and EU authorities.

To follow the implementation of this, the Commission established in 2020 the European Food Security Crisis preparedness and response Mechanism (EFSCM), a permanent platform coordinated by the Commission, which includes Member States public authorities and relies on a dedicated group of experts.

“If today food availability is not yet in question in the EU high food prices are jeopardizing food affordability.”

The dedicated group of experts combines Member States' and some non-EU countries' representatives, and actors from all stages of the food chain, and a set of rules of procedures governing its functioning.

The EFSCM focuses on specific activities and a set of actions to be completed between mid-2022 and 2024:

- improve preparedness by utilizing available data (e.g., weather, climate, markets) and assessing vulnerabilities and critical infrastructure of the food supply chain;

- coordination, cooperation and communication: sharing information, best practices, national contingency plans; development of recommendations to address crises; coordination and cooperation with the international community.

As a driving force for fresh food supply in the European Union, supplying 50% of all the fresh produce consumed in the EU, WUWM is fully mobilize to secure supply to EU citizens and to work to strengthen sustainability and resilience. Our markets are key actors when it comes to information about unbound and outbound logistics, volumes of produce traded and price formation.



Interview

**with Dr. Gunhild A. Stordalen,
founder and executive chair of
EAT Foundation**

We are pleased to share with our readers an exclusive interview with Dr. Gunhild A. Stordalen founder and executive chairwoman of EAT Foundation. Dr. Stordalen has been engaged in public debates on issues like climate change and public health and is one of the leading voices pledging to transform global food systems to sustainability. EAT works to achieve a vision of a fair and sustainable global food system for healthy people and planet – leaving no one behind, to be achieved through science, impatient disruption, and novel partnerships. To ensure success, EAT connects and partners with members of the science, policy, and business communities following a framework for change centered on a dynamic three-way interaction across knowledge, engagement and action.

The EAT-Lancet Commission on Food, Planet, Health is a report that brought together 37 leading scientists from around the world to answer the question, 'can we feed a future population of 10 billion people a "healthy diet" within planetary boundaries?' What are the key findings of the report?

Thankfully, the report concludes that it is indeed possible, which was not a given when we commissioned it. With agriculture occupying nearly 40 percent of global land



and food production being responsible for up to 30 percent of global greenhouse gas emissions in a world where more than 800 million people go to bed hungry, what is it going to look like when an additional 2 billion people inhabit the Earth? It's self-evident that it must be quite different from today and the EAT-Lancet Commission provides us with the blueprint, or more specifically the science-based targets we need to reach. In order for us to be able to feed the planet in an equitable and healthy manner, in order for us to be able to reach our climate change goals, and in order for us to reduce the loss of biodiversity to a minimum, we have to make a shift in our diet. It will require a collective effort from both the private and the public sectors all around the world, but thankfully it is achievable even while staying true to the rich and diverse food cultures we have today.

In your report, you state that healthy diets are «win-win» in the sense that they are good for both people and the planet. What does it mean for EAT-Lancet Commission “healthy diets”? and what are the consequences today of “unhealthy” diets?

Unhealthy diets lead to diseases, premature deaths, wasted resources, and environmental damages. In abundance. In fact, diet-related illness is now the number one reason for ill health and premature deaths in the world. Even more so than alcohol, tobacco, illegal drugs, and unsafe sex combined. During the Covid-19 pandemic it has been further highlighted by the fact that diet-related conditions, such as obesity and diabetes, lead to a much higher mortality rate. This increases the strain on the already overburdened health care providers, further escalating the crisis. It is estimated that over 2 billion people are overweight or obese. On the other end of the scale, the number of chronically hungry is also on the rise, amounting to as many as 828 million people last year. It's an almost unfathomable amount of sheer human tragedy.

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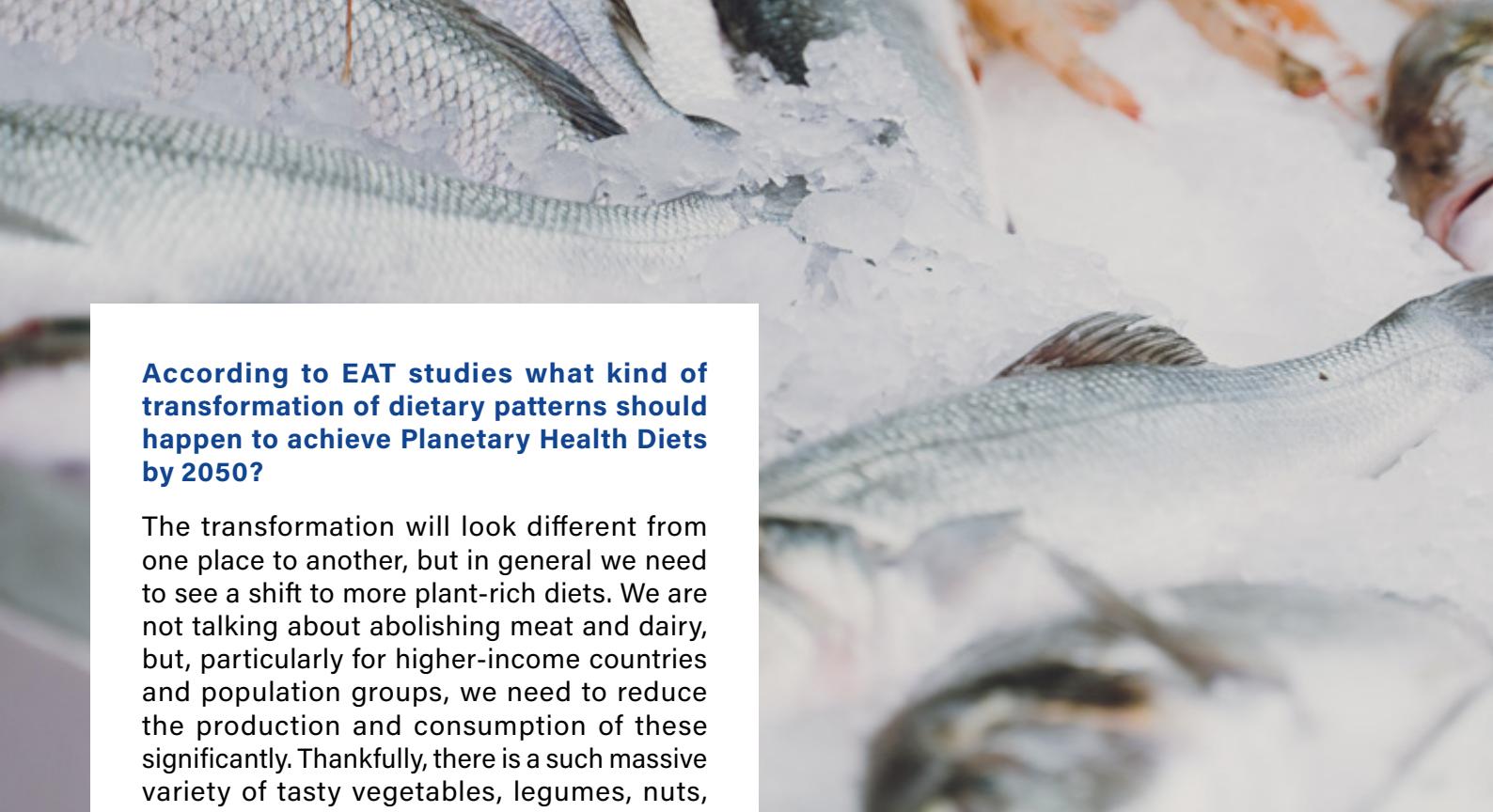
For our planet, the consequences are equally as terrible. The overconsumption of meat, especially from industrialized production facilities, and of empty calories, causes great damage to our climate and our ecosystems. When we talk about healthy diets, we're talking about delicious and nutritious foods. We are talking about plant-rich, flexitarian diets—what people across most traditional food cultures around the world have been eating. And it turns out that this is also what's good for our planet. Healthy food is a win-win for both people and planet.

“Science is clearly telling us that our current food systems are unsustainable for people and planet.”

In a nutshell, what is science telling us about the impact of our current food systems? And what measures should be taken in order to make it sustainable?

In a nutshell, science is clearly telling us that our current food systems are unsustainable for people and planet. The EAT-Lancet report demonstrates that a shift from our current food systems and over to the Planetary Health Diet can prevent more than 11 million premature adult deaths per year. And shifting to regenerative production practices can help us tackle 1/3 of global emissions and allow us to draw down enormous quantities of carbon from the atmosphere into our soils and vegetation. It will also help us restore ecosystems and biodiversity and save enormous amounts of freshwater. However, every country and region is different. There is no one miracle cure that can be prescribed to every part of the world, nor do we want to eradicate the incredible food traditions that are part of our cultures and heritage. We therefore believe that the best way of achieving sustainability is to provide science-based guardrails so that countries can create their own national pathway tailored to their needs and cultures. Examples of effective measures include revamping the current economic incentives and disincentives, making it more profitable to create sustainable and healthy food, making sure the food provided in the public sector is in line with the Planetary Health Diet, and simply stopping converting remaining natural areas to food production. We need the private sector to make a giant shift, but for that to happen, we need to ensure the shift is profitable, and we need to improve consumer awareness to help drive demand.





According to EAT studies what kind of transformation of dietary patterns should happen to achieve Planetary Health Diets by 2050?

The transformation will look different from one place to another, but in general we need to see a shift to more plant-rich diets. We are not talking about abolishing meat and dairy, but, particularly for higher-income countries and population groups, we need to reduce the production and consumption of these significantly. Thankfully, there is a such massive variety of tasty vegetables, legumes, nuts, wholegrains, seaweed, potatoes, mushrooms, and fruits to substitute them with.

How can these transformations be deployed effectively? What partnerships are needed to support these changes?

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First and foremost, we need governments to shift policies along the entire value chain of food. They must repurpose agricultural and fisheries subsidies, they need to reform public procurement of food, the need to use fiscal policies and regulation to make it easier for people to access and afford healthy foods. We need to see the food industry taking far greater responsibility, and that includes both big and small companies, from production all the way through to retail. We need the world of finance to wake up and play a similar role in driving change to what we are increasingly seeing with energy finance: capital flows into our food systems need to drive the transformation towards healthy, sustainable and equitable outcomes. We also need to raise awareness among consumers to generate the right kind of demand and to reduce food waste. At EAT we've had success in partnering with several major cities around the globe, and had productive talks with producers, consumers, and municipal councils to aid in achieving a shift based on the unique circumstances, cultures and needs of the local area. With more than 56 percent of the world's population living in cities and continued global urbanization, we believe getting the cities aboard is key.

"Shifting to regenerative production practices can help us tackle 1/3 of global emissions and allow us to draw down carbon from the atmosphere into our soils and vegetation."

During the COP27 in Sharm el Sheik, food systems was for the first time included in the agenda, what concrete proposals did EAT support/recommended countries to adopt to take effective climate action to protect and transform agri-food systems? Can you share with our readers your thoughts about the outcomes of the negotiations regarding food systems and climate change mitigation?

It was encouraging to witness a COP that for the first-time featured food systems as a major theme. We in EAT worked hard to play an important role in achieving this tangible progress. However, make no mistake, we did not get the outcomes from COP27 that the world desperately needs. There simply is no pathway to a safe future for humanity within the 1.5 degrees limit unless we

succeed in transforming food production and consumption—and this fact still has not manifested itself in real decisions or real outcomes. We knew in advance that only limited progress was within reach at COP27, so for a while now we have been working systematically with our partners to mobilize real meaningful breakthrough outcomes by next year's COP in the UAE. There, we want to see a major political breakthrough in the form of a high-ambition group of countries and cities announcing real, meaningful shifts in food system policies aligned with the 1.5 degrees limit. And we want to see a major finance breakthrough in the form of launching a Co-investment Platform for food systems transformation across a critical mass of private, public, multilateral and philanthropic finance. These breakthroughs are not "nice to have", they are "must haves" if we are to stand any chance of avoiding a climate catastrophe.

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"WUWM has a major and important role to play in driving the transformation of our food systems. You are in a pole position to influence both supply and demand."



What are the next steps for EAT foundation after the COP27 discussions?

For EAT it is now all about working with our many partners to realize these breakthroughs by COP28 next year.

What kinds of collaborations could EAT establish with WUWM to support food system transition?

WUWM has a major and important role to play in driving the transformation of our food systems. We need far more action than we see at the moment within food wholesale. You and your membership are in a pole position to influence both supply and demand. We in EAT would be delighted to explore ways to collaborate with WUWM to accelerate the shifts we need as we look to COP28 next year and beyond. One concrete opportunity would be to engage with cities in driving change on the demand side. Together with a range of global partners, we are building a robust program of support to a large number of cities to become leaders in food system transformation. WUWM could potentially play an important role here.





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Interview

with Charles Michel a chef and climate-advocate

In the post COP27 month we are thrilled to share with our readers an interview with chef and climate-advocate, Charles Michel. Mr Michel is a public speaker and advisor on topics such as the future of food and changing eating patterns to more sustainable ones. At the intersection of science, art, community and entrepreneurship, he aims to inspire solutions that can drive humanity to a better relationship with nature thought the way we eat.

Could you briefly introduce your work to our readers?

I started as a chef in michelin-star restaurants after training at the Institut Paul Bocuse. I explored food as art in immersive experiences and multisensory aesthetics at Oxford University's department of experimental psychology, where I published over a dozen papers on multisensory flavour perception. I became a public speaker on the Future of Food. You can see the synthesis of all of this applied to my participation in Netflix's The Final Table. Today, I work in food innovation, as an educator in some of the world's top culinary institutes, creator of food education content on Patreon, and influencer advocating for using food as a tool for positive change in our relationships to nature, society and self.

What is the role of a food educator?

Honestly, I attribute our broken food system to the general public's unawareness about basic principles of food. It affects everyone in the food chain. Basic food education should be, in my opinion, accessible to all from an early age, just like reading and writing.

The role of a food educator is to teach about how food is a central part of our society, relationship to our planet, and bodies. By understanding food, we can be empowered to have healthier relationships. I believe that by connecting different food-related disciplines and fields we can envision more sustainable food systems for all in decades to come.

"The role of a food educator is to teach about how food is a central part of our society, relationship to our planet, and bodies."

How can “food literacy” change consumption behaviour? and how do you think that chefs can help populations shift into sustainable eating patterns?

Most of human behaviour is automatic, cued by environmental stimuli, culture, and beliefs. The ease of access plays a dominant role in our choices - hence delegating the likelihood of access to healthy food to the forces of the market and the powers that be in the modern food system. The more we are educated about our perceptions, biases and beliefs around food, the more we can play an active role in shaping a better food system for all, and the more people in the industry will be able to produce better products for markets. This includes shifting away from wasteful behaviours, encouraging consumption of seasonal foods, and choices that are more ethical, to name a few.

Chefs and all food experience designers play an important role in educating through the products they create and sell. Pleasure and the desire for more ethical foods should be engineered with multisensory design in mind, as well as crafting narratives that are attractive. Trying to convince people to eat better for health or the environment is often inefficient. Instead, focusing on creating trends and educating can have a much deeper impact.

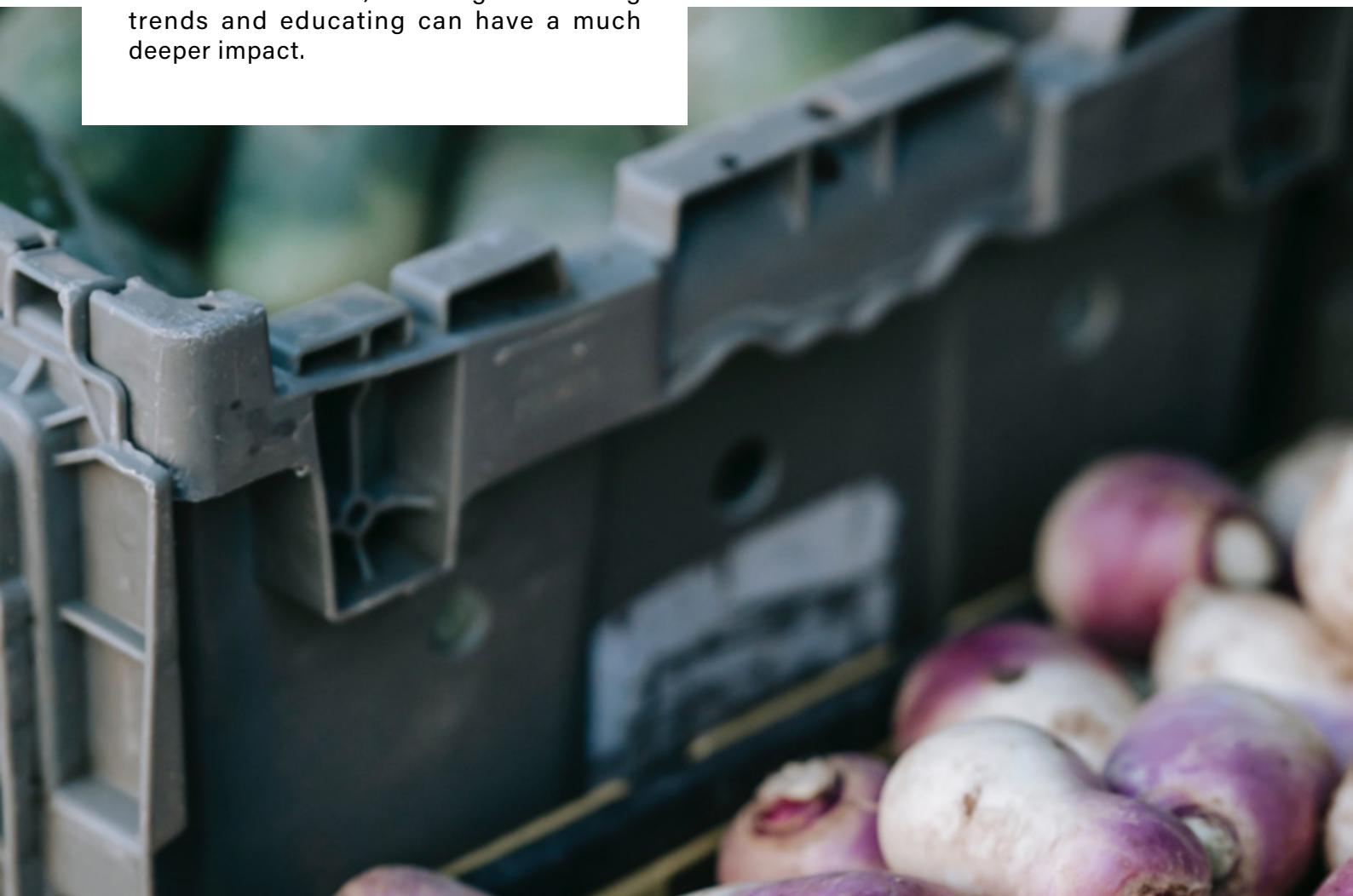
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In your manifesto, «Guide to Conscious Eating», you state that eating is a political act. Can you explain to our readers why eating is a political and economic act?

Every dollar we spend on food is a vote towards a particular way of providing sustenance from the land. Each plate of food has an environmental and social impact.

Food is a direct connection we establish daily with nature and people who work the land and the systems that feed us. In recent decades we have become increasingly distant from these realities, and that has made most of us unaware of what it really takes for food to be produced.

“Every dollar we spend on food is a vote towards a particular way of providing sustenance from the land. Each plate of food has an environmental and social impact.”





What kind of collaborations could you establish between fresh food markets, or with WUWM to foster conscious eating ?

Together with my patrons and food activists from all over the globe, we have created a 10-point "Guide to Conscious-Eating" that anyone can download for free in 22 languages. These are 10 ways in which different actors can collaborate. I invite you to have a look!

I believe we can substantially reduce food waste by teaching new ways of processing and preserving fruits and vegetables for instance. Getting more people involved in playing a role in the food system, beyond just consuming, can be as simple as managing waste wisely or composting at home. Big change starts with consumers, and markets could play a more active role in educating them.

We also seem to be largely unaware about the true cost of food. Certain practices that are predominant today prioritise yield over ethics, increasing the chances of creating harm for consumers and ecosystems that will provoke increasing costs to society in terms of healthcare and ecological restoration. We must talk about this more, and cooperate on systemic solutions.

"Basic food education should be, in my opinion, accessible to all from an early age, just like reading and writing."

16 According to Project Drawdown, the world's leading resource for climate solutions, the three most potent solutions to reverse climate change are: reducing food waste, improving family planning and education, and encouraging plant-rich diets. These measures would result in a predicted carbon absorption of 235.73 gigatonnes of CO₂ sequestered by 2050 – much more than could be achieved by conservation and reforestation alone, or even switching from fossil fuels to renewables. It is essential to understand that the food system accounts for about a third of global carbon emissions, and food waste alone represents about 8% of all emissions. In comparison, aviation represents about 2.5% of all emissions.

I also believe that access to nutritious food should be a fundamental right for all humans, because we currently produce enough food to do that. The habits we shape by being involved in food are fundamental to a peaceful future on earth and reduce suffering; food choices have direct ethical implications; hence food is inherently political.

On another front, the edge of innovation for better products for people and planet often fail to meet supply chains and demand... slowing down the process of food systems transformation. Technological solutions are here, we need to accelerate innovation and access to information.



In good practice:

Learn how 3 Chinese wholesale markets, Central Kitchen and the local municipality are partnering in order to bring better food for Chinese students!

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This month, we would like to share with our readers an interesting project that three Chinese wholesale markets from Huzhou (Zhejiang Province), Anji (Zhejiang Province), and Binhai, (Jiangsu Province), have developed in order to provide better nutrition for Chinese students by developing collective kitchens. The «Nong Guan Central Kitchen and Distribution Center project» started last September with daily food delivery for 20,000 students. Currently, the fresh food is prepared in the school kitchen. The goal of the project is to deliver 200,000 healthy, fresh meals and 10,000 hot meals per day by 2023.

Can you please introduce to our readers the “NG Central Kitchen and Distribution Center project” in China?

Nong Guan Central Kitchen and Distribution Center project is a provincial key project of Jiangsu in 2022, which covers an area of 2.67 hectares with a building area of 35,000 square meters and a total investment of around USD 35 million.

We built a central kitchen for delivering schools canteens with healthy diets: in this kitchen we cook with vegetables raw and hot dishes that are ten ready-to-eat, ready-to-warm, ready-to-cook and ready-to-serve. The

“We built a central kitchen for delivering schools canteens with healthy diets: in this kitchen we cook with vegetables raw and hot dishes that are ten ready-to-eat!”

central kitchen Center has three floors, the first floor is the production line for hot dishes cooking. The second floor is the pre-made food processing and packaging center; The third floor is the research and development center. The project uses ERP (Enterprise Resource Planning) system and «Sunshine Lunch» food safety traceability information system to create a centralized, standardized and regulated central kitchen distribution center. “NG Central Kitchen” project strives to promote the integration of local industries and build an information-based and intelligent industry benchmark from the farm to the table.

When was this project launched and what is its objective? how many meals per day are being distributed since the beginning?

We began the construction of the Central Kitchen on January 16, 2022, and we are expecting to be completed and fully operational by the end of this year. After the completion of the project, it can support the daily processing capacity of 200,000 cleaned vegetable, and 10,000 hot-meals, and the production workshop of 10,000 square meters of pre-made meals! It will provide meals for nearly 200,000 people, including students in local schools and working staff in the industrial canteens' parks, meanwhile, it will also concentrate on the processing of pre-made food.

“The Central Kitchen will provide healthy meals for nearly 200,000 people, including students in local schools and working staff canteens.”

By centralizing the processing of ingredients and the production of pre-made food at the central kitchen, we will reduce the transportation cost of ingredients by 5% and reduce the loss of ingredients by over 15%! The project uses professional system management software to precisely match the amount of food purchased and processed each day with the amount of food eaten, reducing food waste by an average of about 10% annually.

How does this project contribute to help ensuring better diets for students?

In order to ensure that students have better meals NG Central Kitchen project mainly uses vegetables raw meals, supplemented by hot nutritious meals, and can prepare around 200 000 clean chopped ready to eat vegetable meals every day. The project also takes into account the whole system production and operation management information system, making full use of technology such as the “Internet of Things” and “Cloud technology” to digitalize the production and operation. For instance, the project adopts intelligent, visual operation monitoring management, full digital cloud system closed-loop tracing and tracking, and supporting food safety inspection institutions and facilities with strong inspection to ensure the safety of food.

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Which organizations are involved in the development of this project? How are these kitchens connected to a wholesale market? What is the role of the Wholesale market?

With the strong support of Jiangsu Province and Sheyang County government, Shanghai Hengzhixian Catering Distribution Group Co., Ltd., (a subsidiary of Shanghai Guanheng Industrial Group Co., Ltd.,) and Sheyang County Agricultural Water Group (state-owned company) jointly invested in the construction of the project, and they established a joint venture company (Nongguan Central Kitchen Catering Management (Jiangsu) Co., LTD.) to operate the project. Three wholesale markets in nearby cities namely Huzhou, Zhejiang Province, Anji, Zhejiang Province, and Binhai, Jiangsu Province are involved in the operation of the project. The three wholesale markets cover a total area of 1 million square meters, with daily trading volume of more than 4.7 million USD, serving nearly 8 million people.

The pre-made chopped vegetable industry will be an important sector to promote the high-quality development of modern agriculture, food industry clusters and promote the development of wholesale markets. It is also a powerful tool to upgrade the «vegetable basket». It will drive the efficiency and income for the whole fresh-food supply chain, from the farm to the wholesale markets while promoting better diets.

What are the next steps of the project?

- After the completion of the project, as a leading agricultural enterprise in Jiangsu Province, it will participate in the construction of the provincial and industrial standard system and promote the reform of school's meals.
- Build a supply chain system to cover all the central kitchens and realize unified procurement and distribution.
- Build a cold chain logistics system.



In WUWM's World

- From **November 2nd to 8th** 2022, WUWM Secretary General, Eugénia Carrara, visited Thailand, invited by our member Talaad Thai market, to develop stronger relations with Asian-Pacific members
- From **November 2nd and 4th** 2022, WUWM Secretary General was at Asia Fruit Logistica 2022 trade fair
- On **November 8th**, WUWM attended the sub-group on "Food donation" of the EU Platform on Food Losses and Food Waste,
- From the **6th to the 18th of November**, WUWM attended the COP 27 in Egypt
- On **November 12th**, WUWM was a panellist at the "Feeding the City for Healthy People, Landscapes and Climate» roundtable co-organised by FAO and ICLEI at COP27
- On **November 14th**, WUWM attended the meeting of the Expert Group on the European Food Security Crisis Preparedness and Response Mechanism on drivers of food security.

- From the **24th to the 25th of November**, WUWM attended the 20th edition of the Coldiretti International Agriculture and Food Forum, which took place in Rome.

- On **November 29th**, WUWM attended the citrus sub-group of the market observatory

- On **November 29th** WUWM attended Meeting on the European Union Code of Conduct

