

URABCT Call for Good Practice application

City of Mouans-Sartoux (France)

Good Practice Summary

Mouans-Sartoux (MS) is a 10.000 inhabitant city in the French Riviera. In 1998, the elected representatives became aware of the link between food, health and environmental issues. Due to the mad cow episode, organic beef was introduced in the school meals. Then, they engaged in a collective school catering project in order to impulse an agri-food territorial policy. In 2005, the city became member of the National Nutrition Health Program (PNNS: 9 official nutritional recommendations for a balanced diet) active cities, and has therefore introduced more fruits, vegetables and whole grains in school meals. However, adding more vegetables in the meal portions also meant increasing pesticides doses. This is one of the reasons why the city decided to turn to organic food. Since 2012, 100% of the food is organic in the canteens of MS. But as it did not make sense to buy organic products from the other side of the world, the city shifted its public procurement rules so that local producers could answer. Facing a lack of local offer, a municipal farm was created in 2010, and 2 farmers hired to grow organic vegetables for the canteens. It now provides 85% of the needs of the 3 schools canteens, representing 1.000 meals/day. Now, 60% of the food is local (regional). Changing procurement to organic goods did not cause additional costs raise, because they were balanced by the municipal farm production (for vegetables), but also by financial savings thanks to a reorientation of public procurement rules, joint management of the 3 canteens, and dramatic reduction of food waste (80%). Food waste minimization started in 2010. Nowadays in MS canteens, only 30g per meal are wasted instead of 150g (national average). Since 2013, the 3 kitchens of the schools of MS are labelled by Ecocert with the highest distinction of 3 carrots.

MS's 100% organic and local meals served every day in schools have been a starting point to develop a global reflection for a sustainable territorial agri-food policy. Through its MEAD (House for Sustainable Food and Education), created in October 2016, the city carries on its work on local agri-food systems and education.

The development of a sustainable territorial agri-food sector is part of the city strategy (and the aim of the AGRI-URBAN ULG). MS region is characterized by high land pressure and urban sprawl. In 2012, the local urban planning strategy (PLU) was modified in order to triple the farming area of MS (from 42 to 112ha). This document is linked to the Agenda 21 of the city (2010), which defines 21 orientations and 70 actions connected to the good practice (*see material section*). Moreover, municipal support to local producers will help tackle the loss of farms and lack of offer. In 2014, an organic grower qualified for this funding (12000€) to install his farm in MS. This policy participates to the local economy and job protection, through the whole agri-food chain value. Due to the enabling framework of MS (high citizen involvement and support for sustainable actions), a grocery store that sells only unpacked organic and local goods was created in 2016 (2 new jobs).

A key factor to the success of the project is the empowerment of the population. Citizens are following the project (appropriation) and undertaking actions leading to the same vision of sustainable development.

In order to develop smart sustainable agri-food systems, the city is involved in educational actions (events, festivals, workshops...) in order to raise awareness about the link between food,

agriculture, health and environment. The Local Educational Program (PEL) of the city of MS contains 5 axes and 70 actions for a participative approach for leading actions on education at the city level, which aims to listen to children and youth needs, but also to promote healthy and sustainable food habits. Moreover, the MS Observatory for Sustainable Canteens, created in 2013, has measured by a survey in 2013 and 2016 the evolutions in families' food behaviours, and has monitored the steps and achievements of the project. The results showed significant behaviour changes toward more sustainable and healthy food habits: In 2016, 85 % of the parents have changed their consumption towards more local, organic, healthier diet, 13 % of them eat always organic (proportion doubled in 3 years), 75% care for the origin of the product. 63% of the families said that they often eat organic products. 31% of the parents go shopping to a producer's once a week and 20% go weekly to a farmers' market. 99% of the parents who answered are satisfied with the city's policy about public plate. Families have started adopting some good food practices promoted by MS at home (less waste, more organic and locally grown food, less sugar and saturated fat...).

For the city of MS, being part of specific networks at national and international level (Un Plus Bio, AGRI-URBAN, OFSP) is also an opportunity to make the project evolve in the long term and share its good practice.