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Cómo las ciudades pueden hacer que la alimentación saludable y sostenible sea una opción sencilla

 12 de abril de 2023



CONFIGURACION DE COOKIES

Las ciudades tienen el poder de mejorar directamente lo que sus ciudadanos ponen en sus platos. Deberían aprovecharlo para que la comida sana y sostenible sea la opción obvia y fácil.

 [ancho= \(https://www.slowfood.com/wp-content/uploads/2023/04/3-1.png\)](https://www.slowfood.com/wp-content/uploads/2023/04/3-1.png)

Todos los días tomamos decisiones sobre la alimentación : qué alimentos elegir, dónde comprarlos, dónde cocinarlos y cuándo, dónde y con quién comerlos. Pero, a diferencia de lo que podríamos pensar, no tomamos estas decisiones por nuestra cuenta o por casualidad. Estamos muy influenciados por los llamados “entornos alimentarios”.

El concepto de “entorno alimentario” ha cobrado impulso en los últimos años, ya que presenta una perspectiva novedosa para las políticas alimentarias. Considera que las personas no eligen, compran y preparan los alimentos en el vacío, sino en función del entorno alimentario en el que viven, ya sea digital o físico. Nuestras elecciones alimentarias diarias están, de hecho, condicionadas y limitadas por una serie de factores, la mayoría de los cuales están fuera de nuestro control, como los precios de los alimentos, el etiquetado, la publicidad y los alimentos disponibles en los puntos de venta minorista.

No es ningún secreto: **el sistema alimentario actual no facilita la elección de alimentos saludables y sostenibles** . Sin embargo, sigue existiendo la idea de que los consumidores pueden cambiar su comportamiento alimentario para mejor, siempre que obtengan la información adecuada. Este enfoque pone toda la responsabilidad sobre los hombros de los consumidores y no exige a las industrias alimentarias y a los gobiernos que rindan cuentas por los entornos alimentarios que configuran.

¿Es culpa del consumidor A comprar alimentos ultraprocesados congelados en el supermercado si vive en un barrio en el que no hay acceso a alimentos frescos y asequibles? ¿Debemos culpar al consumidor B por desear una hamburguesa industrial jugosa si ya la ha visto anunciada tres veces de camino al trabajo? Seguramente no.

Conectando a consumidores y productores de alimentos

Según las Naciones Unidas, en 2021 el 55% de la población mundial vivía en zonas urbanas y se prevé que esa cifra aumente hasta el 66% en 2050. (<https://unhabitat.org/wcr/>). Por ello, las ciudades tienen un enorme potencial de impacto directo en la dieta y los hábitos alimentarios de las personas. Por ello, Slow Food se ha asociado con el proyecto Food Trails, cuyo principal objetivo es ayudar a 11 ciudades europeas a desarrollar políticas alimentarias urbanas sostenibles.

 [ancho= \(https://foodtrails.milanurbanfoodpolicypact.org/wp-content/uploads/2022/11/Food-Trails_Policy-brief_The-role-of-cities-in-shaping-food-environments-in-the-framework-of-the-EU-Farm-to-Fork-strategy.pdf\)](https://foodtrails.milanurbanfoodpolicypact.org/wp-content/uploads/2022/11/Food-Trails_Policy-brief_The-role-of-cities-in-shaping-food-environments-in-the-framework-of-the-EU-Farm-to-Fork-strategy.pdf)

Lea el informe de políticas sobre rutas alimentarias
(https://foodtrails.milanurbanfoodpolicypact.org/wp-content/uploads/2022/11/Food-Trails_Policy-brief_The-role-of-cities-in-shaping-food-environments-in-the-framework-of-the-EU-Farm-to-Fork-strategy.pdf)

Pero la red Slow Food también es muy activa sobre el terreno, desarrollando enfoques de abajo hacia arriba que garantizan el empoderamiento de los ciudadanos a la hora de dar forma a las políticas alimentarias en las ciudades en las que viven.

“The best way for city governments to contribute to better food environments is to develop a comprehensive and ambitious food strategy to ensure all citizens have access to good, clean and fair food”, **Jannie Vestergaard**, from Slow Food in the Nordic countries, comments.

And for this to happen, **our political leaders need to acknowledge the central role of food in our societies**, and build effective policies to overcome the disconnection between food producers and urban consumers.

With this in mind, Kate Smith from **Slow Food Birmingham** (<https://slowfoodbirmingham.co.uk/>), together with John, created the Birmingham **Open Food Network** (<https://openfoodnetwork.org.uk/>), in 2019, to operate a local food hub that connects producers with consumers, as if it were a virtual farm shop in the city. Via this platform, people can purchase their local and agroecological products directly from local producers through a user-friendly online platform. The producers bring those products into the city and deliver them to John's community pub, 1000 Trades. A group of volunteers helps organise the different shopping bags, and in the evening, shoppers come pick them up and chat around a pint, before heading home.

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(<https://www.slowfood.com/wp-content/uploads/2023/04/100trades2.jpg>).

(c) Slow Food Birmingham

"Industrialised food has become the norm to feed growing cities, which is resulting in dysfunctional food environments, but we can change this, if cities develop comprehensive and ambitious food policies, just like the Birmingham City Council is doing. Their food strategy is just about to be released in May 2023", **Kate** explains .

This Local Food Hub enables people to buy their milk, cheese, eggs, bread, vegetables, and more, directly from local producers and enjoy community time while doing so.

This local food hub also helps reduce food waste since shoppers buy exactly what they need, while producers harvest the exact amount of fresh produce that is required. A model that profits all, including the environment.

Empowering Citizens to Shape Urban Food Policies

But connecting people with the food they eat is only one step on the path towards better food environments. Local governments should take it further by providing tools for citizens' empowerment.

Many European cities are experimenting new ways of involving their citizenry in local food policy. The city of Ghent (Belgium) **created a Food Policy Council** (<https://stad.gent/en/city-governance-organisation/city-policy/ghents-climate-actions/sustainable-food#:~:text=The%20Ghent%20food%20council%3A,of%20the%20objectives%20and%20priorities.>) back in 2012, including representatives from all relevant sectors: food producers , consumers, waste processors, , academics, etc. Across the channel, Glasgow (Scotland) established the **Glasgow Food Policy Partnership** (<http://goodfoodforall.co.uk/>) (or 'Good Food for All') and around 80 people took part in the development process, representing different organisations and community groups in Glasgow. Up east, Wrocław's (Poland) Participatory Office initiated **a project** (<https://foodtrails.milanurbanfoodpolicypact.org/wp-content/uploads/2021/09/Food-Trails-D1.3--Report-food-based-urban-participatory-policies.pdf>) aimed at empowering local leaders, particularly focussing on disadvantaged districts. This included training in fundraising, engaging other citizens, and facilitating a network. Some of these local leaders have become central partners for the involvement of disadvantaged groups in local food policies.
(<https://www.slowfood.com/wp-content/uploads/2023/04/2-1.png>).

More and more cities are joining the movement across Europe, finding ways to involve their citizens in the future of food they want.

From creating Food Policy Councils and setting up community gardens on urban wasteland, to providing cooking or farming trainings for citizens, there is **no shortage of ideas to inspire a "bottom-up" local food movement**.

"These projects are a win-win for the city and its citizens. Plus, an ambitious public food procurement should be used as a strategic tool to promote health, environmental, socio-economic, animal welfare, and other food policy objectives via people's plates", **Jannie Vestergaard** says.

"Municipalities should understand and map what is already happening in the city and support those groups and projects that are already impactful with a bottom-up structure", adds **Kate Smith**.

Putting Agroecological Farmers on Cities' Stage

Without sustainable food producers, there is no possible transition to better food. This is why Slow Food's local chapters work to support and promote agroecological producers and farmers to bring the food they produce closer to consumers.

Jannie Vestergaard, from Slow Food in the Nordic countries, told us the story of the “Grønt Marked” farmers market in Copenhagen, one of the winners of the Slow Food Denmark Awards – an annual competition that aims to award producers or organizations that are making a difference in the country’s food scene.. “The market is part of the [World Farmers Market Coalition \(https://worldfarmersmarketscoalition.org/\)](https://worldfarmersmarketscoalition.org/), and takes place in three neighbourhoods on consecutive weeks during the summer. This allows people to purchase local and organic food without any intermediaries.”

<https://www.slowfood.com/wp-content/uploads/2023/04/slow-food-copenhagen-1-700x700-1.jpg>

Slow Food Copenhagen at “Madens Folkemøde” in Denmark (c) Slow Food

Otro ejemplo es **“Madens Folkemøde”** (<https://www.madensfolkemode.dk/>), una concentración alimentaria anual que se celebra cada año en Dinamarca, donde varios actores del sistema alimentario se reúnen para debatir y discutir. Como socio del evento, Slow Food Dinamarca lanzó hace tres años un debate sobre la agricultura regenerativa, que ahora está dando lugar a la creación de una comunidad Slow Food para la agricultura regenerativa. “Este es un gran ejemplo de cómo los enfoques de abajo hacia arriba pueden dar grandes resultados a nivel local”, concluye **Jannie**.