

# Food & the City

Urban agriculture from local initiatives to strategy



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# There are a lot of initiatives from citizens, farmers and entrepreneurs!



Nu hier, Zomerhofstraat



City Farm het Lansingerland



Garden, Pompenburg



Schiebroek-Zuid (Vestia)



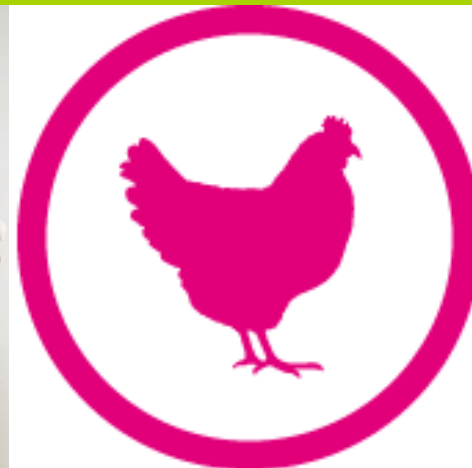
Zaaifestival Noordplein



Tussentuin, Gaffelstraat



# Social projects en (semi-)commercial enterprises



**UIT  
JE  
EIGEN  
STAD**

City Farm Uit je Eigen Stad, Stadsinitiatief 2012



Farmers market (Oogstmarkt) Museumpark



And much more....



Community Garden Tuin aan de Maas



Urban Farm Buytenhof Rhoon



# Policy for stimulating urban agriculture in and around Rotterdam

Agenda for Sustainable Rotterdam, 2011:

*“Municipality of Rotterdam stimulates urban agriculture and trade of regional food products”*

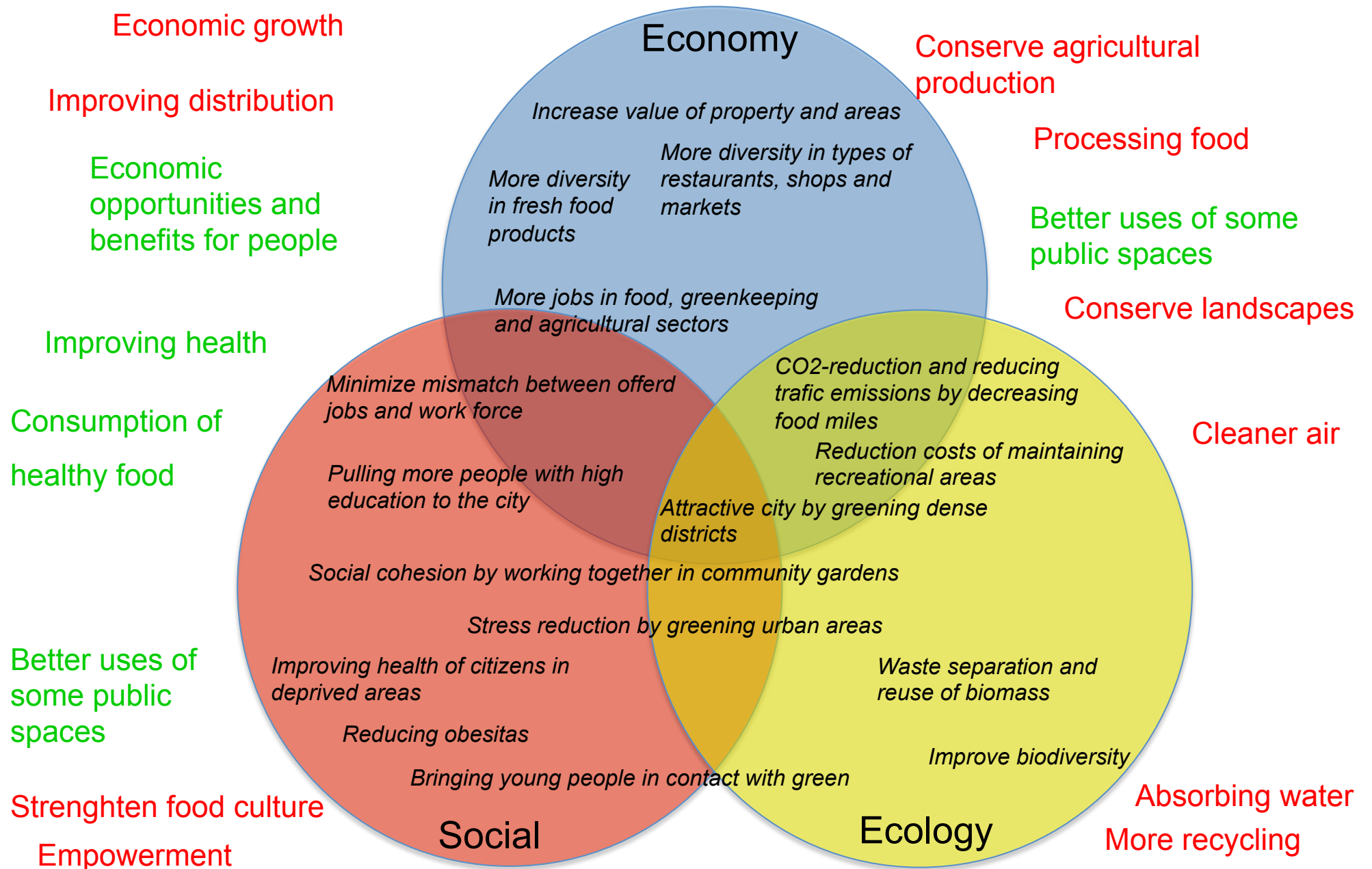
Policy document Food & the City, 2012:

*“Stimulating urban agriculture is about*

- both intra-urban and peri-urban food production;*
- both commercial and non-commercial food production;*
- as well trade, processing and distribution of food.”*



# Rotterdam objectives and urban agriculture





# Focus on 3 main targets

1. Improve health of citizens
2. Reinforce sustainable economic development & benefits
3. Improve quality of public spaces



*Bottom up and top down meet*

- Building on Agenda for Sustainable Rotterdam
- Building on initiatives from citizens, entrepreneurs and social organizations



# Improving health of citizens

**Combination of more consumption of 'real food' and more physical exercise contributes to reduction of obesity and other health problems**

***Some actions of the municipality :***

- Education programs on healthy food and gardening
- Stimulate creation of new community gardens in dense urban districts
- Set up network for schools that have kitchen gardens





*Dante garden Lombardijen (Partners for Healthy Cities)*



# Improving quality of public spaces

**Conservation of landscapes around the city and more attractive urban districts by making community gardens**

***Some actions of the municipality:***

- Mapping empty lots in the city
- Leaflets about opportunities and rules for community gardens
- Stimulate roof top gardens & food production in city centre
- Yearly competition for best urban agriculture by citizens









*Allotment gardens Heijplaat*







# Reinforcing sustainable economic development

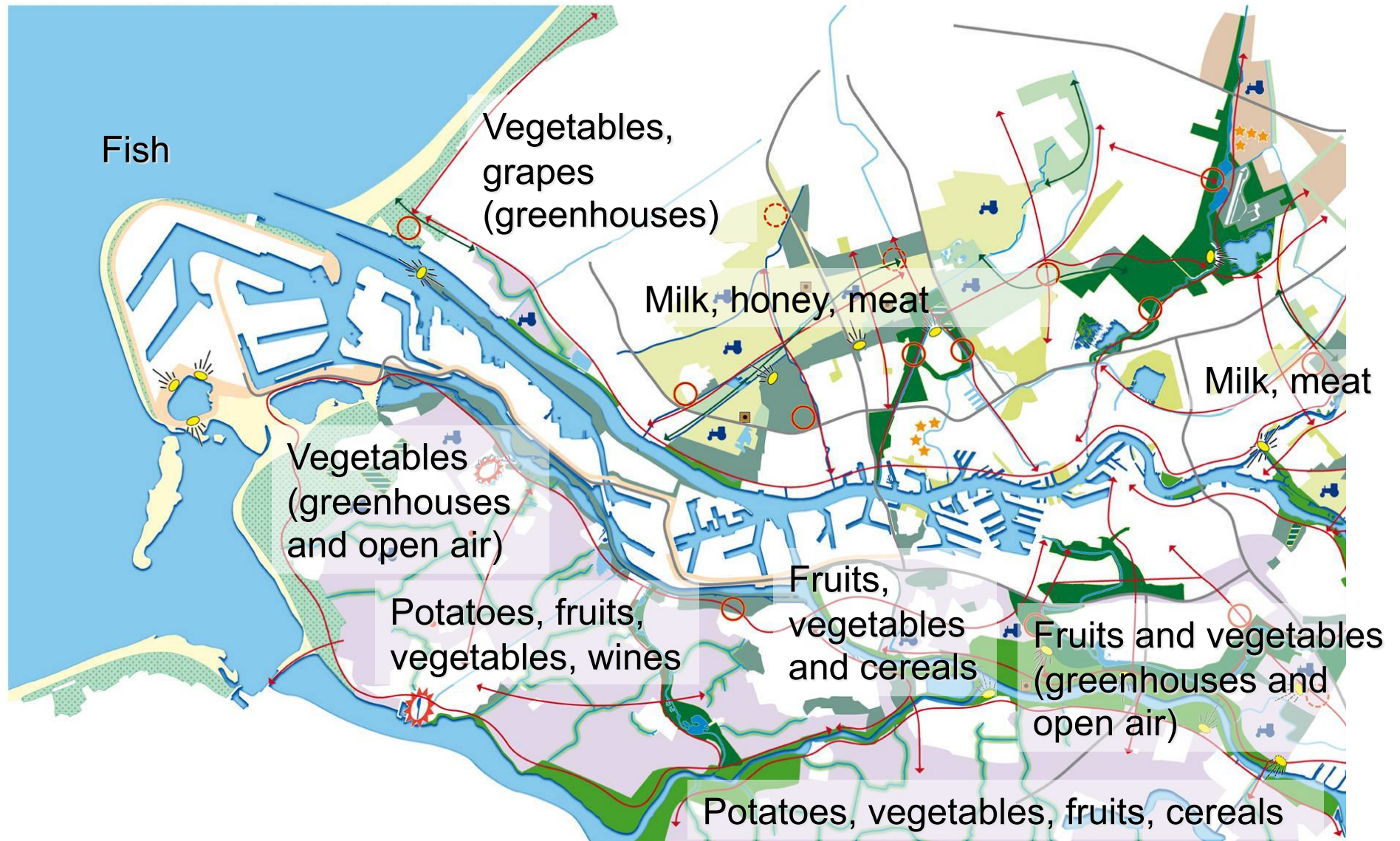
**More resilient economic basis, maintaining landscapes around the city; strengthen entrepreneurship**

***Some actions of the municipality***

- Promotion of regional food products and farmers market
- Municipal land available for creating urban farms
- ban planning rules that hinder initiatives for urban agriculture
- Organize network sessions with producers and customers
- More regional food products for municipal catering
- Organize regional trade missions (3x in 2013)



# Products of Rotterdam region







*Farmers market in Rotterdam*



# 3 trade missions





# Regional trade missions

- Connecting city to the peri-urban areas
- Connecting producers and potential consumers (shopkeepers, restaurants, traders, att. for seasonal menus)
- Shorten food chains
- Strengthen local economy



MIDDEN-DELFLAND • Begleid door luid geloei zette de Rotterdamse wethouder Alexandra van der... aldus de wethouder. De weg van lokale boer naar eigen bord blijkt echter ingewik- beenders en slagers moet simpelweg weer sexy worden. Van Huffelen erkent dat de weg

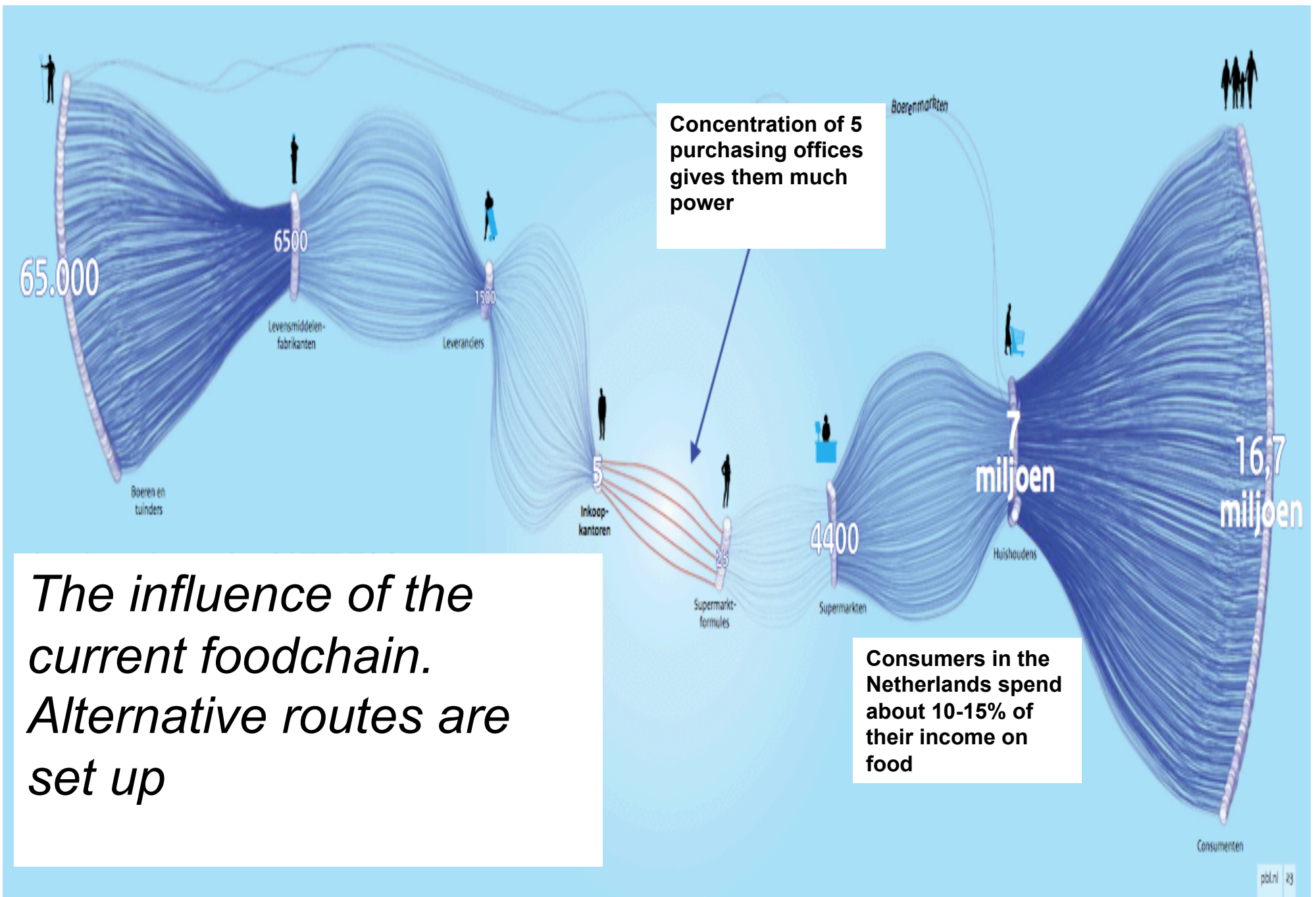


# Regional Food Council

- New advisory board
- Connect producers, food industry, traders, health care, education and research
- Focus on awareness on food and business cases for projects
- Links to agrobusiness in the port and topsector agro







Source infographic: Nederland verbeeld planbureau voor de leefomgeving  
[www.pbl.nl/sites/default/files/cms/publicaties/PBL\\_2012\\_NL\\_Verbeeld\\_720.pdf](http://www.pbl.nl/sites/default/files/cms/publicaties/PBL_2012_NL_Verbeeld_720.pdf)



# So far so good, but can we take this a step further

- How much food is/can actually be produced in the city region with urban agriculture
- Relate this to the existing system, how much food overall is produced, how much space per person, per food item etc.
- Many questions to be address









# Data in Rotterdam region

Surface of city region Rotterdam:

80.000 ha

City region:

1.2 million inhabitants

Landuse classification

**“green” (39%)**

**31.000 ha**

Wood lands

4000 ha

Recreation areas

5000 ha

Agricultural lands

22000 ha

**“built environment” (35 %)**

**28000 ha**

Semi-built

4000 ha

Traffic

4000 ha

built

20000 ha

**Water (26%)**

**21000 ha**

Rivers connected to open sea

12000 ha

Water bodies in the city

9000 ha



# demand for food in the region and demand for surface

11 m<sup>2</sup> per day per person for current diet.

9 m<sup>2</sup> per day per person for the 'healthy food directive 2012' diet,

7 m<sup>2</sup> per day per person for vegetarian diet

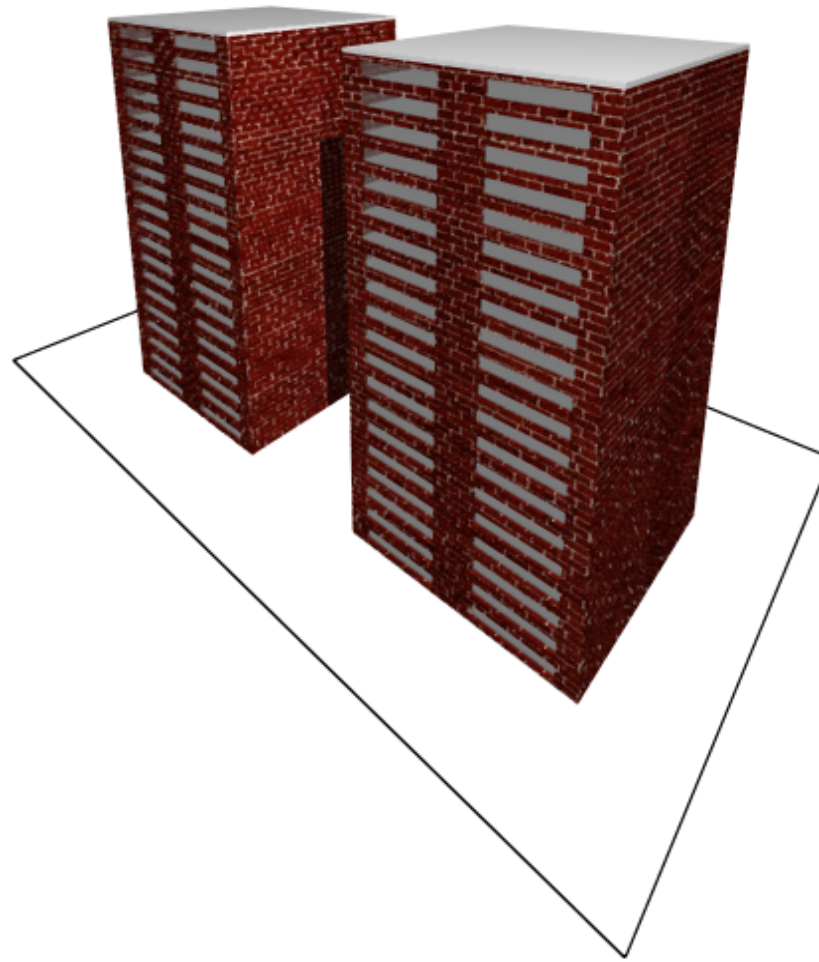
Total surface needed for omnivour's diet:

Region 294 720 ha per year

(is about 10 times the available green space in the region, 3.5 times the total space in the region!)

Consider shifts in diets, throwing away less, seasonal menu's, using the built environment, roofs, walls, and water...**there still is a lot of potential**, but also competition with renewable energy production in cities

Combine with other issues, like existing  
high rise needs to be retrofitted



Go from this to maybe.....





Low energy use, greenhouse production, wintergardens etc

**NIEUWE SITUATIE**

There is a crucial role for the urban farming when thinking about resilient cities as urban ecosystems let's scale up!

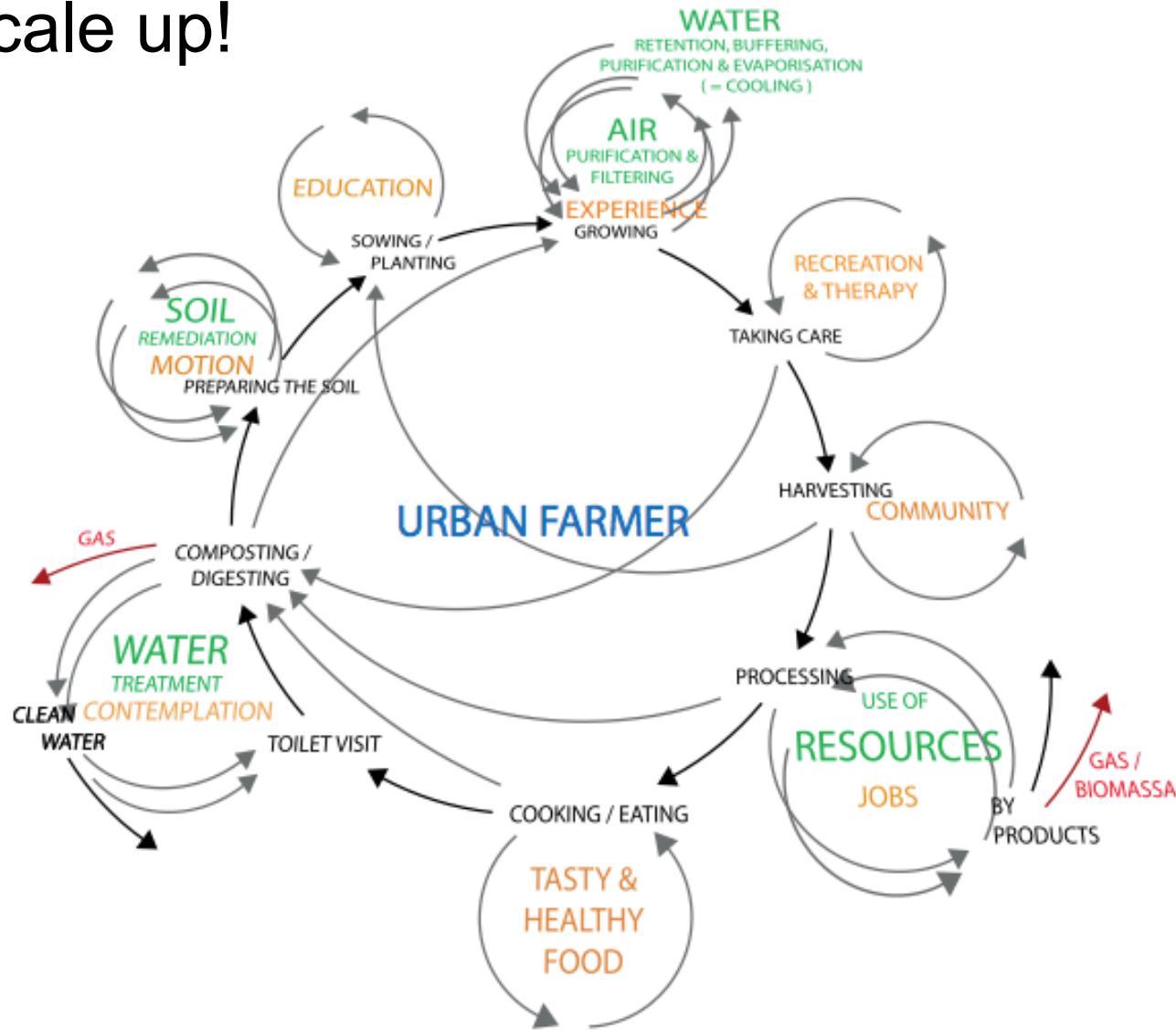


Figure Source: Urban agriculture potential Rotterdam / ruimte voor stadslandbouw in Rotterdam [www.pauldegraaf.eu](http://www.pauldegraaf.eu)



A lush green play wilderness area with children and an adult walking on a log bridge over a stream. The scene is filled with dense foliage and sunlight filtering through the trees. In the foreground, a large log bridge spans across a stream. A woman with a backpack is helping a young boy in a red shirt cross the bridge. Other children are visible in the background, some standing on the bridge and others near the water. The overall atmosphere is vibrant and natural.

Thank you for your attention!

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Photo: speeldernis Rotterdam (play wilderness)