



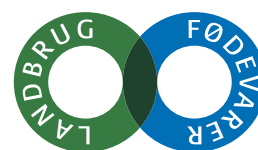
BEST PRACTICE: DAS KOPENHAGENER MODEL

Tanja Asmussen, Teamleiterin Ernährung & Landwirtschaft
Königlich Dänisch Botschaft, Berlin



KÖNIGLICH DÄNISCHE BOTSCHAFT
Berlin

MEYERS



Dänischer Fachverband der
Land- & Ernährungswirtschaft

Mit freundlicher Unterstützung durch den



PLANT-BASED
FOOD GRANT



Die öffentlichen Mahlzeiten in Kopenhagen

- Täglich ca. 115.000 Mahlzeiten
- Kommunale Mahlzeiten
- Bio-Zielsetzung 90% Bio (momentan ca. 88%)
- Klima-Zielsetzung 25% CO2 sparen bis 2025
- Essens- und Mahlzeitstrategie (Ernährungsstrategie) ab 2019 verankert und ermöglicht weitere Arbeit und Einsätze

Photo: Landbrug & Fødevarer



Die Anfänge und die Ursachen

- Um 2007 gründete die damalige Bürgermeisterin Ritt Bjerregaard das Copenhagen House of Food
- Das Ziel war die Verbesserung der Qualität der öffentlichen Mahlzeiten
- Der politische Wille zur Veränderung war ausschlaggebend
- Bio war ein Mittel um Messbarkeit zu ermöglichen – Qualität ist nicht objektiv
- Messbare Ziele waren und sind ein Mittel zum Erfolg und sichert Motivation

Photo: Monika Grabkowska, Unsplash

MEYERS

AGENDA

- 1. WELCOME**
- 2. SCHOOL FOOD IN COPENHAGEN FROM PAST TO PRESENT**
- 3. GASTRONOMIC CONSULTANCY IN PROFESSIONAL KITCHENS**



WHAT WE DO

CANTEEN OPERATION

Operating 70 canteens, multi-houses etc. for companies and public partners

EVENTS AND CATERING

Company lunch catering and event catering

RESTAURANTS

Cafees and restaurants at cultural institutions, hotels etc.

MEYERS MADHUS

Gastronomic teambuilding, cooking courses, innovation, branding, projects and consultancy

RETAIL

Meyers products for retail

MEYERS BACKERIES

Bakeries and wholesale for restaurants

■ ■
**Lifting the quality
of produce, food
and the meal in
Denmark, making
sure our food
culture is at the
highest possible
benefit and joy for
as many people as
possible. ■ ■**





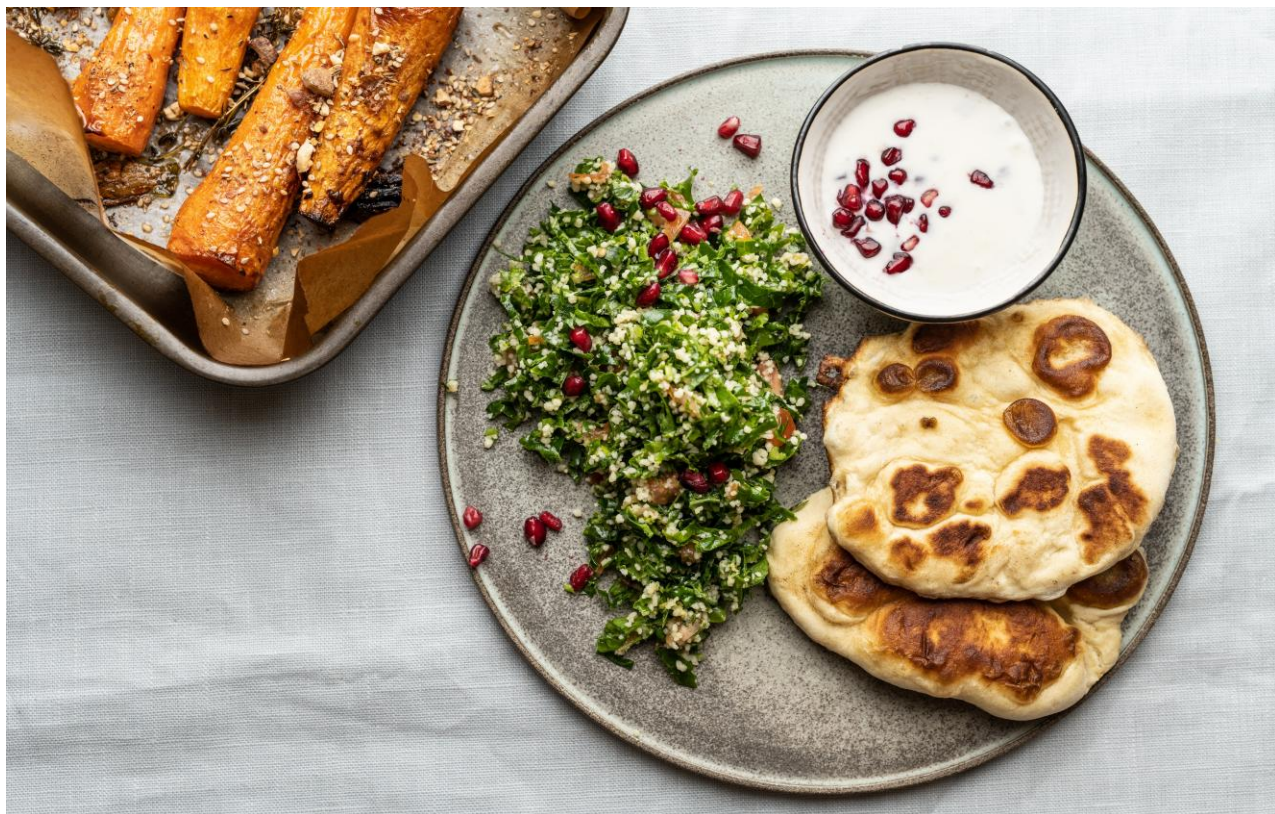
MEYERS MADHUS IN NUMBERS

- **7.000** adults in cooking classes a year
- **6.000** teambuilding guests a year
- Counselling and training in **1027** kitchens in CPH
- Counselling in **25** municipalities in sustainability and food quality
- **900** climate friendly receipes
- **1** new cook book each year during tha last 20 years
- **5** festivals, **1** foodtruck og more than a **100.000** meals sold pr year
- **+10.000** children at cooking clases each year
- **150** vulnarable children and youth trained and helped into job and education

SCHOOL FOOD IN CPH

From Past to Present





FROM THEN TIL NOW

School Food in Copenhagen has been a policy agenda since the 2000's going from a visionary ambition to a more daily implementation task.

SCHOOL FOOD THROUGH THE YEARS

- 2000's: Mayor Ritt Bjerregaard wanted change – establishment of Copenhagen House of Food and a school food vision
- 2010's: An ambitious School Food Scheme is established
- 2020's: School Food is a daily task integrated in the public schools

TOOLS AND IMPLEMENTATION

- Policy agenda: Reports, analysis and recommendations based on professional, qualified culinary ideas
- Political decisions: Financial grant, parental funding, building of school kitchens, sustainable targets, nutritional recommendations etc.
- Public Procurement Tender: Using the food tenders and public procurement as leverage for change towards more sustainable, fresh and healthy diets
- The National Organic Certification
- Training and support



GASTRONOMIC CONSULTANCY

ACTIVITIES, APPROACH AND TOOLS



GASTRONOMIC CONSULTANCY IN PROFESSIONAL KITCHENS

- Implementing the food and meal strategy in CPH across 1000 kitchen units
- Counselling and educating kitchen staff in 25 other municipalities in Denmark
- Counselling with food craftsmanship, food literacy and culture, sustainable change, strategy and interdisciplinary approach to food etc.
- Developing recipes in a greener direction based on nutrition and food culture



ACTIVITIES IN OUR GASTRONOMIC CONSULTANCY

- School Food Guide creating common ground
- Training Program focusing on gastronomy, culture and organization founded on a holistic, interdisciplinary change-approach
- Culinary training courses – Hands-on, practical training in e.g. taste, nutrition, sustainability, hospitality
- Networks and workshops building motivation and a shared vision and direction
- Sustainable data-driven transitioning
- Recipes giving inspiration on how to transition towards more sustainability and taste
- Change approach anchoring and celebrating results



SCHOOL FOOD GUIDE - A COMMON GROUND

1. A Food School is the whole school
2. In a food school everybody eats together
3. The food is made from fresh produce
4. In a food school parents are inspired and learn from their children
5. There is a vegetable garden in a food school
6. The food school creates interdisciplinary magic
7. The food school is the heart of the local community
8. The food school is a learning space
9. In a food school kids are part of the food production
10. In a food school the meal is in focus

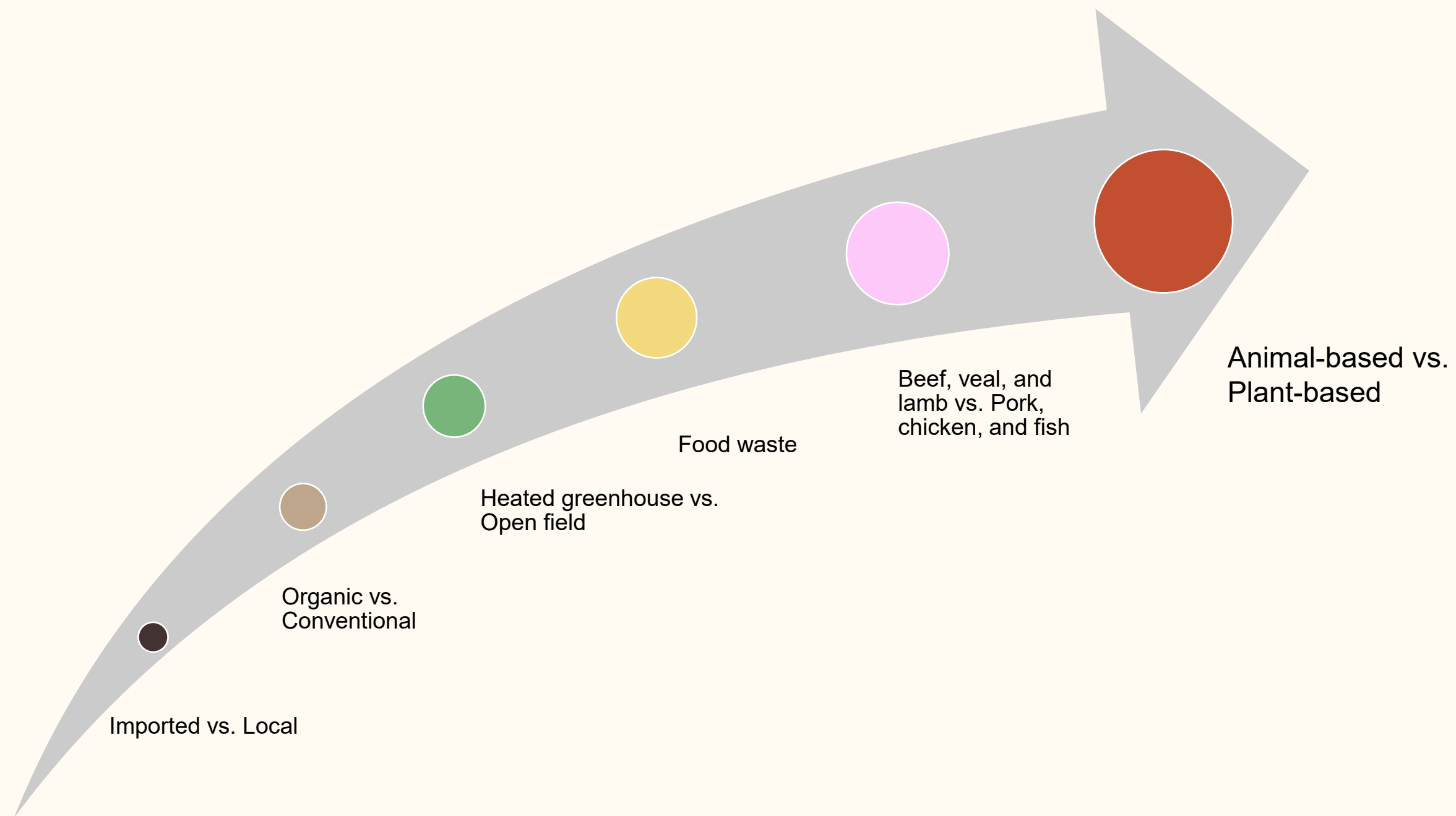


TRANSITION MODEL & CHANGE APPROACH

- Step 1: Identify and analyze your own sustainability potential: Deep dive into menus, procurement shopping and customers needs
- Step 2: Set specific targets and make a plan – e.g. less meat, better estimates of portions, less food waste, use more peas and legumes
- Step 3: Get to action and inspire
- Step 4: Follow up and evaluate together with your staff and customers
- Step 5: Re-design plan and actions based on evaluation
- Step 6: Anchor results and make new ones



CLIMATE TRANSITION – WHAT MATTERS THE MOST?



SUSTAINABLE TRANSITION ADVICE IN PROFESSIONAL KITCHENS

- Cook food from scratch – semi- and wholefood products are expensive solutions, especially the organic ones
- Cook food accordingly to the seasons – this provides availability of organic food at the best price, more free range and less transport
- Use meat wisely – choose the light meat, use the cheap cuts and in smaller quantities
- Use other protein sources (than meat) – pulses, nuts, seeds, lentils and sustainable fish
- Minimize food waste – it frees up the budget for organic produce and reduces climate impact
- Buy consciously – knowing your budget and purchases in detail is key to the right solutions for you





GREEN TRANSITION IN PROFESSIONAL KITCHENS

- Ambitious goals and initiatives to support the change
- Aim big - Start small
- Specific goals on unit-level to accelerate change
- Professional and individual training
- Systematic follow-up based on data
- Support also the cultural transformation
- Celebrate and communicate results

Thank You!

**Nina Sindballe
Head of Projects
Meyers Madhus**

**nila@meyers.com / +45
27121500**



**PLANT-BASED
FOOD GRANT**



Langfristige Umstellung auf nachhaltiges und gesundes essen

Die wichtigsten Erfahrungen:

- Der politische und institutionelle Wille – ohne starke Leader, die die getroffene Entscheidung verteidigt und unterstützt wird es unmöglich.
- Die Kompetenzen und die Motivation des Küchenpersonals ist von riesiger Bedeutung, damit die Küchen auch langfristig die Ziele realisieren und verankern können.



Spis flere grøntsager
og frugter



Spis mad med fuldkorn



Spis mindre kød –
vælg bælgfrugter og fisk



Sluk tørsten
i vand



Vælg planteolier
og magre
mejeriprodukter



Spis mindre af det
søde, salte og fede



**Spis planterigt,
varieret og ikke
for meget**

De officielle Kostråd
– godt for sundhed og klima



Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen
altomkost.dk



Staatliche Förderung in Dänemark

- Die offiziellen Ernährungsrichtlinien empfehlen eine pflanzenbasierte Ernährung – zur Reduktion von Emissionen und für mehr öffentliche Gesundheit
- 90 Mio. € seit 2021 über den Fonds für pflanzenbasierte Lebensmittel. Zusätzlich 78 Mio. € für landwirtschaftliche Anreize und 58 Mio. € Aufstockung bis 2035
- Politisch und gesellschaftlich getragen vom Grünen „Trepert“
- Gastro Siegel (Bronze, Silber und Gold)

Ziel: Aufbau einer wettbewerbsfähigen pflanzenbasierten Lebensmittelindustrie – von öffentlichen Küchen bis in den Alltag privater Haushalte



Ministeriet for Grøn Trepert



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VIELEN DANK FÜR DIE AUFMERKSAMKEIT

KÖNIGLICH DÄNISCHE BOTSCHAFT
TANJA ASMUSSEN / TANASM@UM.DK

ECONOMIC DIPLOMACY

TEAMLEITUNG / SENIOR REFERENTIN FÜR ERNÄHRUNG & LANDWIRTSCHAFT

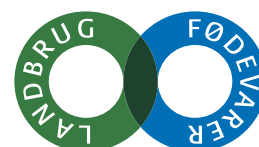
TEL: +49 30 5050 2105

MOBIL: +49 151 2800 8333



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