

AGROECOLOGY AND FOOD POLICY

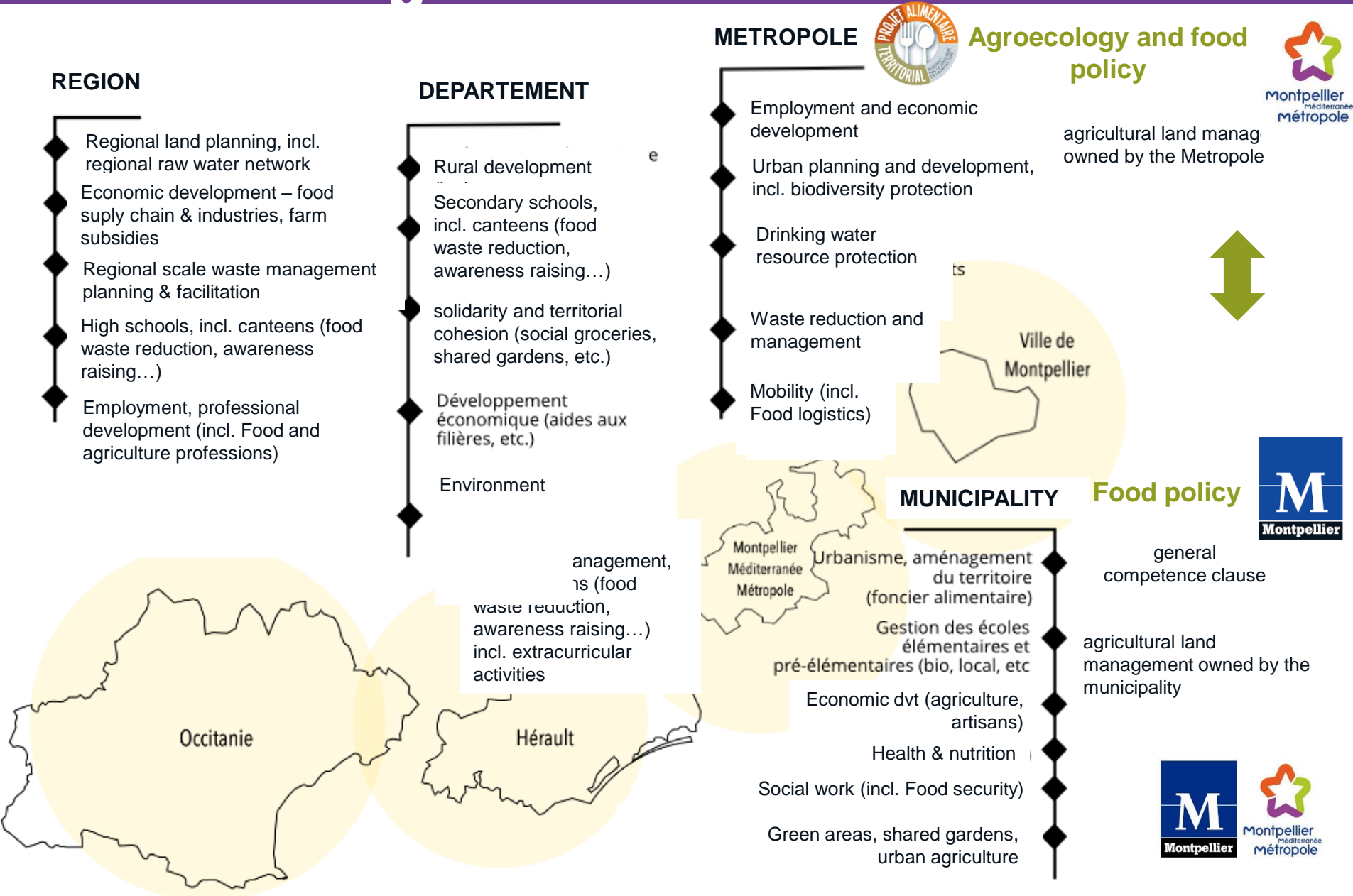
A SUSTAINABLE, INCLUSIVE AND VIRTUOUS FOOD
POLICY FOR THE MONTPELLIER METROPOLITAN AREA



5TH JULY 2024



Why a local authority should take action on agriculture and food?



Agroecological and food policy

Offering
healthy, local
food

Preserving
natural
resources and
landscape
heritage

Supporting
employment
and farm /
foodchain
incomes

Limiting
greenhouse gas
emissions and
adapting to
climate change

Contributing to
social cohesion

Shape an
agroecological
landscape

Structure a
sustainable and
resilient **supply**

Enable everyone to
have **access** to
quality food of their
choice

Contribute to the
dialogue between
science and society
and **mobilise**
citizens

Build shared
governance

inclusion



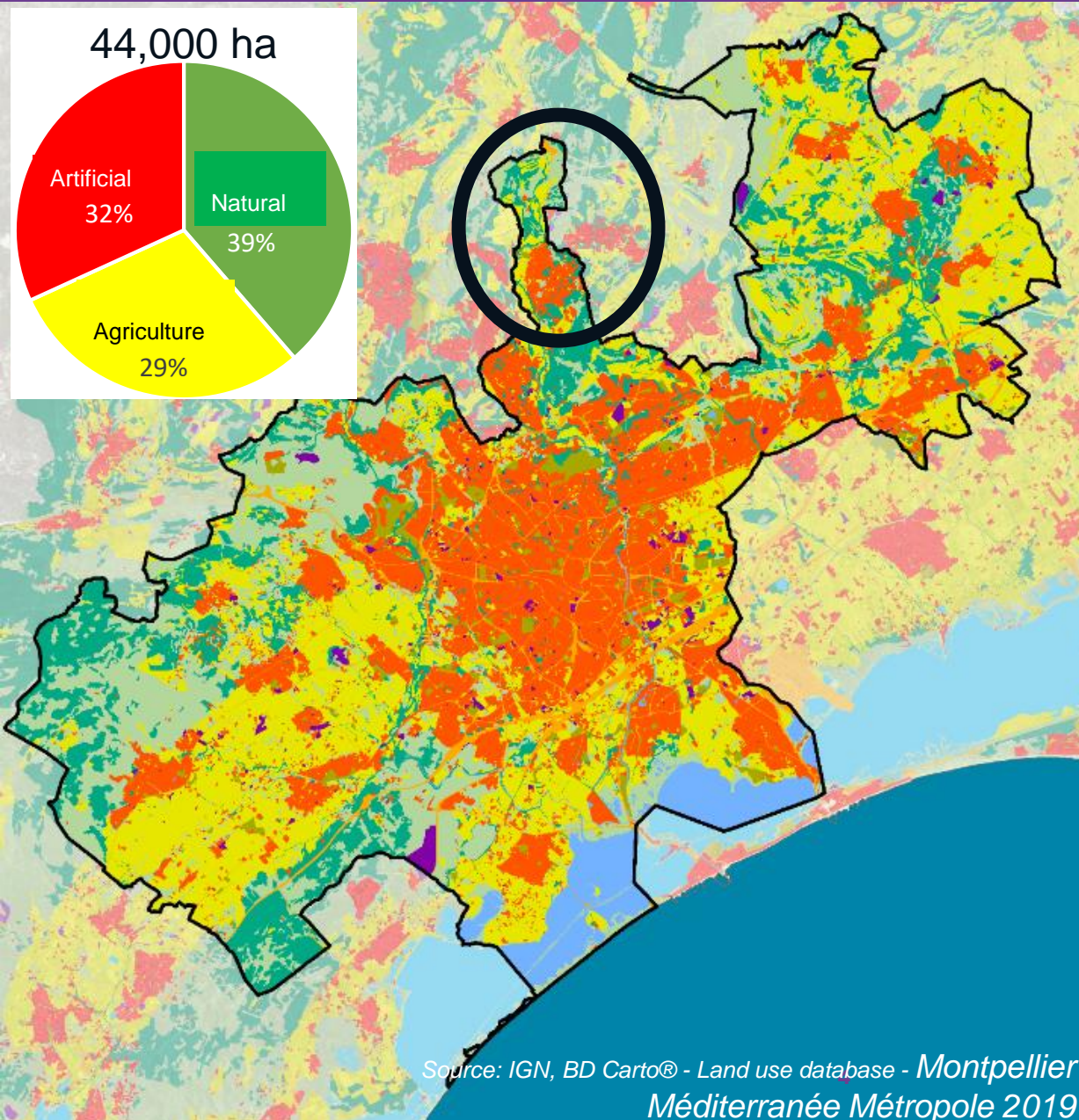
agility



exemplarity



The metropolitan area



- 31 municipalities
- 465,000 inhabitants at the heart of an urban area **with 1 million inhabitants**
- in the face of land pressure, a land development plan (**SCOT**) that preserves a sustainable balance :
 - ↓
 - 2/3 agric & natural areas
 - 1/3 urban areas
- Local urban planning document (PLUi)

Mediterranean agricultural mosaic

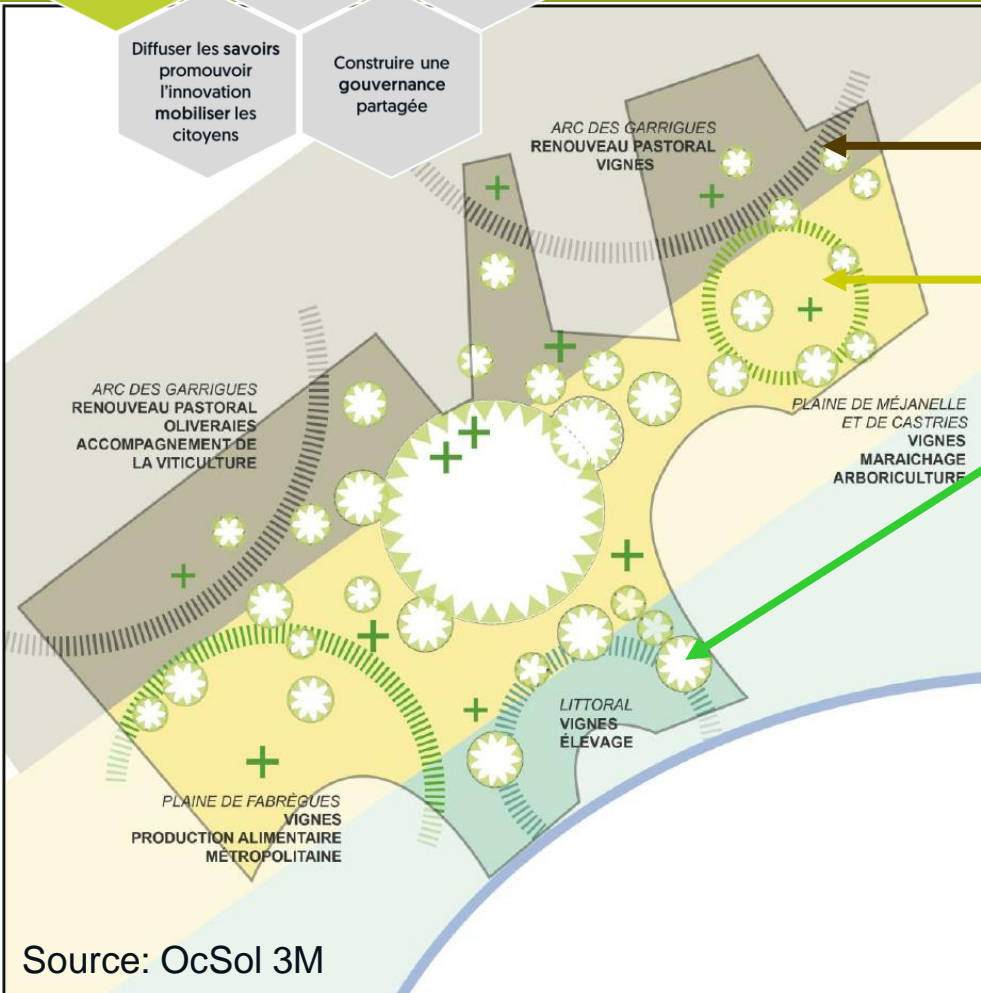
Façonner un territoire agroécologique

Structurer un approvisionnement durable et résilient

Permettre à tous d'accéder à une alimentation de qualité et choisie

Diffuser les savoirs promouvoir l'innovation mobiliser les citoyens

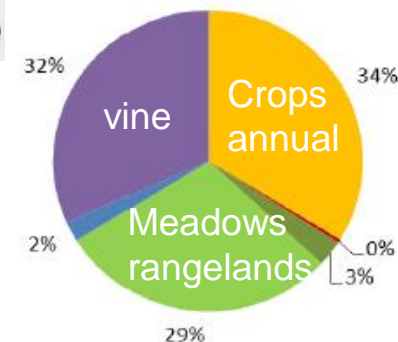
Construire une gouvernance partagée



Scrubland arch: vineyards, agro-pastoralism, olive groves

Plain: vineyards, market gardening, orchards

Coast: vineyards, livestock farming



La matrice des espaces agro-naturels

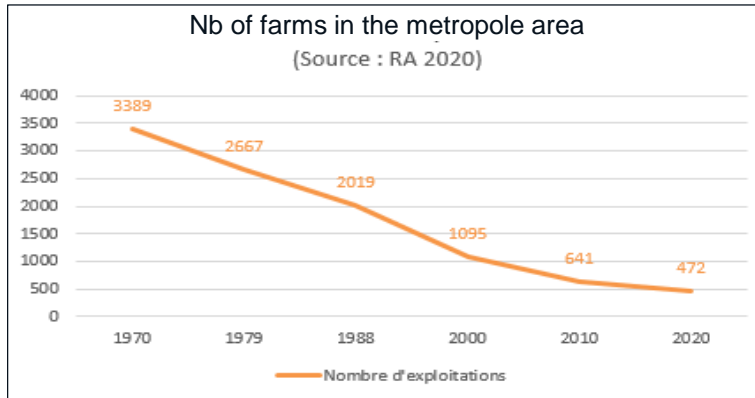
- Les garrigues
- La plaine et les côteaux
- La plaine littorale

Les polarités agro-écologiques

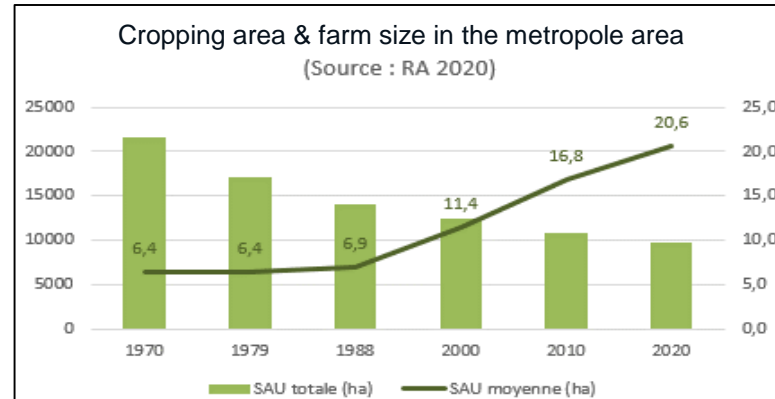
- Les grands territoires identitaires
- Valorisation des produits et développement de l'approvisionnement local
- De nouveaux lieux ressources, sites de production, de recherche, de valorisation des produits et de développement de l'approvisionnement local

A fragile agricultural activity: economic development & agro-ecology

470 farms



Agricultural area ~10,000ha



Massive retirements:
40% within 3 years



Difficult farm transmission & set up
Fragmented land holdings
3000 ha of fallow land
Out of which 20% public

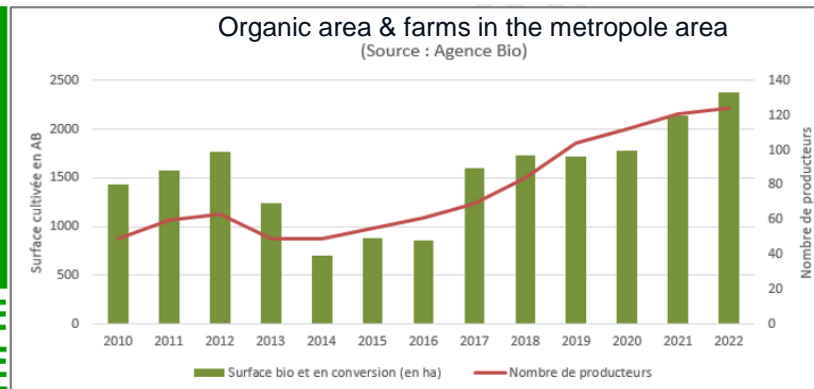


Enhancing the value of production

1500 ha irrigated
x4 between 2010 and 2020



Local supply chains *x2 in 10 years*
++ transformation & diversification



2500 ha ↑
But conversions ↓



Shaping an agroecological landscape

Strategy

- *Ambition for food production and transition to agroecology*
- ***strengthening food sovereignty** through the **ecological intensification of** primary production and the associated **development of agricultural employment**, while guaranteeing sufficient **income** for agriculture*

Objectives

Building a strategy to mobilise agricultural land to help farmers set up in business

Supporting the agro-ecological transition in agriculture



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Construire une gouvernance partagée

Shaping an agroecological landscape

Preserve agricultural land
Land&urban planning, compensatory measures

SCOT

SCHÉMA DE COHÉRENCE TERRITORIALE

MONTPELLIER MÉDITERRANÉE MÉTROPOLE



PLUI CLIMAT

Plan Local d'Urbanisme Intercommunal - Climat

Support the development of agro-ecology

Farmers support in drinking water catchments area

Creation of AEI, Dvt of low impact agriculture & foodchain



Coord. partnerships for agricultural land tenure & agric activity setup



Mobilise public agricultural land
- call for candidates - rural leases with environmental clauses



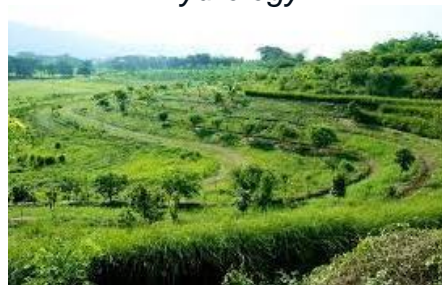
PPPs to setup agricultural activities
agricultural land associations Municipalities projects support



Help farmers cope with climate change and preserve resources

*Plan irrigation network developments
Living lab regenerative hydrology*

Plan irrigation network developments



Create agro-ecological reference systems

*Agroecological mgt plans
Network of resource farms
Farm test areas*



Façonner un territoire agroécologique

Structurer un approvisionnement durable et résilient

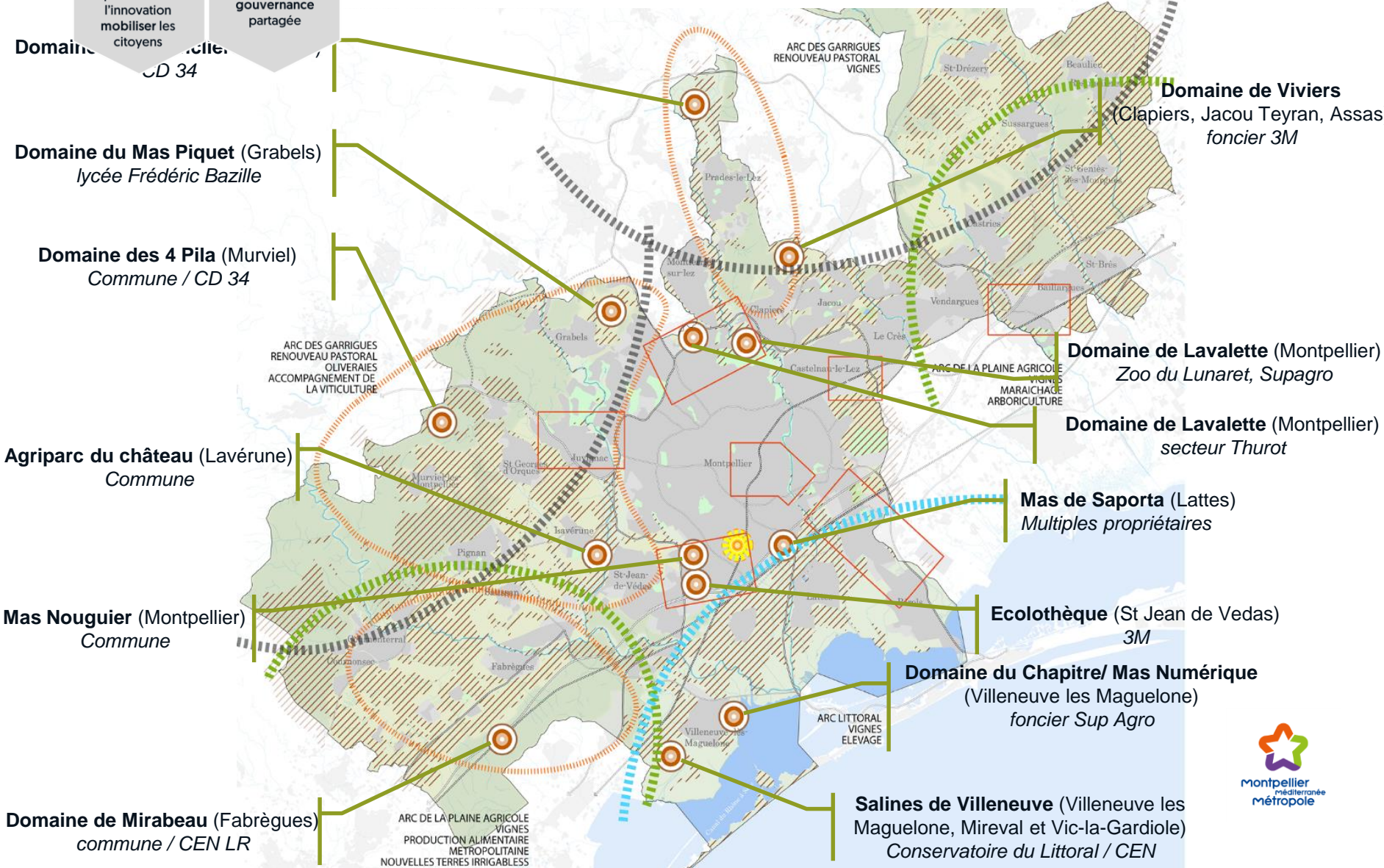
Permettre à tous d'accéder à une alimentation de qualité et choisie

Diffuser les savoirs promouvoir l'innovation mobiliser les citoyens

Construire une gouvernance partagée

Shaping an agroecological landscape

Resources farm archipelago



Façonner un territoire
agroécologique

Structurer un
appro durable
et résilient

Permettre à tous
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alimentation de
qualité et choisie

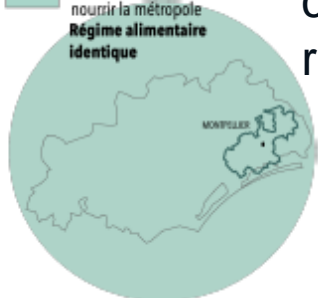
Diffuser les **savoirs**
promouvoir
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mobiliser les
citoyens

Construire une
gouvernance
partagée

What kind of food resilience?

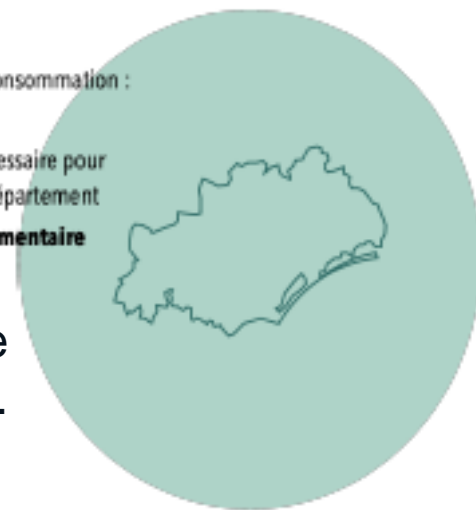
Production in metropolitan area
covers 3% of its food
requirements...

□ Bassin de consommation :
Montpellier Métropole
Méditerranée
■ Surface nécessaire pour
nourrir la métropole
**Régime alimentaire
identique**



... and the figure for the
department is 25%.

□ Bassin de consommation :
Hérault
■ Surface nécessaire pour
nourrir le département
**Régime alimentaire
identique**



The Region, a relevant scale for
thinking about the reterritorialisation of
food systems

Source: PARCEL,
scénarios réalisés en 2020.

□ Bassin de consommation :
Occitanie
■ Surface nécessaire pour
nourrir la région
**Régime alimentaire
identique**



□ Bassin de consommation :
Occitanie
■ Surface nécessaire pour
nourrir la région

**Agriculture 100% bio, -50% de
consommation de viande**

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Structuring sustainable and resilient foodchain

Façonner un territoire
agroécologique

Structurer un
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Permettre à tous
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qualité et choisie

Diffuser les **savoirs**
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citoyens

Construire une
gouvernance
partagée

Strategy

- Develop quality and organic short food supply chains (half-wholesale).
- Pillars of **public action**:
 - ❑ **public contracts for supplying school canteens**,
 - ❑ the « **national interest** » **wholesale food Market (MIN)**
- Coherence with neighbouring areas
- Supporting **economic stakeholders**

Objectives

Supporting local authorities
in boosting the supply of
quality local produce to
canteens

Making the **MIN** a regional
platform for the
development of short
supply chains

Developing food processing

Supporting the **marketing**
of local sustainable product



Structuring sustainable and resilient foodchain

Façonner un territoire
agroécologique

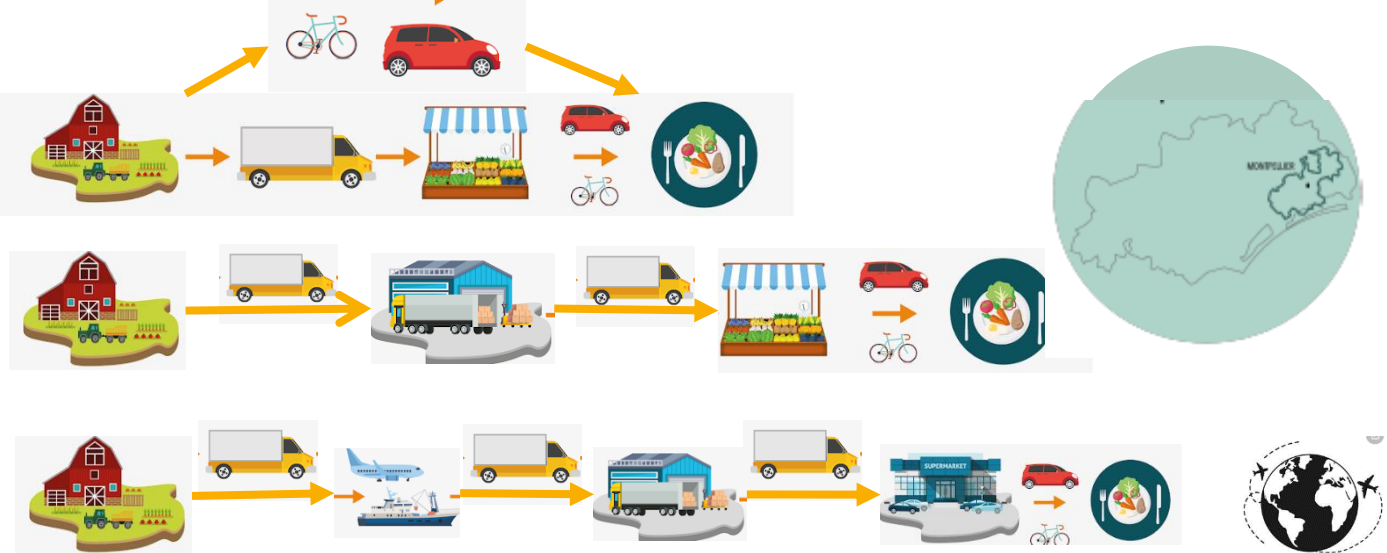
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Short foodchain



The MIN is 60 years old – needs to be modernized.

Close to the town centre, a hub for short-distance food logistics (concession contract)

- 220 companies,
 - 40 wholesalers on 8 ha
 - A producers' market with nearly 80 local producers
 - An processing centre under development
-
- How to use regular food logistics to support food aid?

Façonner un territoire agroécologique

Structurer un appro durable et résilient

Permettre à tous d'accéder à une alimentation de qualité et choisie

Diffuser les savoirs

Structuring sustainable and resilient foodchain

Direct sales

citoyens

On-farm sales, markets, community supported agric, producers shops...

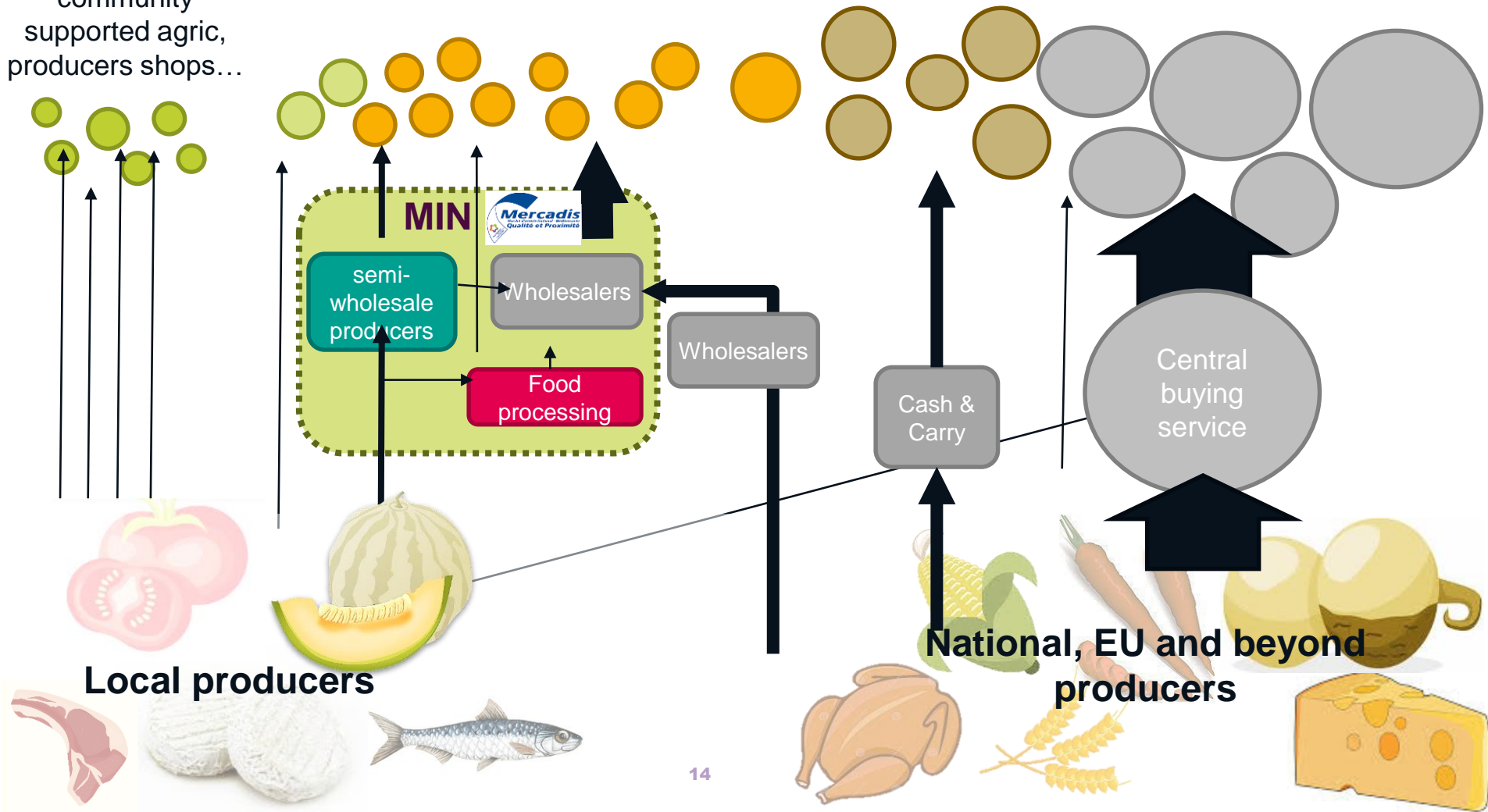
Short foodchains

Covered markets, greengrocers, specialized shops, restaurants...

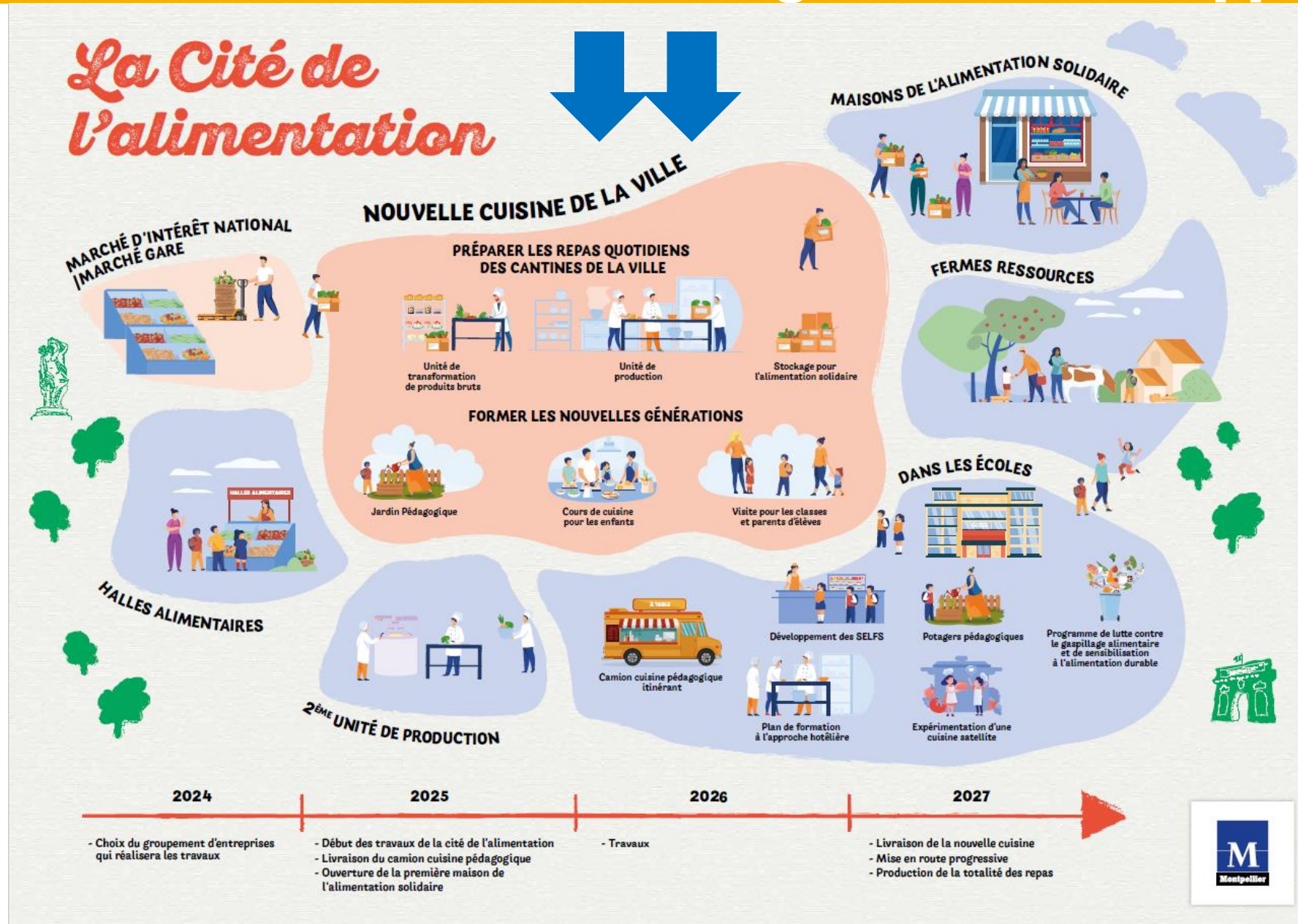
Long foodchains

Supermarkets

70% food supply



Structuring sustainable and resilient foodchain through canteens supply



Structuring sustainable and resilient foodchain

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Permettre à tous
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Construire une
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Mobile
slaughterhouses

FIBANI
Low impact food chain - rustic
cereals & pulses processing

Support farmers
collective governance



Guide citizens towards
sustainable food
groceries



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<https://bocal.montpellier3m.fr/>



Food insecurity is growing

At the food aid office, I saw hundreds of hungry people being given poor-quality food produced thousands of kilometres away.

And at the other end of the chain, I've seen farmers who produce quality products closeby and who themselves don't have the means to eat well.

This is absurd

Montpellier: 26% **poverty**

Dramatic rise in the use of food aid

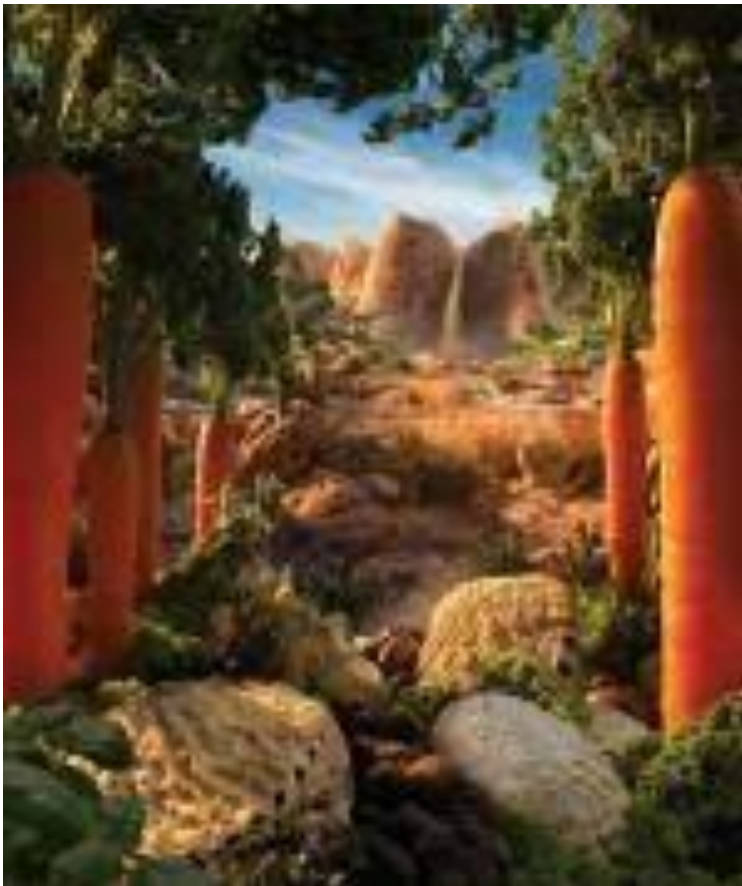
1,1 million eequivalent meals/year provided by food aid

Food aid questions inclusion and dignity

Right to food?



Food supply patterns



- 70% of food supply come from supermarkets
- Although public policies focus on awareness raising, the **food environment** is a determining factor in eating behaviour
- Not "food deserts" but "food swamps", and « food mirages ».



Food accessibility

Strategy

Coherence of actions across the metropolitan area to enable all residents to have access to a local, high-quality, chosen food supply in dignity.

Objectives

<https://obso-alim.org/>

Third places, MAS

Improving **knowledge** of food insecurity in the region

Develop a **network of places** with a high-quality, inclusive, accessible local food offer

Improving the quality of food aid & solidarity **supplies**

Supporting **food democracy** and innovation





Foodscapes planning

How can a local authority act on food environments?

Establish a territorial network of sustainable food retails

Make sustainable food a social standard

« *quarter hour city* »

Support the establishment of new food outlets in food deserts & food swamps

Evolution of the existing food offer: quality upgrade & economic accessibility

Support food democracy & social innovation

Develop desirable social representations of sustainable food

*Town planning tools
Commercial planning tools
Town development*

Support restaurants upgrade



*unconventional alliances :
sports, culture, health,
opinion leaders, ...*

*Target stages of food
behaviour change*

Advertisement regulation?

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Accessibilité à une alimentation de qualité et choisie

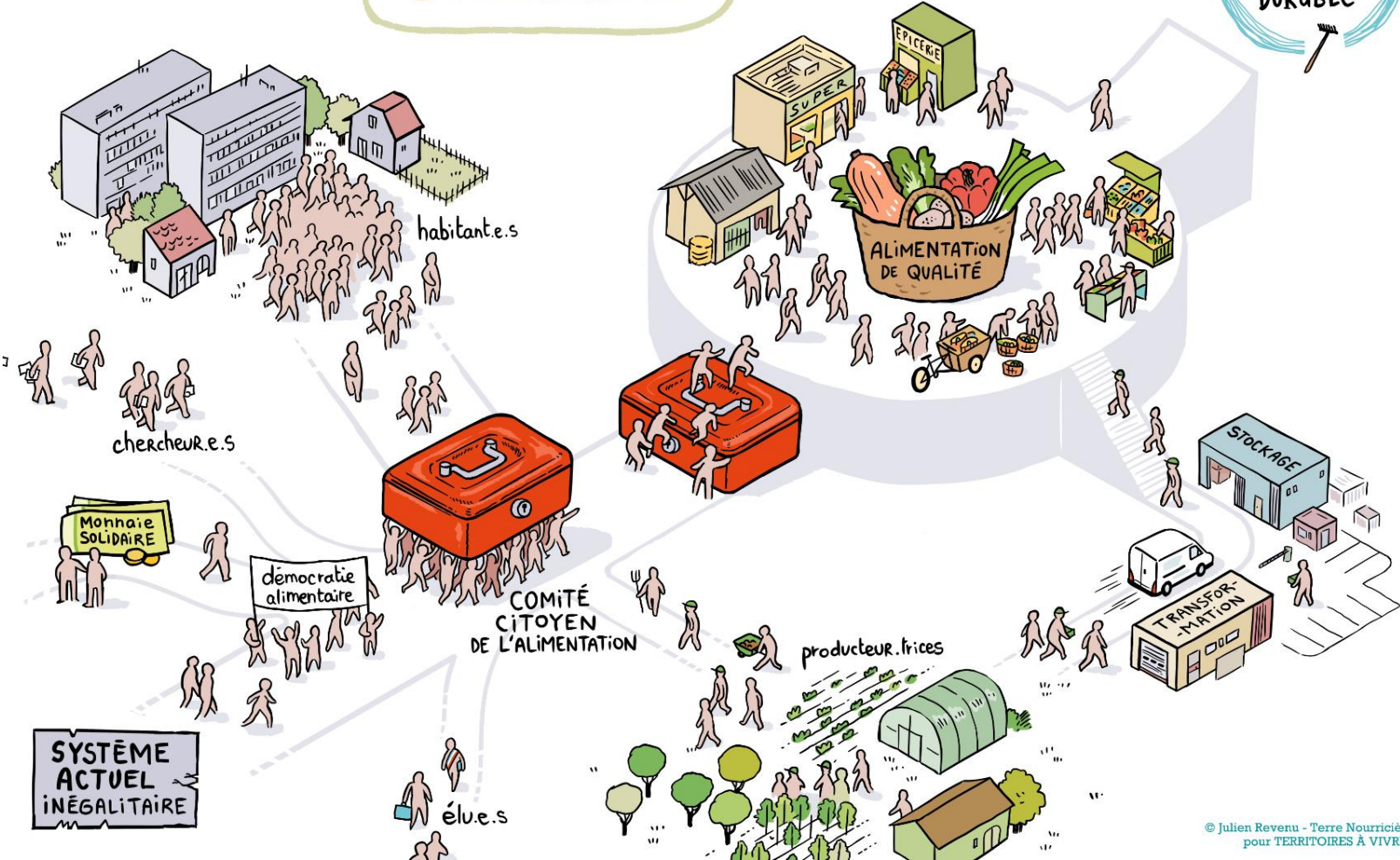
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Experimentation: social security for food

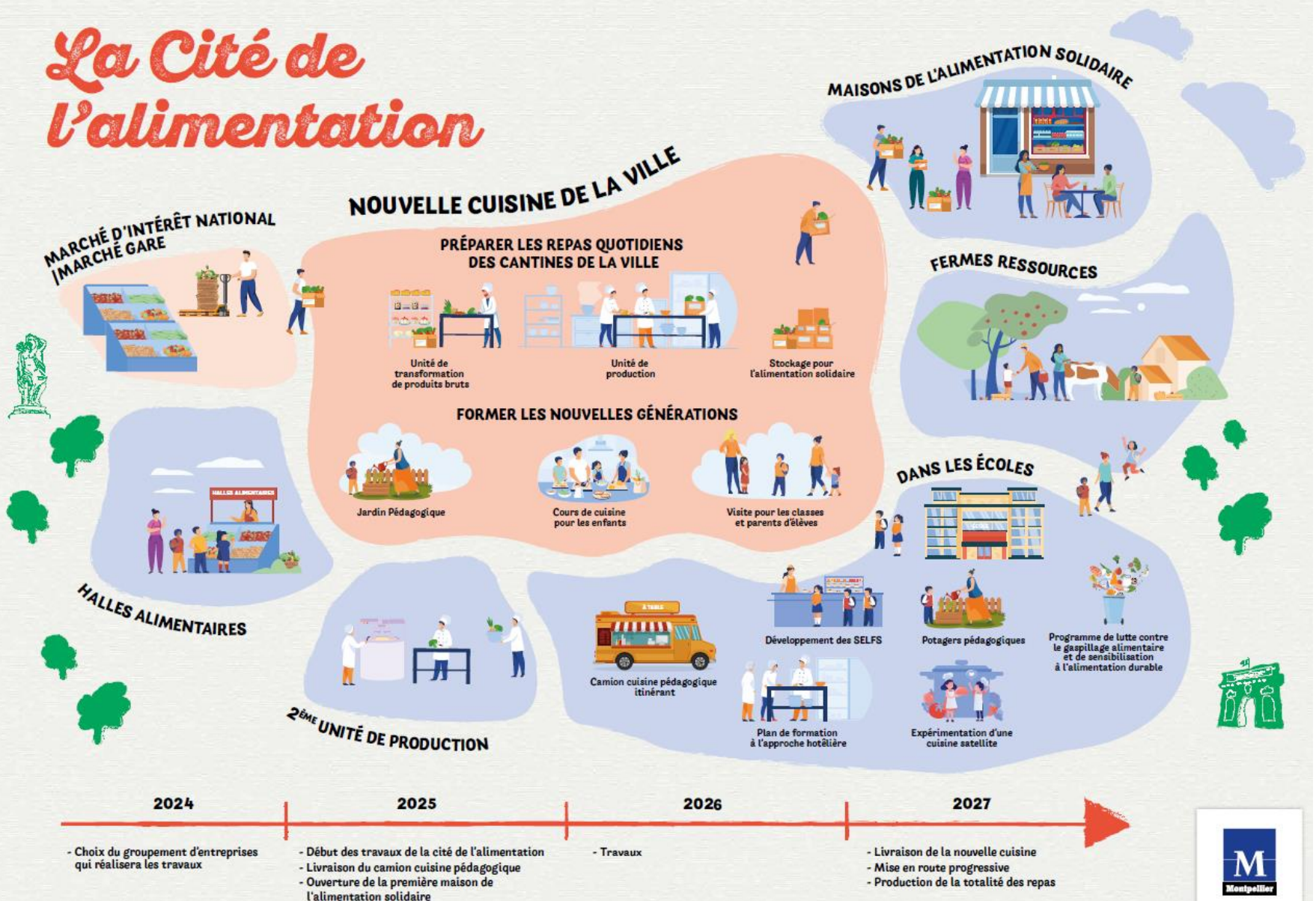
Common fund for food

caisse alimentaire
commune



Food education in schools

La Cité de l'alimentation



Food third places

Shared kitchen

solidarity café &
restaurant

Solidarity grocery shop

MAISONS DE L'ALIMENTATION SOLIDAIRE



Steering committee
by & for the end users
Link with inhabitants

Linked with citizens dynamics of
the common **fund for food**

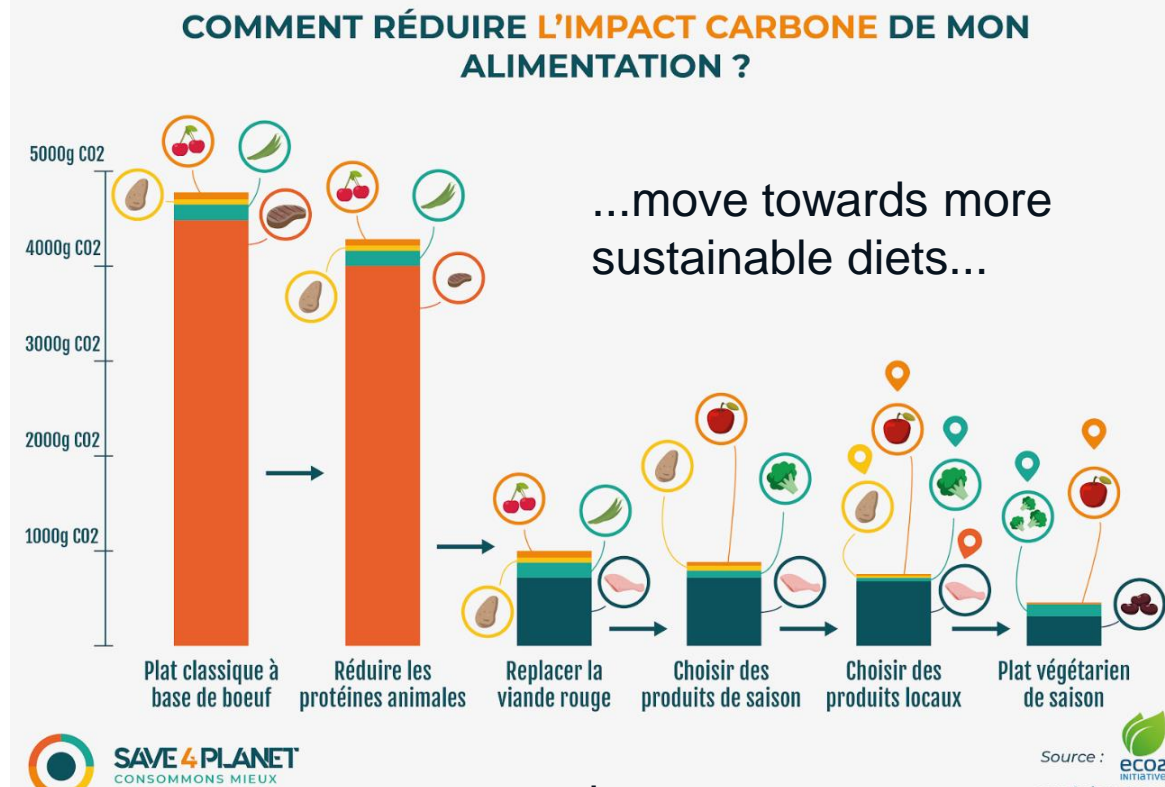
Workshops, meeting with producers, festive events,
educational resources

Raising awareness of sustainable food



Reconnecting to your food...

...reduce waste...



...practice

LES 4 SAISONS
de L'AGROÉCOLOGIE
et de L'ALIMENTATION DURABLE

PRINTEMPS
31 MARS 2022
AU
11 AVRIL 2022

24

MONTPELLIER ENGAGÉE POUR LA
TRANSITION ÉCOLOGIQUE & SOLIDAIRE

Logo:

Logo:

Logo:

Logo:

Mobilising citizens, Disseminating knowledge and promoting innovation



Strategy

Supporting behavioural change:

- Contributing to the **dialogue between science and society**,
- Supporting the development of **innovative businesses**,
- Supporting and publicising initiatives to **mobilise the public** and **raise awareness among young people**.

Objectives

Raising children's awareness of sustainable food and agro-ecology, taste education and the fight against wastage

Informing, raising awareness and mobilising **citizens**

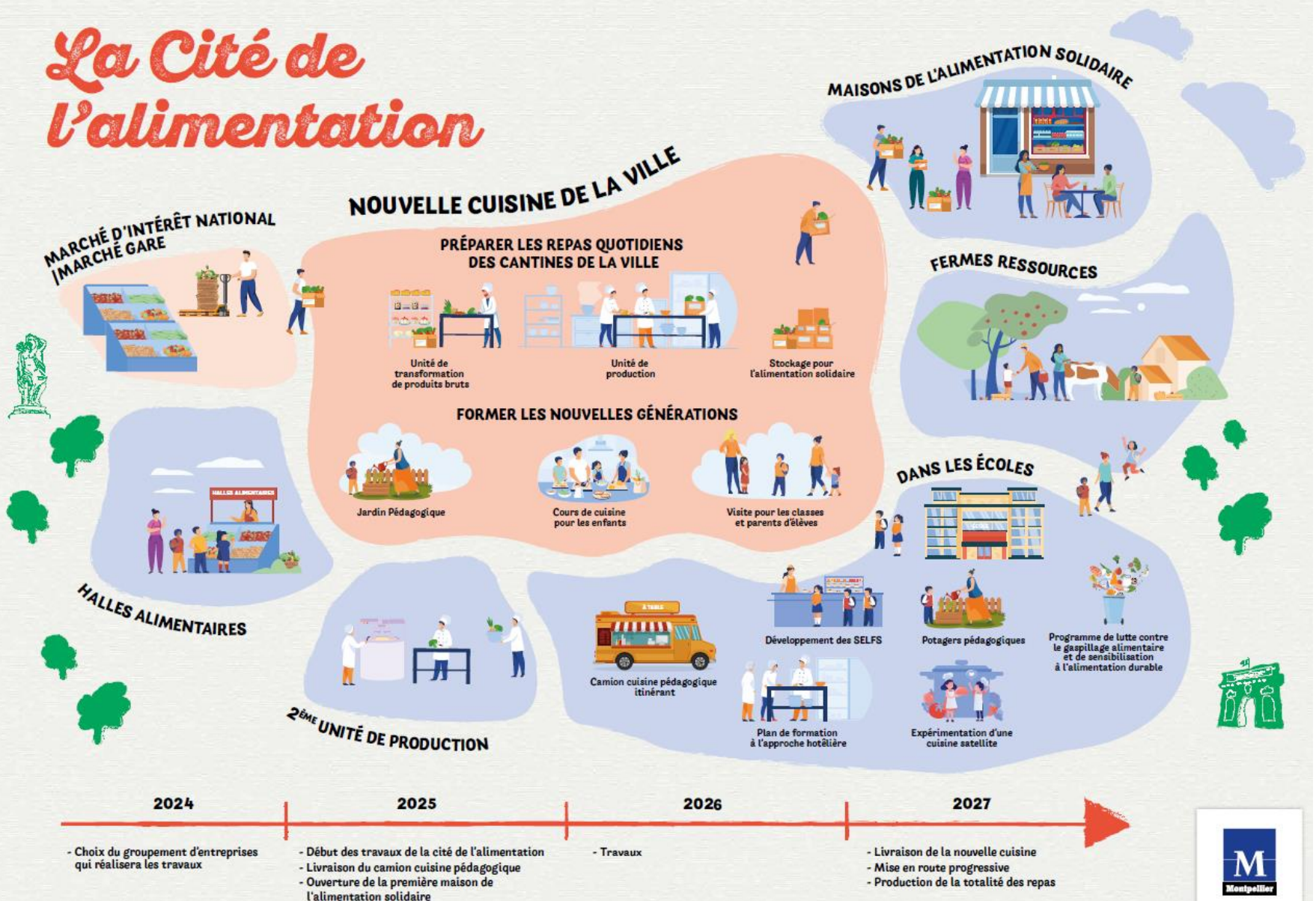
Helping to promote **innovation** and the emergence of **new jobs** in agriculture and the agri-food industry

Helping to build **knowledge**



Food education in schools

La Cité de l'alimentation



Educatioⁿnal foodtruck

Reintroduction of cookery lessons during school time in primary schools
Reaching out to parents to increase school canteen attendance

Objectives:

To raise children's awareness of sustainable food that respects the environment and their health to introduce them to new consumption patterns and turn them into enlightened citizens

Create the conditions for learning about healthy eating in schools and at home

Discover and practise basic culinary and nutritional techniques

Labellisation
Education
Nationale

Targets :

Children from primary schools and leisure centres :
Kindergarten
Elementary

Partenaires :

Teachers

2 spaces :

Cooking like at home

tasting and teaching

...up to **15 kids (half classroom)**



3 skills :

Drive
Cook
Teach

Citizens mobilization



ÉDITION PRINTEMPS/ÉTÉ
25 MAI - 9 JUIN 2024
PROGRAMME

**MANGER
COMME ON SÈME**
Le festival des 4 saisons

Près de
80 événements
sur votre territoire
Visites de fermes, balades,
ateliers, marchés,
dégustations

Logos at the bottom: Grand Montpellier, Pays de l'Étang de Thau, Cœur d'Hérault, CIVAM, BoCal, Montpellier Méditerranée Métropole, and Montpellier Méditerranée Métropole logo.

Internal cross-functionality

Shape an agroecological landscape

Structure a sustainable and resilient supply

Enable everyone to have access to quality food of their choice

Contribute to the dialogue between science and society and mobilise citizens

Build shared governance

Agricultural land management

Break in food supply

Agriparks, collective gardens, urban agriculture

Quality local produce, social pricing, waste...

School canteens

Education

Culture

Sensib sustainable food / waste

Social cohesion

Food aid, local health contracts, urban policy

Waste

Circular economy, Return of carbon to the soil



Food logistics

Economic development

Trade, tourism, business location, innovation (BIC)

Drinking water

Protection of raw water catchments

Biodiversity

Compensatory measures, soil, agroecology

PCAET

Mitigation, adaptation

Neighbourhoods, infrastructure, ZACs, public services, etc.

Fitting out

Town planning

SCOT, PLUi

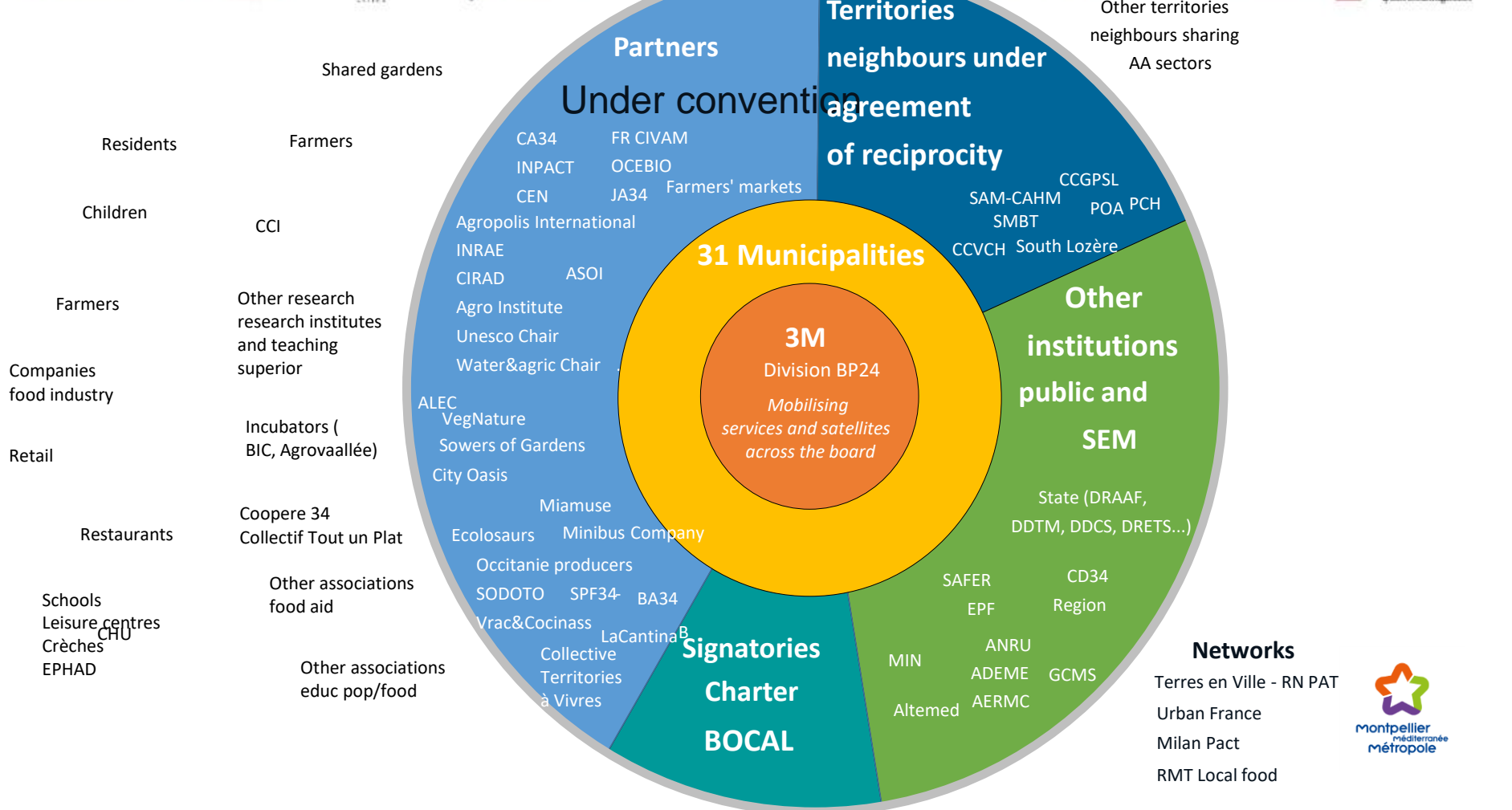
Green spaces

Risks

Land



Partnership is the DNA





Research partners

Research & higher education

INRAE

L'INSTITUT agro

cirad

cnrs



MONTPELLIER NAGEMENT
UNIVERSITÉ DE MONTPELLIER

Science-society interactions, dissemination

UNESCO Chair in World Food Systems

AGROPOLIS INTERNATIONAL

AgroSYS
Ingénierie pour des AgroSystèmes Durables

Chaire partenariale
EAU AGRICULTURE
CHANGEMENT CLIMATIQUE

Innovation

agrovallée incubation

AGRI SUD-OUEST INNOVATION

BIC DE MONTPELLIER

MEDVALLÉE MONTPELLIER

montpellier méditerranée métropole

Shape an agroecological landscape

Structure a sustainable and resilient supply

Enable everyone to have access to quality food of their choice

Contribute to the dialogue between science and society and mobilise citizens

Build shared governance

Partnership is the DNA

Bilateral

- >30 partnership conventions
- Subsidies
- Reciprocity contracts
- Concession contract

Multi-lateral

- Projects agreements
- Financial arrangements
- co-management of a public contract
- Co-organisation of the 4 seasons festival
- Projects steering committees

Collective

- Bocal charter
- Nantes declaration



Networks

- Milan urban food policy pact
- Networks of territorial food projects (RN PAT, terres en ville, ...)
- Technical networks (RMT alimentation locale...)
- Advocacy (France Urbaine, ...)



**ASSISES TERRITORIALES DE LA
TRANSITION AGRO-ÉCOLOGIQUE
ET DE L'ALIMENTATION DURABLE**

MONTPELLIER
02>03
DEC 2024



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landscape

Structure a
sustainable and
resilient supply

Enable everyone to
have access to
quality food of their
choice

Contribute to the
dialogue between
science and
society and
mobilise citizens

Build shared
governance

Build a shared vision... ...towards a food council



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Le festival des 4 saisons

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Thank you for your attention

Isabelle.terrasson@montpellier.fr

