



SOCIAL  
ENTERPRISE  
**WORLD  
FORUM 2015**  
MILAN - ITALY   July 1-3



## **10 ISSUES ON URBAN FOOD POLICY ANALYSIS OF THE FOOD SYSTEM IN MILAN**



**Andrea Vecci**  
Vice-president Està – Economia e Sostenibilità



14 marzo 2015

## LE DIECI QUESTIONI DELLA FOOD POLICY

Estratto dall'analisi per la Consultazione Pubblica

## BOZZA



Gruppo di Lavoro:

Andrea Calò, Francesca Fedelici,  
 Andrea Magarini, Chiara Demaldè, Mario Maggi,  
 Alessandro Beloï, Alessandro Maggioni, Alessandro Musello, Cécile Sillig, Chiara Ducoff,  
 Giuseppe Maffucci, Loris Mazzogalli, Mario Paris, Massimiliano Roselli, Stefano Bovio

Economia e Sostenibilità  
www.cesta.it

La Food Policy della città di Milano è un progetto del Comune di Milano e della Fondazione Cariplo,  
 realizzato con il supporto tecnico e scientifico dell'Associazione Economia e Sostenibilità.

fondazione  
cariploEconomia e  
Sostenibilità

Food Smart Cities for Growth  
 (2014-2015)  
 funded by the European Union

www.cbomilano.org

**Governance:** a dialogue on actions related to the Food Policy with institutions and the informal sector.

**Education:** venues and events to promote awareness on sustainable nutrition among citizens.

**Waste:** take action on lifestyles and consumption patterns of Milan's citizens, as well as on the food cycle management, to curb food waste.

**Access:** how to ensure the right to healthy food to all social groups.

**Wellness:** food is the cornerstone of a healthy life.

**Environment:** food production, distribution and consumption cycles impact the environment in many ways: from the massive use of water and energy resources, to the effects on water, soil and air quality.

**Agricultural ecosystems:** there are many connections between agricultural production, territory and landscape.

**Production:** city vegetable gardens, agricultural districts, food businesses. Milan is an innovation hub in terms of production management and quality.

**Finance:** investments and tax instruments connected to the food cycle.

**Trade:** all patterns for the distribution and sale of food, and the resulting network of relations generated in the city.

## International Analysis



## The policies of the City



## Projects in the city



## Milan Food System

# INTERNATIONAL ANALYSIS 87 city mapped



## PROJECTS

Cities that have realised initiatives that can affect the food system without having necessarily a systemic connotation

## ASSESSMENT

Cities that have made an analysis or evaluation of their urban food system in order to identify improvement

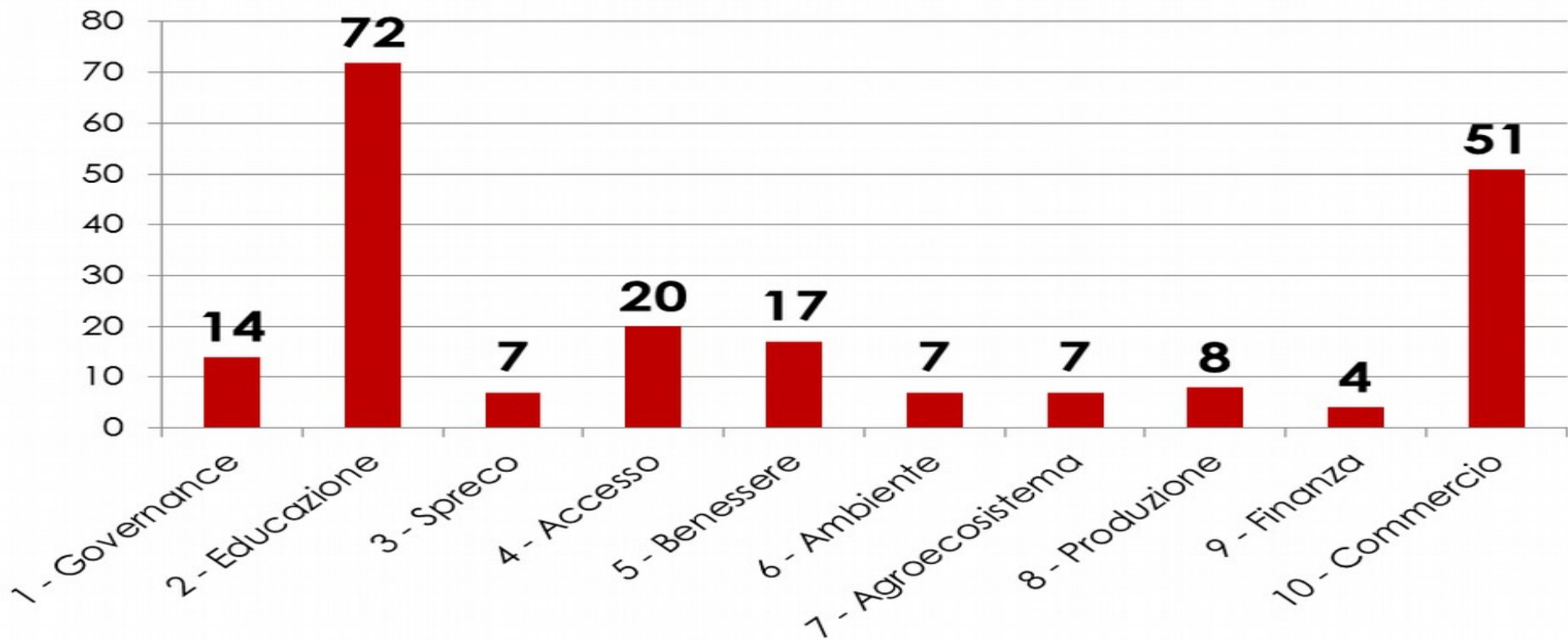
## POLICIES

Enterprises integrated in the programs of the government of the city, defined as potentially systemic policies or food strategies.

## FOOD COUNCIL

Cities that have defined an institutional mandate with the task to support, implement or monitor the effects of urban food initiatives.

# PROJECTS IN THE CITY



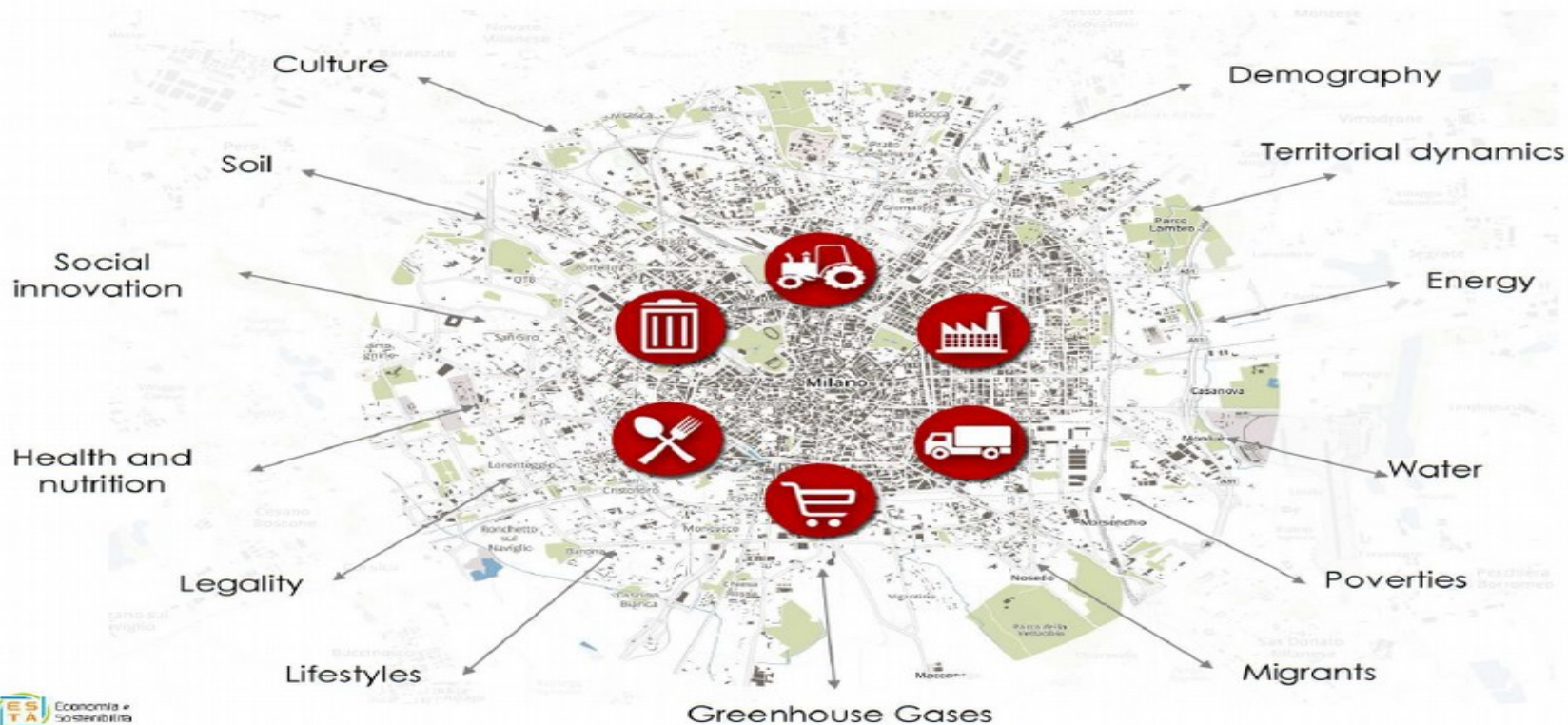
# CITY POLICIES: City Councilors / Fields of Policy



# THE FOOD CYCLE OF MILAN

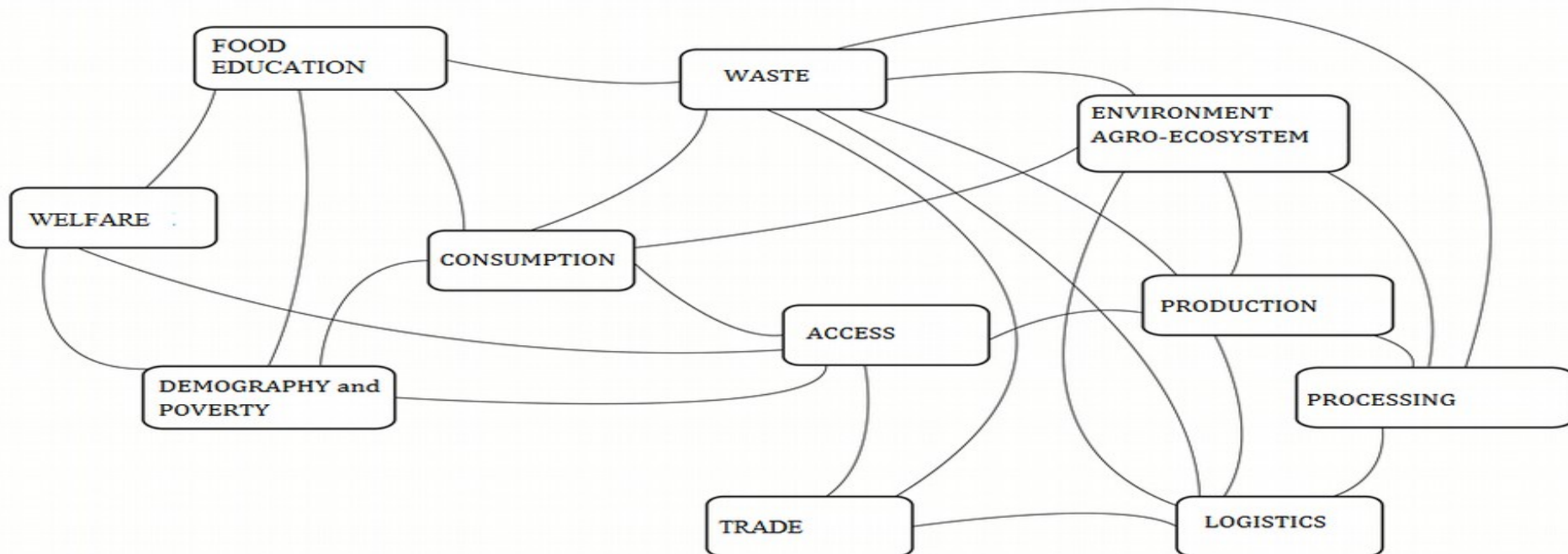


# THE CONTEXT OF THE FOOD SYSTEM





# THE FOOD SYSTEM IN MILAN



- 1,353,882 residents (night population)
- + 45% daytime population (1,930,000)
- Explosion of the aging index for 2030
- 19.5% of the population is foreigner
- 225,000 individuals (and 108,000 families) in relative poverty
- 76,000 NEET (13% of young people under 30)
- 135,000 people (10% of the residents) assisted by 352 charities
  - 74% foreigners
  - percentage of the elderly people assisted continuously growing

The 10 risk factors of the Milanese people (4 among 10 is a *severe risk* rate)

- 44% of the population drinks less than 1.5 litres of water per day;
- 29.4% of the population eats cold cuts or cheese daily;
- 21.8% of the population eats less than two servings of fruits and vegetables a day;
- 14.3% of the population eats meat every day;
- 27.9% of the population does not pay attention to salt intake;
- 10.1% of the population skips lunch and / or breakfast;
- 14.9% of the population has soft drinks daily;
- 13% of the population has sweets and / or snacks daily;
- 38.7% of the population eats fish less than once a week;
- 9.1% of the population often has alcohol not at meals.

Obesity has been continuously growing over the last 30 years (in Italy and in the world)  
in Italy it costs 8 billion euros / year

Childhood obesity is particularly alarming

Cities are an obesity-creating-context, however ...

... in Milan we can call obese:

7% of the adults (11% in Italy)

5% of the children aged 8-9 years (11% in Italy)

# WHAT AND HOW MUCH DO WE EAT?

- 54% of the Milanese people prefers bottled water, 32% only drinks tap water, 14% has a mixed behavior
- 7 water-kiosk (6 liters water / day / person)

## Where do we go shopping?

Milanese people  
 12% hypermarket  
 78% supermarket  
 6% hard discount  
 5% retail shop

foreigners  
 12% hypermarket  
 78% supermarket  
 6% hard discount  
 5% retail shop

## Consumption

- The average monthly expenditure per family is 399 € / month (14% of total expenditure)
- The food expenditure is preceded by housing costs and is followed by transport
- 
- Meat accounts for 19.8% on food expenditure
- Foreign families spend half if compared to Italian (Always 14% on the total expenditure)
- The food expenditure does not change moving from the center of the city to the periphery (while the total spending drops significantly)
- There are about 80 Ethical Purchasing Groups (CSA)

# HOW MUCH FOOD DO WE WASTE?

- Excess food in the supply chain: 6 million tons / year - Italy
- Waste
- 38.5% production
- 3% transformation
- 16.5 % distribution and Catering
- 42% consumption



**38,5%**  
Produzione



**3%**  
Trasformazione



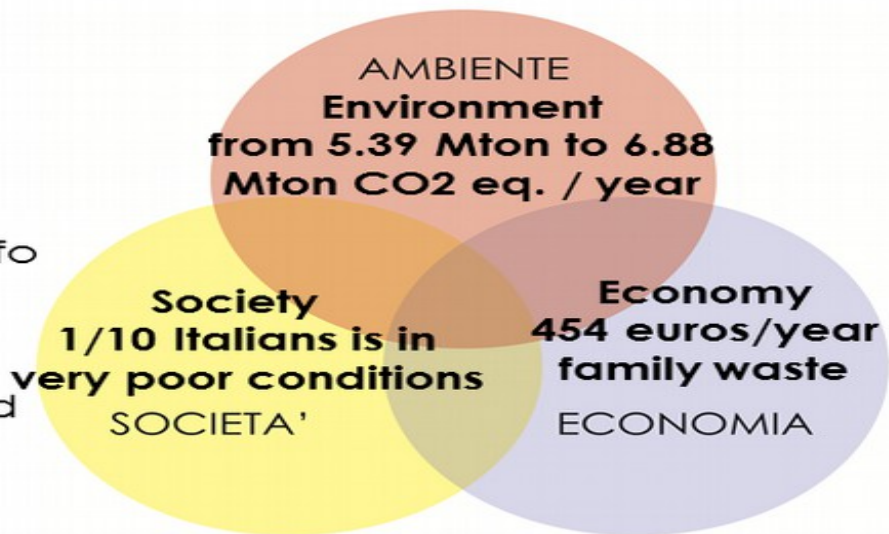
**16,5%**  
Distribuzione  
e Ristorazione



**42%**  
Consumo

- 0.5 million tons of food retrieved from food banks
- Coop Lombardy (6% of the regional market of retail) in 2014 has recovered 650 tons of surplus which could still be used (7 kg / sq m / year)

## Impact of the domestic waste



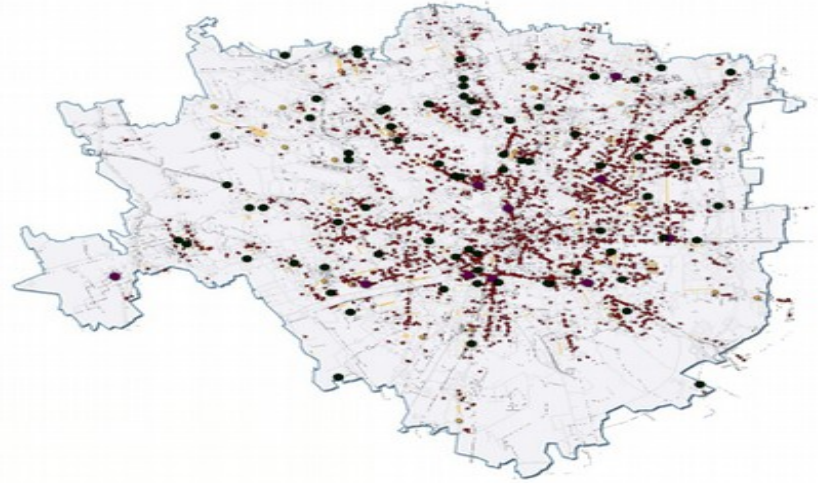
## WHAT DO WE PRODUCE IN THE TERRITORY OF MILAN?

- 3,636 Active farms on a UAA which is 51% of the provincial surface
- 5.5% young people; 21.1% women; 1.4% foreigners
- in the Milan area
- gross production to be sold 344 million euro
- 56.3% food production
- 43.7% plant production
- predominant productive sectors are
- 33.7% Dairy
- 25.6% cereals (maize and rice)
  
- Average size of the farms (27.51 hectares Utilised Agricultural Area UAA / farm) - greater than the average farm in Lombardy (18.16 hectares UAA / farm);
- Standard gross production per hectare (4,298 euros/ hectare) - lower than the average in Lombardy (euros 7,492 / hectare)
  
- 36.2% of farms own the land (18.9% of UAA);
- 17.7% of farms rent the land (26.9% of UAA)
  
- 19 certified products (PDO, PGI, traditional food), 1 Slow Food Presidium
  
- Utilised Organic Agricultural Area 1,144 hectares (5.8% of Lombardy)

# WHERE DO WE BUY FOOD?



**26 Covered City Markets**  
**87 Uncovered City Markets**  
**15 Farmers' Markets**



**10 Fair Trade shops,**  
**80 Ethical Purchasing Groups (CSA),**  
**3,796 food shops**

## ARE WE AWARE CONSUMERS?

- Lack of food education
- Poor attitude to reading labels and to critical reading of the expiry dates of products, but in Milan there are niches of particularly aware citizens (eg Ethical Purchasing Groups) and many initiatives of food education (1/3 of the surveyed projects)
- Vulnerable groups:
  - foreigners (language and economic difficulties);
  - elderly people (reading and economic difficulties);
  - children (very easily influenced)

### Formal education in schools

- 32,673 Nursery School children in 312 schools
- 57,465 Elementary School children in 218 schools
- 34,147 Junior High School students in 142 schools
- 65,064 Senior High School students in 172 schools
- 163,356 University students
- 17.9% are foreign students, 10,5% born in Italy

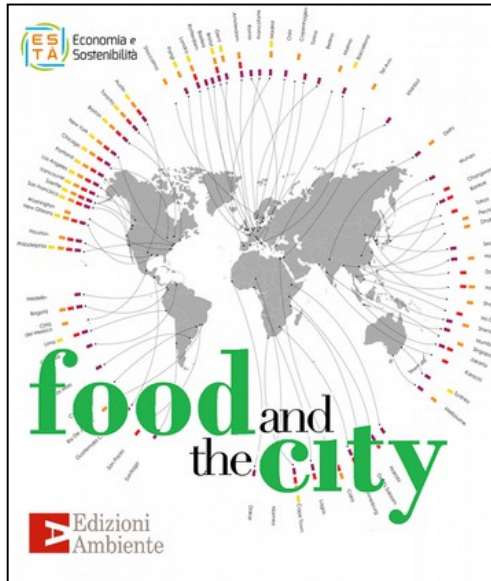




Andrea Vecci

Mail: [andrea.vecci@assesta.it](mailto:andrea.vecci@assesta.it)

Website: [www.foodpolicymilano.org](http://www.foodpolicymilano.org)



**Food & the city: international governance of sustainable urban food systems**  
available on Amazon, iTunes and Google Play for September 2015