



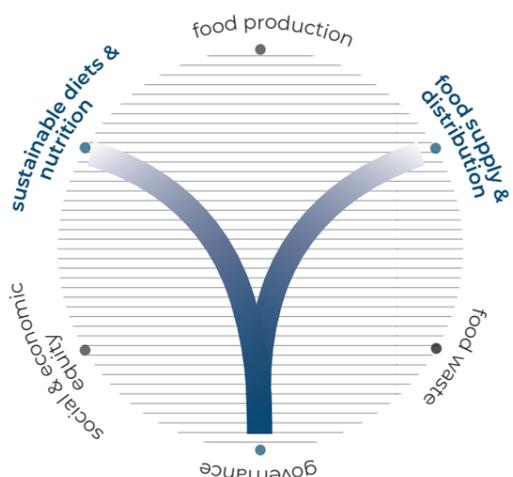
LYON FRANCE

Title of Practice

LYON: INCREASED SUPPLY OF ORGANIC FOOD TO LOCAL RESTAURANTS

Milan Urban Food Policy Pact Category GOVERNANCE

Main impacts on other MUFPP categories



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Context

The Metropolitan Area of Lyon is an agglomeration of 1.3 million inhabitants, well known in France and abroad for its gastronomic tradition. Four thousand restaurants are spread over the 59 municipalities of the city, including 15 awarded with Michelin stars. Despite the high quality of the products, the ingredients used do not necessarily come from the farmers of the territory and do not come from organic farming. This concern has grown stronger over the last six years, when the Municipality of Lyon expanded its interventions in support of the local food production. The promotion of short supply chains is recognized as a means of fostering and preserving local agriculture, while providing the population with fresh and healthy products. Recently public policies give more attention to organic production in the region, which is seen as a potential leverage to ensure the sustainability of the food system.

Overview of the food practice

Between 2010 and 2016, the Metropolitan Area of Lyon contracted the implementation of its agricultural policy with the Rhône Department, the Auvergne Rhône Alpes Region and the two communities of communes near the Plaine de Lyon under the "Agricultural Strategic Project", encompassing the development of rural areas and preservation of natural and agricultural peri-urban areas. In this context, all the partners supported, on the one hand, a project to increase the proportion of organic and local products in restaurants; and, on the other hand, a structuring of the actors involved in agriculture and sustainable food and the social and solidarity economy leading to the creation of the "Bol".

In 2015 and 2016, the Association of organic producers of the Rhone and Loire regions (ARDAB), together with the Association of distribution and transformation companies of organic products "Cluster Bio", realized a joint study on the potential of the organic development in the restaurants of Lyon. The analysis involved 30 restaurants with the aim of understanding their levels of commitments, producing a summary of the regulations related to the use and communication of organic products for restaurants and creating a first catalog of suppliers. In 2017, armed with these tools, and supported by the Municipality, the two associations organized professional meetings between 17 restaurants and 25 producers, market visits, and the circulation twice a year of an electronic newspaper to more than 200 restaurants. This project is continuing in 2018 with a strengthening of communication to promote the organic offer to restaurateurs (including updating of the suppliers directory, organization of a professional meeting between restaurateurs and suppliers, and participation in professional events such as SIRHA Green, Natexpo). The Metropolis is also involved in the organization

of the Harvest Festival, which allows the inhabitants of the city to meet the different partner structures and learn about sustainable food, gardening, biodiversity, and organic farming. With the success of the first year, the Harvest Festival is renewed every year with increasing success. In occasion of the first Harvest Festival in Lyon in September 2014, the Municipality launched the Bol, a center for cooperation on food, aimed at creating a sustainable local food system. Composed by 19 associations and civil society organizations dedicated to social and solidarity economy, the Bol promotes cooperation and mutualization between its member structures.

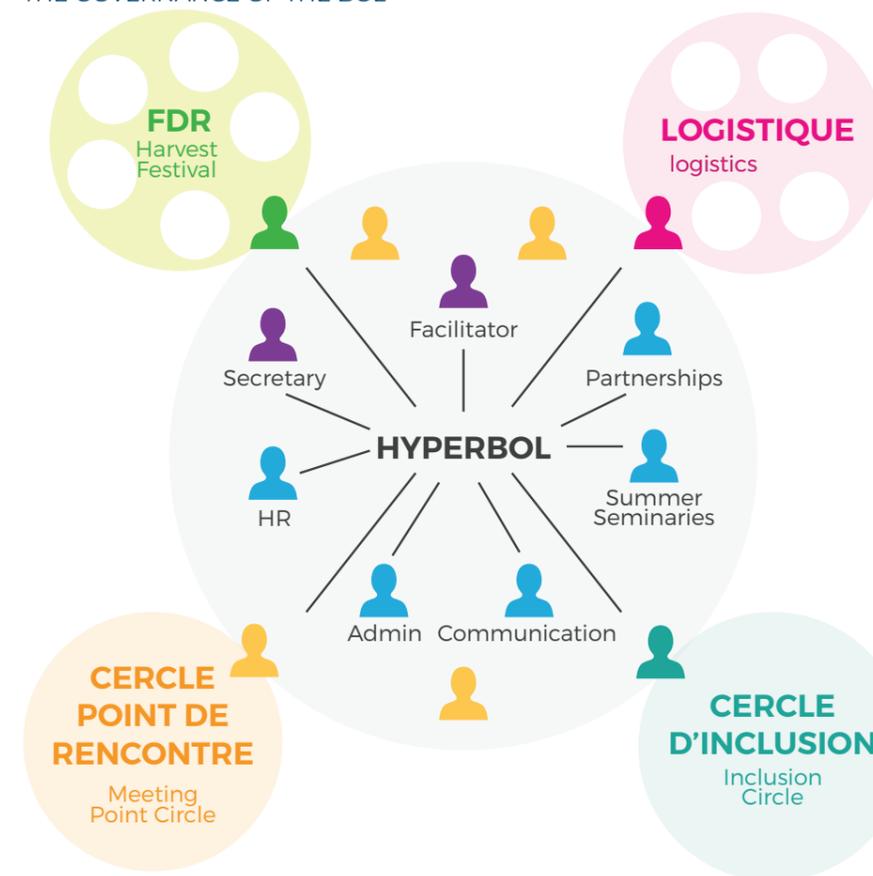
The governance of the Bol is organized in an inclusive, horizontal structure, which allows the emergence of cooperative projects and encourages the autonomy of actions of its members. Over the last few years, this association has launched several cooperative actions between its members, such as the creation of a group of independent grocery stores in Lyon, known as "the top of the basket", with the aim of pooling purchases. The initiative was complemented by a study to pool supply logistics between several delivery structures of fruit and vegetable baskets.

Results and lessons learned

The main results of the practice implemented in Lyon include the emergence of a network of restaurants, united by the use of organic products. This has been possible thanks to the creation of a territorial pole of cooperation around local food - the Bol. The participatory approach of such an association highlights the importance of cross-sectoral cooperation and stakeholder engagement in the governance of the territory.

Another key lesson concerns the regulation of the communication related to organic products. Restaurants serving organic food should take into account the complexity of the topic, which is sometimes hard to communicate properly to the customers.

THE GOVERNANCE OF THE BOL



Source: Le Bol - Pôle de Coopération sur l'Alimentation

- www.lebol.org/qui-sommes-nous/presentation/
- www.grandlyon.com
- https://bit.ly/2J71yrj