



PAMPLONA SPAIN

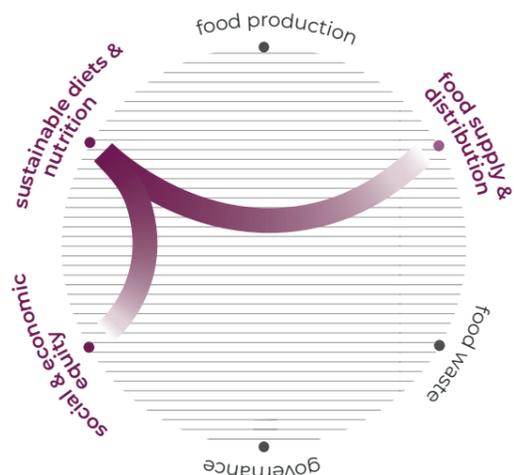
Title of Practice

PAMPLONA: DIRECT PURCHASE FOR IMPROVED DIETS IN SCHOOLS

Milan Urban Food Policy Pact Category

SUSTAINABLE DIETS AND NUTRITION

Main impacts on other
MUFPP categories



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Context

Since 2007 poverty in the Navarre region has increased considerably: 14.8 percent of the population has a low income, while 3.1 percent live in situations of severe poverty. In this context, **food poverty** becomes a core issue. However, the causes of this problem are not related to food shortages: there is neither underproduction nor overpopulation. The Navarre region indeed produces more than necessary and this critical situation appears to be more a **matter of access to healthy and sustainable food**. Another structural problem of Pamplona and Navarra region food systems, which directly impacts food poverty, is **waste management**. Encouraged by its signature of the Milan Food Policy Pact, the Municipality of Pamplona decided to tackle these challenges starting with local primary schools, supporting informative campaigns and educational programmes in order to increase awareness and encourage action.

Overview of the food practice

Pamplona's Municipal **Children's Schools Programme** was launched in 2016. There is an executive group working on the project which includes personnel from the public administration involved in different areas: City Hall managers and Municipal Children's Schools managers. There is also a technical coordination of the project, including workers from the Public Purchase Group, who are developing the implementation and evaluation process. The programme aims to:

- improve public school **canteen menus** by offering healthier, local and ecological alternatives;
- **encourage a systemic perception of the food system**, from local production resources to waste management practices; and
- **raise awareness** about the importance of a healthy diet, especially in childhood.

To start, the initiative has been tested in two schools and it is going to be applied in ten more, reaching a total of 12 Municipal Children's schools within the city. An innovative aspect of the project involves fostering the **relationship between consumers and producers**: children's families have been able to visit producers and taste their products. Besides being a rewarding experience for the producers, who can benefit from a shorter supply chain, this exchange also raises general awareness among all citizens around food systems, emphasizing the importance that should be given to healthy food starting from its scholars' consumption. Parents have had the chance to meet local food producers and to taste the products that reach their children's table at school. Thanks to this, **families are now more conscious** of the value of a food supply chain that not only contributes to a better and healthier diet for their kids, but that is also a significant and tangible example of how to re-shape a local food system from which all actors can benefit.

Results and lessons learned

The early implementation stage of the practice already generated positive impacts in four different areas:

- Environmental: spreading local products that **reduce transport-related gas emissions** to the atmosphere, resulting in less pollution;
- Economic: for producers that are granted with a **fair market opportunity**;
- Health: thanks to **low concentration of chemicals** used in the local fruits and vegetables production; and
- Educational: making new and old generations **more aware and sensitive** to issues around sustainable food systems.

Moreover, scholar chefs are directly in touch with producers, allowing for greater communication and stronger relationships. This has an effect on both the productivity and the quality of the work environment, allowing both parties to express their disagreements or suggestions. Working with fresh products and getting to know the people who grow them is very beneficial, and this is the first time that local producers are working together with the administration and the results thus far have been very positive. The program also shows people **different ways of cooking and shopping** for local food, explaining why it's healthier and tastier. Moreover, families and workers are eager to learn more about this system, which greatly helps in supporting the practice. In some cases, the involvement of parents became so strong that some of them created a small purchase group to get products directly from producers.



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