Seoul’s challenges for public food procurement innovation

Eunsook Moon, Member of Seoul Food Citizen Council & Head of Consumer Policy Institute, Seoul
SUSTAINABLE PROCUREMENT IN SEOUL

Dr. Eunsook Moon
Seoul Food Citizen Council
Consumer Research Institute
10 millions in Seoul

Responsible for Good Food for all

Purchasing power for achieving SDGs & sustainable food consumption

Seoul Public Plate for the vulnerable, with aim of health and eco-efficiency

Innovating Seoul Public Plate and procurement system since 2011
Challenges in public plate

- Low priority in policies
- Low quality of public meals
- Low consumer confidence in safety
- High cost in distribution process
Decline of rural economy

Small & medium family farms
Aging population
Innovation benefits should be shared without exclusion. Not only the vulnerable in Seoul, but ones outside Seoul...
The Eco Public Plate
eco-friendly meal provision to secure right to good food
Urban-rural coexistence
the value of an direct connection between urban and rural areas
1:1 matching btw. district & local

SEOUL

KOREA
direct connecting btw. district & local

Farm

Local Food center

Public Meal Service

District Food center

Local Gov.

Seoul
Connecting Seoul with small holder producers in rural areas through approach of sustainable public procurement

Turning traditional rural areas into eco-friendly farming areas by promoting eco-friendly consumption through the Seoul Public Plate
Contact: mooneu21@gmail.com