

City Paris	
Country	France
Population	2,140,500
Title of policy or practice	Lait infantile 100% bio dans les crèches de Paris (100% organic infant milk in the nurseries of Paris)
Subtitle (optional)	Innovative offer of 100% organic infant milk in every nursery of Paris
URL video	
Category	Food Supply and Distribution
SDGs	SDGs: 3, 4, 8, 10, 12, 13, 15, 17.
Brief description	<p>The food policy of the City of Paris is part of the global fight against global warming and it responds more directly to the French act of 30th of October 2018 about commercial balance in the agricultural sector. Since 2009, this commitment consists of a Parisian action plan to promote sustainable food. The main objective of this plan is to promote a nutritionally balanced and environmentally friendly diet among consumers in Parisian establishments (nurseries, schools, middle schools, high schools, retirement homes, refectories) but also among all Parisians.</p> <p>Within the Parisian community, nurseries are committed to an exemplary initiative to improve the quality of catering. Thanks to more than 85% of organic and sustainable food in 2018, early childhood professionals are committed to offering daily meals made from sustainable food in each kitchen, with little or no processing and finely selected for their nutritional and environmental qualities.</p> <p>As infant milk is a pillar of young children's diet, the City of Paris wanted to offer exclusively milk from organic farming.</p>
Date of start and state (ongoing/completed)	Start: 12/2015 – End: 03/2019 Ongoing
Actors and stakeholders involvement	The actors of this initiative are first of all the Direction des Familles et de la Petite Enfance [Families and Early Childhood Management] of Paris, head of the project, but also the Direction des Espaces verts et de l'Environnement [Green Spaces and Environment Management]. Then, the current supplier of organic infant milk (Nestlé-Guigoz) with whom Paris has developed a partnership. Lastly, Paris relied on the advice of the Ecocert Group, which certifies the mass catering of Parisian nurseries. Paris has moreover been certified level 3.
Approach	<p>There are 4 steps to make a profound and sustainable change in infant milk supply in the nurseries of Paris:</p> <ul style="list-style-type: none"> • A broad and extended sourcing strategy to inform the supplier market of the 500,000 litres of organic infant milk demand; • A European open tender launched to obtain satisfactory technical and qualitative proposals; • Annual firm orders from the supplier; • Broadband communication with families to promote organic infant milk.
Innovation	The challenge taken up by the City of Paris is to promote sustainable and proper nutrition for the 28,000 young Parisians who are cared for every day in nearly 400 early childhood facilities.

Thanks to this strong commitment the Parisian early childhood sector is now the leading organic buyer in France and a reference point in this field.

Thus, this strongly marked commitment takes the shape of the choice to offer children more than 500,000 litres of organic infant milk per year, purchased on the public market and awarded by standard tender, and therefore, within the framework of a public order, delivered to nearly 400 early childhood establishments located in Paris.

1) Product innovation:

Paris has chosen to offer exclusively infant milk in the liquid and organic state in order to comply with national nutritional recommendations and offer the highest quality product, to promote animal welfare, to develop health safety and to facilitate professional handling when preparing the 4.5 million feeding bottles per year.

Since this product did not exist yet, it was necessary to encourage suppliers to offer it.

2) Supply innovation:

Faced with this challenge, the City of Paris has chosen to encourage the creation of a secure supply chain because this type of product cannot be out of supply.

Impact

The effects of the choice to increase organic infant milk supply to 100% for all Parisian nurseries are of several types:

- Promoting sustainable agriculture and conscious livestock farming that respects humans, animals and our planet, through a firm commitment to purchase more than 500,000 litres of milk per year for 4 years. Creating a stable prospect for the dairy industry;
- Organizing the orders as close as possible to the production site to obtain the longest possible milk life and thus avoid food waste (introduction of 6 production and order periods per year);
- Developing a production chain allow to enhance milk supply reliability over a long time by changing urban eating habits;
- Offering to Parisians of any social background a product of high gustatory and nutritional quality and thus opportunity for all children to grow up in good health;
- Initial financial investment on the part of the City of Paris for a better remuneration for producers and, in the long term, for an overall drop in prices that will ultimately benefit all French consumers thanks to the organization of the chain.

Inclusion

The approach of the City of Paris of choosing 100% organic infant milk responds to several topics supported by the actions of the Milan Pact:

- Promoting a healthy diet and good nutrition through the increased organic infant milk quality, through its conscious production and education on good practices by promoting organic infant milk in the early stages of life;
- Ensuring social equity as part of a family diet for low-income populations by providing young Parisians with high-quality and often expensive food products that are often difficult to afford;
- Supporting food production through a firm four-year commitment on purchasing volumes, which allows a sector to structure itself and encourages the transition to less intensive farming methods;
- Improving food supply and distribution by shortening the time between production and consumption, by grouping the orders six times a year and by an adequate adaptation of purchases to meet the goal of reducing food waste.

The aim of the City of Paris is to influence the production and distribution chain to facilitate healthy and sustainable food purchases for the entire population through the requirement of healthy foodstuffs, produced as close as possible to Paris and in sustainable conditions that are respectful of humans, animals and lands.