

City Kfar Saba	
Country	Israel
Population	110,000
Title of policy or practice	Peas Program: Healthy Living Via Good Nutrition
Subtitle (optional)	Educating to healthy lifestyle based on good nutrition in the educational system in Kfar Saba.
URL video	https://www.facebook.com/136499533179250/posts/1156488967846963/
Category	Sustainable Diets and Nutrition
SDGs	SDGs: 3, 4, 9, 11, 12, 17.
Brief description	<p>In 2015, there was a complete parent outcry, agents, bad nutrition in schools and kindergartens in Kfar Saba due to the low quality, cheap raw materials, unhealthy packaging and lack of healthy eating in the education system, together with a national increase in morbidity among children (diabetes, obesity, cardiology) and The State Comptroller's report pointing the many deficiencies in the field of feeding children in educational institutions in Israel.</p> <p>This led the municipality to revolute the city's food policy. This begun with setting goals (1) producing high quality healthy food, (2) educating to healthy food consumption and (3) sustainable food production-distribution-consumption chain.</p> <p>The next step was creating the The Afunim (Peas) program to accommodate the goals.</p> <p>National Context: In Israel, children aged 3-9 receive a hot lunch. Almost all school-lunch suppliers work with the Cook&Serve method, that means they are cooked at food factories. At 07:00 AM the food is ready and packed at 90OC in plastic containers, placed in heat-keeping Styrofoam and distributed to the schools and kindergartens. The children eat lunch not earlier than 2:00 PM. The result is poor food quality, below the temperature of 65OC (health hazard) that brew in plastic for 7 hours at a temperature of 90-65 degrees.</p> <p>The Afunim Program is a completely new nutrition chain of production concept to benefit the children of Kfar-Saba focusing on (1) the highest quality raw materials, (2) innovative method of manufacturing food and handling of Cook&Chill supply chain, (3) Leading Experts in Management, support and training, (4) Hi-Tech system of monitoring and control, in compliance with the strict standards of ISO, HCCP, GMP and (5) Sustainability - use of reusable products in the entire process, reduction of water consumption, reduction of transport pollution in distribution</p>
Date of start and state (ongoing/completed)	09/2015 Ongoing
Actors and stakeholders involvement	The Municipality, which is founder funding the project, including the treasurer, spokesperson, city director and mayor. The Municipal Economic Company (EC) manages and leads the program, cooperating with the External & Internal Experts teams. Food Supplier in charge of production, service and logistics. The Education Department managing the kindergarten staff linking it to the EC. Ministry of Health & Ministry of Education in charge of regulating and supervising. Parents' Committee inspections. Kids consuming.
Approach	R&D of one year was implemented: (1) Assembling a multi-disciplinary professional team: Chef, dietitian, food technologist, manufacturing and food industry, economist, a supply chain was constructed, pilots were held, adjustments were made to enshroud safety; (2) Scale up to 1M dishes annually to accommodate all kids in KS, Implementing Feedback received from all the shareholders (3) Developing additional work models with improved technological systems,

	creating a easy to replicate guideline.
Innovation	<p>The Afunim program is the first experience of its kind in Israel. The combination of the Cook&Chill method with the use of technology, developed specifically to monitor this process from beginning of production until the final delivery of food. The program has been approved by the Ministry of Health, and thus, became the second official method in Israel. The innovation comes mainly due to the strict implementation of procedures via cutting edge technology that allows constant monitoring of temperature and location in order to anchor the kids to get the food on time, a smart system that turns on and off ovens synchronized with food location and linked to a call centre for on line feedback. The program method is in a constant process of improvement based on these technologies that allow us to repair and re-design the method as we go.</p> <p>The food product has the highest standards that can be found using improved quality of raw materials while creating and managing a full educational array supporting the program, all while maintaining cost almost identical to the market cost of low standard food. Using Cook&Chill, as opposed to the commune Cook&Serve, maximizes the resources such as doubling the production capacity of the supplier due to production in two shifts, reducing the number of vehicles used for transportation by 50%.</p>
Impact	<p>One of the main goals of this program is educating the kindergarten staff to make healthy food accessible to children, through which team education and cooperation with the Parents' Committee via newsletters and additional practical media channels such as Facebook and Email is gained. The nutrition team issues guidelines before holidays such as how to prepare healthy food and how to control unhealthy food consumption, tips on having healthy birthday parties, healthy sandwiches making-techniques with children, etc. Although one of the main goals of our program is to improve the children's' health, it has been noticed that social connections in the community get stronger, when parents, children and education staff work together towards a common important goal. That is a bonus addition to the Afunim program. This program yet again proved to the Municipality that the children are the ambassadors of change, making a true difference in the community approach towards good nutrition as a whole.</p>
Inclusion	<p>Most children in Israel eat their school-lunch using disposable utensils. The cooked food is packed in disposable plastic containers, delivered using Styrofoam thermos-packs. In Afunim, one of our main values is sustainability. We serve the food in stainless steel utensils, thus saving about five million plastic items from being thrown away every school year in Kfar Saba. Thanks to the Afunims huge success in this field, the ministry of Education funded a 20 million ILS grant to eliminate the use of disposable utilities in all kindergartens, saving a mind blowing 345 million (!) plastic items annually. This sum is based on the proven saving of 20M millions ILS annually. In addition, we installed a dishwasher, so we are using 19 litres of water per day per kindergarten instead of 80 litres like when hand washed. Moreover, we maintain a Zero Hunger program. Leftover food is donated to the city needy. The donation is done by Kfar Saba's traffic wardens, thus creating a positive connection between the wardens and residents. The program exploits resources maximally, thereby reducing the cost of dish, but instead of lowering the price of the dish for the consumer, the surplus is used to improve the raw materials, enable the support of a professional team, monitor the technology systems. Today, based on the program that provides 4500 meals per day, additional food applications such as feeding the elderly by ordering on App are being developed.</p>
Adversity coefficient	Not relevant