

Country	Philippines						
Population	3,100,000						
Title of practice	Cultivating a Sustainable Plate: QC's HPFP Policy						
Subtitle	Quezon City's HPFP Policy promotes healthy diets, local sourcing, and sustainability by mandating nutrition standards for all public food procurement.						
MUFPP Recommended Action	9. Develop sustainable dietary guidelines to inform consumers, city planners (in particular for public food procurement), food service providers, retailers, producers and processors, and promote communication and training campaigns. – SUSTAINABLE DIETS AND NUTRITION						
Starting year	2021	Ending year (if any)				<input type="checkbox"/> already submitted in the past	
Actors and stakeholders' involvement	Municipal departments	Other public institutions	NGOs CSOs	Research centres	Private sectors	International organizations	Other
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Budget	The Quezon City Government with ImagineLaw, Inc., supported by Vital Strategies, with funding under the Partnership for Healthy Cities and Bloomberg Philanthropies, used for policy development, advocacy and communications planning, capacity building of stakeholders, and IEC campaigns.						
Brief description	<p>Quezon City signed the C40 Good Food Cities Declaration in 2019 signifying its commitment in promoting the Global Planetary Health Diet while discouraging the consumption of processed foods high in fat, sugar, and salt, while ensuring that meals are healthy, sustainable, and procured from organic sources.</p> <p>Its understanding of sustainable food consumption and nutrition as an issue that impacts cities and countries on a larger scale meant beginning change where the city can influence food choices. Fighting non-communicable diseases, which make up 69% of deaths in the Philippines originating from unhealthy eating habits and dietary risk factors, is the primary goal which prompted the city to initiate Healthy Public Food Procurement (HPFP) Policy in 2021.</p> <p>By promoting healthier dietary choices and empowering the local economy by sourcing from sustainable agriculture, the policy aimed to establish the foundations for a green economy and a more sustainable food system solidifying city public policy on healthy consumption.</p> <p>Fuelling demand for local and healthy food benefits all the sectors supported by the city government, especially for those who are nutritionally at risk including, expecting mothers, youth in public elementary and high schools, and patients in public hospitals. Since its implementation, the city made a commitment that "No Public Funds will be spent on Unhealthy Food."</p>						
Innovation	<p>The establishment of the Anti-Junk Food & Sugary Drinks and Healthy Diets in Schools Ordinance paved the way for the institutionalization of the HPFP Policy.</p> <p>Beginning with programs and processes, Quezon City's food landscape turned towards a healthier track by creating an enabling environment that shifts demand and influences consumption for meals in the city's meetings, activities, and projects following nutrition standards developed for the city's procurement of food items.</p> <p>The overarching goal was to mitigate the risk of non-communicable diseases (NCDs) while providing co-benefits on climate change mitigation and adaptation. To achieve this, Quezon City set out an ambitious effort to establish the Healthy Public Food Procurement (HPFP) Policy to begin influencing the city's diets and food choices. It is trailblazing by being the first and only city in the Philippines to develop this policy in 2021 and it had a goal to become a blueprint for national standard implementation. To impact the wider food environment and its actors, the city influenced aspects that it can control—such as where public funds should be invested in—it became clear that it should be the city's public policy that <i>no public funds shall be spent on unhealthy food</i>. Starting from policies that restrict, the city innovated a policy that can shape, influence, and empower consumer food choices guided by evidence-based frameworks such as the MUFPP Monitoring Framework and the C40 Cities Good Food Accelerator.</p>						

<p>Impact</p>	<p>Following the full implementation of the HPFP Policy, the procurement documents of Quezon City showed that the majority of food items (60%) are whole foods (fish, meat, vegetables and fruits) and only 5% of food procured are traditionally processed food.</p> <p>Prior to the City's budget hearings, all departments, members of the City Council, and other offices engaged in orientations on nutritious food acquisitions, aligning this practice with their annual budgets. The use of Nutrition Standards in the procurement practice dictated the process.</p> <p>Compliance of city operated hospitals and shelter homes are closely monitored, where during the initial phase of the initiative, an overwhelming 93.3% satisfaction was rated by hospital patients on the quality of healthy meals provided. It also prompted substantial improvements in hospital meals, including a 100% increase in frequency of fruit servings, 100% inclusion of vegetables in all meals, and consistent serving Sizes.</p> <p>Impact on the environment has also taken a turn with meals following the city's green public procurement practices ensuring that packaging is also plastic free. With suppliers who are just as conscious in their materials they use with the meals they serve. Greater consciousness has been built on both suppliers and end-users.</p> <p>In the recent years after its implementation, city departments have become more aware of their food procurement practices, now ensuring that adherence to HPFP is effortless.</p>
<p>Inclusion</p>	<p>The city has a cross-functional technical working group ensuring the implementation of the Healthy Public Food Procurement Policy composed of the City Health Department, Climate Change and Environmental Sustainability Department, Small Business and Cooperatives Development and Promotions Office, City Administrator's Office, the Public Affairs and Information Services Department for IEC campaigns, the City Procurement, City Budget, and members of the City Council, which influences other departments to bid and procure healthier food for their projects and meetings.</p> <p>Engaging local producers such as the city's urban gardens and farms serves a steady supply of green leafy vegetables. Notably, the city institutions source from these as well.</p> <p>The role of the Schools Division Office and City Health Department implementing the policy across public schools and city-owned hospitals ensures impact up to the level of our citizens and further prevents non-communicable diseases. This aims to encourage actions by the health and food sectors to be a standard when it comes to healthy food served in medical institutions such as hospitals and educational institutions such as day-cares and Schools.</p> <p>Imagine Law, provided technical assistance with support from Vital Strategies, which has contributed greatly to engaging stakeholders and documenting city policies. This practice responds to Action 8,9,10, & 12 with indicators 14,15, & 16.</p>