

DISCUSSION PAPER

First step to an Integral Food Vision for The Hague



On behalf of the The Hague Food Policy Council,
an initiative from the Association Ons Eten
(‘Our Food’) The Hague
15 March 2023

First step to an Integral Food Vision for The Hague

What we eat is deeply woven into our culture and tells us who we are. It makes transforming our eating habits perhaps one of the most difficult transitions to make as human beings. At the same time, we all agree that the current ways we consume and produce is no longer sustainable. Not only are we directly damaging our health by doing so, we are also damaging our planet and our environment on which we depend entirely for our well-being.

The Food Policy Council The Hague – an initiative from the association Ons Eten ('Our Food'), consisting of over fifty organisations and enterprises and collectively representing thousands of residents from the The Hague area, has been calling on the municipality since 2021 to refresh and renew its ten-year old food strategy. In our view, this is urgently needed ('Broodnodig') because an overarching food policy directly touches on many major tasks facing the municipality.

We are therefore very pleased that the new coalition agreement 2022-2026 'Voor een stad die tegen een stootje kan' ('For a city that stands its ground',) states: 'We will update the Food Strategy and will do this by engaging with local organisations and residents'.

The Food Policy Council The Hague is a key interlocutor and partner to inspire, co-create and subsequently support the municipality in implementing an Integral Food Vision; together with the city's many other stakeholders. As the voice of the The Hague food movement, we have the knowledge, experience and network to unlock the potential currently already present in the food web to contribute to the future-proof city and region envisioned by both parties.

With this discussion paper 'First step to an Integral Food Vision for The Hague' we want to share a first outline with the municipality on how we envision an agile and effective food vision. It is explicitly not meant to be a blueprint for a revised food vision for the The Hague area. Instead, we hope it kickstarts an open process to which everyone can contribute. We propose organising discussion meetings with the city for each of the above themes to gather further concrete inputs.

In this discussion paper we explore:

- 1 Why an Integral Food Vision is essential;
- 2 Why changing times demand a different policy;
- 3 What is the responsibility of the municipality in a food transition;
- 4 What an outline for an integral food vision looks like, based on four themes;
- 5 What role does the Food Policy Council The Hague play.

Within each theme, several initiatives already exist in the city, from which we can learn and use as an inspiration for further 'mushrooming'.



1. Why is an Integral Food Vision essential?

What we eat is deeply woven into our culture and tells us who we are. It makes transforming our eating habits perhaps one of the most difficult transitions to make as human beings. At the same time, we all agree that the current ways we consume and produce is no longer sustainable. Not only are we directly damaging our health by doing so, we are also damaging our planet and our environment on which we depend entirely for our well-being.

This task, which we are facing irrevocably, can only be solved by creating an Integral Food Vision. Only by redesigning both production and consumption within our current food system can we make the necessary transition.

As a start, healthy and sustainably produced food can become accessible and affordable by investing in local entrepreneurship with short supply chains. The war in Ukraine has made it clear to us that food security cannot be taken for granted (anymore). Restoring ties with our neighbours forms the basis of guaranteeing sufficient, affordable and safe food in the long term.

In addition, we face the profound impacts of the climate crisis and the depletion of farmland for food production everywhere in the world. This too has major implications for our food security, especially considering the fact that there is hardly any country – beyond the Netherlands- where farmers produce so little food for their own people. Moreover, we must ask ourselves how long we want to continue producing feed for animals or fuel rather than food for people, and consequently, when we will make the switch to a more plant-rich food system.

Additionally, a resilient food system prevents being a breeding ground for (new) viruses and pandemics to emerge which are a risk for humans. And, as a result of greatly reduced nitrogen emissions, such a food system will allow nature to recover and rewild and housing developments to pick up. By committing to the UN Sustainable Development Goals and several City Deals - including the City Deal 'Healthy and Sustainable Food Environment' - the city of The Hague has already demonstrated its commitment to a sustainable future for its residents, city and region. A healthy and sustainable food environment requires the municipality to hold supermarkets, catering establishments and canteens accountable for their responsibility in providing a healthy and sustainably produced selection and range of foods.

The latter makes it easier for consumers to make healthier choices; provided they are properly informed, of course, and on the condition that the selection is affordable. Since a healthy lifestyle is linked to healthy and sufficient nutrition, this is a crucial step. All the more so because one of the biggest challenges today is fighting obesity. Nationally, the average number of overweight children is 1 in 6 (source: VWS). In The Hague, it is 1 in 4, and in some neighbourhoods even 1 in 3. Good health is a concern that concerns us as a society and cannot be shifted or offloaded to the responsibility of the individual.

In addition, diseases such as obesity and also diabetes are not only related to lifestyle, but also to factors such as living environment, poverty and 'survival-related' stress. 'Too many residents in The Hague are dealing with poverty' (source: City of The Hague government agreement, 2022-2026) and this has direct consequences for their diet. Sufficient healthy food with an affordable price tag should simply be a basic right for every resident.

Residents in neighbourhoods with high levels of education and income live 9 years longer and have 15 more healthy years compared to those in neighbourhoods with low levels of education and income. This is largely due to their dietary habits. The most effective measure to promote consuming healthy and sustainable food is to calculate and (true-)price the adverse health and environmental impacts of its production and compensate consumers accordingly so that food is affordable for all. The municipality could join forces with other municipalities in advocating for this with the national government.



Intermezzo:

Food on the Horizon

There are places in the world where people 'spontaneously' grow old healthily. Research into these places, known as blue zones, shows that the health of these people is determined by interrelated factors. For instance, it is important to eat largely plant-rich foods and only little animal protein. Food also contributes as an important social factor to health, for example by eating together or through community-supported agriculture (CSA) and urban farming. Food initiatives score highly on important health factors: being part of a community, natural exercise and self-esteem give purpose to life.

Inspired by this example, showing the power of a healthy food environment,

we already have the food horizon of The Hague anno 2040 on our radar. We envision a city where healthy and affordable food can be found everywhere, and where people know how to make the right choices for themselves and their environment.

Food is recognised as a public good; after all, it is in all our interests that food goes beyond being literally stomach filling and a revenue model. It is a basic right, so that food security becomes second nature for everyone.



Food Centre The Hague

In 2040, The Hague will host an accessible and vibrant Food Centre supported by the municipality, contributing to large-scale awareness among young and old residents everywhere about the opportunities offered by healthy and sustainably produced food.

Numerous activities take place, such as food markets with healthy, affordable and sustainable food from the region, cooking courses, film evenings, exhibitions, barter markets, excursions and lectures by food experts who shine their light on Food City The Hague. The seed for such a Food Centre is already present in Voedsellokaal de Gymzaal in the Witte de Withstraat.



Healthy & happy communities

Healthy and sustainable food is not only widely available in shops, restaurants and markets, but also has taken over the street scene. In public spaces, such as StadOase Spinozahof and Stadsboerderij Pluk with its CSA, people connect with each other and with the basis of their food: the soil in which our food grows and vegetables and fruits according to the seasons.

The communities created here provide everything for a healthy and happy life, making The Hague a place where everyone feels welcome and seen.

Healthy food environment

Increasingly, doctors are prescribing healthy food and more exercise, making healthcare affordable again. Already, GGD Haaglanden is pushing the importance of a healthy living/food environment. In addition, hospitals and doctors contribute their knowledge to the design of healthy residential areas equipped with social production gardens. Meanwhile, community farming has emerged on a large scale with farmers in 2040: a collaborative model to get food into the city for a fair price.

All in all, within 17 years we will have a very different food system: one in which the connections with our environment and each other are healthy. A system with a footprint that fits within planetary boundaries.

2. Changing times demand a different policy

The food horizon painted above may not come about overnight, but the The Hague food movement has already planted the seeds for this future-proof food system. And there is a crucial reason beyond food alone to sustainably build on. Food combined with our own health provides the easiest entry point to mobilise large groups of people to realise the transition these changing times demand.

When we zoom in on the big challenges of our times that are in need of a solution, there is really ‘only’ one transition: adapting our human systems to planetary boundaries. This requires a fundamentally different perspective: one in which we realise that we are part of and dependent on a larger natural whole. Our food security and health depend on the health of the soils in which our food grows and the resilience of the ecosystem we are part of.

Food is our daily bread, so to speak, and it is clear that ‘everything you eat comes from somewhere’ and ‘you are what you eat’. Food connects us directly to the soil

which grows our food and the farmers who produce it, and our own bodies tell us how healthy this system is.

Because of our direct physical role with food, committing to an Integral Food Vision is a transition strategy that goes beyond food: food brings our feet -and the rest- back to earth. Moreover, in all of today’s crises, food brings a positive perspective: instead of eternal doom and gloom, we can work on fun social activities, beautiful places in our own neighbourhoods, good food and other healthy and socially connecting elements. And, we can start working on it tomorrow!





3. What is the responsibility of the municipality in the food transition?

In order to create a liveable and future-proof city and environment, we must therefore embrace the system transition, and not get stuck in only incremental changes (and thus effectively maintaining the status quo).

The municipality, like all other players involved, has its own responsibility in this transition.

The Food Policy Council The Hague sees the following roles and responsibilities for the municipality:



Recognise that food has multiple values to the city (people, environment, society);



Formulate an Integral Food Vision for the city, focusing on both the consumption and production side, including time-bound quantifiable targets, drawn up on the basis of research into the current impact of food;



Involve residents and the Food Policy Council in policy formulation (participation);



Promote bottom-up cooperation between municipality, enterprises, institutions, civil society organisations and initiatives in the fields of food consumption and production;



Ensure adequate implementation of policy by embedding it in the municipal organisation and assigning political responsibility to the relevant City Councillor for Food, where it is currently the responsibility for the councillor for sustainability, energy transition and climate adaptation;



Establish an interdisciplinary food team, under the responsibility of the City Councillor for Food;



Monitor progress as a tool for adjusting the Integrated Food Vision.



Our Food Vision in a nutshell



1. Participation and democracy: the social function of food

- ▶ A green community centre for every 10.000 residents
- ▶ A green cityhub
- ▶ Accessible Oasis
- ▶ Green community concept for each neighbourhood
- ▶ Yearly bicycle food discovery tours
- ▶ Organise an annual food city prize
- ▶ Encourage initiatives

2. Healthy food environments: access to healthy food

- ▶ Schools to include significantly more food education
- ▶ Provide a healthy lunch or breakfast
- ▶ Raise awareness on various aspects of our food chain
- ▶ Invest in a training programme
- ▶ Define an active prevention policy
- ▶ Prevent overkill on fast food
- ▶ Ban marketing for unhealthy and unsustainable products
- ▶ Develop an accessible Food Theme Park
- ▶ Set a good example
- ▶ Develop future-proof neighborhoods
- ▶ Give residents more voice
- ▶ Organise an annual Food Lecture together with Hague Food Policy Council





3. Sustainable food production and regional supply chains

- ▶ *Make sustainable regional products accessible*
- ▶ *Support local farmers with distribution*
- ▶ *Encourage small- and medium-scale fisheries*
- ▶ *Stimulate the sales of regional produce in local supermarkets*
- ▶ *Encourage neighbourhood markets*
- ▶ *Strengthen urban agriculture*
- ▶ *Strengthen collaborations within the region*
- ▶ *Strengthen the knowledge ecosystem*
- ▶ *Facilitate information meetings for allotment holders*

4. Circular economy and innovative entrepreneurships

- ▶ *Fight food waste*
- ▶ *Develop healthy soils*
- ▶ *Stimulate sustainable initiatives*
- ▶ *Stimulate local entrepreneurship*
- ▶ *Stimulate more local seaweed production*
- ▶ *Scale up markets*
- ▶ *Facilitate networks*



4. The founding building blocks of an Integral Food Vision

Creating a healthy food system for both ourselves and our environment is a shared objective for both the Council and Municipality. In the city and region of The Hague, many entrepreneurs, residents and initiators have already initiated the first steps towards realising this. In this section, we show how much nourishing energy already exists, through vibrant initiatives and communities, in each of the four themes which are important for the city of The Hague.

We have an opportunity and responsibility to build on these foundations; by learning what it takes to strengthen them further and/or scale them (in the same place and/or across the city). At the same time, these pilots alone do not yet create system change. We have entered a crucial support and growth phase in which policy must be made to solidify and anchor the budding food transition.

For each theme - 'Participation and democracy', 'Healthy food environment', 'Sustainable food production and regional supply chains' & 'Circular economy and innovative entrepreneurship' - we showcase in the next sections the opportunities that The Hague's food landscape already offers and where the opportunities lie for the municipality to fulfil its responsibility and unlock its potential.

Our invitation to the municipality is to start building together, bite by bite, step by step, the founding building blocks for that new healthy food system for all. By working together on an Integral Food Vision and associated policy and regulations, we will create a healthy foundation that we can proudly bequeath to our children.

Please note that the initiatives and businesses listed below are just examples of a much larger pool of initiatives, businesses and ideas from residents. The multitude and multiformity of initiatives makes it practically impossible to list them all, and in addition, there are new initiatives developing or already under development every day.



1. Participation and democracy: the social function of food

Affordable and healthy food for all is important because everyone eats. This practical and visible aspect makes it easy for everyone to understand why food is so important. This relationship with food is the basis for active participation and ownership. Participation through the food on your plate and gardens in your neighbourhood creates a common ground, increases well-being and makes healthy food accessible to people with benefits. Eating together is important in all kinds of cultures and religions, so food binds people into communities as a basis for a city of peace and justice.

We see a role for the municipality in stimulating and supporting local initiatives, creating space for new initiatives, especially where new houses are built and the city becomes denser, but also giving direction to new initiatives by residents without claiming ownership. Specifically, we see the following starting points for policy aimed at community building and participation:

► *A green community centre for every 10.000 residents*

Our inspiration for such a centre is how [StadsOase de Spinozahof](#) (City Oasis Spinoza Court) is now developing. Many functions collide here to such an extent that, in our view, it forms a healthy basis that you wish for every one. Food is grown and bought together from farmers, a community is built that promotes integration, self-reliance and togetherness, mutual language courses are provided and participants experience demonstrably less loneliness.

► *A green hub in the city*

A green community centre serves as a sort of hub in the city's capillaries, attracting residents and subsequently going through its own development with a range of functions relating to food, greenery, participation, etc. We advocate that existing places are given more opportunities to mature while also (continuing to) learn from each other.

► *Accessible Oasis*

More such places are needed to give all residents access to this kind of community/oasis in their immediate vicinity. Therefore, we ask the municipality to capitalise on this in urban and/or spatial plans and developments, as part of the living environment by using open spaces, car parks and cooperation with housing associations. In addition to space, developing green community centres requires a manager/caretaker who is rooted in the community. It makes it accessible, especially in deprived neighbourhoods and not just for dark-green citizens.

► *Green community concept for each neighbourhood*

Today there are about 40 places in the city that contain 'something' of a green community concept, and have room for growth ([see map of urban agriculture](#)). Every place is unique and connects to the neighbourhood and its residents. One can think of, for example, the [Tuinen van Mariahoeve](#) and the [Participatie Keuken](#) (against food waste, for connecting and convening and promoting the blue zones), but also [Damoor](#) (a social community restaurant combined with a food garden and forest in Moerwijk) and Foundation [GoedEten](#) (Eat Well) which is partnership of chefs from different backgrounds in The Hague who cook healthy food for local customers using as much as possible products from (the surroundings of) The Hague. It focuses on people with a smaller wallet from March 2023 onwards on the Helena site (former Johan de Witt college on the Helena van Doeverenplantsoen). A green community centre may find its roots in a participation perspective, or because of urban agriculture, or entrepreneurship ([Greens in the park](#)), or a re-integration objective, healthy living and/or education ([Villa Ockenburg](#) and [Pluk](#)).



► **Yearly bicycle food discovery tours**

Turn the bicycle food discovery tours organised by Stadslandbouw Den Haag into an annual event, so that residents can learn about food and drink from The Hague's own soil and sea by bicycle and connect with the many food initiatives in the city and surrounding areas. Explore how these bike rides could also be included in a primary or secondary school curriculum.

► **Organise an annual food city prize**

Organise an annual food prize for that city initiative that embodies the The Hague's food vision in a creative, intercultural and connecting way and brings the municipality's objectives closer to reality.

► **Encourage initiatives**

Encourage initiatives such as Dutch Cuisine that promote healthy, sustainable food, fresh from nearby according to the 80/20 principle. These include the [Route The Hague](#) to get to know local and seasonal food.

2. Healthy food environments: access to healthy food

People's health depends largely on the health of their food. There is strong evidence that healthy food can reduce the risk and contribute to the cure of chronic diseases such as obesity, diabetes, autoimmune diseases, cardiovascular and intestinal diseases, as well as Parkinson's disease. Knowledge about and access to healthy food is therefore a crucial factor for a healthy municipality, currently impacting 1 in 2 residents.

We see a role for the municipality in promoting a healthy food environment so that the healthy and sustainable choice also becomes the obvious and easiest choice. Specifically, we see the following starting points for policy:

► **Schools to include significantly more food education**

We consider it important that schools include significantly more food education and cooking lessons in their curriculum (using the Healthy School, Young Learning to Eat and other existing programmes), that school gardens are in close proximity or in collaboration with much more accessible green neighbourhood initiatives (green community centres) and that there is collaboration with educational institutions (such as The Hague University of Applied Sciences). We see food excursions (including bike rides) to food-makers in the city and farmers just outside the city as important tools to bring residents closer to their food.

► **Provide a healthy lunch or breakfast**

Providing a healthy lunch or breakfast (with local, fresh produce) in all schools where obesity is higher than average or where children lack a proper breakfast due to lack of money.





► **Raise awareness on various aspects of our food chain**

By connecting ourselves more with various aspects of our food chain or web, instead of just the supermarket, and thus raising awareness about various sustainability and health aspects of our food system, we contribute to the future of farmers and nature around us. For example, consider community markets such as [Lekkernassûh](#).

► **Invest in a training programme**

By investing in a training programme for healthy and sustainable eating among residents in cooperation with health institutions and local neighbourhood associations: after all, it does not happen automatically.

► **Define an active prevention policy**

By pro-actively investing in prevention to help reduce health inequities between neighbourhoods, in collaboration with [Gezond en Gelukkig Den Haag, artsen en welzijnsorganisaties](#).

► **Prevent overkill on fast food**

By using the possibility to ban fast food in places where there is already an excess of unhealthy food on offer (using the new tools the government is developing for this purpose, this can be extended to municipalities).

► **Ban marketing for unhealthy and unsustainable products**

By clamping down on marketing for unhealthy and unsustainable products (following the example of the municipality of Haarlem: [banning meat advertising](#) and the province of North Holland: [banning meat, fish and air travel advertising in bus shelters](#)).

► **Develop an accessible Food Theme Park**

By turning the city farm and its surroundings in Zuiderpark into an accessible Food Theme Park for young and old.

► **Set a good example**

But also by setting a good example in the procurement of catering (50:50 ratio of vegetable to animal proteins) at municipal institutions and other institutions associated with the municipality. As the Ministry of SZW is already doing.

► **Develop future-proof neighborhoods**

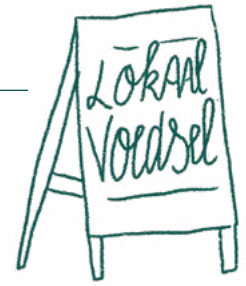
By making at least one neighbourhood completely future-proof as part of the environmental vision 2050 in which the food vision is fully integrated.

► **Give residents more voice**

By giving residents more voice in those parts of local planning that relate to food and public green spaces.

► **Organise an annual Food Lecture together with Hague Food Policy Council**

By organising an annual prominent Food Lecture on “The state of our food” together with the Hague Food Policy Council, including audience interaction.



3. Sustainable food production and regional supply chains

Access to healthy food (unprocessed, local fresh produce, mainly plant-rich) should be the standard. Unprocessed and coming from a healthy soil means adapting current farming practices and the food processing chain.

Unprocessed food is easier to get from nearby. Healthy food needs a healthy soil in order for all micronutrients to be sufficiently present. It is fresh, processed as little as possible and 80% plant-rich. This is in line with the 2030 target of 50:50 set by the national government. Besides the direct health effects of what we eat, there are indirect health effects with food being a means to meet each other, by eating together, gardening, etc. By focusing on living soil in agriculture, we make the environment healthy: it is good for biodiversity here and elsewhere, for the climate by storing CO₂ in the soils and healthy soils retain water for drier days and seasons. On average, too much protein is consumed in the Netherlands. By reducing the total amount of protein and also shifting to a better balance between plant and animal (protein) sources, a lot can be gained for the climate. After all, almost 30% of all greenhouse gases are caused by our food system.

We see a role for the municipality in stimulating short supply chains and local/regional production - mainly plant-rich. Specifically, we see the following entry points for policy:

► *Make sustainable regional products accessible*

Strengthen the sourcing, processing and accessibility of sustainable regional products (from healthy soil, without artificial fertilisers and pesticides, from the region, healthy and sustainable). Making healthy plant-rich eating the norm at the municipality and subsidised institutions is obvious. But also setting up a joint purchasing function at the city for farmers.

► *Support local farmers with distribution*

Stimulate and support local farmers to produce healthily and sustainably and facilitating the distribution to the city. The The Hague municipality could set an example in its procurement policy, but also actively encourage short supply chain projects. Another example is the [Hubklup](#) in which Horeca works together for version emission-free deliveries to The Hague beach.

► *Encourage small- and medium-scale fisheries*

Encourage small- and medium-scale fisheries, which respect the seasons and provide a healthy locally and sustainably caught natural product, which is sold locally or regionally and contributes to local food security and food culture. The Hague is situated on the North Sea and North Sea fishermen only catch wild (pure nature) fish for human consumption. Wild fish is pure nature and provides very high quality protein (higher than meat and pulses) and has other nutritional values that are very important for children's brain development and also for pregnant and nursing mothers. These fishermen fish sustainably because they are subject to measures to prevent overfishing.

► *Stimulate the sales of regional produce in local supermarkets*

Stimulate the sales of regional produce in local supermarkets, following the example of [Plus](#), that already has contracts with local farmers to do so. The municipality of The Hague could create a platform where all supermarkets that actively contribute to this are included, for example as part of Sustainable The Hague.

► **Encourage neighbourhood markets**

Encourage neighbourhood markets at green (food) meeting places as a new food environment, but also direct access to food in the city by creating more edible parks and tree-lines with fruit trees and nuts (including food forests). Examples of these are food forest [Voedselbos Mariahoeve](#) and [Pluk den Haag](#).

► **Strengthen urban agriculture**

Strengthen further urban agriculture ([stadslandbouw community](#)) by mapping them and cross-pollinating learning.

► **Strengthen collaborations within the region**

Strengthen collaborations within the region with the province Zuid Holland, national policy for area-focused approach and with other municipalities close to The Hague. We should draw inspiration from [Rotterdam de Boer Op](#); a large-scale project, where food for the city, new business models for farmers and restoration of nature are combined.

► **Strengthen the knowledge ecosystem**

Strengthen the knowledge ecosystem by encouraging and supporting initiatives such as [Permacultuur Centrum Den Haag](#).

► **Facilitate information meetings for allotment holders**

Facilitate information meetings for allotment holders to make their gardens more sustainable.

4. Circular economy and innovative entrepreneurship

Food production and consumption are part of circularity, but is currently organised as a chain. As a result, we deplete soils and ecosystems (sometimes on the other side of the world, for example by using fertilisers or importing raw materials from far-flung places). At the end of the chain, waste (products) accumulate(s), for example over-fertilisation caused by nitrogen and climate change. A circular economy and innovative entrepreneurship are needed to develop a CO₂-neutral food system and promote future livability for all.

Reducing food waste contributes to this. Food can also provide meaningful and healthy jobs for unskilled or lower-skilled staff, including those distanced from the labour market, and stimulate innovative entrepreneurship.

We envision a role for the municipality to accelerate the movement towards a circular economy in our city by encouraging and supporting innovative entrepreneurship, being a launching customer and scaling up pilots to earning capacity. Specifically, we see the following policy entry points:



► **Fight food waste**

Fight food waste such as at the [Conscious Kitchen](#) and [De Participatie Keuken](#) and [Yespers](#) (products from what is otherwise waste, mango pits etc.) cooking with what is left over, the Association 'Vers & Vrij' placing a demo fridge at a community centre in various (so far) neighbourhoods in The Hague. but also stimulate the participation of local businesses in [To good to go](#). Or participation of The Hague catering industry in the Food Waste City Challenge The Hague ([catering industry: over 40% less waste](#)).

► **Develop healthy soils**

Develop healthy soils by scaling up composting initiatives as a new form of GFT collection. For example, by reintroducing the peeler farmer, compost bakers, neighbourhood composting, worm hotels, and residents and businesses composting their canteen waste. Ultimately, it is about closing the circle to farmers by returning compost to the soils where our food comes from.

► **Stimulate sustainable initiatives**

Stimulate initiatives aimed at better climate-proofing, less transport and waste and use of packaging (plastic).

► **Stimulate local entrepreneurship**

Space for innovation, urban agriculture and initiatives by local entrepreneurs and businesses is (partly) the basis for a healthy, sustainable and future-proof food system. Important to stimulate the local economy by making room for social innovative entrepreneurs. Facilitate a transparent market with short supply chains and fair prices for local farmers are important tools here.

► **Stimulate more local seaweed production**

Offer an alternative for fishermen who have to stop, for instance by stimulating more local seaweed production if possible and profitable, also in view of the necessary shift to a more plant-based production and consumption level. The Hague municipality could join the Green deal protein-rich crops ([Bean deal](#)).

► **Scale up markets**

In addition, scale up markets such as [Lekkernassûh](#), more distribution points such as [Rechtstreex](#), innovative circular entrepreneurship as we mentioned before HubKlub, horeca near the Grote Markt, [Social Club Den Haag](#), [The New Farm](#), [Binck 36](#) etc.

► **Facilitate networks**

Create a link between the city's food entrepreneurs and makers and residents, for instance in an annual food festival where residents can get to know local food makers during [Dutch Food](#) weeks.





5. What role does The Hague Food Policy Council play?

The Hague Food Policy Council draws up an annual action plan to continue contributing to the development of the Hague food landscape, in its role as driver and voicer, and, in turn, helping to realise the much-needed food transition. The conversations we have as the Hague Food Policy Council and the Association Ons Eten - the Council's initiator – with communities across the city serve as our breeding ground -both integrally and thematically- to sense and feel what is happening and what is needed.

In addition, Ons Eten provides the ecosystem where all initiatives can join forces and thus also show what potential they have together for a future-proof greater The Hague.

For 2023, the Food Policy Council The Hague has the following activities planned:

► **Thematic gatherings**

The Food Policy Council will organise thematic gatherings with, by and for the city, focusing on 'Participation and democracy', 'Healthy food environments', 'Sustainable food production and short supply chains' & 'Circular economy and innovative entrepreneurship' to gather more concrete inputs. This can serve as food for action for all stakeholders to concretise and realise steps towards a food transition.

► **Activities with residents in vulnerable neighbourhoods**

Through Ons Eten, the Food Policy Council is rooted in initiatives across the city. To properly represent residents' voice, in 2023 we will engage with residents living in vulnerable neighbourhoods. We will engage with them during activities that are planned already by at least three existing initiatives in these neighbourhoods.

► **Healthy food and healthy food environments**

On 28 September 2022, the Hague Food Council in cooperation with Healthy and Happy The Hague,

JLE, JOGG, Province of South Holland and GGD Haaglanden organised a successful meeting on 'Healthy food and healthy food environment'. With these partners, we will continue to collaborate in 2023 to explore how we can strengthen (public) health, by connecting more top-down and initiatives/residents/ doctors, and at the same time put it higher on the political agenda. We do this by organising 1 or 2 larger meetings for all those already engaged in this topic. Within this framework, our narrative contains several content pillars: from healthy food environment, availability/accessibility of healthy food for all to experiential learning/involvement in future food and green community centres (for the latter, see also the 'Participation & Democracy' theme).

► **Participation in the National Community of Practice Food Policy Councils**

The Hague Food Policy Council is a co-founder and member of a national Community of Practice (CoP) of Food Policy Councils. In these CoPs, knowledge is exchanged about setting up a Food Policy Council. Participating cities in addition to The Hague are



Member and ambassadors Food Policy Council The Hague

Bloemsma	Jitske	Lokaal eten op je bord, lekkernassuh	Ambassador
De Bono	Neo	Participatie, stadsmakers	Member
de Heij	Eveline	Honing, Voedselbos	Member
Edixhoven	Marianne	Circulair ondernemerschap, Spinozahof	Member
Fillerup	Arianne	Educatie in praktijk	Ambassador
Goedbloed	Annelies	Sociaal circulair ondernemen	Member
Lachhab	Ben	De Participatie Keuken	Ambassador
Lankreijer	Liane	Voedseltransitie Nederland	Member
Martens	Carolien	Gezonde Voeding	Ambassador
Mechielsen	Frank	Internationaal en klimaat, Coordinator Voedselraad	Member
Moll	Puck	verbinder en gemeenschap	Member
Morsch	Jan	Compost, buurttuin, voedselbos	Member
Offermans	Miriam	Voedselbeleid, eiwittransitie	Member
Pijl	Hanno	Internist-endocrinoloog, Hoogleraar Diabetologie, LUMC	Ambassador
Plugge	Irene	Circulaire voedselstraat	Ambassador
Quist	Cornélie	Kleinschalige duurzame visserij	Ambassador
Rotteveel	Annelies	Haagse Hogeschool, diëtetiek	Ambassador
Schneider	Wendy	Programmamanager Haagse Aanpak Gezond Gewicht GGD Haaglanden	Ambassador
Sijkens	Yvo	Haaglanden MC - internist	Ambassador
Slappendel	Mariska	Korte keten	Member
Swart	Marco	Eiwittransitie, innovatief ondernemen, korte keten	Member
Van de Pavert	Rolf	Tuincomplexen en biodiversiteit	Ambassador
Van der Linden	Gabriella	Permacultuur, Pluk en educatie	Ambassador
Van der Steen	Frans	Voedselbeleid	Member
Van Hooff	Bianca	Gezond eten en leefstijl (Midden Delfland)	Ambassador
Van Oosterhout	Lisanne	Jongeren en internationaal	Ambassador
Van Putten	Laurens	Ambassadeur horeca en lokaal voedsel	Ambassador
Van Riet	Marinke	Chief weaver Healthy Food Healthy Planet	Ambassador

Amsterdam, Ede, Haarlem, Utrecht, Amersfoort and Arnhem. Thematic meetings on poverty and on organisation & representation of Food Policy Councils are planned for 2023. This Community also involves several scientists with knowledge on the functioning of Food Policy Councils worldwide.

► Strengthen the structure of the Food Policy Council

Established in February 2022, the Food Policy Council has worked over the past year to get food on the agenda in The Hague. In 2023, the Council will

strengthen its own structure, including by appointing a part-time staff member, improving its website, sending a regular newsletter to its network and creating clarity on roles and voices represented within the Council.

► Regular meetings with the City Councillor for Food

To be able to update the current food strategy and redefine it into an integrated food vision, we propose that the Hague Food Policy Council periodically consults with the City Councillor for Food and be nourished and fed the existing and upcoming food initiatives in The Hague.



Prepared by the Food Policy Council The Hague

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The Hague Food Policy Council is an initiative of the association Ons Eten The Hague and was established as an independent voice of residents, initiatives and entrepreneurs from The Hague for healthy, fair and sustainable food. The core of the Food Policy Council is formed by some twenty-five experts on food, food systems, nature, sustainable economy, education, healthcare and urban development. All are deeply rooted in the city and, with their knowledge of different

parts of the food system, advise the city council, solicited and unsolicited, in setting up a sustainable food policy. Thus, the council forms a guide for the municipality in strategy and policy in the transition to a healthy and sustainable food system.

This discussion paper 'First step to an Integral Food Vision for The Hague' is prepared by Liane Lankreijer, Frank Mechielsen, Frans van der Steen, Marco Swart, Puck Moll and Miriam Offermans partly based on input by The Hague Food Policy Council and Association Ons Eten as well as with input being present at the end-of-year urban agriculture meeting dated 10 December 2022.

*Translated by Marinke van Riet, Healthy Food Healthy Planet
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