



AIX MARSEILLE PROVENCE METROPOLIS



LOCAL PRODUCTION AS A LEVER TO COMBAT FOOD INSECURITY

The Aix-Marseille-Provence Metropolis is unique. The largest metropolitan area in France, twice the size of that of London, it incorporates agricultural, urban and industrial spaces within the same territory. An attractive region and a magnet for tourists, it is a leading export gateway thanks to its port, which is the largest in France. A young Metropolis, it is conscious of the need to protect its natural areas from fast-growing urbanisation.

Its natural and renewable resources (sun, sea, wind, arable land, water, *terroir*) represent major assets and the engineering sector is present to optimize their use.

The Bouches du Rhône *département* has more than 2 million inhabitants. There are significant income inequalities: the differences observed between the wealthiest and poorest populations are the biggest in the region. Some rural areas are affected by poverty and the city of Marseille has some of the highest recorded levels of poverty.

The very large size of the metropolitan area and a greater variety of terrains than in other urban areas, result in very diverse forms of agriculture.

The urban metropolitan system is unique: no other urban area in France has such a polycentric nature. This represents a challenge to sustainable development (monitoring of territorial trends, cohesion of public policies, etc.).

At the end of 2016, it signed a PAT (*Projet alimentaire territorial* or local food project, a French initiative to reinforce local agriculture) in partnership with the Bouches-du-Rhône *département* and the Pays d'Arles PÉTR (*Pôle d'équilibre territorial et rural* or Territorial and Rural Balance Cluster), as part of its core strategic aim of promoting sustainable food production.

KEY FIGURES FOR THE TERRITORY

- 2nd largest French Metropolis (3 150 km², 92 municipalities)
- 1,873,707 inhabitants
- Largest port in France
- 50% natural areas, 27% developed/non-agricultural, 19% agricultural, 4% wetlands-bodies of water
- 1 National Park (Calanques), 1 large site (Sainte Victoire) and 4 Regional Nature Parks (Camargue, Luberon, Alpilles, Sainte Baume)
- Largest market-gardening region in France and second-largest AOC (guaranteed origin label) fruit and AOP (protected designation of origin label) wine and olive-producing region
- Largest French *département* in terms of utilized organic agricultural area (28.8%)
- 10% of agricultural production consumed locally
- 2,500 farms, corresponding to 13,000 jobs, €189 million turnover

Other members of the steering committee include the region, the French State (DRAAF - the French Regional Directorate for Food, Agriculture and Forestry, and DREAL - French Regional Directorate for the Environment, Planning and Housing), and the Chamber of Agriculture. Around one hundred regional players (public and private) have spent three years developing a global and coherent strategy hinged around six priority areas within the framework of shared governance:

1. Support farm start-ups, the creation of jobs and the structuring of agricultural sectors
2. Promote local, healthy, high-quality agriculture that is accessible to all
3. Protect agricultural land and agricultural production in Provence
4. Develop more environmentally friendly modes of production
5. Promote the Mediterranean diet and the *terroirs* (the combination of climates, soils, aspect, etc.) for which the region is known
6. Facilitate innovation throughout the food sector

The PAT identifies good practices implemented across the region with the primary goal of facilitating their dissemination.

The “Halles Terres de Provence” (“Land of Provence covered market”)



From May to October, the Halle Terres de Provence market set up in the Plan de Campagne shopping centre enables consumers to buy local products (fruit and vegetables, meat, eggs, bread, honey, oils, etc.) at semi-wholesale prices, and helps to develop social cohesion. This agricultural supply chain, which operates as a complement to existing retail markets, operates in a covered area and consists of more than 30 producers. Gastronomy and nutrition themed events and activities are organized. In terms of environmental impact, the market reduces packaging and transport: On average, products travel less than 45 km from the fields to the point of sale.

This market, initiated by the Metropolis and eight European partners in the framework of the “Rururban” project, offers products that are organically and sustainably farmed. It enables producers to increase their sales, offers consumers attractive prices, and brings additional customers to the shopping centre:

- 124,000 visitors and 63 local producers in 2018
- 1,047 tons of goods sold on 119 market days in 2017
- 98% satisfaction
- Average shopping basket in 2018: €38 for 18 kg of produce

The Bouches-du-Rhône Food Bank (BA13)



In 2018, the Bouches-du-Rhône Food Bank collected 3,600 tons of food, corresponding to approximately 7.3 million meals. Several actions were deployed:

- **The Proxidon Internet platform** puts small and medium-sized food stores in contact with 170 partner charitable associations to collect unsold goods with short sell-by dates. It has been developed in Marseille since March 2017 with the support of the CD13 (Bouches-du-Rhône departmental council), and the GRDF (gas Distribution Network) through the donation of a vehicle. In 2018, Proxidon enabled 400 tons of food to be collected, corresponding to 1/9 of the total, which included new products.

- **Cooking workshops** help to improve the lives of people who are disadvantaged or vulnerable by getting them interested in cooking while at the same time preserving their health through better nutrition. They are carried out in direct liaison with the PNSS (National Health & Nutrition Programme), the PAI (Individualized Reception Project), and the PNA (National Food programme) and deal with:

- nutrition and the preparation of balanced, inexpensive menus,
- management of a small food budget,
- food hygiene and security in a family context,
- exchanging knowledge, taking into account the various origins of the participants.

- **Interventions in the school environment:** The BA13 raises the awareness of young people of the need for solidarity and the fight against food waste through actions carried out in schools.

Since 2014, a partnership agreement connects Aix-Marseille Academy and the BA13 in the framework of Education in Sustainable Development.

The BA13 teams regularly visit primary schools, secondary schools and high schools. Between 800 and 1,000 students benefit from these visits every year. Following these presentations, the institutions organize their own food collections. Between 3 and 5 tons of food are collected in this way annually. Large numbers of schoolchildren helped during the National Food Banks Collection operation, at participating food stores or in the warehouse, over the last weekend in November.