



A SUSTAINABLE FOOD SUPPLY FOR ALL

Dijon Metropolis is the capital of the newly created Bourgogne-Franche-Comté region. Located on strategic rail and motorway routes, Dijon boasts double recognition from UNESCO, for the *Climats du vignoble de Bourgogne* (Climates of Burgundy's Vineyards) and also for the *repas gastronomique des Français* (Gastronomic Meal of France). The city's International Gastronomy and Wine Centre is currently under construction.

TERRITORIAL STRATEGY REGARDING FOOD SOLIDARITY

Dijon Metropolis has placed its sustainable food supply strategy at the heart of its ecological transition. Beyond issues related to the reduction of GHG emissions, the protection of biodiversity, the reduction of the consumption of natural resources (water, energy, arable soil, etc.), the public authorities' elected representatives have decided to ensure that ALL consumer-citizens-are involved in the transition process. About 50 private and public organizations brought together by the public authority proposed 24 actions with a budget of €46 m to rise to the challenge of offering 400,000 inhabitants a better food supply. This strategy includes vulnerable populations through the expertise

and actions carried out for many years by the City of Dijon CCAS (Municipal Social Action Centre).

Dijon's social action represents a budget of €9.3 m (CCAS) to provide aid for disadvantaged populations (15% of the population). Digital inclusion and social diversity through housing are among the objectives in the fight against the growing inequalities that affect both young and old people. A good quality food supply (30% organic food in school canteens) is made available to all through social pricing at the school canteen, nursery facilities and home meal deliveries. A permanent working group enables the sharing of good practices throughout the Dijon Metropolis with nearly 30,250 people receiving social assistance.

Through their assessments on the ground, the City of Dijon social services have observed that the consumption of fruit and vegetables is particularly low in disadvantaged social categories, especially among children, reaching 82% for people receiving food aid. The reasons for this low consumption of fruit and vegetables are multiple: psychological, social, economic, cultural, etc. The levers of action must therefore also be multiple, combining information and educational initiatives and economic tools to improve the offer of products and to alleviate households' budget constraints. Success is dependent on the participation and ownership of the food supply by the people concerned. To avoid the food transition programme being reserved for culturally open populations

KEY FIGURES FOR THE TERRITORY

- Number of inhabitants:
 - Dijon city: 157,428
 - Dijon Metropolis: 251,897
 - Greater urban area: 384,631
 - Region: 2.795 million
- Number of urban agriculture projects: 40

with superior purchasing power, the City of Dijon designed an innovative approach with the INRA (National Institute of Agricultural Research) modifying the principle of food aid to

give beneficiaries the choice of their own food supply in partnership with community grocery stores, the Food Bank and local community structures.

Access to a sustainable food supply for disadvantaged populations

This is one of the 24 actions initiated as part of the "Dijon, sustainable food supply 2030" programme that has been approved by the *Programme d'Investissement d'Avenir 3 (PIA3) -Territoires d'Innovation* (programme operated by the Banque des Territoires within the framework of the French Investments for the Future programme 3). It is part of the *Programme national nutrition santé 4 (PNNS4 - National Health & Nutrition Programme 4)* which recommends the consumption of at least 400 g/day of fresh fruit and vegetables (5 servings/day) combined with increased consumption of pulses as prevention against various chronic diseases. On the basis of these objectives, the consumption of fruit and vegetables remains insufficient in a large proportion of the population (35% of people consume less than 3.5 servings/day).

PHASING:

1. test phase: this will involve two community grocery stores in Dijon-Metropolis, their main local supplier (the Banque Alimentaire de Bourgogne or Burgundy Food Bank, BAB-21) and a community education association located in the city's social priority districts. The community restaurant will make a range of healthy, sustainable, affordable foods available to the district's population to encourage their uptake. The Burgundy Food Bank aims to improve the food aid supply chains for fruit and vegetables and pulses through the strengthening of flows with current suppliers, including the big supermarket brands, and the exploration of new collection channels (wholesalers, central purchasing organizations, retailers, groups of local producers, etc.). The community grocery stores aim to develop innovative, entertaining communication about healthy, sustainable products with support for high nutritional quality food purchases without spending more money, inspired by the Opticourses approach (programme to encourage healthy food shopping).

2. A food coupon distribution campaign targeting the purchase of fruit and vegetables for single-parent families visiting the two community grocery stores, and who represent a particularly vulnerable segment among disadvantaged populations. These food coupons for an average amount of €20 /month can be used outside the community grocery store (including, if possible, in retail markets in residential districts) and will help the families concerned to implement and test the practices developed during the learning phase in a normal buying environment. On the basis of the characteristics of the community grocery stores concerned, approximately 1,000 families will be



affected by this coupon distribution campaign. It will last for six months during which the learning activities in the community grocery stores will be continued and at the end of this phase there will be an assessment to see if there has been a lasting change in eating habits and the purchasing level of fruit and vegetables has been maintained beyond the coupon distribution phase.

The lessons learned from this experiment will be used for a wider deployment of the initiative in the Metropolis: a methodology guide describing the various stages, precautions to be taken, and the effectiveness and costs relating to each stage will be made available to the services responsible for the wider implementation of this new approach.

- Total cost over 6 years: €645 k
- Contributions in kind from partners: €176 k (food bank and 4 social grocery stores)
- City of Dijon funding: €50 k
- Dijon Metropolis/Bourgogne-Franche-Comté Region metropolitan contract funding: €422 k
- PIA3 subsidy: €50 k