



**Access to food, and nutritional practices, differ widely at the global level.** In developing countries hunger and malnutrition play a different role than in the northern hemisphere. When implementing SDG2 at the local level in Germany the key aim is to improve the management of food. This involves strengthening sustainable agriculture and ensuring that consumers handle food sustainably.

## URBAN-RURAL PARTNERS FOR FOOD

### ➔ WHAT ARE THE ACTIVITIES ALL ABOUT?

‘Original Regional’ – a brand name that translates as ‘Original food from the region’ – emphasises the diversity of regional specialities and products from the Nuremberg Metropolitan Region. At the same time, all agricultural landscapes are being preserved. And not only that – consumers are being enabled to better assess the quality of food produced in the region using traditional methods.

### ➔ WHAT HAS BEEN DONE SO FAR?

Twenty-seven regional initiatives have joined forces with some 1,500 direct marketers and producers from the Nuremberg Metropolitan Region. At the same time numerous municipalities have set clear targets for the use of regional produce in municipally-run canteens, child day-care centres and schools.

### ➔ HOW WAS THIS IMPLEMENTED?

In the Nuremberg Metropolitan Region it is chiefly the main cities of Nuremberg, Führt and Erlangen and rural areas that work together as partners. The rural areas supply the cities with GMO-free food and other products produced in the region. This benefits both the region and the individual municipalities.

### ➔ WHAT ARE THE NEXT STEPS?

Step by step, quotas for regional produce are being increased and quality standards raised. The City of Nuremberg is going even further by including organic quality as a further criterion in addition to regionality. Its target for 2020: 75 per cent organic food in child day-care centres and 50 per cent in schools.



## Nuremberg Metropolitan Region (NMR)

➔ Bavaria



Population:  
**3.5 million**



District Chief Executive and President of the NMR Council:  
**Armin Kroder**





## **NO HUNGER: ORIGINAL FOOD FROM THE REGION IN THE METROPOLITAN REGION OF NUREMBERG**

Using sustainable agriculture to end hunger, achieve food security and improve nutrition by 2030 – this is the goal of the UN. It intends to achieve this goal amongst other things by preserving the genetic diversity of seed, crops and animals. It also intends to restore the focus on ‘traditional knowledge’ in food production.

To achieve this, according to the UN ‘all forms of subsidy’ need to be abolished in rich countries, and export opportunities for the poorer countries improved. At the same time agricultural methods are required that increase yields, preserve sustainable ecosystems and build resilience to the impacts of climate change and extreme weather events. Regional value chains are an important element of this. With its ‘Original Regional’ brand the Nuremberg Metropolitan Region is setting a good example.

### **STEP BY STEP TOWARDS 100% FOOD FROM THE REGION**

‘At the beginning everyone was sceptical. Today it’s almost a cult’, recalls Herbert Eckstein, District Chief Executive of Roth, provided some key ideas for the ‘Original Regional’ brand, as Christa Standecker, Managing Director of the Nuremberg Metropolitan Region (NMR), confirms. It all began with the regional sausage speciality head cheese. According to Ms Standecker, Mr Eckstein’s successful head cheese competition in 2005 was a kind of revelation.

He wanted to ‘make the diversity in the region visible and draw attention to characteristic strengths’. This resulted in a variety of strategies for making products from the region more attractive, also for the cities. Non-GOM food was the key focus right from the start. The short channels of supply were an obvious advantage. Those responsible in NMR soon agreed that ‘The basic elements must come from the region’. And they agreed that people needed to work together – including both suppliers and purchasers.

Step by step, the process was driven forward. Municipalities have developed their own regulations in hospital canteens, and for caterers in schools and child day-care centres, for instance regarding the percentage of regional and even organic products used.



The production of organic foods is being continuously expanded in the Nuremberg Metropolitan Region. (Photo: Messe Nürnberg/Thomas Geiger)

### **PARTNERSHIP BETWEEN RURAL AREAS AND CITIES**

Today, people often no longer stop to ask whether mutton should originate from landscape conservation projects or juices and sparkling wines should come from orchards. Ms Standecker and Mr Eckstein agree that ‘This protects our cultivated landscape’.

In the city of Nuremberg, by 2020 75 per cent of the food consumed in municipal child day-care centres is to be organic. The target for schools is 50 per cent. The latter figure also applies to receptions held by the mayor, who intends to set an example in this respect.

In small towns such as Gräfenberg there are also plans for school meals in all-day schools. In the ‘Kitchen louts’ project, students are involved in designing a healthy and sustainable menu. The food is obtained from the region every day. The school knows the suppliers, and has framework agreements with them regarding quality standards.

There are now 2,412 organically certified companies in NMR, and the figure is rising sharply. The ‘Original Regional’ brand has become a network that includes not only municipalities, but also bakers, butchers, small producers and caterers. The network provides 120 specialities from the region, creates jobs and prevents superfluous transport routes. It also improves and preserves knowledge on agricultural production methods.

### **INTERNET ADDRESS**

<http://original-regional.metropolregionnuernberg.de>