

Headline

De Streekkantine (Regional Canteen)

Summary (a concise description of your case, easy to understand, that includes the purpose, the goal/results and the activities done/planned)

The Municipality has introduced the concept of the 'Streekkantine' a canteen for employees of the municipality with regional products, procured from regional SMEs. Streekkantine organizes and customizes the delivery and billing of local food in the largest canteen of the municipality. For the local government it is not only important to procure food from regional SMEs but also to present our food policy to our employees: "Practice what you preach" helps us with the ongoing debate on how to foster an innovative, sustainable and healthy regional food policy.

In depth description (What did you do? Which partners did you involve? What was the results? What did you learn? Success factors? Etc.)

We approached the organization Streekkantine and invited them to introduce their concept in order to increase the amount of local and regional served fresh products in the canteen. The Streekkantine is an organization on national scale. Together with the caterer (Sodexo), the staff department of business affairs, customers and local producers (6 producers) for basic products as dairy, eggs, bread, fruit, vegetables, cheese. The result is that we facilitated caterer Sodexo in finding out where and how to get the fresh products. Including price negotiations, logistic and partly the processing of the food. Important in the process is the way we communicate about it. At the opening of the renewed offer of food, the producers were present to give a small tasting of their products. In this way our employees met the producers, learned about the way they produce. The story telling is also important in the paper and digital way. On a wall in the restaurant is a painted map of the province so you can see where the products come from. At the tables the story of the producers is told by table cards. We learned:

- That the processing and proportion of food in some cases had to be developed. For example the cutting of cheese in equal slices. And to offer drinks in small packages
- The value of storytelling and a lot of communication. It is essential to have an interactive approach to get feedback from our customers. And enter the conversation about food and sustainability in the context of their own position as person and as employee of the local government.
- The pilot as a good preparation for the European tender (substantive and procedural) for our catering.
- That we can use our experiences in our contacts with regional food related companies to stimulate them to innovate.

Next steps (Plans / Ambitions / Challenges to be met)

The European tendering of company catering includes requirements of local/regional produced foods from the three northern provinces. The tender has been published at 29 may 2017. The assessment took place at the 21 September. Out of the 9 interested caterers, 3 were selected for a practical presentation on 20 October (Sodexo, VITAM and Tweetal).

Number of SMEs involved

10 regional food producing SMEs are involved in the Streekkantine project, have co-developed this smart specialization strategy and chain arrangement.

Links to websites where we can learn more about your case

<http://www.happyland.nl/streekkantine/>

Facebook Streekkantine, 12-04-2017

Article in the Goed Bezig paper, an internal magazine for employees of the municipality of Groningen. Distributed as a poster on A3-format, on 80 locations. And published on the internal GE-net (digital platform for employees of the municipality Groningen).

Enclosed material (write below if you enclose any photos, reports, education materials etc)

Photo's, article, placemat, evaluation report Streekkantine

Contact information:

| | | | |
|-----------------------|---|--------|------------------------------|
| Name of organisation: | 1. Gemeente Groningen 2. De Streekkantine | | |
| Name contact person: | 1. Anke van Duuren 2. Marie Baartmans | Phone: | +31615893360 +31631270683 |
| E-mail: | anke.van.duuren@groningen.nl marie.baartmans@gmail.com | Web: | |

Identified issues in wp 4

Please mark below which of the 13 identified issues in the application your report connects to. You are welcome to mark more than one issue.

| | |
|--------------------|--|
| Demand side | <input type="checkbox"/> Food policies X <input type="checkbox"/> Public Procurement X <input type="checkbox"/> Loyalty |
| General | <input type="checkbox"/> Data <input type="checkbox"/> ICT <input type="checkbox"/> Laws and regulations X |
| Supply side | <input type="checkbox"/> Smart specialisation & Business innovation X <input type="checkbox"/> Technologies <input type="checkbox"/> Logistics X <input type="checkbox"/> Finance |
| Market | <input type="checkbox"/> Cooperation structures X <input type="checkbox"/> Communication X |