



Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen

Setting minimum criteria for green public procurement



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Sustainable Diets
and Health

Implementation strategy



Ministry of Food, Agriculture
and Fisheries of Denmark

Danish Veterinary and
Food Administration



COMMUNICATION

Campaigns
Food labeling
Homepage
Social Media
Press and news
Reports and research



STRUCTURAL CHANGE

Canteens
Schools
Institutions
Municipalities
Food Supply



PARTNERSHIPS

The Food Partnership for
health and climate
The Danish Whole Grain
Partnership
Healthy Food Council

Food-based Dietary Guidelines



Structural initiatives



- New Dietary guidelines for Meals in kindergartens, schools and workplaces
- Educational material for 4-6th grade
- **Minimum criteria for green public procurement**

Green public procurement strategy

Requirement for at least 60 percent organic food served in state-run canteens - corresponding to the silver category under the Organic Cuisine Label



Minimum criteria for sustainable food procurement in the public sector

- A part of the Government's strategy for green public procurement
- The project must include relevant experiences from home and abroad, including the experiences with the transformation of professional kitchens to organic procurement, as well as involving relevant stakeholders in the process.



Initiative 2.5:
Mandatory minimum
criteria for sustainable
food procurement



Normalizing climate-friendly eating habits will encourage behavioral change

- **Help change society's perception of climate friendly diets from being a marginal behavior to being the norm.**
- **Decision-makers in government, regions and municipalities can decide to implement climate-friendly food in public kitchens**

<https://klimaraadet.dk/en/analyser/climate-friendly-food-and-consumer-behaviour>



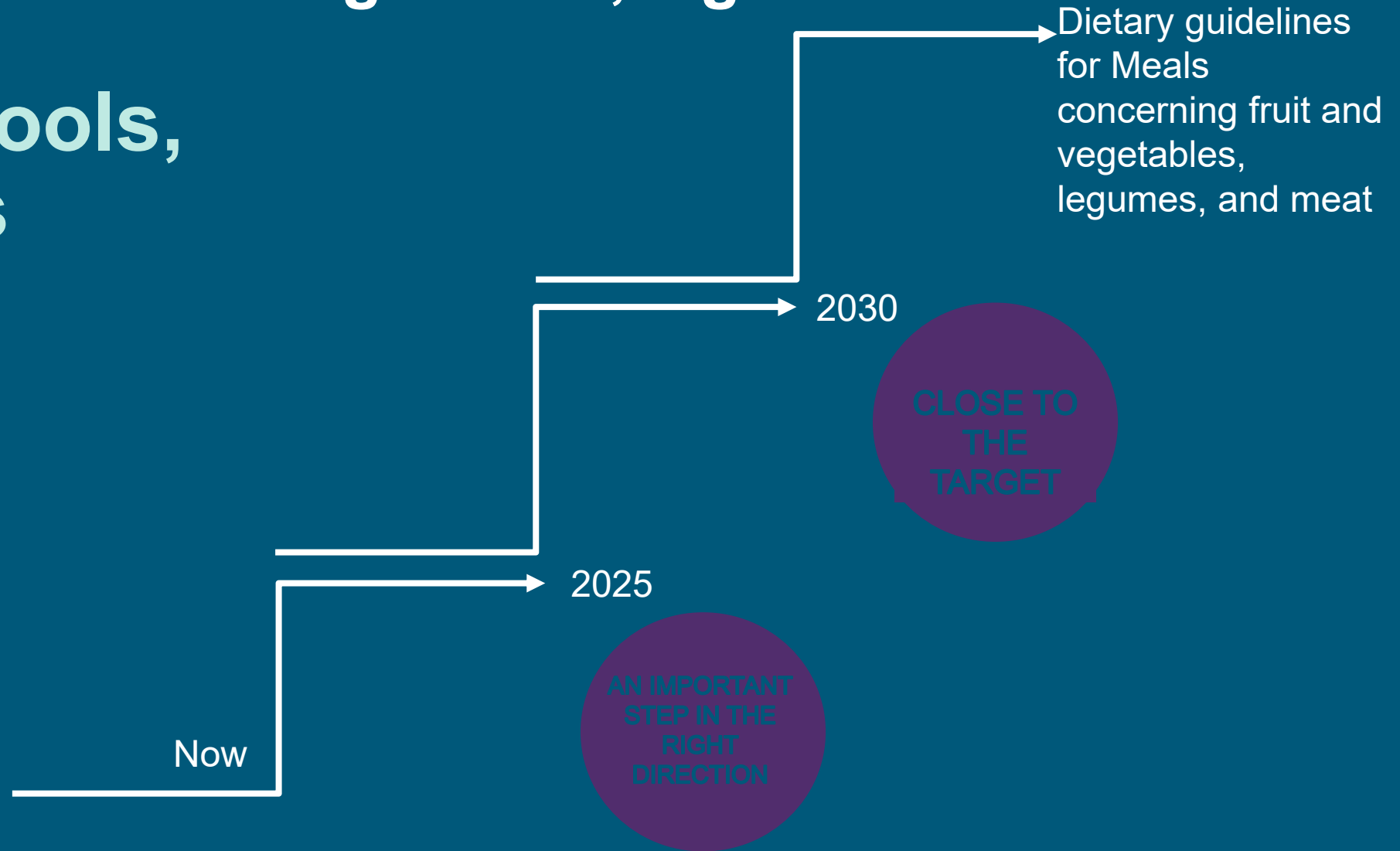
Green public food procurement – status and perspective

- What actions are being taken today for a more sustainable and healthy food purchase in the public kitchens.
- The report looks at:
 - Organic procurement
 - Climate friendly
 - Local good
 - Health
 - Food waste



Criteria for the general public 2-65 years – Target for purchase of fruits and vegetables, legumes and meat

Daycare, schools, and canteens



Proces towards minimum criteria for sustainable food procurement in the public sector

Interaction with:

- State level kitchens and procurement consultants
- Danish Regions and Local Government Denmark
- Broad involvement



Time for questions

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