

## Title

Voedselagenda (Food Agenda)

## Short description

The Dutch Food Agenda is an initiative from different ministries (Economic Affairs, Public Health, Welfare and Sports, Foreign Trade and Development Cooperation and Infrastructure and Environment). Together with agriculture sectors, food industry and knowledge institutes, the parliament strives to make the Netherlands leader of the field in terms of innovative, healthy products with more vegetables and plant proteins. This food should be produced with the lowest possible emission of greenhouse gases and the lowest use of pesticides and antibiotics. Part of the Food Agenda, the first Dutch Voedseltop (Food Summit) in The Hague took place in January (2017) where over 150 influential decision makers from the Dutch food world came together to, in cooperation with the national government, shape the food policy of the future. The goal of the Summit was to give shape to a shared food agenda for the next five to ten years. Activities that were planned include investments in innovations that create a healthier food supply with less salt, less saturated fat and less calories. In addition, there will be a focus on alternative protein sources such as seaweed, pods, beans and mushrooms.

## Topic

Consuming- food

## Characteristics (type, level)

Policy/Umbrella program, national

## Country/Countries of implementation

The Netherlands

## Aims and Objectives

The Netherlands will be worldwide leader in the field of safe, healthy and sustainable agriculture, in 5 to 10 years.

## Target Group

The Dutch population and all involved stakeholders

## Status

Ongoing

## Start and Completion dates

Since 2015, the Food Agenda is being developed, and in January 2017, as a part of the Food Agenda, the Food Summit was held.

## Lifestyle and Behavior Change

It changes the availability and accessibility of a healthy, sustainable food environment, which can influence changes food behaviours as healthy and sustainable foods will become more easily accessible.

## Effects on:

<p><b>Health and Wellbeing</b></p>	<p>The aim is to make it easier for consumers to eat tasty, healthy foods and that existing and new products will be made healthier. This way, consumers should, within 5 years, be able to come across healthy and sustainable foods at all possible places. When successful, this would mean that consumers consume more healthy foods, which can affect their health positively.</p>
<p><b>Vulnerable populations</b></p>	<p>If availability is increased for all, this can potentially also affect the more vulnerable populations who currently have low accessibility and availability to healthy and sustainable foods.</p>

<p><b>Environment</b></p>	<p>If the Netherlands progress to becoming the leader of the field, with foods produced with as low as possible greenhouse gas emissions and the lowest use of crop protection products and antibiotics, this could have serious impacts on the environment.</p>
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### Initiated and/or implemented by

The State Secretary of Economic Affairs, the Minister of the Ministry of Public health, Welfare and Sports, the minister of Foreign Trade and Development Cooperation and State Secretary of Infrastructure and Environment. It was developed because of the great societal challenges the Netherlands face, and in order to change Dutch food policy, it has to be done together.

### Stakeholders and sectors involved

Besides the national government, representatives of agriculture, food industry, care facilities, food service industry, supermarkets, societal organisations and knowledge institutes collaborated. An large list of these participants: Albert Heijn, Albron, Alliantie Voeding Gelderse Vallei, Alliantie Voeding in de zorg, Alpro Nederland, Ambassadeur Groente en Fruit, Aviko B.V., Bakker Barendrecht, Bayer, Bijenstrategie, Bionext, Bopper, Both ENDS / Rich Forests, Burgers Bush, CBL, Centrale Organisatie voor de Vleessector, CLM, Coca-Cola, Compass Group Nederland, Consumentenbond, De Nierstichting, De Waard eetbaar landschap, Diabetesfonds, Dierenbescherming, Dutch Cuisine, Eemlandhoeve, Eosta, Ernst & Young, Evite TEST, FNLI, Federatie Nederlandse Levensmiddelenindustrie, Food Cabinet, Food Hub, Foodwatch, Friesland Campina, FWS, Gemeente Almere, Gemeente Amsterdam, Gemeente Den Haag, Gemeente Ede, Gemeente Groningen, Gemeente Helmond, Gemeente Leeuwarden, Gemeente Oss, Gemeente Rotterdam, Gemeente Venlo, Good Fish Foundation, Greenco, Greenport Holland, GreenProtein Alliance, GreenProtein BV, Groen Kennisnet, Groentefriet (Green power foods B.v. / Van Hulst en Partners B.v.), GroentenFruit Huis, GS1 Nederland, HAK, Hartstichting, HAS Hogeschool, Hessing groenteverwerking, Hivos, Hutten, HZPC, IDH Sustainable Trade, Instock, Isala, IUCN NL, IVN, Jong Leren Eten, Jongeren op Gezond Gewicht, Jumbo, Kening fan 'e Greide / Living lab natuurinclusieve landbouw, Keten de Hoeve BV, Keten Duurzaam Varkensvlees, Keygene, KHN, Koning Willem I college, Koppert Biological Systems, KoppertCress, Krachtenbundeling agrofoodtransitie, Louis Bolk, Triodos, Lidl, Livar (vlees), LTO, MarcFoods/Zilt proefbedrijf Tested on Texel. Saltfarmfoundation, Marley Spoon, Mature Development BV en ABC Kroos BV, McDonald's Nederland, Menzis, Milgro BV, Milieu Centraal, Milieudefensie, Ministeries of Economic Affairs, Public Health, Welfare and Sports, Foreign Trade and Development Cooperation and Infrastructure and Environment ,M, MVO, NAO, Nationaal Actieplan Groenten en Fruit, Naturalis Biodiversity Center, Natuur & Milieu, Nederlandse Vereniging

van Diëtisten, Nederlandse Zuivel Organisatie, Nestle, NIZO food research, Noordzeeboerderij, NRC, NVWA, Pascal Processing / J. van Rijsingen, Peijnenburg, Planbureau voor de Leefomgeving, Plantum, Platform Aarde Boer Consument, PLUS Retail (streekproductenpromotie), Postharvest Network, Provincie Gelderland, Provincie Zuid Holland, Rabobank, Radboudumc, RAVON en FLORON, RijkZwaan, RIVM, Royal Cosun, RVO, SanorRice/Green Protein Fund, Scelta mushrooms, Schouten Europe, Schuttelaar & Partners, Seamore, Sodexo, Solynta, Spa, Springtij / Club van Rome, Staatssecretaris van Economische Zaken, Staatssecretaris van Infrastructuur en Milieu, Staatssecretaris van Volksgezondheid, Welzijn en Sport, Stichting Herenboeren Nederland, Stichting IKB, Stichting Variatie in de Keuken, Superunie, The Dutch Weedburger, The Greenery, TiFN, TKI Agri&Food, TNO, Topsector Agri&Food, Topsector Tuinbouw en Uitgangsmaterialen, Tweede Kamer der Staten-Generaal, VVD, Unilever, Van der Zwan, Vaste Commissie voor Volksgezondheid, Welzijn en Sport, Vermaat, VION NV, VisNed, Vivera, Voedingscentrum, Vrije Universiteit Amsterdam, VU, Wageningen University & Research, Wereld Kanker Onderzoek Fonds, Wessanen Benelux B.V., Willem & Drees (maaltijdboxen), World Food Center, WUR, Young Perfect, Youth Food Movement, Zilt Proefbedrijf, ZLTO, ZonMw.

### Financial support

As part of the Food Agenda, of which this Food Summit was a meeting, the State Secretary of Economic Affairs will reserve a budget of 20 million a year, from 2017, to support promising innovations of companies and social organisations. This money is meant, amongst others, to stimulate transparency in the food chain and vegetable/fruit consumption among youth. In addition, investments in new protein sources and more sustainable crop protection, and technical development support regarding ICT.

### Evidence-base

Scientific literature in INHERIT's baseline report Chapter 7 on consuming healthy and sustainable foods supports changes to the food environment, increasing availability as an effective means to stimulate people to change their food behaviours. Intersectoral collaboration is essential to reach goals, and many stakeholders from different sectors are involved in the Food Agenda.

### Main activities

The goal of the Dutch Food Agenda is to make the Netherlands the number one country worldwide regarding healthy and sustainable food in five to ten years. Together with agriculture sectors, food industry and knowledge institutes, the parliament strives to make the Netherlands the leader in terms of innovative, healthy products with more vegetables and plant proteins. This food should be produced with the lowest possible emission of

greenhouse gases and the lowest use of pesticides and antibiotics. By expanding knowledge and technology, the Netherlands can also improve its export position. In 2016, the Dutch parliament, together with the private sector, consumers and societal organization have further shaped the Food Agenda. In addition, a Food Summit was organized on the 26<sup>th</sup> of January 2017, with the private sector and other stakeholders to make a multi annual action programme. Over 30 concrete actions and ambitions were presented to more quickly transition into more safe, healthy and sustainable food.

Activities that are planned include investments in innovations that create a healthier food supply with less salt, less saturated fat and less calories. In addition, there will be a focus on alternative protein sources such as seaweed, pods, beans and mushrooms. Regarding the production of food, the parliament focuses on agriculture and food industries that are based on sustainable resources, healthy soil and take climate change, animal welfare and biodiversity into account.

## Evaluation

They will monitor consumer data to evaluate the effect of the Food Agenda.

## Main results

As the program has only recently started, no results are presented yet.

The Monitor Sustainable Food will give insight information into consumer purchases on sustainable food in the Netherlands. These numbers concern products consumed in the Netherlands from the most important supply point (supermarkets, hospitality and catering stores, and specialist stores), based on the turnover of products who have a quality label (with independent control).

In addition, based on food waste data, the Monitor Food Waste estimated the total amount of food wasted in the Netherlands. In addition, RIVM collects information on food consumption that provides insight in the consumption of products, macro/micro nutrients, damaging substances and developments/trends of consumption. RIVM will collect information on nutrient composition of food products.

## Key success factors and barriers

Success factors include the collaboration of a great number of different sectors, a financial budget from the Ministry combined with financial support by industry.

## INHERIT Perspective

The Food Agenda is a promising INHERIT practice because it is so extensive and involves many stakeholders involved in the food chain with the clear aim to increase healthy and sustainable products for all Dutch inhabitants, which represents INHERIT's triple win. The Food Agenda targets both Opportunity by making healthy, sustainable products more accessible and available, and Capability and Motivation, by incorporating educational activities.

## More information

<http://www.voedselagenda.nl/>

## Contact

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