



**Rotterdam** is one of the case study regions of the European research project **FOODMETRES**. Its aim is to find innovative solutions for the shortening of food chains. It especially strives to reduce the ecological footprint of urban consumption – in this case of the urban region Rotterdam – while enhancing urban-rural relationships.

Rotterdam is extremely important for **FOODMETRES** because of the harbour's role as *the* European transport gate to the World, the nearby *Mekka* of glasshouse food production, Westland-Oostland, the presence of both scenic pastures and agricultural areas in the direct vicinity and the large number of innovative urban agriculture and regional food initiatives.

The **FOODMETRES** project studies the impact of food chains and chain innovation on the environment, society and the economy. Are shorter chains more sustainable? Shorter can mean: less steps in the chain, but it can also be shorter distance between production and consumption. This can influence the land use in and around the city and the organisation of the chain. It can also be necessary for the government to change its policy measures.

To explore if shorter food chains are also more sustainable, scenarios will be developed for specific products and innovation trajectories. For Rotterdam this means, that we will develop chain innovations compared to the current situation for dairy products, tomatoes, potatoes and strawberries. Then we will compare the effects of these innovations on the present chain. It is possible that some short chains score well on one aspect of sustainability, but have a negative effect for another aspect. Next to this we will study concrete examples in the region. How are they organised and what changes and constraints exists from both policies and market?

Seven research organisations and eleven Small and Medium Enterprises from six countries are working together. The Dutch partners are Wageningen UR (Alterra, FBR en RIKILT), MAPSUP and Boerenverstand. Boerenverstand specialises in investigating an alternative dairy chain on the basis of the produce of recycling farmers in Midden-Delfland. MAPSUP will support the discussions in the region using the MapTable and specific software for interactive use of maps (designing and impact assessment).

Case study regions are Rotterdam, London, Berlin, Milan, Ljubljana en Nairobi.

In Rotterdam we especially will study dairy products in the context of Delftland, the role of glasshouse production, as well as potatoes, tomatoes and strawberries.

In the assessment of sustainability of shorter food chains **FOODMETRES** pays special attention to efficient, regional concurrent position, landscapes, regional markets, watersupply, the nutrient cycle and biodiversity.

**FOODMETRES** organises several knowledge workshops in de region. The agenda is on the website.

The urban regions in the project are examples to learn from and so to develop recommendations for making food chains more sustainable. Several results, however, are also interesting for the regions themselves. For the Rotterdamse region FOODMETRES will produce the following:

- Innovation targets: how can FOODMETRES contribute to the innovation for the food chain in the region?
- Analysis of the food planning: how will shortening of food chains be enhanced or hindered by policies from municipalities, regions, provinces, countries and Europa?
- Analysis of the Metropolitan Agrofood System: what is the size of the productions and consumption, and what is the social-economic and environmental-economic value?
- Examples for short food chains: which are representative for the food chain innovation in the region?
- Food chain analysis: how do food chains functions and what are the possibilities for production closer to the city, less steps in the chain and the use of less resources
- Scenarios: how do the selected innovations perform compared to the different sustainability indicators, including land use?

Citizens, businesses, Governmental and non-governmental organisations will be invited to participate in FOODMETRES.

Next to several research reports in English, including a summary of the results concerning Rotterdam, FOODMETRES will also produce some newsletters in Dutch

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FOODMETRES is working with stakeholders in the region: civilians, farmers, parties involved in the chain, governmental and non-governmental organisations. At several stages in the project workshops will be organised to ask for feedback and to share knowledge using the interactive tool MapTable.

