



London is one of the case study regions of the EU research project **FOODMETRES**. The aim of **FOODMETRES** is to find innovative solutions for the shortening of food chains and use them to assist food planning and innovation sharing in metropolitan regions across Europe and beyond.

London is a world city with more than 8 million inhabitants in the urban and 14 million in the metropolitan area. London has a long-running and very vibrant scene of growing and gardening activities, making it an attractive case study for **FOODMETRES**.

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 fewer steps in the chain, but it can also be a shorter geographical 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 London this means, that we will investigate chain innovations for vegetables like tomatoes and chillies, fruits like apple, salads, herbs and exotic novel vegetables. We will also study specialist livestock supply chains like milk, cheese and eggs. We will use concrete example enterprises in the region and compare the effects of innovations on the food chain including implications for food planning and governance.

Seven research organisations and eleven SMEs (Small and Medium Enterprises) from six countries are working together. The UK partners are Coventry University, Garden Organic, Sustain and Innovative Futures Research (IFR). Coventry University is leading the knowledge brokerage work-package of the project and the London case study. Sustain and Garden Organic are working in London on food planning and urban growing. IFR is focusing mainly on knowledge brokerage and the use of participatory methods.

Other case study cities and regions are Rotterdam (Netherlands), Berlin (Germany), Milan (Italy), Ljubljana (Slovenia) and Nairobi (Kenya).

In London we will focus on supply chains of urban horticulture and specialist livestock products (milk, cheese, eggs).

Short chains mean fewer steps in the food chain but also a shorter distance between places of production and consumption. In the assessment of sustainability of shorter food chains **FOODMETRES** pays special attention to land use, rural development, transparency, biodiversity, resource efficiency (transport ways, waste reduction etc.).

The project aims to promote shared learning between the regions and will develop recommendations for making food chains more sustainable. Specifically for the London region FOODMETRES will produce the following:

- Innovation targets: how can FOODMETRES contribute to innovation and innovation exchange in London?
- Analysis of food planning: how will shortening of food chains be enhanced or hindered by policies at different levels?
- Analysis of the metropolitan agri-food system: what is the size of production and consumption, and what is the socio-economic and environmental value?
- Examples for short food chains: which are representative for the food chain innovation in the region?
- Food chain analysis: what are the possibilities for production closer to the city, fewer steps in the chain and the use of less non-renewable resources?
- Scenarios: how do specific innovations perform compared to different sustainability indicators, including land use?

In all case study regions FOODMETRES is actively engaging with stakeholders, from citizen-consumers, farmers & growers, businesses involved in the food chain, to governmental and non-governmental organisations. At several stages in the project workshops will be organised to ask for feedback and exchange knowledge using the interactive tools such as MapTable.

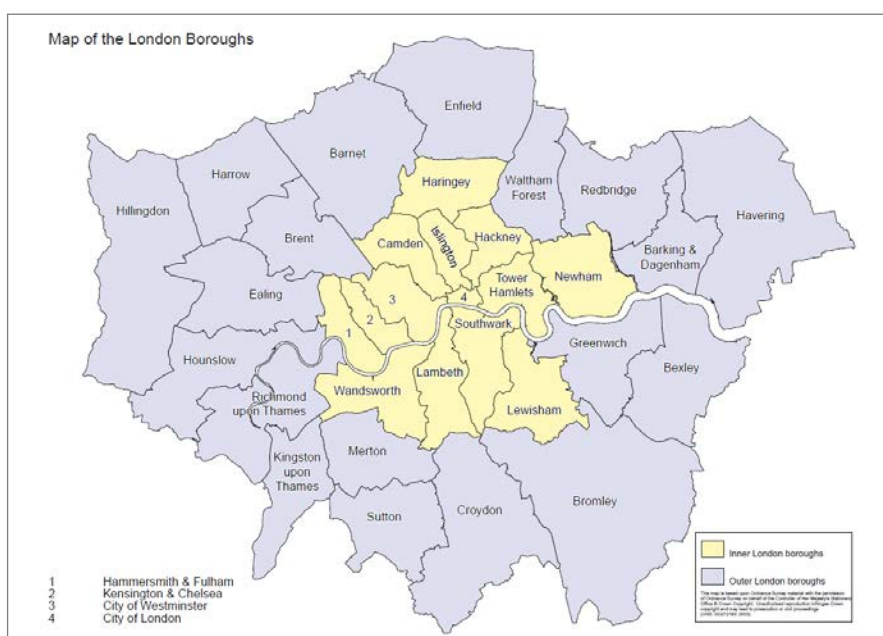
Best practice from other regions will be shared between regions. We will use knowledge brokerage tools to enhance shared learning among different cities and food cultures.

A summary of results will be published from all case study regions.

Running time: October 2012 - September 2015.

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(ONS, 2011)

