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# Swedish experience of promoting high quality and healthy food

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# Healthy and high quality food promoted in Sweden

Swedish Food Agency guidelines:

- Eating habits and dietary guidelines
- Public meals
- Food losses and waste
- Food and environment







Swedish municipal  
example of promoting  
high quality and  
healthy food



# Diet for a Green Planet

## – five criteria

1. Tasty and healthy
2. Organic, preferably from Ecological Regenerative Agriculture
3. Less animal products, more vegetables, legumes and whole grains
4. Locally produced in season
5. Reduced waste



# Diet Unit in Södertälje municipality, Sweden

- Kindergartens
- Primary schools
- Secondary schools
- Institutions for the elderly
- 13.000 portions/day
- Food budget (incl. 6 other municipalities): 12 million €/year
- Financed by taxes



# Background

2001: Political decision in Södertälje to use food purchase as a tool for environmental work

2006-2010: Södertälje's municipal diet policy is formed

2010-13: Implementation of Diet for a Green Planet





# Organisational changes

- Centralising – decentralising
- Goals and continuous follow-up
- Professionally trained chefs
- Increasing competence in current staff
- Creating a good working environment and getting staff engaged



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# Challenges and solutions

## Challenge

Having the students appreciate healthy and sustainable food



Limited access of locally produced food



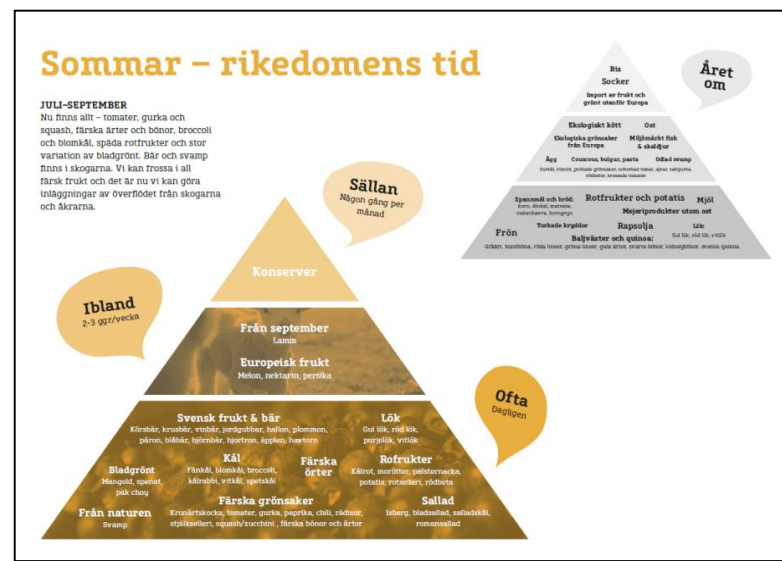
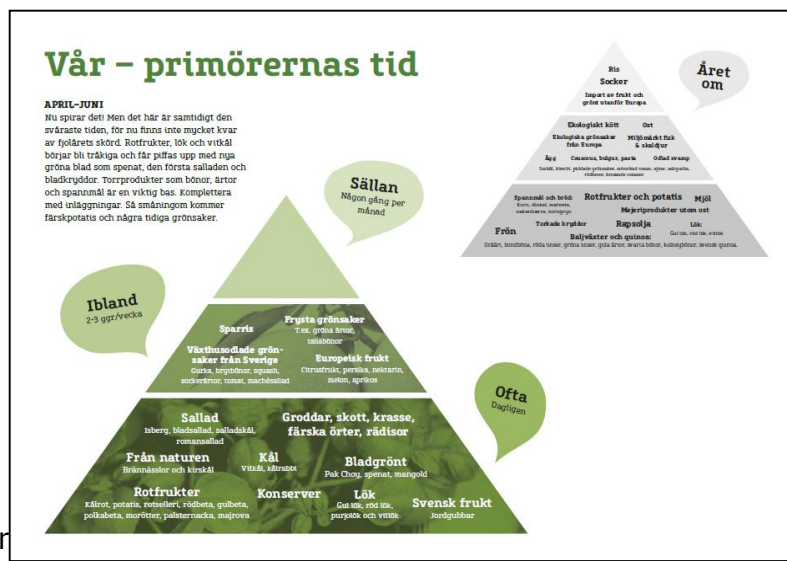
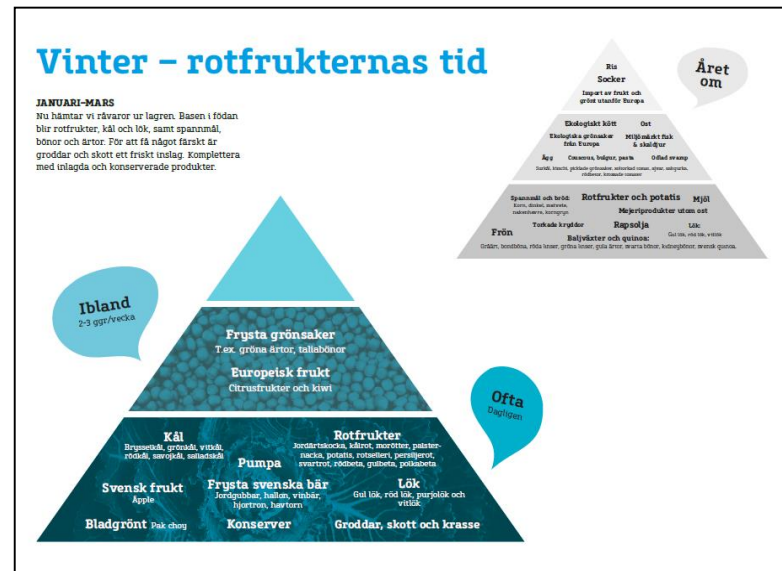
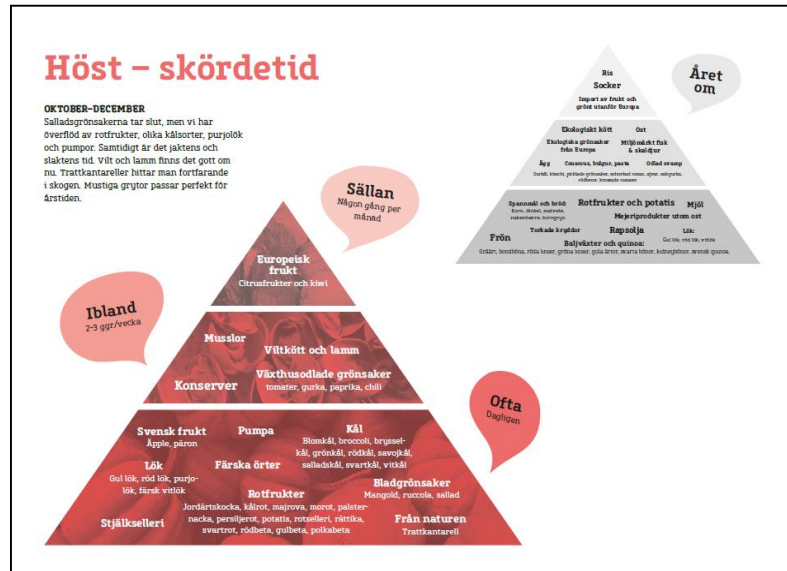
Limited knowledge of seasonal food among the kitchen personnel



## Solution

- Build relationships with the students
- Cook the food as close to the guests as possible
- Hire experienced kitchen personnel and provide opportunities for continuous learning
- Buy what's available locally
- For the rest of your purchases – focus on nationally produced
- Make seasonal pyramids for your climate zone

# Seasonal pyramids – example



## Organic and local

– more expensive but doesn't have to cost more

**Less food waste** – use money saved by reducing waste to buy organic products

**Less fish and meat** – better nutritional quality to a smaller cost

**Whole grains, legumes and vegetables** – more nutrients and better satisfaction

**Purchases according to season** – the prices are better when volumes are big

**Less use of manufactured products** – reduced costs



# Activities in the municipality – in cooperation for a local sustainable food system

2011-14 LEADER project:  
**Södertälje locally grown**

2014-15 URBACT project: **Diet for a  
Green Planet – best practice transfer**

2015-21 European Regional  
Development Fund project: **MatLust**

2016-18 **Municipal farming strategy**  
& URBACT project **Agri-Urban**

2018-20 **Municipal Food supply strategy**

