

# Urban Rural Linkages

For Resilient Food Security  
And Vibrant Markets



Local Food and Marketing:  
Urban Markets, the Key of Poverty Alleviation

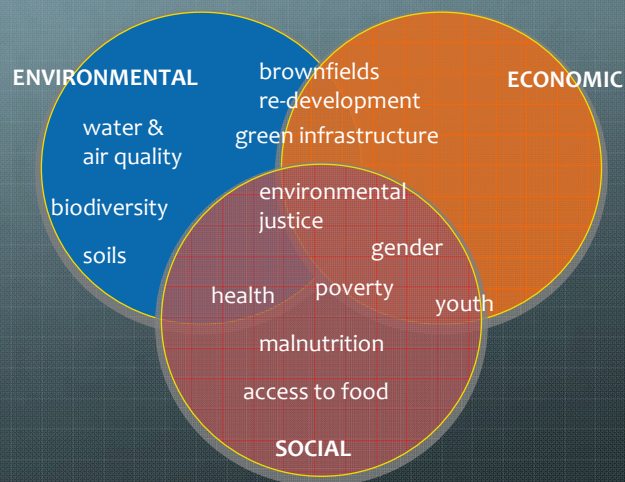


Arthur Getz-Escudero, Heifer Intl.  
at WUF-5, 24 March 2010

## Outline

- 🌐 Overview and Background
- 🌐 Context
- 🌐 A trip to New York: From Inside the UN to the NYC Foodshed - What are successful programs, policies, tools?
- 🌐 Partnerships
- 🌐 Challenges & Opportunities
- 🌐 The road ahead

Challenges of urban growth have rural linkages crossing environmental, economic, and social dimensions



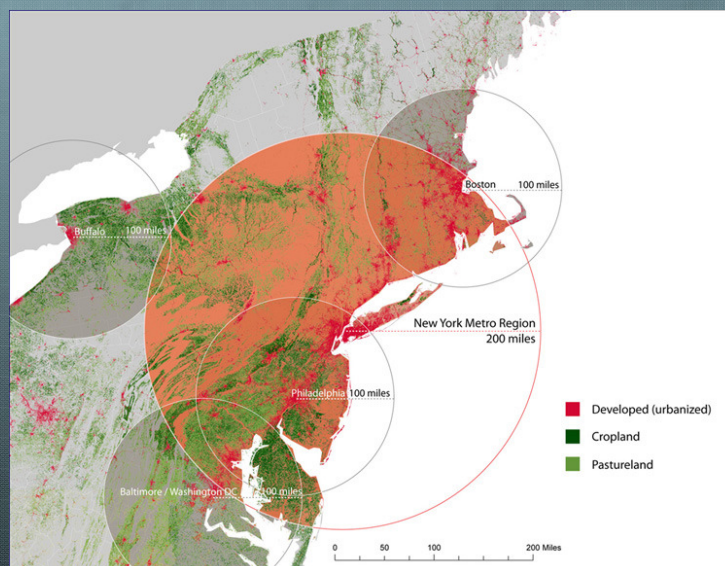
## What programs, policies, toolkits can we identify?

- 🌍 Urban-rural Roundtables (San Francisco)
- 🌍 Food Policy Councils (Chicago, Toronto)
- 🌍 Brazil's Bolsa familia
  - Popular restaurants
- 🌍 Kenya Value Chains & KLWG
- 🌍 Farm to school programs
- 🌍 Urban-rural cooperation on farmers markets, urban agriculture,
- 🌍 School gardens, youth programs



## Heifer International and food system partners shared strategies:

- Support to under-served communities – through urban agriculture projects in poorer neighborhoods of large cities –
- New immigrant farmer receiving training and support for access to affordable land to grow food for local markets – connecting people who have agricultural backgrounds to economic opportunities in their newly adopted homelands
- Linking schools to farms.
- Stimulating the formation of community-supported agriculture (CSA) partnerships.
- Promoting farmers' markets.
- Revitalizing small-scale food processing, and stimulating agricultural enterprise development.



[http://blogs.ei.columbia.edu/files/2009/09/nyc\\_foodshed\\_700.jpg](http://blogs.ei.columbia.edu/files/2009/09/nyc_foodshed_700.jpg)

**City and Farm Linkages Showcase**  
**Farm Tours and Learning Events in New York**  
 9-10 May, 2008  
 For Delegates to the UN Commission on Sustainable Development



A weekend of activities outside the UN, highlighting New York's remarkable work in sustainable agriculture, urban food systems, market development, and other important issues of CSD 16-17. The Showcase is hosted by a multi-stakeholder group, including New York, US, and international civil society organizations, along with local and national government agencies whose support demonstrates a commitment to partnership for sustainable development in agriculture and food systems.

**Showcase Welcome Reception:** Friday, 9 May, 6:30 - 8:30 pm, near the UN. A welcome reception will be hosted for both Government and Civil Society delegates to the CSD by a consortium of New York City food system partners, state and national agencies and Mercy Corps, an international humanitarian relief agency that has provided generous support for this event. The reception will include a short program featuring civic and community leaders, farmers and organizations who will preview other elements of the showcase over the next two days. Locally available foods will be prepared by Cleaver Company, a celebrated New York caterer.

**City Farms Showcase Tour:** Spend the day discovering the remarkable urban food system of New York City. This bus tour will highlight the large and small urban agriculture sites, youth and farmers' markets, and community nutrition education programs that together increase access to healthy foods for all New Yorkers. A lunch prepared by community chefs will be served. Tour guides will include grassroots community leaders, city farmers, local NGO representatives, and Cooperative Extension agents. Generous support provided by WHY (World Hunger Year).

**Hudson Valley Farms Showcase Tour:** Traced up the Hudson River to visit farms near beautiful Pine Island, New York. This bus tour, which will travel 65+ miles outside of NYC, will highlight successful examples of sustainable farming production linked to urban markets; land stewardship; immigrant farming initiatives and policy. A local farm lunch will be provided. Farmers, rural elected officials and staff of Cornell Cooperative Extension will be your guides.

**Union Square Greenmarket Tours:** Guided walking tours will be available, upon reservation, of the celebrated open-air Union Square farmers' market. Since 1976, the NYC Greenmarket system has provided city residents with a wide variety of fresh local produce, direct from the farmer. Greenmarket ensures the sustainability of 200 small farms and over 20,000 acres of working farmland. Tours will provide the opportunity to speak with a variety of local farmers, including those who are part of Greenmarket's New Farmer Development Project.

**For Registration:**  
 Please visit [www.sustainablefoodmonitor.org/showcase-registration](http://www.sustainablefoodmonitor.org/showcase-registration)  
 All events are free, but space is limited.

**Showcase Learning Event**  
**Teacher's College, Columbia University**  
 11 May, 2008  
 A Fresh, Healthy Lunch Will Be Served



**Showcase Learning Event - Sunday, 11 May, at Teachers College, Columbia** will be a full day of symposia and workshops hosted by New York, US and international organizations to review themes and initiatives related to issues under consideration at the CSD meetings. The conference will include plenary panels and discussion, workshops and briefings. Sessions will feature New York City and State representatives, local, national and international Civil Society organizations and representatives of Governments at CSD. **French and Spanish translation provided for Plenary.**

- The provisional agenda includes issues such as:
- Climate change, food prices, food security and the changing structure of food systems
  - The role of cities in agriculture and food systems: A dialogue on emerging trends in developed and developing countries
  - Food & agro-fuels: What are the stakes?
  - Knowledge & extension systems for sustainable agriculture and rural development (SARD)
  - Development with identity: Cultural approaches to food system development
  - Soil and water conservation and nutrient management for sustainable farming systems
  - Civil Society Major Group CSD: Briefings and discussion of common findings
  - Sustainability indicators
  - Women's role in agriculture: networking and advocacy for change
  - Youth movements: connecting the Global North and South
  - Livestock, land, and livelihoods: addressing critical links for sustainable development

The Showcase Conference will also include displays of organizational literature from agencies and community organizations. A healthy local lunch will be provided.

**For Registration:**  
 Please visit, <http://www.sustainablefoodmonitor.org/showcase-registration>  
 All events are free, but space is limited.

**City/Farm Linkages Showcase**  
**Vibrant Markets Tour**  
 Saturday, 9 May, 2008 - FREE  
 Depart UN at 7:30 AM, return 3 PM

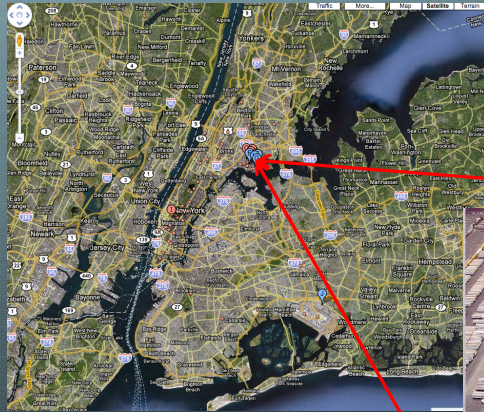
**Tour includes:**

- bus transport
- great lunch prepared by SchoolFood staff
- talks by local policy-makers, advocates, and farmers
- focus on themes of CSD 17

Explore the places and policies that feed all of New York City. Our distribution centers and vibrant local markets work. We will explore the corner of science, policy, and market innovation that provides the city's diverse produce with its residents. Meet one of the biggest stakeholders in the world's top agricultural goods as it demonstrates its commitment to the health, life, and livelihood of its citizens. For more information and registration, please contact Tom Poppe at [tom.poppe@un.org](mailto:tom.poppe@un.org) or visit [www.sustainablefoodmonitor.org](http://www.sustainablefoodmonitor.org)







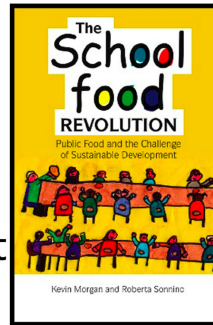






## How School Lunches Can Sustain the Whole Planet

Monday, May 4, 2009  
3-6 pm  
Conference Room 6



Professors Kevin Morgan and Roberta Sonnino are leading researchers in sustainable agri-food systems from the School of City and Regional Planning, Cardiff University, Wales, UK.

The authors of "The School Food Revolution - Public Food and the Challenge of Sustainable Development (2006)" discuss their research into the potential public food systems have to sustainably develop local economies via programs designed to simply provide school lunches.

Throughout the world, governments are beginning to discover the development potential of PUBLIC FOOD systems, especially in relation to school food, which is increasingly seen as a strategy that can contribute to food security, childhood education and market access for farmers.

Look for the table in the display area for further information and a 20% discounted flyer. To order the book directly from Earthscan Publishing see <http://www.earthscan.co.uk/?tabid=33914>

# The Paradox of Public Food

- Public procurement as one of the most powerful instruments governments have at their disposal to fashion sustainable economies
  - 16% of the EU's gross domestic product
  - \$ 350 billion/year spent annually in the US
- But its economic significance is strangely out of step with its political status
  - School food systems as an example

Source: *Urban-Rural Linkages for Sustainable Development: the Potential of Public Procurement*  
Kevin Morgan and Roberta Sonnino - School of City and Regional Planning  
- Cardiff University, Wales, UK

# The School Food Revolution

- 🌍 It is about understanding the real nature of the school meal service and its potential as a positive catalyst for change
- 🌍 It is emerging mostly at the *local* level, where it is easier to address issues that are not yet mature on the national scene

Source: *Urban-Rural Linkages for Sustainable Development: the Potential of Public Procurement*  
Kevin Morgan and Roberta Sonnino - School of City and Regional Planning  
- Cardiff University, Wales, UK

## Urban Agriculture



Providing high-quality food to urban communities...



...Catalyzing  
business  
development  
and fostering  
local self -  
reliance...



... Strengthening Skills and the Resource Base...





...Building awareness and action



## **Building "Local Food Systems"**

Strengthening  
rural-to-urban  
linkages





...establishing  
new markets  
for small  
scale  
livestock –  
With  
increasing  
consumer  
interest in  
local  
production,  
processing,  
and animal  
welfare.



Supporting cross-  
sectoral networks



maximizing diversity  
and resilience



City/Farm  
Linkages Showcase



## Youth Farmers' Market

Wednesday, 13 May, 2009, 1-3 pm – FREE and open to the public  
Dag Hammarskjöld Plaza, 47th Street & 2nd Avenue on the Plaza



- Learn It, Grow It, Eat It youth-led nutrition education
- Teen Iron Chef Cooking Demo with international recipes
- Greenmarket Youth Farmers' Market – urban youth partnering with regional farmers
- NYC/International youth caucus video interviews

Come see how New York City youth have taken the lead in leading vibrant markets and sustainable development with an innovative youth farmers' market, nutrition education and cooking programs, and live video events ... all in the neighborhood for UN CD-17!

Co-sponsored by the Council on the Environment, Family Cook Productions Teen Iron Chef, NYC World Hunger Year, and the NYC CD-18 Committee.

For information, please contact Lori Van de Walle [lvdw@akasaandewalle.com](mailto:lvdw@akasaandewalle.com)





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OUR MISSION | SUPPORT LOCAL FARMERS | STRENGTHEN RURAL COMMUNITIES | PROMOTE HEALTHY EATING | PROTECT NATURAL RESOURCES | GRANTS, LOANS & SUPPORT | IDEAS & STORIES COMING SOON

**EVERY FAMILY NEEDS A FARMER.**  
DO YOU KNOW YOURS?

**IN THE NEWS**

- Agriculture Deputy Secretary Merrigan Launches Website for 'Know Your Farmer, Know Your Food': Plans Facebook Chat to Expand Conversation on Local Food Systems
- USDA Launches New Web Pages and On-Line Tools to Help Consumers Make Healthier Food Choices
- USDA Releases Publication on Opening Farmers Markets on Federal Property

» READ MORE

**YOUR STORIES**

This is the start of a national dialogue between the USDA and you. What will you add to the discussion?

» READ MORE

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<http://www.usda.gov/wps/portal/knowyourfarmer?navid=KNOWYOURFARM>

Know Your Farmer - Know Your Food: USDA Campaign Launch On local and regional Food systems

# Connecting farmers to markets

- Local direct marketing
- Market promotion programs
- Value-added programs for small, medium scale farmers
- Child nutrition and general nutrition programs
- Food safety programs
- Risk management
- Producer organization building

## Why food systems are important to urban, peri-urban and rural areas

- 🌐 Food systems can integrate rural and urban communities through vibrant markets
- 🌐 Improved food system integrity can address hunger, obesity, and other dietary and nutritional challenges facing cities
- 🌐 Social benefits of access to affordable, healthy food in low income areas (gardens, schools, grocery stores ...)
- 🌐 Food systems help stabilize and grow local and regional economies




## Why urban rural links?

- 🌐 Rural-urban relationships are key for:
  - 🌐 Economic interdependence
  - 🌐 National economic resilience
  - 🌐 Environmental sustainability
  - 🌐 Governance and citizen participation
  - 🌐 Poverty alleviation and economic opportunity

-- UNDP Report on Urban Rural Linkages, 2000



# Closing the Gap

-  The historic divide between urban and rural is artificial and counter-productive
-  It is increasingly recognized that the two sectors are intimately connected in a larger system
-  Fundamental issues of biodiversity, land use, climate change and food security are all inter-connected

# Partnerships

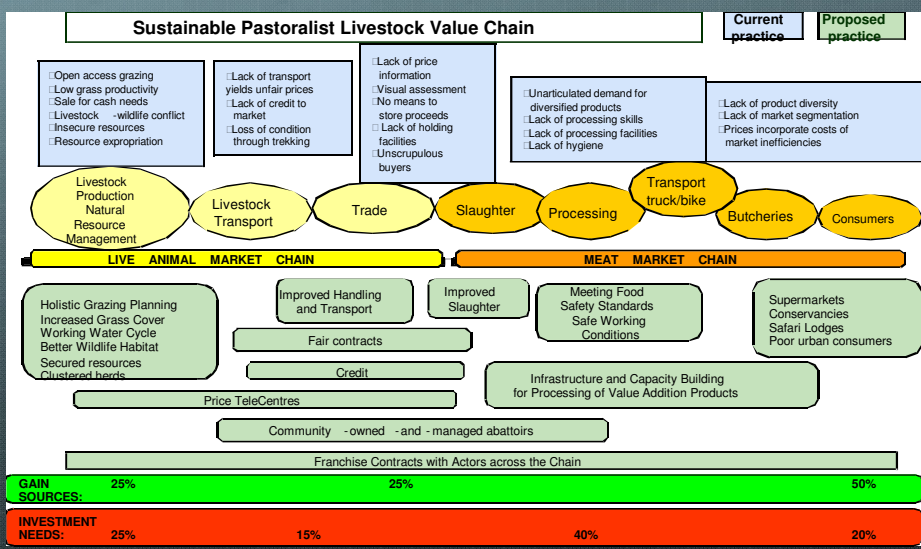
-  Global Alliance for Food Security
-  Government-Civil Society Organizations
-  ICLEI/LAB Food and Agriculture WorkNet
-  UN Partnerships, Potential CSD?



# SARD-Kenya Livestock Working Group

Adding Knowledge, Adding Value, Adding Voice: Socially, Environmentally and Economically Viable Livestock Keeping for the 21<sup>st</sup> Century

## Sustainable Pastoral Livestock Value Chain





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**World Urban Forum: Bridging the Urban Rural Divide for Food & Agriculture** 19

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As many as ten thousand people are expected at the World Urban Forum opening in Rio de Janeiro on Monday, March 22nd. Practitioners and advocates for strong links between urban and rural, food and farming, producers and markets will be highlighting a diverse range of issues addressing the need for food systems that meet the needs of farmers and consumers, wherever they live.

IPSA has linked with collaborators Heifer International and the Sustainable Development Council, US Department of Agriculture, to host an event "Urban Rural Linkages for Resilient Food Security and Vibrant Markets" to consider why resilient food systems are becoming an important "city planning" issue, and provide examples of how local authorities, farmers, consumers, planners and community groups are addressing this in their communities.

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**From Advocacy to Action** 3

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After two years of advocacy for sustainable agriculture and related issues of land, desertification, and a focus on African development at the UN Commission on Sustainable Development (2008-2009), the focus is now on translating policy decisions to concrete action on the ground in communities around the world.

Achieving coherence between policy and practice in the implementation of agreed Commission recommendations takes center stage at the special multistakeholder dialogue session on February 1, 2010.

Collaborators include:

- Municipal Development Partnership for Eastern and Southern Africa (MDP-ESA)
- ICLEI – Local Governments for Sustainability
- Heifer International
- WHY HUNGER
- Kenya Livestock Working Group
- Food & Water Watch
- Food Systems Integrity
- School Food Focus
- Cardiff University – School of City and Regional Planning
- Groundswell International
- IPAT – Institute for Production and Research in Tropical Agriculture
- USDA Sustainable Development Council
- World Union of Wholesale Markets (WUWM)

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**About Us**

IPSA brings together civil society actors, government and United Nations agencies. For over 15 years, IPSA has achieved policy outcomes which have improved the lives of people in both developing and developed countries.

**2009 Highlights**

Read the summary of CSD 17 Urban Rural Linkages. [Click here to download the PDF.](#)

Links for further information:  
<http://practice2policy.org/>



Thank you! Muito obrigado!