



COMUNE DI BOLOGNA



City of Food  
**is Bologna**

Bologna is the town of sustainable and responsible food, urban kitchen gardens, local buying groups, farmers' markets, fair trade, welfare networks for food collection and distribution to avoid waste. Bologna will be introducing itself to New York as a must destination in Italy for the lovers of sustainable quality food and for the interesting program included in the 2015 World Expo context. On October 9<sup>th</sup> at h 8 pm, Matteo Lepore, city councilor for Economy and City Promotion, Tourism and International Relations of the Municipality of Bologna, will present "City of Food is Bologna" to the US press and to the Italian news correspondents of the main US newspapers at Eataly. During the morning of October 10<sup>th</sup>, at the Municipality of New York, a Memorandum of Understanding will be signed between the Municipality of Bologna, CAAB and Grow NYC. In the afternoon of October 10<sup>th</sup>, City of Food will be at Union Square Greenmarket Farmers Market, where the Bologna cooking station will be managed by the starred chef Agostino Iacobucci from the restaurant "I Portici" of Bologna, with the help of the pasta maker Stefania Civolani from the "Trattoria Il Gallo" of Castel Maggiore. Furthermore, a big 100 kg *mortadella* offered by the IGP Bologna Mortadella Consortium will be exhibited. At 4 pm the Bologna delegation will meet the US press. Food anthropologist, author and TV presenter Sergio Grasso will travel through time with wine and food to tell the story of the Italian cuisine from the Etruscan times to the contemporary era.

## CITY OF FOOD IS BOLOGNA

"City of Food is Bologna" is the framework project that will include all the activities regarding food, some of which will be directly promoted, while others will be a collection of research works, spaces, experiences, as well as all the scientific, cultural, and business events connected with the theme of nutrition that will take place in the metropolitan area of Bologna. The public and private partners that will take part in the initiative will contribute to the promotion of Bologna as a city of food at international level. With its own generative logo "City of Food is Bologna" is a concept that has been created by a city branding project aimed at redefining the identity of the city of Bologna. To illustrate its different aspects, Bologna did not select a single logo but rather, starting from some signs of its historical identity, defined an alphabet of geometric signs and used it to generate the different logos that will represent the different personalities of the town.

The main inspiring principles of this project - the quality and culture of food, nutrition, environmental sustainability, scientific research, the protection of biodiversity and the agricultural soil to – are aimed at highlighting the great value of the many excellences of the city of Bologna and its surrounding territory, to be seen as a modern, dynamic and competitive local system, whose supporting pillars are exactly those principles inspiring the development of "City of Food is Bologna".

Bologna is the city of sustainable and responsible food consumption: from urban kitchen gardens to local buying groups, from the farmers' market to fair trade and up to welfare networks for food collection and distribution to avoid waste.

## **SIGNATURE OF THE MEMORANDUM OF UNDERSTANDING (MOU)**

On Friday October 10<sup>th</sup>, the Municipality of Bologna, CAAB and Grown NYC will sign a Memorandum of Understanding. This direct communication between Bologna and New York started in September 2013 with the presentation of the project of “108 Urban Kitchen Gardens” at CAAB (Centro Agroalimentare di Bologna), the Agrifood Centre of Bologna: a great nutrition and environmental education campaign organized on the 3,000 square meters of the CAAB surface re-converted into 108 Urban Kitchen Gardens measuring 25 square meters each, to be grown by 100 kitchen gardeners to be selected from among the students and young families with children of Bologna. That project was very successful thanks to a special guest, Michael Hurwitz, the director of the Green Markets managed by NY City. One year later, CAAB and the Municipality of Bologna are reciprocating the visit on the occasion of the Night GreenMarket Farmer, the event that will take place in Union Square on Friday October 10<sup>th</sup>, where at least 300,000 visitors are expected. The MOU will define a mutual agreement for the promotion of sustainable agriculture and the protection of the environment and health in order to sustain the community and favor education to healthy eating with environment-friendly practices. In addition, the MOU is intended to facilitate people’s access to high-quality food and minimize food waste. Workshops and practical activities will be organized, together with other forms of exchanges, to promote research activities, laboratories and events on social and environmental sustainability, with a special focus on food waste. Experts from Grow NYC and from New York City may be added to the jury of the International Food & Sustainability Award promoted by the CAAB.

## **A CULTURE OF RESPONSIBILITY**

Cradle of the culture of responsibility, fertile land for social and environmental sustainability, taking the lead in no-waste policies, Bologna is also the place where the Last Minute Market was established in 1998. Based on procedures and implementation rules aimed at avoiding the wasting of food that could still be used, the Last Minute Market values unsold food products with economic, social – according to the economy of gift – and environmental benefits. From this pioneering institution, in 2010, a food waste awareness campaign called “One year against waste” was originated, which is still active and known all around Europe.

## **MUNICIPAL VEGETABLE GARDENS**

Through the initiative of the municipal vegetable gardens, created over 30 years ago and spread in a capillary manner in its neighborhoods, Bologna has been developing a culture of self-production and social capital hinged around the relationship between the elderly, immigrants, youngsters and children, up to involving schools. In addition to municipal vegetable gardens, private condominium vegetable gardens were also created, as well as roof-top vegetable gardens, which also use innovative hydroponic techniques. Based on the significant experience of vegetable gardens started in the eighties to help the elderly fully develop their potential, today we are witnessing a new development that has become a veritable social phenomenon: the areas where vegetable gardens are grown are about 20, for a total of over 2,700 gardens that are mostly used by young people. In fact, many population age groups are involved, which shows a radical change in the models of gardens, farming and management methods, which have almost become “urban gardens”. Bologna is also developing a local economy through the experience of local buying groups, that has spread all over the province in support of local farmers, who often form social cooperatives and consortia.

## **MARKETS**

There are 47 farmers’ markets in the province of Bologna, where the local agriculture produce can be purchased. In the municipality of Bologna, farmers’ markets have spread rapidly and are held every week in almost all the city neighborhoods. According to a census taken by the Province of Bologna, there are at least 15 farmers’ markets in the Municipality of Bologna, including Campagna Amica, direct sale markets and the markets organized by the Campi Aperti association.

## UNIVERSITY AND RESEARCH IN THE AGRIFOOD INDUSTRY

The University of Bologna is a leader in food research at European level. Leader in Italy for its success in collecting European funds for research in the agri-food sector with the 7<sup>th</sup> Framework Program in the five years going from 2007 to 2011, it scored a fourth place in Europe for the amount of the funding. In the Knowledge and Bio-Based Economy sector, Alma Mater was awarded 50 European projects. These great successes are due to the high level of integration of competencies in the sectors connected with nutrition: agriculture, manufacturing industry, environment and health are closely connected with the enterprises of the sector both at national and international level.

With over 600 teachers, researchers and interim personnel coordinated in AlmaFood, the Integrated Research Team (IRT) is supported by the research and technological transfer area team to take part in the many activities organized in the agri-food sector. Furthermore, Joint Programming Initiatives to European Innovation Partnerships and up to Technological Platforms and Public-Private Partnerships, all add up to the numberless networks and international working teams. The University of Bologna also coordinates the proposal put forward by the Knowledge Innovation Community "Food4Future", which involves a high number of European countries. The significance of research is also demonstrated by other results: patents and new vegetable varieties, 5 operating spin-offs, 12 top-level training courses and 2 specializing schools; 20 departments and 3 interdepartmental research centers working under several contracts on this theme, as well as the important contribution of the National Technological Cluster.

## FOOD & SUSTAINABILITY

Food and sustainability are an inescapable pair nowadays in the approach to manufacturing and production, as well as in the very notion of agri-food supply chain. CAAB, the Agri-food Center of Bologna, one of the main wholesale distribution facilities in Italy, is well aware of this, with its vegetable and fruit market of 18 wholesalers, 5 cooperatives pooling 290 entities and 100 farmers that sell their produce directly to the public. The strategy pursued by CAAB is based on innovation and sustainability: over the last two seasons, CAAB has built the largest rooftop photovoltaic system in Europe and, for many years, it has been promoting food education campaigns such as "Vegetabilia" for students and the assignment of 100 urban kitchen gardens to young people and families under 30 in town. Within the context of "City of Food is Bologna", CAAB will also promote the 2015 International Sustainability & Food Award to recognize the efforts towards a sustainable production philosophy. This initiative has been conceived for those professionals, researchers, citizens and entities that have distinguished themselves for particularly significant projects within the realm of sustainability and food at global level, which have been successful in developing and achieving tangible results in terms of agricultural and food sustainability. The award will be granted for the first time during Expo 2015 in Milan and – from the next year - in Bologna's Parco Agroalimentare FICO Eataly World.

For further information: [www.cityoffood.it](http://www.cityoffood.it)

