

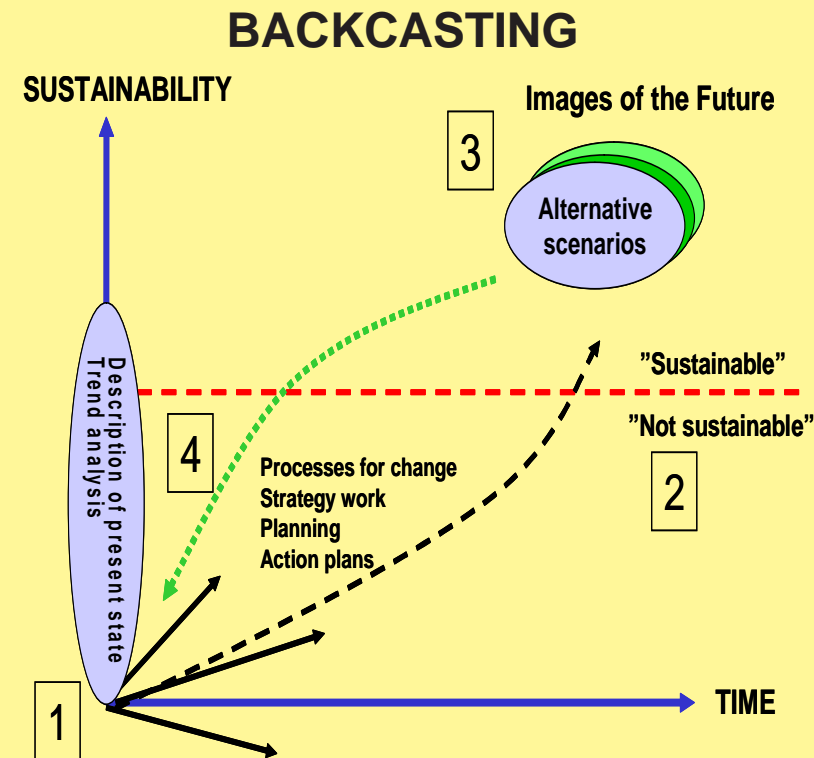
Food Göteborg 2050

Mat Göteborg 2050

Strategies for a sustainable grocery chain using visions and images of the future

The use of visions and images of the future can be an important tool for developing long-term strategies for a sustainable food and grocery chain. In the project Göteborg 2050 we apply this tool to the Göteborg region.

The Food Göteborg 2050 vision has been developed in the spirit of a methodology called backcasting. In the first step of this method an analysis is made of the present state and trends in the society. Secondly, criteria for a sustainable city in a sustainable society are developed. The third step involves the developing and visualizing of images of the future, using workshops and other input. The visions are finally compared to the present state and trends and are used for strategic planning, as input to strategic and action plans and to speed up processes of change.



The project Göteborg 2050

The visionary project Göteborg 2050, aiming to speed up the development towards sustainability, was carried out in co-operation between the Chalmers University of Technology and Göteborg University, Göteborg Energi AB, and The City of Göteborg. Additional support was received from The Swedish National Energy Administration (STEM) and The Swedish Research Council for Environment, Agricultural Science and Spatial Planning (Formas), The Region of Västra Götaland and Renova. The project was concluded in December 2004, but the work towards sustainability will continue in Göteborg and the surrounding regions. For further information contact:

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Visions and Scenarios for a Sustainable Food and Grocery Chain in the Göteborg Region



A sustainable food and grocery chain with:

- Sustainable and locally produced food
- A diet with a higher proportion of vegetables
- Closer between producers and consumers
- Food trade based in local squares
- Conscious and energy efficient consumption

Food Göteborg 2050

Sustainable and locally produced food. A more small-scale and local food production is an important part of a sustainable food future. Value and behavioral changes of the consumers are important. It is no longer necessary to produce as much as possible per production unit. The well being of animals and nature have now become more significant. Farming is ecological. The grazing of animals is promoted. The load on the environment caused by fisheries has decreased due to a number of taken measures. An adaptation of fishing volumes and a development of the fishing tools has been made. There is more cultivated fish fed with vegetarian feed.

A diet with a higher proportion of vegetables. A future sustainable diet consists of two thirds vegetable protein and one third animal protein. The proportions today are the opposite. Thus, the consumption of meat, poultry, sausage, eggs and cheese decreases. The consumption of potatoes, bread, root vegetables, fruits and vegetables increases. A transition to a higher proportion of vegetable protein also brings a positive nutritional effect.

Closer between producers and consumers. The food industry has become less large-scale and the production is moved closer to the consumers. The industry commits to sustainability and has decreased the number of middlemen. There is a strengthened contact between producers and consumers. The waste is handled on site for extraction of energy and nutrients. New, more sustainable, solutions to packaging have been developed.

Food trade based in local squares. The future trade with food is sustainable. The citizens of Göteborg have become strongly aware of which food they buy and the effect of the food production on the environment. The food is labeled with information about origin, transportation volume, and material and energy use. A large part of everyday activities takes place at the local squares where most of the grocery trade is located.

Conscious and energy efficient consumption. In a sustainable future food processing happens in three places; at home, in restaurants and in institutional kitchens. The trend towards increased industrial food processing compared to home cooking has been reversed, mainly due to a stronger contact between producers and consumers. Restaurants and take-away are located at the local squares. Cooking and eating together is socially sustainable. More energy efficient white goods has led to more energy efficient cooking.



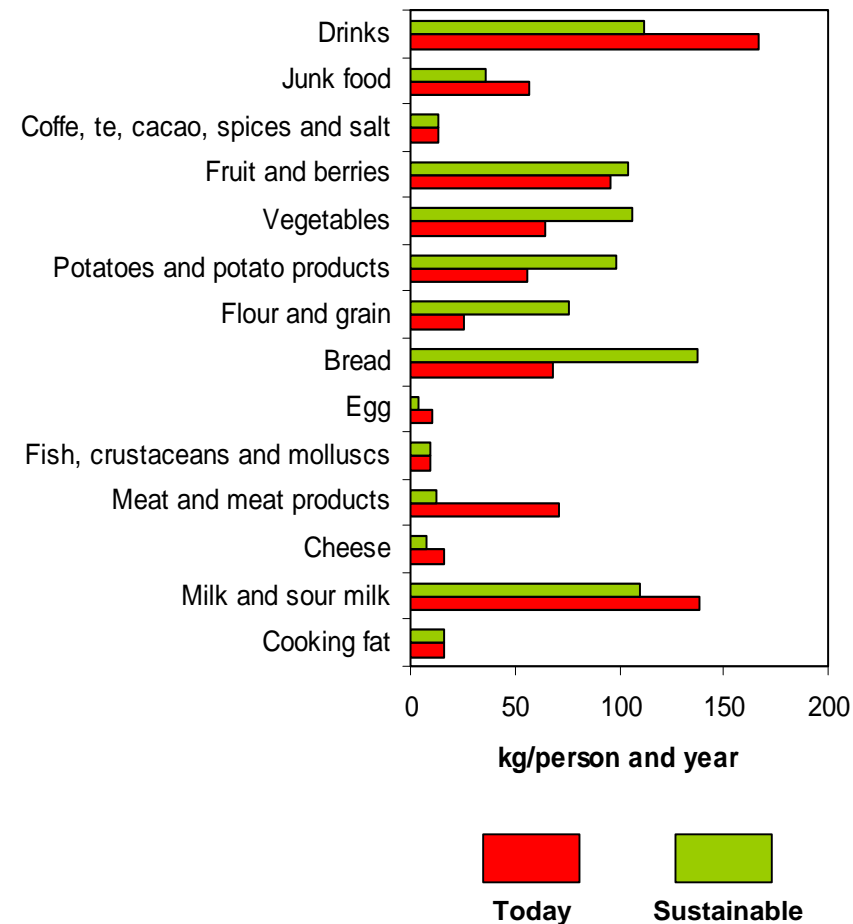
It is socially sustainable to eat together.

For further reading see "Mat Göteborg 2050" (in Swedish), available at www.goteborg2050.nu



In the sustainable diet we eat a lot of vegetables.

Sustainable foodscenarios



The diet proposal above contains less animal protein and more vegetable protein than our diet today. Of the fourteen grocery groups above, the ones containing animal protein decreases and the ones containing vegetable protein increases. The groups called junk food and drinks decrease as well. The group called junk food contains food that is nutritive unnecessary, such as ice cream and candy.

A lively agriculture

"Lisen, Lisen" shouts Bo. "Can you help me to change the pasture for the cows?" Even though they only have 20 cows Bo needs help now when autumn is coming and the summer grazing is over. The cows have been grazing on the fields a little distance from the farm, the fields that have been in fallow this year. Now the cows are going to graze in the fields closer to the farm so they can use the open barn for supplemental feeding and for shelter. Potatoes, other root vegetables, leguminous plants and and fruits have been harvested and are to be sold in local grocery stores. Sometimes people come from the city to shop directly from the farm, so they have to keep some stock in addition to their own consumption.

Lisen takes the biofuel mini tractor to help Bo with the cows. She takes a break in making the new chicken coop. They have no pigs on the farm yet but they are planning on getting some after the winter and to let them graze with the cows.

It has taken some time to design the logotype for the farm but Lisen is pleased with the final result. They need the logotype to be able to sell the meat to the butchers at the local squares in the city. It is important to show the consumers the origin of the meat. Sometimes people comes to the farm to see for themselves how the animals are living and sometimes they even help them with the daily chores on the farm. As the farm is located at the outskirts of Lerum it is easy to take public transportation and day visitors are very welcome.

Bo shouts from the kitchen that the lunch is ready. Lisen and the children hurry inside and sit down at the table. On the menu today there is spinach lasagna with carrot tzatziki.

Visions in Words

Shopping close to home

"What a wonderful morning" Miguel happily greets Sara when he enters the butchery at the local square. "Minced lamb from Håradsgården today?" Sara asks. Håradsgården is the farm from which Miguel usually buy his weekly package of meat, but today he wants to try something different. "No, I think I will mix today. I take half a kilo minced lamb from Håradsgården and two hectogram smoked ham and one kilo cutlets from Lyckegården." Sara weighs up and packages the meat in the washed containers that Miguel has returned from last week's meat package.

Happy with his choice, Miguel walks into the grocery store. He cruises the shelves towards the fruits and vegetables section. He looks around and reads the labels on the edges of the shelves with his scanner. He finds information about everything from origin to the length of the transportation and energy use. He decides to buy some mango from Darampur and then takes the rest of what he needs from local producers.

He strolls slowly up the hill towards home and thinks about the new electric cabriolet in the neighborhood's car pool. At home he discovers that his weekly grocery order that he ordered yesterday on the internet has arrived. "It is nice not have to carry the heavy groceries home from the store", he thinks, and start to unpack.