



Rural-Urban Outlooks: Unlocking Synergies (ROBUST)

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Oikos d.o.o.

Jurij Kobal

jurij.kobal@oikos.si

Rural-Urban Governance Arrangements and Planning Instruments

Local Food Connections: Traditional Slovene Breakfast

Slovenia/also in Ljubljana urban region

1. Overview

Traditional Slovene breakfast offers food produced or processed in Slovenia to selected target groups (i.e., children attending the kindergartens, school children, and elderly in retirement homes and nursing homes) as a national instrument to promote locally produced, Slovene food. The Ministry of Agriculture, Forestry and Food maintains a list of suppliers and partners of the Traditional Slovenian Breakfast project and offers schools financial and organizational support for the breakfast. This is later associated with special learning topics and other activities in institutions who engage with the instrument. The implementation of the instrument is defined with the decision of the minister for agriculture, forestry and food based on the Law on agriculture. The aim of the instrument is to educate, inform and raise awareness among children, youth and the general public on the importance of breakfast, the meaning and advantages of locally-produced food or food that has been produced or processed in Slovenia.

2. Main Challenges

Slovenian food products and link to local food production

- > Food to be delivered at the breakfast has to be produced in Slovenia.

Producers/processors or suppliers must ensure that the foods they deliver for the Slovenian breakfast is of Slovenian origin by attaching a Statement of Origin for the food. Among other activities, this instrument also promotes direct purchases from farms and cooperatives. The food for Slovenian breakfast has to be purchased from the suppliers listed on the list of Slovenian food producers and products published by the Chamber of Commerce (Catalogue of Food for Public Procurement), Chamber of Agriculture and Forestry (“Let’s buy homegrown”), traditional Slovenian Breakfast website and the “Our Super Food” website. Bread is bought directly from suppliers (70%), as is butter (73%), honey, and milk (92%), while other products are purchased from market chains. As a result, the food does not need to be really locally produced – it can be from other parts of Slovenia and children do not get clear message of the

concept of locally produced food. Moreover, this approach favours large producers while small local suppliers can be overlooked, unless schools arrange for a visit to the local supplier's farm or beehives, for example, as an additional/side activity as part of Slovenian breakfast promotion.

Lack of information and knowledge of the instrument among the general public

- > The instrument is being implemented for the last couple of years, but not a lot of information on results and evaluation of the implementation is available. Most of the adult population learns about the project from their children or elderly relatives, if they hear about it from them at all. This leaves out the population without children or with children out of school and/or kindergarten system.

The results and the impacts of the instrument are not known and the results are not being publicized. There is a lack of information on the impact of the implementation of this instrument. Information is available on the implementation and good practices published on an internet site, but other information on the efficiency, effectiveness and impact of the instrument are lacking.

3. Main Insights

3.1. Insights related to the broad area of “network governance”

The project is managed and coordinated within the inter-ministerial working group appointed by the Ministry of Agriculture, Forestry and Food. The group also consists of representatives from the ministries of education, science, health, culture, environment and spatial planning, joined with non-governmental bodies/institutions, like the Chamber of Commerce and Industry of Slovenia, the Chamber of Agricultural and Food Companies, the Beekeepers Association of Slovenia, the Chamber of Agriculture and Forestry of Slovenia, The National Institute of Public Health, the Institute of the Republic of Slovenia for Education, the Association of Fruit Juices of Slovenia, and the Chamber of Craft and Small Business of Slovenia. To achieve standardization throughout the nation, the Minister defines the exact day of the breakfast (implemented once a year, usually in late autumn), food composition for breakfast, the amount of funds for the reimbursement of food expenses for the implementation of a breakfast, and the beneficiaries and processing of the claim for the cost reimbursement. It is not clear whether standardisation was the only reason for such decision or if there were other factors (for example economies of scale, seasonality of food produce, demand size, ease of delivery, etc.).

3.2. Insights related to mechanisms of cross-sectoral coordination and cooperation

The instrument is a nationally coordinated action of the lined ministries and national partners, but also involves companies from the food industry. There are several companies involved from several sectors of the food industry (dairy, retails and others), both small and large. The mechanism for the implementation is based on the cost reimbursement where

schools, kindergartens and retirement homes/nursing homes organize the breakfast, led by the rules appointed by the ministry, and after this they are eligible for reimbursement.

3.3. Insights related to the role of (actual, potential) social, organizational, institutional innovations

The instrument was developed as a promotional tool for national food products and farms. The key message is to educate, inform and raise awareness among children, youth and the general public on the importance of breakfast, and the meaning and advantages of locally produced foods or foods that have been produced or processed in Slovenia. But the key issue is how to present food as local and present benefits of the locally produced food to youth and children.

4. Effectiveness Indicators

The strength of the instrument is that implementing partners – kindergartens, schools and retirement/nursing homes - are developing their business relations to local food chains and are developing their understanding for the importance of healthy food.

There is an opportunity allowed by the legislation to directly purchase the locally produced food. Such local purchases are partly promoted with this instrument, however due to the lack of data on the impact of this instrument, the actual impact is not known. The ministry provides information that only 5% of the education institutions did not use this procedure for local food supply (data is from a survey; not from the official data of the tender procedures). The instrument of the breakfast at least in part contributes to the development of these local markets, but as discussed before, no data is available on the trends or the impact. It may only be speculated that the instrument is developing local food chains and is developing the local food partnerships.

5. Illustration and further information

Main website of the instrument: <http://tradicionalni-zajtrk.si/>

Presentation of good practices: http://tradicionalni-zajtrk.si/media/uploads/public/document/173-dn142268_17_katalog_sl.pdf

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