

# URBAN FOOD STRATEGY MIX

Sustainable Food Workshop for European Cities



## FEEDING MILAN. ENERGY FOR CHANGE

A framework project of city supported agriculture

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An URBACT II Thematic Network - Sustainable Food in Urban Communities

Connecting cities  
Building successes







City of Milan

47.000 hectars of agricultural land

EXPO 2015 at the horizon. “Feeding the Planet. Energy for Life”

Agricultural Park  
South Milan

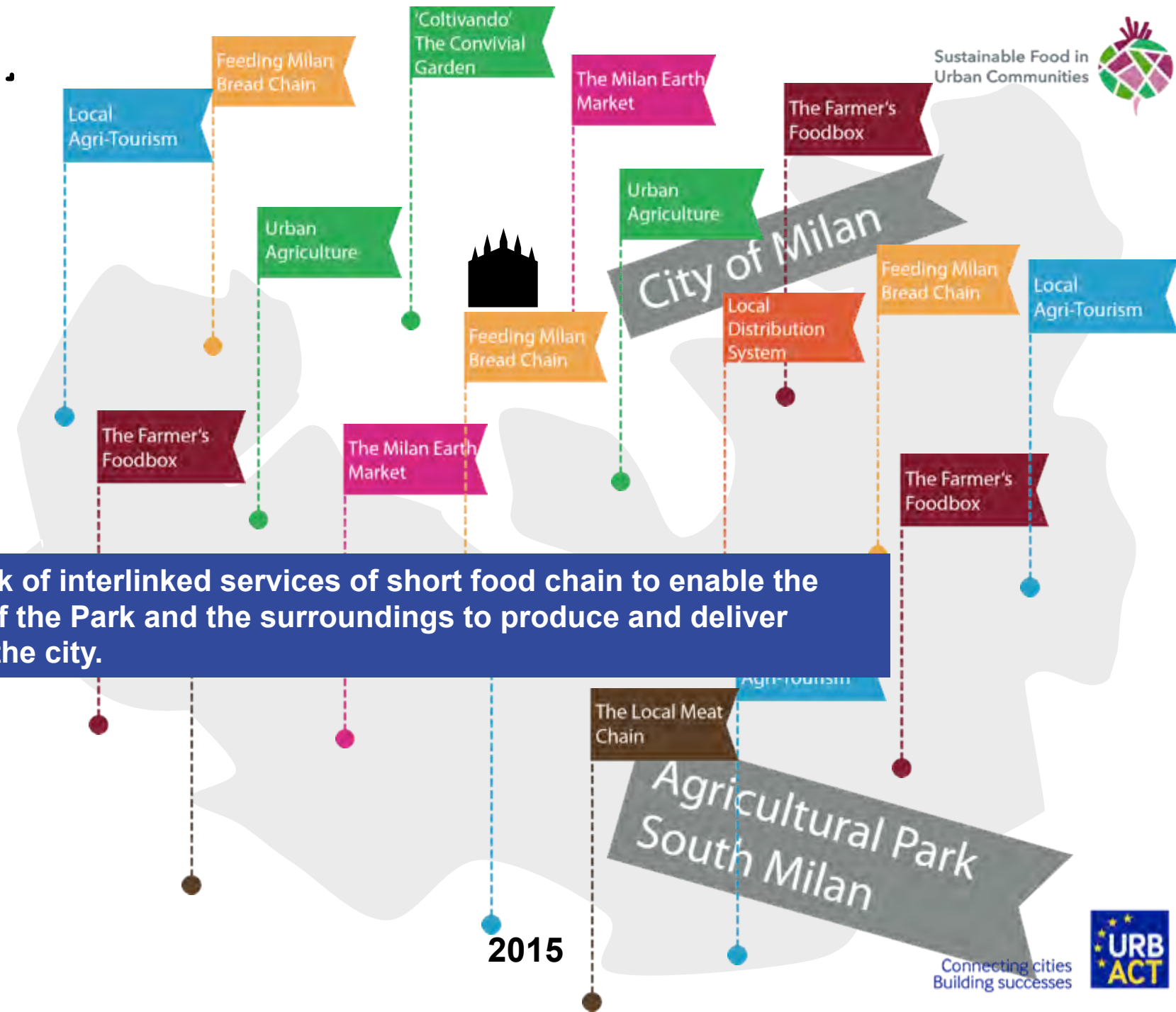


City of Milan

Agricultural Park  
South Milan

## FEEDING MILAN. Energy for Change. 2010-2013





A network of interlinked services of short food chain to enable the farmers of the Park and the surroundings to produce and deliver food for the city.



NUTRIRE<sup>®</sup>  
MILANO

Different kinds of services, targeting different users and involving a variety of stakeholders.





## Synergies between analogous services

What is better owning?  
What is better sharing?

## Synergies between complementary services

What is worth doing?  
Which activities could  
support others?

The Farmer's  
Foodbox

The Farmer's  
Foodbox

The Milan Earth  
Market

The Farmer's  
Foodbox





**CONVIVIALITY:** challenging the industrial system through quality, collaboration, sympathy, trust.

**“Good, clean and fair”. Protecting and rediscovering  
Growing the knowledge and experiencing.**







## The Milan Earth Market

## The Milano Earth Market (the farmers' market)





## The Milan Earth Market

Bike delivery



Communication and dissemination



Cooking: street food



Co-designing: the Idea Sharing Stall



Food Tasting Workshops



Training workshops



Eating together: the Convivial Tables



Local food sale



***The Earth Market:  
the farmers' market***







Local Distribution System

The Local Meat Chain

Feeding Milan Bread Chain

Urban Agriculture

Local Agri-Tourism

The Milan Earth Market

The Farmer's Foodbox

Coltivando The Convivial Garden

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'Coltivando' The Convivial Garden

cittadini creativi  
proponi, progetta e sperimenta i servizi che vorresti

coltivando  
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[www.blackwell-sydney.com](http://www.blackwell-sydney.com)





**IL PANE DI MILANO**

**LA FILIERA DEL PANE**

Il grano del Parco Agricolo Sud Milano è macinato nei mulini del territorio, il pane è lievitato naturalmente e cotto nel forno di

**Slow Food Italia**

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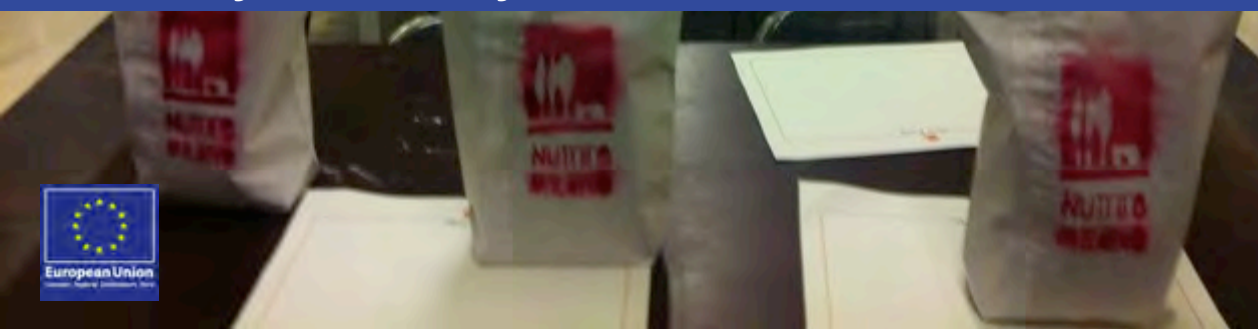
**Massimo Grazioli**

**Slow Food Italia**

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## Service system identity











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