



The 12th LE:NOTRE Landscape Forum Nürtingen, Stuttgart Region
June 27 - July 01, 2022 Nürtingen, Germany

Foodscapes and Agriculture in Urban Region

Sustainable Foodscapes

NÜRTURIN-GEN

Landscape Forum Stuttgart Region
27.06. - 01.07.2023

Re-inventing the productive city region

The annual landscape forum of the LE:NOTRE Institute (NL) is hosted by Nürtingen-Geislingen University (DE) in 2023.











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LE:NOTRE *Institute*
Linking Landscape Education, Research and Innovative Practice



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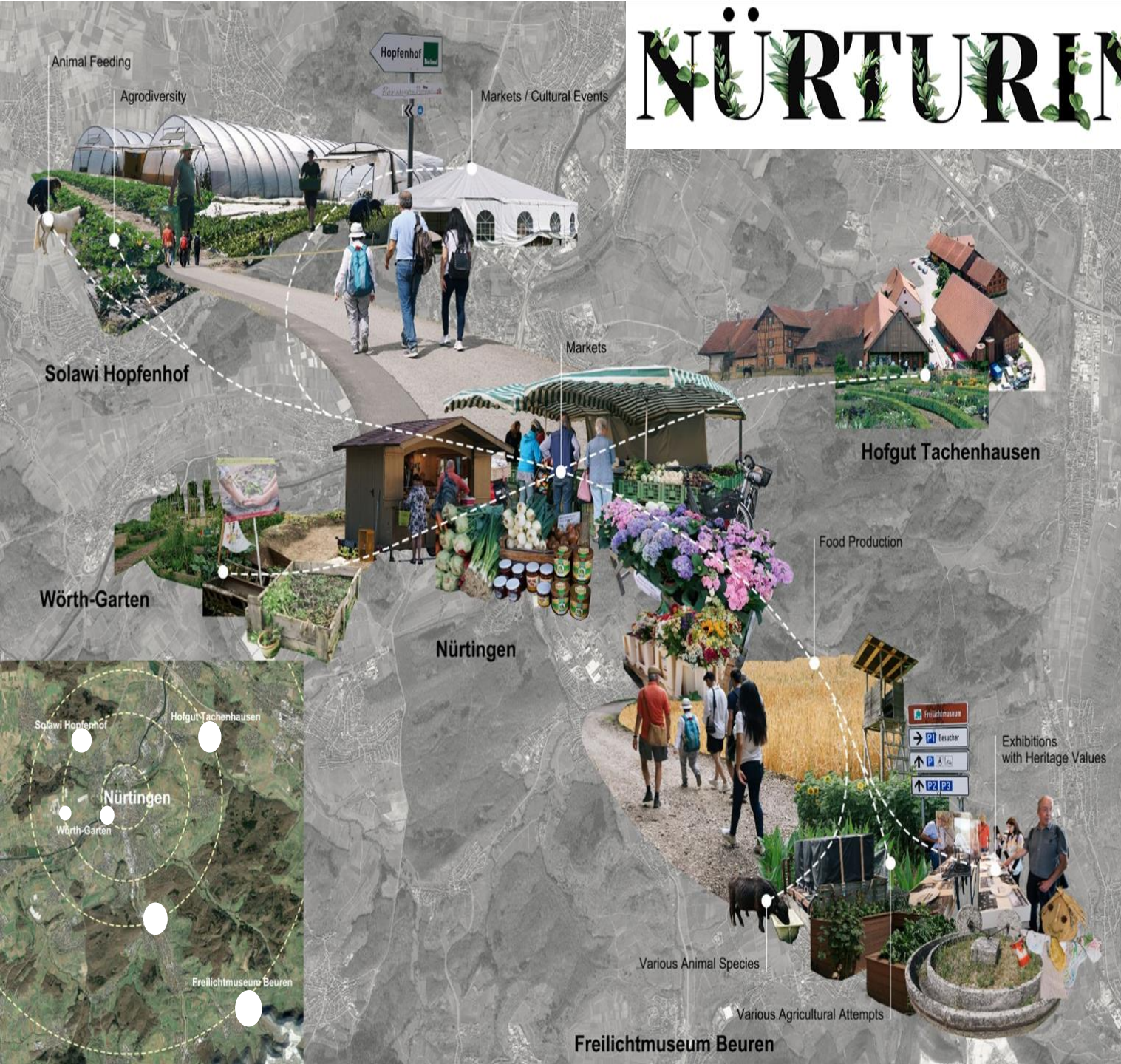
LNI coordinators: Jeroen de Vries, Meryem Átik, Roxana Triboi, Arati Uttur

TELOS participants: Meryem Átik, Ibrahim Yilmaz, Roxana Triboi, Jeroen de Vries

Local experts: Roman Lenz (HfWU), Jurek Brüggem (IBA), Uli Ostarhild (Ernährungsrat StadtRegion Stuttgart e.V.)

Participants: Havva Gonca Kaynak Altıngüzgün, Reven Özdemir, Mattia De Vito, Hongyi Zhou, Weicheng Li, Shashank Yadav, Daisy Corleona Yoval, Malavika Mohan Das, Ernesto Velasquez

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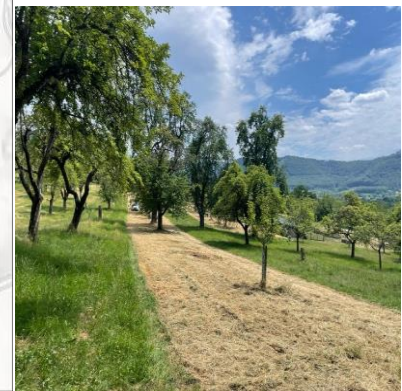
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LANDSCAPE ON A
PLATE

Agroecological and cultural park



Reinforcing the agricultural cultural heritage and identity of the territory of protected landscape of meadow orchards as platform for participatory, cultural, pedagogical, leisure activities and ecosystem services (maintained by extensive grazing)



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Local Food Strategy

→ fairness, availability, accessibility

Possible strategic orientations

Enhancing the sustainability of the local food system by **fostering food based projects** in the city and peri-urban area

Consider **using agricultural heritage** as a driver for ecosystem and cultural services, preservation and remobilisation of agricultural land with implementation of secondary uses, such as leisure activity;

Support short chains by communal markets, food hubs, local branding linking to consumers and retailers.

Raise awareness and educate on food by school gardens, foraging excursions, tasting experiences
Food self-sufficiency of the local territory and access to local products

Diversification of land use and crops with local varieties

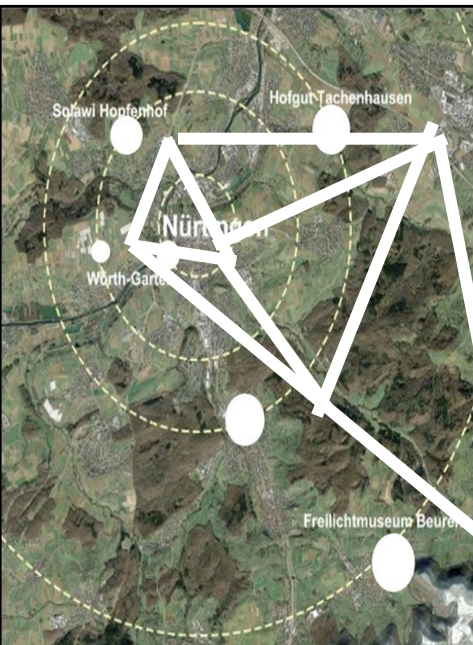
Public procurement based on just and local products while enhancing the nutritional values of the menus for the public institution



Nurtingen Local Food Council

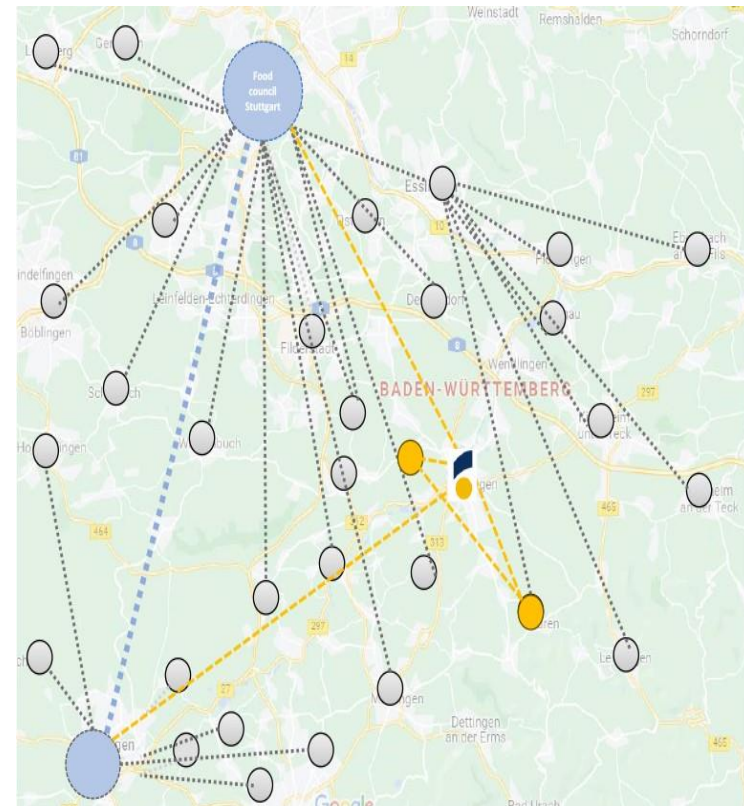
A platform of dialogue and co-development that reunites **all relevant structures and stakeholders in the food system at local level but also at regional level (such as Stuttgart Food Council)**, mobilized through participatory processes such as workshops

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Territorial Food Hub

1. Connecting existing and under-used food infrastructure
2. Creating complementary logistic especially for food collection, transformation and storage
3. Reinforce the consumers-producers solidarity while including the socio-vulnerable populations as **PROSUMERS**
4. One of the focal food points in Stuttgart region



System & Business Modelling

Model of Desire

Model of Necessity

POSITIVE FOOD MARKETING

Interactive – Inclusive – Innovative – Digital – Overarching

Alternative

–

Efficient

–

Accessible

*Commercial - Community
Capitalistic - Postcapitalistic,
Industrial production - Healthy Food*

*Social
Environmental
Prices, Amount*

*Accessible for Low income
Emigrants
Disadvantage
Vulnerable*

PRODUCERS

Cooperatives



CONSUMERS

Prosumers

Community Gardens, Kitchen,....

Food Production

Food Processing

Food Retail

Logistics

Sales

Food Consumption

Farmers, Farmers organisations, Wholesalers, Prosumers, Manufacturers, Retailers (Grosseries, supermarkets, etc.) Consumers

Scaling down to local

..... Building Solidarity in Agriculture

Stakeholders

Farmers, Farmers organisations, Wholesalers, Prosumers, Manufacturers, Retailers, Consumers (public, visitors, restaurants, ...)

Governance (Federal, Land, LandKries, Regierungsbezirk, Municipality,), Federal Ministries

Local Food Community

SoLaWi Hopfenhof-Traub

Bunte Beete

Wiesenobst

Weingartnergenossenschaft

HFWU – Food Projects:

Genbanke – GeneBank

KOPOS Cooperation

A.Dilger BUND -Agriculture Festival

WeltGarden Tunsel, Community Garden

Ernährungsrat

+++

Food Banks,

Food Canteens

Free Coffees

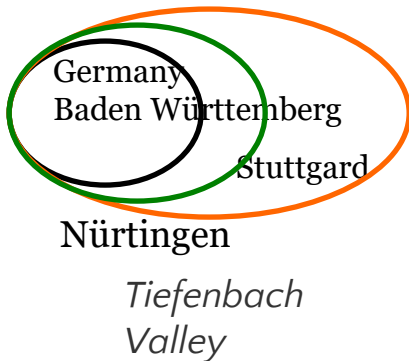
Community Kitchen

Food Hubs

Food Dialogue

BackKitchen

Local Food Shops



POSITIVE FOOD MARKET

(PFM)

POSITIVE FOOD MARKET (PFM): Community based organization in Nürtingen Region.

Main Activity: Direct marketing of local products from producer to consumer (online and bazaar).

Mission Statement: Positive food marketing is to shorten the distance between agricultural producers and consumers to promote local farming and to strengthen our communities through access to fresh and healthy food.

Key Partners

- Municipalities
- Food Council
- Bio Supermarkets
- SoLaWi
- Lokora
- Wörth Park
- HfWU
- OLA

Key Processes

- Management of coop
- Logistic
- Sales
- Marketing
- Gaining members

Key Resources

- Management of coop.
- Own capital
- Storage
- Distributing centre
- Farmers
- Trucks
- Marketing Place
- Web Pages

Value Proposition

- Volunteers:**
- Direct access to fresh food
- Lower marketing cost
- To create attraction
- Increase in costumer potential

Products & Services:

- Local products
- Other products made from local produce such as jam, soap, liqueur and many other food and cosmetic products
- Alternative marketing
- Regional recognition

Channels

- Farmer Bazaar
- Online Shops

Customers

- Local people
- Tourist
- People looking for fresh and healthy products

Beneficiaries

- Farmers, Producers
- Nature

Cost – Driver:

1. Variable costs: Material costs (Local agricultural products, packaging materials, Fuels etc) temporary workers wages, maintenance,

2. Fixed costs: general administrative expenses, permanent worker cost, depreciations, financial cost, rent, ownership taxes

Income Driver : EU subsidies, stakeholders, municipalities, gross product values (online and bazaar), rents

Customers & Beneficiary Input: Social integration, support local product, increase of producer income, fair price for consumers

Key Performance Indicators : Marketing margin, consumer satisfaction, food waste rate, income per farmer, financial ratios



Spatial Strategy: Nürtur Hof:

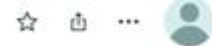


A.Uttur;W.Moreno

Spatial Strategy:

Neckar Landscape: Pattern, Perception and Process Nürtur-Net

#nürturin-gen #nürtingen #homegrown #networks



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#homegrown
#networks

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#homegrown #ediblegardensconnected #foodnetworks



<https://storymaps.arcgis.com/stories/1421a1934f2a437aa9083b6f8a17fo87>

Spatial Strategy: City Region



OUTCOME STATEMENT

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- Installing a **food council** that builds the network of local initiatives, links it to local and regional governance, facilitates a community based movement
- Enhancing the local food system by **fostering food based projects** in the city and peri urban area
- **Support short chains** by communal markets, food hubs, local branding linking to consumers and retailers
- **Raise awareness and educate** on food by school gardens, foraging excursions, tasting experiences (good Beispiel in Freilichtmuseum Beuren)
- **Diversification of land use** with more grazing, bee keeping
- **Diversification of crops** with local varieties, less animal feed, promote growing vegetables, nuts, fruits
- Give **urban dwellers more access to land** for self subsistence, growing own food. Transform green areas, groves & forest edges into more edible landscapes
- Consider **using agricultural heritage** as a driver for cultural services (tourism) but include also biodiversity and food for wild animals in this.

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