



Developing a robust approach to engaging the food market in Copenhagen

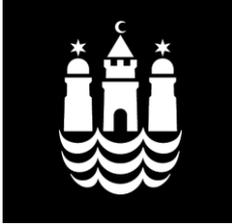
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Innovation in the meat market in Denmark

- The Municipality of Copenhagen has a this a target of 90% organic food to be served in public meals. We need organic Halal meat to meet the political goal.
- To force the hand of the market, Copenhagen committed to awarding extra points to providers who could offer Organic Halal meat. The market was notified of this development.





Diversity and seasonality in fruit and vegetables

Using seasonal diversity as a criteria in the tender, by giving more points to the bidder who offered the greatest variety.

Supplying with an "all round" version for all year were it is necessary (i.e. apples, potatoes...)





Fish in season from SME

Asking for a box of unspecified fresh fish in season delivered every week to the kindergartens.





Dialogue with the kitchen and the market – prior to tender

- Prior to writing the tender, it is important to ask the kitchen about their needs.
- That is followed by having a market dialogue – what can the market deliver, and how?
- Keeping in close contact with the kitchens during the process of writing the tender.
- Inviting the market to another market dialogue. After this meeting the market can ask written questions, which are published (anonymous) with an answer to all participants.



Dialogue with the kitchen and the market – after the tender is published

- 10 days after the tender is published, another market dialogue takes place. Here the procurement officer tells about the tender, why did it turn out this way, what are the thoughts behind it, and why some of the comments from the last market dialogue has been implemented, and some have not. This is an informational meeting only, questions can be asked, but everything is recorded and published (for now in writing) afterwards.





Small producers (SME)

- Dividing the contract into smaller more specialized lots, as the new directive suggests, in order to lower the threshold for smaller producers / entrepreneurs.
- External advice to SME on how to fill in the tenders.
- The expanded admin burden is out-weighed by getting better products, there by better contracts. The admin burden can also be markably reduced by working from a common template with all the suppliers.



The future?

