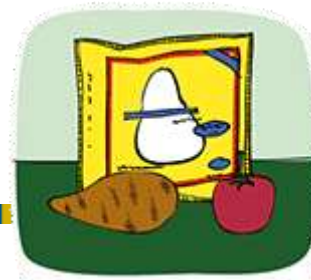


Nutrients for All: Cities Nourish

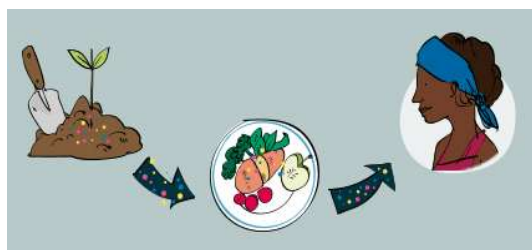


A city can nourish itself.

Ashoka Fellows and other pioneers are pointing to the power of a city that can nourish itself. Now we need leaders and partners to help us build the framework that will spark change along the nutrient value chains and enable cities around the world to nourish themselves.

Food and nutrition movements continue to build momentum in urban areas. Led by social entrepreneurs, they are unlocking what it means to be a fully nourished city. They are encouraged by government, consumers, citizen organizations and businesses alike.

What they point to is clear: Fully nourished babies grow strong, fully nourished youth are active and engaged, and fully nourished workers are more productive. The community is healthier. Increasing focus on these positive outcomes and measuring them with new information technologies will drive demand for full nourishment foods and services. This is far more disruptive than traditional supply side interventions that address factors like supplies of, and outlets for, fresh food. Innovators will have new opportunities to positively contribute to their communities.



Like the food movements, we see a time coming when governments, citizen organizations and businesses awaken to this concept of “the city is nourished and also nourishes.” This will drive demand for the foods and services that lead to the positive outcomes mentioned above.

Moreover, the gains from full nourishment foods will ripple beyond the cities in which they occur. Establishing demand for full nourishment foods and services will force redesign of the supply chain, encouraging the generation and preservation of nutrients at each step of the nutrient value chain – in natural landscapes, agriculture, food production, and consumption. How? Full nourishment foods must be prepared and produced in a way that preserves nutrients; they are made from nutrient-rich agricultural products; and those agricultural products are grown in nutrient-rich soil. A demand for nutrient-rich food should drive the protection of landscapes and full nourishment of soils because they support the production of healthy foods that nourish people. They are all connected.

This is a call to action. We can catalyze cities that nourish.

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