



Nuremberg (Germany)

544,000 inhabitants



💡 Raised awareness on systemic change

🍎 Nutrition, quality, taste, freshness, seasonality

🤝 Improved access to nutritious and affordable food

'GemüseWert' - Regional Organic Vegetable Supplies

What? To strengthen regional organic vegetable supply chains. To connect farmers, processors, retailers, and caterers, thus supporting organic farming and sustainable food procurement.

When? December 2020 - July 2025

Who? Producers, suppliers, schools, hospitals, catering companies, urban society

"Change is feasible if local authorities take bold steps and take practitioners seriously."

The challenge?

Despite growing demand for organic vegetables in Nuremberg, regional supply chains remained fragmented and dependent on centralised distribution. Regional farms faced barriers to organic conversion, limited sales channels, and complex logistics, while consumers lacked awareness of where their food comes from and how it is produced.

The solution!

'GemüseWert' established networks and specialist working groups on organic conversion, logistics, product development, and processing. New collaborations between farmers, processors, logistics partners, retailers, and the catering sector sparked practical regional solutions. Educational campaigns and public relations work raised awareness of regional organic products, supported by scientific evaluation.

The results:

'GemüseWert' strengthened cooperation across the regional food system, creating new opportunities for farmers, processors, retailers, and caterers. Several farms successfully switched to organic production, increasing availability of regional organic products through better logistics and new sales channels. Children and consumers are learning more about healthy, regional, and organic food through educational activities and school projects.

- **Economic impact:** Farmers benefit from new sales opportunities and support in switching to organic production, while buyers benefit from more reliable access to regional products.
- **Social Impact (SROI):** Educational and hands-on activities have increased awareness of healthy, regional, and organic food, especially among children and young people.
- **Environmental impact:** More regional organic production and improved logistics lay the foundations for more sustainable food sourcing and procurement, although the direct impact on emissions and food waste cannot yet be measured.



Photo by [Mateo Krossler](#) on [Unsplash](#)

Key Takeaways for Cities:

💡 **Involve producers, suppliers, canteens and administration early on equal footing.** A strong network is the basis for sustainable structures and mutual trust.



💡 **Start with concrete, achievable sub-goals.**

Visible successes create motivation and acceptance among all those involved.

💡 **Ensure clear political support** – e.g. through council resolutions or integration into a municipal nutrition strategy. This creates reliability for regional partners and facilitates procurement in terms of sustainability.



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