



BEST PRACTICE IN ADULT EDUCATION FOR A JUST TRANSITION

Positive Food Household Challenge

Supporting Sustainable Lifestyles
through Education

JULY 2024



Co-funded by
the European Union

Positive Food Household Challenge

– Supporting Sustainable Lifestyles through Education

Context and Initiative Details

Name of the initiative	Positive Food Household Challenge
Geographical scope	National, taking place in several regions of France (Bretagne; Rhone-Alpes; Ile-de-France)
Sources of funding	Donation, private funding from partners (in environmental matters, health, sustainable development etc).
Duration of the initiative	6 months
Target audience	All publics, with a specific approach to including migrant households through contact with NGO's specialized in supporting the integration of Migrants.
Social justice focus area	Environmental justice
Goals of the initiative	Increase knowledge about locally grown, organic, and seasonal food. Give people the means to affordably acquire wholesome, locally sourced, and organic goods. Make participants sustainable food ambassadors so they can spread awareness among their peers.

Good Practices Description

Stakeholder engagement in the process

The initiative's pilot organization is the National Federation of Organic Agriculture, or FNAB. Only an organic house (MAB) or farmers' group (GAB) that is a member of the FNAB may propose and oversee a challenge in a given region.

Methodology used (if available)

About ten households, including singles, couples, and families with kids, band together to take on the task of consuming more organic produce from their local area while sticking to a fixed budget and having a good time eating. There is no cost for the program.

Teaching approaches (if available)

3 activities: nutrition workshop, cooking workshop, farm visit. These workshops are animated by experts (nutritionists, training specialists and farmers practicing organic farming).

Challenges and outcomes

Key factors contributing to success

Increase participant families' understanding of vegetarianism, seasonality, and the value of well-balanced menus by holding workshops.

Encountered difficulties and challenges

The prevalence of misconceptions about seasonal and local food, which lead households to believe that these types of products are unaffordable, time-consuming, or inaccessible, particularly in rural areas, calls for extensive awareness-raising efforts. Some households may be discouraged by these preconceived notions and choose not to participate in the program because they do not see this challenge as realistic.

Recommendations

Micro level:

Purchase via short circuits. If it's not feasible because the food (such as chocolate, coffee, or exotic fruits) must come from a foreign country, select

- Purchase goods in bulk
- Purchase complete goods (sugars, cereals).
- Purchase seasonal goods (the PFHC created a calendar).

Impact

Participation of 2000 families since 2012 (1st edition of the challenge):

(Source: [Présentation générale des défis](#) | [Défi des Familles À Alimentation Positive \(foyersalimentationpositive.fr\)](#))

A participating couple in 2022 said, "Our cooking has become lighter and richer in vitamins, with more fresh seasonal vegetables and fruit, and dishes prepared more quickly." Subsequently, it appears that participants favor purchasing food from nearby stores and via narrow distribution networks. "We'll be able to learn more about regional producers and exchange ideas with other families to further enhance our children's and our own diets, thanks to the Challenge." In order to start our own vegetable garden, we also intend to participate in gardening workshops. - (quote from a family that participated in the 2022 challenge).