

TEL AVIV AND YAFO, ISRAEL: SCOUT FOOD MOVEMENT

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THE ACTION AND ITS AIMS: The Scout Food Movement provides children enrolled in summer camps with food that is healthier than standard fare, with a focus on local food sources. The scouts (around 8,000 a year, aged 9 to 19) are also taught to think critically about food advertising, preparing them to make good choices in the food environment. The initiative aims to increase understanding of local food supply chains by young people and their parents, to promote the development of healthy cooking skills, and to turn healthy and sustainable eating into a trend.

WHEN IT WAS INTRODUCED: The scheme was introduced in 2016. The following year it was extended to include outreach to parents, such as teaching them how to prepare popular healthy recipes and informing them about sustainability.

WHY IT WAS NEEDED: The environmental conditions of Tel Aviv-Yafo mean it is vulnerable to the depletion of natural resources and there is a need for action to ensure food system sustainability. Rapid population growth is causing additional concern over food security.

WHO INITIATED IT, WHO IS INVOLVED: The initiative was rolled out by the Scout Movement; it goes some way towards addressing key issues in Tel Aviv-Yafo's urban food policy, drawn up by the municipality, civil society groups.



Avocados: locally sourced produce in Tel Aviv-Yafo (Israel), Shutterstock/Jaboo2foto

Citation: This case study version is from the Menu of Actions (2019). Suggested citation: Halliday, J., Platenkamp, L., Nicolarea, Y. (2019) A menu of actions to shape urban food environments for improved nutrition, GAIN, MUFPP and RUAF.