

The Amsterdam Metropolitan Area Pursues Sustainability from Soil to Plate

The **Food Strategy Amsterdam** ([Voedselstrategie Amsterdam](#)) outlines an approach to transform the city's food system into one that is healthy, fair, sustainable, and affordable for all residents. Key goals for initiatives from the strategy include **connecting regional production to urban consumption, reducing food waste, promoting local agriculture and short supply chains, and encouraging a shift towards plant-based diets.**

An example of an initiative which ties into the food strategy's goal to connect regional production to urban consumption is **From Amsterdam Soil** ([Van Amsterdamse Bodem](#)). It is a **platform** founded in 2017 that hosts information about all local food-related initiatives in the [Amsterdam Metropolitan Area](#). The initiative's goal is to reconnect people with the origins of their food and encourage people to eat locally grown and produced food. The platform **promotes community engagement** through offering shared meals, cooking sessions, and the exploration of local food related activities. It also serves as an online resource for staying informed about local food events and seeking information about urban agriculture.

One of the initiatives under the umbrella of From Amsterdam Soil is the **Boeren Van Amstel** ([Farmers from Amstel](#)). The Farmers From Amstel is a **group of farmers who produce sustainable dairy products while fostering sustainable agricultural practices**, meadow bird conservation, and preserving the area of Amstelland and protecting its nature. The farmers were driven by their willingness to find an alternative revenue model in order to promote sustainability.



Photo by Greta Hoffman on Pexels