

An Appetite for Local Food?

A workshop exploring the benefits and potential for promoting local food in Exeter and District

held January 20th 2010

The Corn Exchange, Market Street, Exeter

hosted by Transition Exeter and partners



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An Appetite for Local Food?

Report of workshop, January 20th 2010

Exploring the benefits and potential for promoting local food in Exeter and District

Workshop held at the Corn Exchange, Market Street, Exeter

1 Introduction

This workshop was held to:

- explore the social, economic and environmental benefits that could be secured by increasing the levels of locally produced and consumed food in Exeter and District; and
- consider how to maximise the impact of current local policies, projects and the resources being used in this area.

Those attending the event came from a wide mix of public sector organisations such as NHS Devon, local authorities including Devon County Council and Exeter County Council, private sector and third sector organisations with an interest in local food work. A full list of attendees is appended to this report (Appendix 3).

The workshop was organised by Transition Exeter, part of a growing global movement supporting actions to be more resilient against the challenges of climate change and global energy shortages. Transition Exeter believes that a sustainable local food production system is a key element in the transition to a low-carbon future. The event was generously supported by a wide range of partners who are acknowledged at the end of this report.

Participants were either directly engaged in local food initiatives, or had a generic interest in the subject and were invited as local food could contribute to their organisational goals. Many of their organisations' work was geographically linked to the Exeter area.

The day was facilitated by Lynn Wetenhall Associates. Lynn is also part of Transition Exeter.

The material in this report was produced mainly by participants working in small groups. This report comprises verbatim reproduction of the material produced by participants and recorded on flipcharts and worksheets.

The verbatim material is distinguished by being in this font.

All other material in the report is linking and other explanatory text.

Full details of this event including the speaker presentations can be found on the Transition Exeter website www.transitionexeter.org.uk



2 Context for this workshop

2.1 Why this event now?

There is increasing interest and activity around the themes of local food production and consumption, including:-

- The government, IDeA (the Local Government Improvement and Development Agency), the Food Standards Agency and LACORS (the Local Authorities Coordinators of Regulatory Services), have joined together to promote local food initiatives, including food strategies, via 'foodvision' www.foodvision.gov.uk
- The government is developing its thinking on food security and a national policy
- Local restaurants, pubs and hotels are increasing their local sourcing
- Producers are turning to local branding and sales, including direct sales to the public
- Public sector procurement of local food is on the increase, e.g. in schools, hospitals, care homes

A range of new approaches are being used to create sustainable local food solutions, for example social enterprises going into food production and processing, Community Supported Agriculture and Local Food Strategies. A Sustainable Local Food Strategy is a fairly new idea in the UK, but is receiving strong support from Government. See Appendix 1 for Transition Exeter's briefing on Sustainable Local Food Strategies.

Transition Exeter supports the development of an Exeter and District Food Strategy, and a partnership to 'own' it. All participants attending the workshop were asked to consider how their organisation could be part of making this happen.

The event was opened by Peter Lacey, Chairman of the Exeter Vision Partnership (Local Strategic Partnership) who welcomed everyone to this groundbreaking event. The first part of the morning saw a number of speakers making short presentations to illustrate the drivers, the benefits and the opportunities for local food production systems; this was followed by examples of work in and around Exeter and elsewhere in the UK. Their presentations have been summarised in the following text.

2.2 Local Food - Drivers, Challenges and Solutions

Gillian Collins, Transition Exeter gave a brief presentation to set the scene by explaining some of the drivers for taking more action in relation to local food production and consumption, and highlighting the benefits local organisations can derive. This was followed by her colleague Dominic Acland from Transition Exeter, also representing the Torbay Coast and Countryside Trust, who introduced the concept of a Local Food Strategy and other tools and initiatives to create sustainable local food solutions. A summary of their presentations follows.

2.2.1 Drivers

- the launch of the Governments Food Strategy: Food 2030, at the Oxford Farming Conference at the beginning of January 2010.
- some of the challenges and negative threats that are being faced on a global scale are set out in this quote:

"The world's food systems are facing unprecedented challenges. Against a background of 'the perfect storm' of **climate change**, **water** and **fossil fuel depletion**, population expansion and the shrinking area of agricultural land, new models of sustainable food systems are urgently needed".

Soil Association – Future of Food International Conference 12th November 2009

2.2.2 Challenges

Some facts from the '12 Days of Copenhagen calendar' illustrated some of the drivers for change and the challenges being faced.

- **Food waste** → If everyone in Britain stopped wasting food that could be eaten, it would reduce CO₂ emissions as much as taking one in four cars off UK roads.
- Food accounts for nearly a third of most people's effect on **climate change**. It also adds to many other environmental problems, like water pollution and flooding.
- **Flooding** → Flooding in Devon is result of unsustainable agriculture practices from soil compaction and soil erosion.
- **Food insecurity** → There is only 2 to 3 days worth of food in our shops at any one time and the recent bad weather has meant shortages of staple foods from supermarket shelves.

Our current food systems pose global threats however they also impact negatively here in Devon. The challenge is to **use local food as a driver to deliver a wide range of social, economic and environmental benefits**, both to the community and to the organisations involved.

2.2.3 Solutions

Some of the benefits of a sustainable local food system include; sustainable agriculture, a reduced carbon footprint, local people growing more food, improved diet and health and a productive city and countryside. Supporting any one of these elements would provide added value across some of the other elements.

Transition Exeter believe that **sustainable local food production, processing and consumption is a key element in the transition to a low-carbon future** and that it is possible to move towards a more sustainable local food system. There are numerous existing public sector policy frameworks at local level to assist in achieving this, notably the Sustainable Community Strategy, the Local Area Agreement, Comprehensive Area Assessment and many more.

As local food is relevant to every organisation and can contribute to their organisational goals, Transition Exeter wanted all relevant partner organisations to consider how they could support this shift. This could be achieved by using existing resources and aligning behind policy and delivery frameworks, but this would require joint working and action. 'Quick wins' could be achieved by changing priorities within existing organisational goals and plans.

Tools and initiatives

As well as setting food objectives within existing policies, there are other tools and initiatives being used to take forward local food work across the UK.

The Torbay Coast and Countryside Trust was cited as a successful example of a project with a major local food theme to its work, primarily through setting up Occombe Farm as a centre for learning about, and retailing local food. Occombe Farm aims to stimulate the wider local food economy by raising awareness and providing local producers with a ready route to market. It employs over 20 people and in addition spends over half a million pounds a year with local producers and suppliers, money which is held within the local economy rather than being siphoned out of the region.

Exeter has great potential to deliver local food initiatives; an example is the Food Hub which Transition Exeter is developing. The Food Hub will be a retail and catering outlet for local food close to the city centre, learning from the mistakes made by previous businesses in attempting to deliver this vision.

Local Food Strategy

A newer, less familiar idea, but increasingly common across the UK is the development of a Local Food Plan or Strategy, which is owned and delivered in partnership with a number of organisations. A food strategy sets out strategic goals for food issues within an area. It is best delivered as a multi-agency strategy as many of the issues are so cross-cutting.

Places with food strategies include:-

Bradford	Brighton & Hove	Bristol	Edinburgh
Gloucestershire	Lancaster	Leeds	Stroud

More on Sustainable Local Food Strategies' and their organisational benefits can be found in Appendix 1.

2.3 Food - a growing environmental challenge

A presentation was given by Gitty Ankers, Principal Officer, Waste Strategy, at the Environment Agency, which provided insight into the challenges from an environmental perspective.

2.3.1 Food Waste

More food waste is being produced each year and the impact and cost of this is increasing all the time. The Environment Agency believes that food waste disposal is a growing challenge and one that is becoming more unacceptable to the public. There are huge costs associated with the collection and disposal of food waste, costing local authorities in the UK £1 billion per year. However many people object to having a landfill in their neighbourhood.

There are fewer places to dispose of food waste, and landfill gives rise to greenhouse gases which cause huge environmental damage. Landfill costs are increasing with the landfill tax, shortage of landfills and tighter regulation. EU legislation has set limits on the amount of waste going to landfill, to discourage landfill and encourage waste avoidance and recycling.

The Environment Agency made participants aware of the situation in Devon; for example, if Devon County Council exceeds their landfill limits, they face Government fines of £150 per tonne, (EU legislation Fine to discourage breaking the limits set for landfilling waste). These fines are payable from Council Tax.

South West local authorities are having to divert 370,000 additional tonnes of biodegradable waste between 2010 and 2013 or face fines. 370,000 tonnes of waste at £150 / tonne would amount to a £55.5 million fine.



2.3.1 Food Waste cont....

The Environment Agency presented the following statistics as a stark reminder of the amount of food that is thrown away whole.

- 1 million slices of ham
- 4.4 million whole apples
- 700,000 unopened packets of chocolate and sweets
- 260,000 unopened packets of cheese



Potatoes
5.1 million a day



Slices of bread
7 million a day



Apples
4.4 million a day



Sausages
1.2 million a day



Yoghurt & yoghurt drinks
1.3 million a day

Half of the
salad we
buy!

The Environment Agency concludes that the current situation is not sustainable and that local food solutions are required involving:-

- Proximity of production – the ‘Proximity Principle’
- Sustainable agriculture
- Sustainable waste management using waste as a resource

Holsworthy Biogas in Devon was given as an example of sustainable waste management. It is the first anaerobic digestion plant of its type in the UK. It converts animal slurries and food processing waste into electricity, heat and organic fertiliser. It is valuable in its diversion of biodegradable waste from landfill. Using 150,000 tons per year, 20% of which is animal slurry and 80% of which is food processing waste.



2.3.2 Other environmental impacts related to soil erosion, food miles and climate change

- Unsustainable agricultural practices in Devon are leading to soil compaction and other problems which in turn cause increased run-off, resulting in flooding and pollution incidents. Some areas of Devon are particularly susceptible due to their sandy soils.
- Other environmental impacts are linked to the dependence on artificial nitrogen for fertilisers. Modern farming relies on chemical fertilisers based on fossil fuels. Such fossil fuels are finite and should therefore be treated as a scarce resource.
- The overuse of nitrate fertilisers can result in run-off and an increase in nitrate levels in surface and groundwaters. Nitrate vulnerable zones have been identified in Devon where nitrate applications will have to be controlled.
- Food not produced locally that is transported long distances (food miles) increases our carbon footprints and can contribute to climate change. There is debate, however, as to whether it is better to grow some foods overseas in hot climates than utilise energy to grow foods in this country. Eating local foods in season is part of the answer.

2.4 The need for local infrastructure and reconnection with the community

David Jenkins, National Trust spoke about further drivers for change and possible solutions, including the need for a 'local food infrastructure', as well as the high level issue of 'food security'.

2.4.1 High level issues - food security

The National Trust is increasingly forthright in its engagement with food issues - including the impact of climate change, world population and food demand, reduced water availability and other factors all threatening global food security. This is demonstrated in their 'Appetite for change' food report published last year (see section 6 – suggested reading), which quotes - "recent concerns about food security provide an opportunity to make sustainable food a mainstream priority".

2.4.2 Local food infrastructure

The National Trust is passionate about supporting local farmers and is engaging with issues such as the need for a consistent supply of locally produced food and for better local infrastructure - for example more locally based abattoirs. One local dairy farmer (National Trust tenant) produces milk that is processed in North London.

The National Trust believes that it can sustain the food produced on its land, deliver conservation and increase local sourcing of produce for their restaurants and other local businesses. Increasingly people are visiting the National Trust to learn about food and their work with local communities, through local initiatives (e.g. at Killerton and Knightshayes Court).

2.4.3 Community engagement and reconnecting people with where their food comes from

The National Trust is a big landowner in Devon with some 9200 hectares of farmland and 181 farm tenancies. Just under 11% of the population of Devon are National Trust members. Add to this high numbers of volunteers and visitors to the county and the National Trust is able to engage with significant numbers of people. Campaigns such as 'Food Glorious Food' and 'Eat into Green Living' (the latter is Defra funded £500,000) aim to influence National Trust visitors and to encourage people to 'Grow Your Own' and make more sustainable food choices. This includes making more community growing spaces available.

The National Trust believes that the way forward is to 'join things up' and this has been reflected in the number of initiatives they have developed in recent years including:-

- Food Sourcing Policy (catering) 2005
- Fine Farm Produce Awards 2006
- Allotments Creation 2009
- Licensed products 2009
- Food Glorious Food 2009/10

At the local Devon properties of Killerton and Knightshayes, the National Trust is giving real impetus to promoting local and seasonal food. They are working increasingly closely with their many tenant farmers. Projects promoting the production and processing of local food include: Community Supported Agriculture (involving 32 acres with buildings at Broadclyst Community Farm in association with the Killerton property) www.broadclyst.org.uk/communityfarm; an orchards project, growing and milling organic wheat locally (Clyston Mill). Sensitive environmental management and the highest welfare standards are important elements. Community involvement is key, helping to reconnect people with where their food comes from.

2.5 The local economy and opportunities through social enterprise

Traci Lewis, Making Local Food Work focused on the economy and promoting community enterprise as a solution to local food needs and more.

Managed by the Plunkett Foundation, Making Local Food Work (MLFW) is a partnership of six organisations, each involved in supporting communities to answer their own food needs. The MLFW goal is to put in place a range of viable, resilient, locally controlled and principled local food enterprises, which, between them, actively contribute to providing social, economic, and environmental benefits to the communities they serve and help to address the challenges of food access and food security. The programme is primarily funded by the Big Lottery Fund.

2.5.1 Local food and economics

The Making Local Food Work programme believes that local food is essential to the future of Britain's food system and as such requires long-term solutions. It is evident that grants and external funding for activity is quickly diminishing. Therefore local food initiatives need to have long-term sustainable plans and consider how they can be financially independent through sustainable business models. The Making Local Food Work Partnership believes that setting up a social enterprise is one way of achieving this, however concluded that co-operation and collaboration are also the key to success.

2.5.2 How policy can support local food

The MLFW Partnership think there are a numbers of ways in which policy makers can support local food, through acknowledging key opportunities and through helping to overcome key barriers. As an example, communities are increasingly taking control of food production and food security through developing direct relationships between the people who produce and consume food. This trend should be considered in development of future food policy and food regulations.

To alleviate some of the barriers being faced by producers and food outlets, there needs to be more engagement in the areas of planning laws, purchasing land, procurement policies and the development of food policy/regulation.

2.5.3 Support at a local level

The MLFW programme is able to offer advice and many different types of support to food initiatives during the life of the programme (until September 2012). Sustain (alliance for better food and farming) has a dedicated South West regional advisor who can also provide support.

Sustain is also involved in projects such as the 'Local Action on Food Network', which aims to improve the food system; including everyone's access to healthy and sustainable food, as well as improving food security and promoting a diverse food culture. www.sustainweb.org

Making Local Food Work concluded with some of the inspiring examples of projects supported under the programme from across the UK

- Community Supported Agriculture - Camel CSA
- Food Coops and Buying Groups - Ferriers Food Coop
- Cooperatively owned Farmers Market Operators - Portishead Farmers Market
- Sustainable models of Home-Produced Food - Worcestershire Country Markets



2.6 Training and educational roles in food production

Paul Redmore, Bicton College Farm Manager provided some key messages about skills and training and their role in supporting a resilient local food economy.

Bicton College believes that there should be an overarching criteria for all training and skills provision which is focused on and responsive to local needs. Accessibility is a key issue and training provision needs to be easy to locate, in the local area and provided at a time that is convenient to the trainee. Training should also be comprehensive, keeping pace with technological advancements and providing continuous development, ensuring that skills are updated and refreshed regularly. Also important is that training is industry led, thus accurately providing the specific skills and courses that are needed by the different sectors.

2.6.1 Demand for food production training

It is Bicton's philosophy that to support the growth and demand for locally produced food and to strengthen the food chain, a wide range of training and education is required and this needs to be developed further. The four main areas of training all relate to the production of local food:-

- **Primary production skills** need to be addressed; providing courses such as on agriculture, horticulture, environmental legislation and courses for small holders and on land management.
- Demand for **business management courses**; including topics such as start up planning, strategy, growth management, customer satisfaction, which are essential to support local businesses throughout the supply chain.
- A wide range of **processing skills** are required for cottage industries which serve high value niche markets, to those larger Industrial units capable of supplying in bulk to the public sector and larger institutions. Finally, caterers will also need the skills and flexibility to overcome inevitable supply constraints of local produce.
- The most critical and required skills needed for local producers are **marketing and distribution skills**. This is particularly for those unaccustomed to supplying direct to a consumer or looking to take the next step up in supplying larger volumes or new markets and to those that promote the benefits to the consumer.

The latter point was echoed in the producer survey, the results of which can be found in section 3.

2.6.2 Changing cultures and consumer attitudes

Paul Redmore quoted his previous experience of managing a large farm, which had its own processing and retail operation. Key problems were the lack of traditional butchering skills, the lack of innovation to cope with a variable product, and the difficulties of producing a consistent product when derived from a small production source.

Another important message relates to educating the consumer. Engaging young people, who are today's trend setters and tomorrows consumers, in changing the culture of desire for 'cheap and convenient' food regardless of the environmental cost is one way of doing this. As is the need to stimulate demand for buying local produce, through reconnecting urban and rural communities and informing young people of the benefits. There needs to be a greater understanding of quality versus quantity, and the limitations of local produce provision such as 'second' grade food e.g. the mis-shapen carrot or less favoured cuts of meat and encouraging greater take-up of these.

There are many schools initiatives linking schools with their local farms, including 'Food and Farming', 'Lets Grow', 'Farm Camp', 'Farm Open Days' and Farm Sunday and these are vital in informing children where their food comes from, often it is inner-city children who participate and it is a valuable experience for them.

2.6.3 Investment in training for the future

A holistic strategy is required to enable strength in every link of food chain, with the essential foundation that the training content is industry led. There is a forthcoming federation between Bicton College with its agricultural history and Exeter College who have amongst other areas a catering background. They are therefore well placed to deliver the required skills and play an important role in engaging with the local community to promote and encourage demand for regional produce, through links with schools and businesses in the area.

However training resources required to demonstrate the practical skills of food production require investment and political support. To train a farmer costs double what it costs to train a hairdresser. Young entrants into farming need help and support to reverse the trend of an aging workforce.

Finally Paul Redmore commented that multi-agency forums, such as this workshop, play an important role in enabling information exchange, which is the pre-cursor to developing a sense of common purpose, which leads to joint working and collaborative action.

2.7 Local food work in schools - the benefits

Lisa Jones from the Food for Life Partnership spoke about how engaging with local food issues benefits not only the school involved, but also the wider community.

The aim of the Food for Life Partnership is to transform food culture by generating positive experiences around food and to empower the whole school community to make more sustainable and healthy choices in the future. There are many ways in which people can be reconnected with their food such as through the experiences of growing, cooking, farm links, through school meals and sharing with the local community.

The Food for Life Partnership aims to achieve this transformation in culture through serving fresh, local, organic meals and sourcing welfare assured meat and seasonal produce. It also aims to improve the lunch-time experience, by providing a friendly dining room environment and involving caterers and supervisors in decision-making. The local community can also be involved in school meals by inviting adults to have lunch at school. Furthermore, health, food and cooking messages from the curriculum are reinforced by the school meals that are served.

2.7.1 Food for Life Partnership with Exeter schools - benefits and resources

The following are the enrolled schools in the Food for Life Partnership for Exeter:-

Atkinson School - Pupil Referral Unit	Newton St Cyres Primary School
Bramford Speke C of E Primary	Southbrook College
Clyst Honiton C of E Primary School	St Sidwell's C of E Primary School
Clyst Vale Community College	West Exe Technology College
Kenn CE Primary School	Whipton Barton Junior School
Ladysmith Infant School (Flagship school)	

The Food for Life Partnership provides resources to support these schools, which are ensuring that all meals provided are freshly prepared using seasonal, local and organic ingredients. Their pupils are encouraged to cook, grow and visit their local farm. These schools also work with parents, local communities and with local businesses.

The Food for Life Partnership suggested ways in which the organisations attending could support the project and their local community by, for example, coming in to schools to provide a talk or demonstration, giving gardening advice or offering their support at a cooking club.

3 What do producers want?

Individual producers, processors, wholesalers and retailers were not represented at this workshop, which was aimed at organisations which could work in partnership towards achieving sustainable local food production systems. Their views were however 'voiced' through results of a survey conducted by Sarah Collier of Transition Exeter during December 2009/January 2010 and presented by Sarah to participants.

Results were presented as a 'straw poll', rather than as empirical evidence, as a modest number of replies received. Many important and topical issues were raised by the growers and producers who responded to the survey are briefly summarised below. The producers were asked the following question:-

*What actions could **local** organisations / policy makers take, that would make your life easier and your business more viable?*

Farmers Market - The Farmers Market (FM) is a high priority for many producers, who view it as an important marketing opportunity and essential sales outlet. Issues include the current location and frequency of the Exeter FM as well as the need to better promote and service the Farmers Market.

Local Procurement - Local procurement is desired by grower / producers and was raised as a common issue in both the short and long term. It requires a guaranteed fair price through contracts for growing and for supplying e.g. with local organisations (NHS, Local Authorities, schools and work canteens considered 'ideal' partners) as well as both commitment and detailed planning over the long term (to enable e.g. crop planning).

Promotion of local food - A coordinated approach by the many relevant agencies was called for to encourage local food production and consumption with all of its associated benefits. Producers could advise on the promotion of local food and also, crucially, how to ensure the correct use of terms such as 'local', 'sustainably produced' and 'organic certification' in the supply and retailing of local food. The dominance of supermarkets was also raised.

Business Support - Support for business start-up and business development were both raised as requirements in the short and long term with many suggestions for action including: skills development and training, supporting the expansion of new businesses, encouraging new entrants, the development of major infrastructure projects over the long-term as well as building up regional manufacture and export potential.

Marketing and advertising - Marketing came up frequently with issues ranging from the need to increase customer awareness of local food, producers and food related events to specific suggestions regarding advertising standards which should be more thoroughly enforced at every stage of the food chain.

Conservation, environmental protection and seasonality- These issues were raised hand in hand with the importance of education the public/consumers and included the important role that local food production plays in sustaining the Devon countryside as well as the need for consumers to be prepared to pay more for locally grown produce from small scale producers.

Skills and training - Recruitment is currently a significant issue: skills gaps are both a short and long term issue. New entrants to growing and producing local food have a steep learning curve ahead and need support; food safety and hygiene was highlighted as an area where a minimum skills level should be more widely achieved.

Other issues raised by respondents included the planning application process (the need for a fair process across the board), red tape (need for less in food regulation), the management of direct threats e.g. disease and the fundamental importance of supporting the development of sustainable agricultural businesses.

For more suggestions on proposed areas for action, quoting directly from the producers, as well as respondents' business functions please refer to Appendix 2 - Producer Survey Responses. A full transcript of producers' quotes is available on the Transition Exeter website www.transitionexeter.org.uk

4 What outcomes should be achieved by January 2013?

Participants were asked to imagine that it was January 2013, 3 years from now... when Exeter is recognised across the country as the place that has made the most progress towards supporting and enjoying the benefits of a more sustainable food system; and describe the outcomes that have been achieved, who they would benefit and how.

Those highlighted in **bold** represent the 'one' main outcome chosen by each group (see section 5 below for a list of these). The results of the group work have been organised into named clusters by the report authors, but the material is otherwise as given by the participants.

	Outcome achieved. <i>Please be specific</i>	Who benefits and how? <i>Explain a bit about why this outcome would be beneficial</i>
Policy (where co-ordinated activity or support from local authorities would be required)		
Local Food Procurement	Develop public procurement of local food - hospitals and schools incorporating real cost of food to demonstrate local supply reduces costs as reduces transport	Establish resilient food supply systems
Local Food Procurement	Increased procurement of local food by local authorities, NHS etc.	Local food producers etc and the customers of the institutions involved
Local Food Procurement	Local procurement by institutions	<ul style="list-style-type: none"> • Producers - additional outlets • Institutions - practice what they preach - greater integrity. • General Public - education opportunities, latent sustainability
Local Food Procurement	Local Procurement for schools, NHS, University, Public Services and buildings, prisons	<ul style="list-style-type: none"> • Local producers benefit: Raising awareness of the people eating the food - cultural shift (meets corporate responsibility requirements) • Food miles reduced • Health of everyone improved
Local Food Procurement/Local Food Strategy	Develop an action and implementation plan with a range of 10% local procurement of food within 3 years	

Local Food Strategy	An implemented Local Food Strategy: involving everyone/organisations with an interest that is driven by local politics which supports and helps fund practical initiatives	General public and specifically all involved in local food because would generate activity/business
Local Food Strategy	An implemented local food strategy for Exeter and District	Everyone
Food Labelling	Develop and accreditation scheme for local retailers/restaurants for championing local food	Raise awareness of local producer to guide choice
Food Labelling	Produce that is locally produced will be labelled as local and the consumer will have confidence in that label	
Locality	We want a coherent definition of Exeter and District to identify locality of production e.g. Food zone mapping	<ul style="list-style-type: none"> • Producers and consumers • Retail vs. wholesale. • This will develop local brand image and provide information to guide consumer to buy local
Fair Trade	Fair trade and local food movements working together	Better prices for local producers whilst still supporting farmers overseas
Poverty	* Link in with food poverty action plan	Greater awareness of good value food and reduction of food waste. Improved health. Tie in with educational cookery classes
Co-ordination and Integration		
Central Co-ordinating Body	A central promotional body (organisation) to liaise between producers and consumers and promotion	Collate information from producers about seasonality, quality, location, standards. Schools, prisons, NHS, education, authorities
Central Co-ordinating Body	Development of one stop information exchange for local food which covers, producers, processors, retailers, consumers and education establishments. A physical place: not a virtual hub	Would benefit the full range of people and organisations within the food chain industry. Benefits to the city by providing an innovative facility

Central Co-ordinating Body	Umbrella management/administration group to bring together all the wonderful local food initiatives happening in the area and to act as a lobbying group	All local food initiatives become more efficient with managerial/admin. support. Support for new initiatives
Infrastructure	A central hub for storing and distributing all our locally produced food.	Local producers/growers/manufacturers and retail groups and therefore customers
Infrastructure	Moving towards oat mills, grain mills etc. to make us more self-sufficient	Everyone will have the opportunity to buy more food they want locally - growers/producers can diversify
Infrastructure	Reintroduce mobile abattoirs: make local meat production and retail viable	Meat producers, beef farmers etc. public (good meat that's affordable). Reduce carbon footprint. Makes better use of whole animal
Infrastructure	Small units for small food producers/manufacturers. For rent on a flexible basis (Penrith)	Small producers and businesses and local consumers and retail outlets as well as local suppliers
Access to Land		
Growing own food	Greater accessibility to land for community allotments/gardens and number of people growing their own e.g. containers e.g. could DCC turn some of their grounds over to allotment space - set an example	Consumers able to access fresh food; increased health benefits (including physical exercise) from good quality food. Increased food security; assurance of knowing where food comes from
Growing own food	Increased numbers of allotments available - especially making use of redundant land	General public - opportunities to get back to the land - physical exercise health benefits including mental health and grow and eat own food
Growing own food	More people growing their own food	All the people who grow their food and their friends and families
Growing own food	Set up land exchange system linked to gardening clubs, doubling the number of people who grow their own food	Benefits individuals who don't have access to allotments or a garden - benefits those who have gardens that are too big. Fosters community spirit. Families learn how to grow food

Land for producers	We should not be selling off Local Authority Farms - but develop local land for local producers	
Producing for local consumption	County farms estate putting terms and conditions on their tenants to produce for local consumption	Traceability; securing local markets for producers; low food miles and reduced transportation costs
Accessibility and Promotion of Local Food		
Farmers market	Farmers' market centrally located in Exeter (e.g. Cathedral green/Castle square/Bedford square) and 2 or 3 times a week	<ul style="list-style-type: none"> • Producers - increased custom • Consumers - opportunity presented near to other shops • Greater awareness of alternative to supermarket etc.
Farmers market	Move position of farmers' market. → Cathedral inside and out. → Indoor market - ex foodeaze site? Guildhall/Woolworths Local people can access food more easily	Local people can access food more easily
Farmers market	Permanent farmers market	To allow flexibility for consumers - so it fits into their lives. Like a supermarket!
Farmers markets	Farmers markets more centrally located	Producers and customers are more accessible to each other
Local Food Outlet	There needs to be permanent 'Community Shop' with council support. Re-introduce 'Panier' markets for very small producers to use as a marketing outlet.	Retail and public sector
Local Food Outlet	Local food outlet in an accessible area of central Exeter	Joins up producers and purchasers. Improves job security and creates employment opportunities for both retail and supply side

Accessibility and Promotion of Local Food cont...

Local Food Outlet	Food hub developed - Social enterprise. However need to consider impact on other business that use/sell local food; convenience for shoppers - would it need to be outside centre to allow parking etc. - people will still drive. Needs to work in partnership with existing businesses. Need to look at price points. Education of consumers to consider cheaper cuts etc. and how to use	<ul style="list-style-type: none"> • Local producers able to access market without having to provide own shop/stall. • Consumer access to local food more conveniently
Promoting Local Food	Existing shops stocking local food	<ul style="list-style-type: none"> • Producers - additional outlets for produce • Retailers - increased range attracts customers • Consumers - increased choice
Promoting Local Food	More local food is being sold locally rather than distributed further afield	The environment benefits from fewer food miles
Promoting Local Food	More outlets for local produce especially in urban areas, central and neighbourhood based	<ul style="list-style-type: none"> • Local consumers and visitors to the area • Local economy and environment (also producers and food supply chain)
Community/Sharing Local Food	Sharing of local food contributing to social cohesion at community level	Everyone - food is locally produced and people eat food produced by themselves and their new friends
Community/Sharing Local Food	Local neighbourhood food projects especially in social housing areas including education about how to cook and prepare and move away from processed food	<ul style="list-style-type: none"> • Producers - additional outlets for produce • Consumers - opportunity to learn about food • Production and healthy eating

Education, Skills and Training		
Schools	All Exeter schools awarded and involved in healthy schools initiative and food for life	Local producers, school children learning about healthy eating and local food and also able to influence parents choices
Schools	Introduce issues of local food production into education	Raise awareness of future consumers
Schools	Majority of schools signed up to 'Food for Life', to educate promote local, seasonal food, growing and cooking improve knowledge of local food businesses	
Schools	Using the Food for Life model - every Exeter school should have allocated budget to support local food production and awareness	
School Leavers	Linking schools with adult education programme - how to shop - how to cook it	School leavers - healthy eating
School Leavers	We need to add value to engagement in food production especially for school leavers	Increases options for employment for school/college leavers. Future farmers will be crucial to developing local production as a valued career
Training	Skills training for all jobs 'pasture to plate'. Making it an attractive career choice	The industry - bringing in enthusiasm and ideas
Training	Food production/training unit'. These small units, located in areas of social deprivation, providing opportunities for local people to develop skills in food production and preparation and local distribution/ retail	Everyone! Perhaps especially adults to learn food production techniques. Getting real food into community e.g. real bread, soup, cakes. Link to where raw materials come from

Consumer education	Education of young people and parents. Show cultural shift in food buying habits	<ul style="list-style-type: none"> Processors Producers People eating the food - future generations Local economy
Consumer education	Easy access to information about where your food comes from and education links	Purchaser finds it easy to understand what 'local' means and has easy access to information about the standards their food meets
Consumer education	Greater awareness of seasonality	<ul style="list-style-type: none"> Consumers and producers Lower cost of food when in season can reduce shopping bills Improved health Again tie in with cookery courses
Consumer education	Education	<ul style="list-style-type: none"> Learning to use different food, cuts of meat etc. Seasonal veg. How much to prepare and cook. Engage with restaurants/newspapers to support
Research	Research into a more diverse range of foodstuffs which can be grown locally	Everyone will have the opportunity to buy more food they want locally - growers/producers can diversify
Environment		
Food waste	There needs to be a re-think over labelling 'use by' dates of produce	To reduce wastage
Food waste	Education on reducing food waste and packaging waste	Local people
Food waste	Increased level of community composting	<ul style="list-style-type: none"> Decrease in level of food waste going to landfill; local gardeners and producers gain compost! Decrease in level of artificial fertilisers used in domestic growing e.g. Copplestone Drive has street composting bin (DCHA)
Food waste	Raise awareness about sell buy dates - advisory but are perceived to be mandatory	<ul style="list-style-type: none"> Consumers don't waste food Council tax payers Seller doesn't have to discount as much

5 Reflection on what 'one' main outcome to achieve

Participants were asked to reflect on the discussions of the morning and come up with the 'one' main outcome per group that they would like to see achieved following today's workshop.

There were 7 groups and their main outcomes were:-

- Much more public sector local food procurement ✓ ✓ ✓
- A central neutral body (with database) and acting as an interface between producers and consumers e.g. knowledge/information and promotion
- Physical 'one-stop' education exchange covering the whole food system
- An implemented local food strategy for Exeter and District
- Greater access to land for both commercial producers and members of the public

6 Suggested reading

Food Matters: Towards a Strategy for the 21st Century - Cabinet Office Strategy Unit report 2008
http://www.cabinetoffice.gov.uk/media/cabinetoffice/strategy/assets/food/food_matters1.pdf

Securing food supplies up to 2050: the challenges faced by the UK House of Commons Report 2009
<http://www.parliament.the-stationery-office.co.uk/pa/cm200809/cmselect/cmenvfru/213/213i.pdf>

Food Futures: Rethinking UK Strategy – A Chatham House Report July 2009
<http://www.chathamhouse.org.uk/publications/papers/view/-/id/695/>

Food 2030: Defra Food Strategy
<http://www.defra.gov.uk/foodfarm/food/pdf/food2030strategy.pdf>

The Lean Economy 2007 - David Fleming

Appetite for Change - National Trust
http://www.nationaltrust.org.uk/main/appetite_for_change_report-2.pdf

Food Futures: Strategies for resilient food and farming - Soil Association
<http://www.soilassociation.org/LinkClick.aspx?fileticket=aBVYgjxtNOI%3d&tabid=565>

'A (Food) system that is able to reconcile the often conflicting goals of resilience, sustainability and competitiveness and that is able to manage consumer expectations will become the new imperative.'

Food Futures: Rethinking UK Strategy - A Chatham House Report Jul'09

Appendix 1

Sustainable Local Food Strategies

A briefing by Transition Exeter. January 2010



What is a Local Food Strategy?

Local Food Strategies are a fairly new idea in UK, but receiving strong support from Government and are increasingly being taken up by councils and their partners.

A Local Sustainable Food Strategy is a document which:

- sets out **agreed strategic goals** relating to food issues. The particular range of issues focused on (health, local economy, local community, environment etc), is the choice of those engaged in developing the strategy.
- can belong to **one organisation or to a grouping/partnership**. However, most food strategies are being developed by partnerships, (either existing ones, or newly created food partnerships) because of the cross-cutting nature of the issues, and because of the many benefits to be derived from a joined up approach to the subject. The ideal is for any food partnership to sit under its area's Local Strategic Partnership, so it has a direct route into policy making, for example, via the Sustainable Community Strategy and Local Area Agreements.
- **pulls together research, good practice and action to more efficiently use the resources** of the many individuals and organisations who have an interest in food and health. The aims of the strategy can then be achieved by agreeing a practical action plan involving a variety of local stakeholders working together towards its implementation.

Transition Exeter support the development of an Exeter and District Food Strategy, and a partnership to 'own' it. We invite all attending today to consider how their organisation could be part of making this happen.

Examples of Food Strategy Objectives

Outward facing

- Encourage the development of a vibrant local food economy
- To improve physical and economic access to food that contributes to health & quality of life
- Increase resilience of local food supply to external economic and environmental impacts
- Increased procurement of local food by public and private sectors

Internal

(to partner organisations / the partnership)

- Provide policy forum – research, intelligence, publications
- Capacity and skills building across organisations
- Develop a co-ordinated approach to food and health
- Making best use of existing resources

Examples of Food Strategy Actions to achieve objectives

- Employ a food development worker to work across the city
- Promote vocational qualifications related to catering, healthy eating and market gardening for 14-19 year olds
- Ensure that local transport plans include clear policies on public transport, positioning of bus stops, appropriate timetabling etc. to facilitate access to food outlets
- Develop a pilot with a council tenanted farm to raise environmental standards and facilitate engagement in local food system
- Undertake a review of 'meals in the community' contract to ensure vulnerable adults receive nutritious and sustainably produced meals

For more information about food strategies, see www.foodvision.gov.uk

Appendix 2 Producer responses to survey by Transition Exeter. January 2010



*What actions could **local** organisations / policy makers take, that would make your life easier and your business more viable?*

Many important and topical issues were raised by the growers and producers who responded to our survey. Topics are briefly summarised and followed by proposed areas for action or suggestions quoting directly from the producers. A full transcript of all Producers quotes is available on the Transition Exeter website www.transitionexeter.org.uk

Farmers Market

The Farmers Market (FM) is a high priority for many producers, who view it as an important marketing opportunity and essential sales outlet. Issues include the current location and frequency of the Exeter FM as well as the need to better promote and service the FM.

I still believe we could find room in the Bedford Square area and thus regain lost customers from Princesshay/Southernhay offices and increase footfall. With adequate trolleys and some flexibility from Highways on pedestrianisation we could surely overcome traffic problems. The current location is ok-ish but loading/unloading is limited and sometimes hazardous. Parking is horrendous!

I wonder if ECC has ever done a simple survey to calculate the size of businesses attending, how much money they take and how many people they employ, all of which must be good for the local economy ... my best selling outlet is Exeter FM (held weekly) but I could do with a second one. I don't want to drive 30-40 miles to another FM when a city the size of Exeter should be able to support lots of local food producers

Get the FM back into the heart of the city! ... taking Tiverton as an example, shoppers must be encouraged out of supermarkets and back to the 'High Street'. Free short stay parking and financial assistance for independent traders would help rejuvenate towns where charity shops dominate key premises, encourage farm shops and delis thus promoting local food

Local Procurement

Local procurement is desired by grower / producers and was raised as a common issue in both the short and long term. It requires a guaranteed fair price through contracts for growing and for supplying e.g. local organisations as well as both commitment and detailed planning.

Guarantee a market at a 'Fair' price, i.e. at a price above the cost of production for a producer located in the Exeter area. To achieve this there needs to be a cultural and political shift. Firstly, this would be manifested by the strategic partners and councils producing a 'local, sustainable food plan' ... (In addition)... Binding commitments from organisations (e.g. schools, hospitals, works canteens, etc.) to purchase a clearly defined quantity of locally produced, sustainably produced food

Organisations such as local authorities/ NHS trusts should be looked at as ideal partners to sell local produce into. (They) already know their day to day requirements and being able to liaise and work out a demand and supply contract would be a good first step". And additionally: "DCC has 3 year contracts that they don't change - this does not help small businesses to supply e.g. local school

Promotion of local food

A coordinated approach by the many relevant agencies was called for to encourage local food production and consumption with all of its associated benefits. Producers could advise on the promotion of local food and also, crucially, how to ensure the correct use of terms such as 'local', 'sustainably produced' and 'organic certification' in the supply and retailing of local food. The dominance of supermarkets was also raised.

Consolidate the various food sector organisations into one body- there are too many all with strengths but also lacking in real teeth. We need one operation with a commercial heart and committed team and less of the cross over. The people are in place already – they just seem almost to working against each other!

Have been disappointed by DCC's pledge to support local food but the lack of direct action, i.e. Devon Food Links was disbanded a few years ago. Also, limiting support to sponsoring food festivals which are very expensive anyway. True, DCC have offered web marketing etc but group sessions a bit wide of the mark or not applicable or impractical for producers to attend. And whilst there is plenty of government help/support for farmers wishing to diversify there is not much (if any) for local food businesses (especially urban based).

Business Support

Support for business start-up and business development were both raised as requirements in the short and long term with many suggestions for action including: skills development and training, expansion of new businesses, encouraging new entrants, major infrastructure projects and manufacture and export potential.

- Dedicated premises at low rents for start-up businesses in towns (e.g. local food centres for retail)
- Provision of marketing/economic support to encourage small local food businesses (under 5 employees) even 12 month periods of support would help ensure business success
- Increase opportunities to acquire accounting and marketing skills (including online)
- Establishment of a central purchasing/distribution hub for local sustainably produced food and drink (pricing would be overseen by a 'mediator'; would recognise existing networks of local producers)
- Supported set-up of infrastructure projects e.g. centralised storage facilities, oat mill, flour mills, local abattoirs etc
- Support business start-ups during expansion phase (could agencies e.g. EHO, Business Link and Trading Standards tailor their support to meet the needs of time constrained small business people?)
- Recognise and build on the potential of many local food to develop into successful manufacturing businesses capable of growth, local employment, competition, profitability, regional and national profile as well as export potential

Marketing and advertising

Marketing came up frequently with issues ranging from the need to increase customer awareness of local food, producers and food related events to specific suggestions regarding advertising standards:

Trading Standards should define, advertise and enforce standards regarding the advertising of local food at all levels and points in the food chain

A link on the local authority website to lists of local food producers and more events (would be beneficial) SWMAS (SW Manufacturing Advisory Service) could concentrate efforts with specific courses; Business link and SWFD could find some sector specific mentors with assistance in marketing plans food export opportunities

Conservation, environmental protection and seasonality

These issues were raised hand in hand with the importance of education the public / consumers:

Local producers have to show the public that by supporting them, the public is providing the Devon countryside with a way of sustaining itself- along with other conservation projects

Be prepared to pay more for locally grown produce from small scale producers ... (without comparing it to) large scale producers and foreign imports (which) benefit from economies of scale if large and in some cases subsidies from regional governments if foreign... Become aware of the seasonality of various fresh fruit and vegetables grown locally so they (consumers) can use and order them at the correct time

Skills and training

Recruitment is currently a significant issue: skills gaps are both a short and long term issue. New entrants to growing and producing local food have a steep learning curve ahead and need support; food safety and hygiene is an area where a minimum skills level should be more widely achieved. Suggestions include:

- Encourage and train new entrants in sustainable growing and farming with courses at all levels, mentoring schemes and training in practical skills (understand links from food production to consumption)
- Include education about food production, preparation and cooking in the school curriculum
- Direct finance to training and developing local talent to high level of technical proficiency thus negating the need to bring in new blood from out of the area as the business grows
- Provide more free/low cost training courses on food hygiene for young people wanting to get into food businesses and also for those wanting to return to work after raising families at home for example

Other issues raised by respondents included the planning application process, red tape (need for less in food regulation), the importance of developing sustainable agricultural businesses and managing direct threats e.g. disease.

Based on replies from 12 producers, including growers (4), grower/horticulturalist (1) Artisan baker (1), Pies/pasties manufacturer (1), Beekeeper/ Honey (1), Cheese maker (1), Beef farmers (2), Farmer general (1).

Appendix 3

Workshop participants - listed by organisation, then by last name

Name	Organisation
Paul Redmore	Bicton College
Kate West	Blackdown Hills AONB
Cerian Henshaw	Broadclyst Community Farm
Naoimh McMahon	Centre for Rural Policy Research
Martyn Goss	Council for Church & Society
Sue Tucker	Council for Church & Society
Sue Eberle	Dartmoor National Park Authority
Kathryn. J .Edwards	Devon County Council
Andrew Leadbetter	Devon County Council
Cathy Ractliffe	Devon County Council
Saxon Spence	Devon County Council
Leanne Crawford	Devon Rural Network
Ralph Mackridge	Devon Wildlife Trust
Nick Creasy	Devon Young Farmers
James Chubb	East Devon District Council
Gitty Ankers	The Environment Agency
Councillor Stella Brock	Exeter City Council
Kathryn Lambie	Exeter City Council
John Lawrence	Exeter City Council
David Lewis	Exeter City council
Gill Wheelwright	Exeter City Council
Nicola Beglin	Exeter Community Agriculture/Transition Exeter
David Mezzetti	Exeter Community Agriculture/Transition Exeter
Eve Malster	Exeter Community Initiatives
Von Mathieson	Exeter Council for Voluntary Service
Peter Lacey	Exeter Vision Partnership
Robin Deitch	Food & Drink Devon
Lisa Jones	Food for Life
Joanna Winterburn	HogCO - Home Grown - Community Owned
Traci Lewis	Making Local Food Work

Workshop participants - listed by organisation, then by last name

Name	Organisation
David Jenkins	National Trust
Andy Lilley	National Trust
Patsy Temple	NHS Devon
Christine Duff	OrganicARTS
Sophie Cooper	South West Food and Drink
Christopher Williams	Stallcombe House Farm
John Sheaves	Taste of the West
Dominic Acland	Torbay Coast and Countryside Trust/Transition Exeter
Sarah Collier	Transition Exeter Local Food Hub
Gillian Collins	Transition Exeter
Lynn Wetenhall	Transition Exeter

Acknowledgements

Transition Exeter would like to thank the following partners for their generous support of the event and for their contributions as speakers.



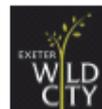
www.makinglocalfoodwork.co.uk



www.foodforlife.org.uk



www.environment-agency.gov.uk



www.devonwildlifetrust.org



THE NATIONAL TRUST www.nationaltrust.org.uk



www.bicton.ac.uk



www.exeter.gov.uk/index.aspx?articleid=2189



www.devonpct.nhs.uk/



www.southwestfoodanddrink.org/index.php?page=sustainable-farming-food

We would also like to thank those producers who kindly took the time to respond to the Producer Survey, as well as the NFU and Taste of the West for distributing the survey to their membership and the National Trust for distributing it to their tenant farmers.



Thanks also to Ginny Lyons for the tasty local sourced lunch www.lyonscatering.com