



Practical steps towards making Wales a sustainable food nation

Edited by
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Preface

Food has always been a defining characteristic of Wales, its economy and environment. Our food culture and the systems that support it also lie at the heart of some of the greatest challenges facing our country today, from an epidemic of obesity and diet-related ill-health to the ever-burgeoning threats of climate change and resource depletion. The papers collected here provided a background briefing for the conference *Wales: a sustainable food nation*, held in Cardiff on 4 June 2013.

This event was initiated by an approach to the IWA by the Waterloo Foundation and we are grateful for its support for the conference and for the work in producing these papers. We are grateful, too, to Cardiff University for its ready collaboration in organising the conference.

One motivation for this project is the effort underway to create a Food Council for Cardiff which is providing the energy and direction to help make the capital an exemplar sustainable city within the UK. The project has been fortunate in obtaining the collaboration of the following organisations:

- Cardiff City Council
- Cardiff Food Council
- Cardiff Riverside Market
- Cynnal Cymru – Sustain Wales
- Organic Centre Wales
- Public Health Wales
- Natural Resources Wales
- School of Planning and Geography, Cardiff University
- Soil Association
- Welsh Local Government Association

Leading representatives from most of these organisations are contributors to these briefing papers and we are grateful for their involvement.

John Osmond

IWA

May 2013

Introduction

Peter Davies

I am delighted that the IWA has taken a lead in bringing a focus to the issue of food at the point when we now have a Cabinet Minister for Natural Resources and Food. Both are defining issues for sustainable development. They impact on poverty, health, climate change, waste, biodiversity and jobs, with increasing concerns about the security and sustainability of food supply.

Much of the new Minister's agenda in developing Wales as a sustainable food nation is addressed in these briefing papers. The range of partners they bring together to is an encouraging recognition of the new level of collaboration that will be required if we are to achieve our aspirations for delivering healthy and sustainable food. The themes of the papers reflect many of the issues we need to take into account, including:

- Public demand for trust in the food they consume.
- The role of education.
- Socially responsible practices within a cost cutting climate.
- The impact of multiple legislative changes on food supply.
- Innovative procurement arrangements.
- Development and re-imagination of sustainable food cities through good food.
- An imperative to break the cycle of poor quality food and ditch junk food.
- The need for supermarkets to develop sustainable food chains and influence customers.

A lot can also be learnt from the work of the Cardiff Food Charter – in celebrating and promoting our capital city's vibrant and diverse food culture along with increasing the demand and supply of fresh, local and organic food. Another is the Brighton and Hove Food Partnership – which employs 14 staff and has a turnover of around £800,000.

Tough economic times and increased food costs mean that we have seen a 120 per cent increase in the use of food banks in Wales in the last 12 months. Meanwhile, food insecurity threatens to undermine efforts to tackle global poverty, with the *Enough Food for Everyone IF* campaign challenging the G8 presidency held in Enniskillen in June 2013 to take action on the root causes of the hunger crisis in the poorest countries.

Conversely the average person in a rich country receives significantly more food than they need. The richest also consume high levels of meat and dairy products with resulting impacts on health and increases in greenhouse gas emissions – a trend that is increasing as living standards improve across emerging markets. Over recent times pressure on the system has grown with the substantial increase in demand for food crops for fuel.

By 2050, the global population is predicted to reach nine billion people, with the UK population projected to increase by over 10 million in the same period. This will place a huge stress on our food production systems in years to come. Increasingly climate change will challenge and limit our ability

to increase food production. Consequently, the debate is increasingly focused on the concept of *sustainable intensification*, that is to say producing more food from the same land in a sustainable way.

These challenges are reflected in the Welsh Government's *Food for Wales, Food from Wales 2010-2020: A Food Strategy for Wales*, published in December 2010, which set out a wide-ranging vision for the food industry in Wales. In late 2012 the Welsh Government published the Food and Farming Sector panel delivery plan.

The new Ministerial responsibility provides an opportunity to address the issues raised in these briefing papers. One urgent need is for joined-up policy responses across agriculture, fisheries, climate change, food processing, tourism, education, skills, health, planning, community regeneration, social justice and social enterprise. Food must be at the heart of brand Wales, as our most recognisable export representing the pride in the quality of the produce of our country. It must also be at the heart of building strong resilient communities as we increase local food growing to maximise the health and environmental benefits.

Chapter 1

Sustainable food cities

Tom Andrews

Sustainable food cities

Tom Andrews

While there is no doubt it has brought us bewildering choice, knock-down prices and ready convenience, there is a growing consensus that the modern food system - and the 'fast' food culture it has fostered - costs more than people, places or the planet can afford. The facts are sobering. A spiralling epidemic of obesity, diabetes and other diet-related ill-health means our children may become the first generation to live shorter lives than their parents. More than 50 traditional food stores - butchers, bakers, fishmongers, grocers and community stores - close every week in the UK, while one in seven of our high street shops lie empty. From field to fork, our food system produces more than a fifth of all our greenhouse gas emissions - as much as all of our transport or all of our domestic power consumption - and is contributing to a seemingly inexorable decline in the quality of our soils, our water and our biodiversity. Perhaps most pernicious of all, as relentlessly rising food prices make food poverty a stark reality for millions of people, we continue to throw away more than half of all the food we produce.

As with all complex issues involving powerful transnational corporations, minimal-intervention government and, for the most part, an uninformed and disempowered public, the food debate has descended into an endless game of pass the buck. The producers blame the multiple retailers who blame consumer choice. The caterers blame the procurement officers who blame Westminster spending cuts. And we all blame the global system. The fault, it seems, lies everywhere and nowhere at once. And yet we have a food sector worth £100 billion each year but whose vast hidden costs - in gastric bands and lost jobs and environmental degradation - are only now, finally, being totted up.

Of course, the problem with the blame game is that, rather than lead to positive outcomes, it simply reinforces the parochialism of the status quo and the pervasiveness of the belief that there is no other way. But what if there was not only an alternative, but one that could bring social, economic and environmental benefit in equal measure? Could we, by working together across sectoral, institutional and community boundaries, and driven by a new sense of common purpose, design a food system that not only improves the health of people and the planet but also creates jobs and prosperity? In towns and cities across the UK, new partnerships between public, private and voluntary sector organisations are being forged with exactly this question in mind. Although it is still early days, the creation of 'Sustainable Food Cities' could provide the impetus for a radical shift in the current food paradigm.

At its heart, the Sustainable Food Cities project is about recognising the pivotal role that food can play in driving positive change. It is about a wide range of public agencies and departments - including health, sustainability, planning, economic development and neighbourhood renewal - working together

with businesses, NGOs and communities to develop a joint vision of the food culture and food system they would like to see and then working together to turn that vision into reality. It is about completely re-imagining a city - or town or borough or district - through the lens of good food.

Imagine a city where every nursery, school and college, every hospital and care setting, every restaurant and workplace canteen serves only healthy and sustainable meals; and where everyone has access to affordable fresh, seasonal, local and organic produce within 500 metres of where they live, no matter where they live. Imagine a city where good food is visible and celebrated in every corner: in local markets and independent retailers, at food festivals and events, in gardens, parks and borders, on the radio and in the papers; or where people of all ages and backgrounds are developing skills in growing and cooking, are developing new food enterprises and are practically involved in creating a vibrant and diverse food culture in their own community. Imagine a city where healthy and sustainable food is embedded into every relevant policy and strategy - from health and economic development to procurement and planning - and where communities, NGOs and public agencies are working together with food producers, processors and retailers to make good food a defining characteristic of their city. Now imagine the potential impact all this could have in improving people's health and wellbeing; in creating new businesses and jobs; in reducing greenhouse gas emissions and waste; in breaking down cultural boundaries and fostering community cohesion.

The standard response to such apparently utopian musings is to begin to list all the reasons why it can never happen: the existing system is too pervasive and embedded; the food companies will never play ball; there isn't enough money or resource to get this kind of initiative going; the public simply aren't interested. It is an understandable reaction, particularly considering the mind-set engendered by our current financial woes, but it is wrong. In a number of places the system is changing; some of the more enlightened food companies are right at the forefront of this change; institutions are finding resources to make change happen or are reconfiguring existing resources to the same end. Moreover, there is absolutely no doubt that a greater and greater proportion of the public not only care but are willing to put considerable effort into becoming the agents of change in their own communities.

Ten years ago, the idea that huge multinational food service companies would be competing to provide meals made from fresh, seasonal, local and organic produce would have been laughable. And yet the number of meals served which have the Soil Association's Catering Mark for containing healthy, ethical, sustainable and local ingredients now tops 140 million each year. In the next 12 months that number is likely to double. The catering companies involved are not only showing greater care over what their customers eat but are also gaining significant competitive advantage when tendering for contracts. They are recognising that what is good for people can also be very good for business. And the people eating the meals - in nurseries, schools and colleges, in hospitals and care settings, in restaurants and workplace canteens - are not only getting delicious wholesome food, they are also starting to feel that is exactly what they should be getting. They are beginning to care about good food. It is a trite phrase, but this is a win-win situation and exemplifies how creative thinking and new forms of collaboration can lead to seismic and systemic change.

Go to Incredible Edible Todmorden and you will see how food growing can transform how a place looks and feels; where every nook and cranny - in gardens, parks and borders - can be filled with food. Or go to London and visit one of 2012+ new growing spaces developed as part of Capital Growth, where communities are coming together to enjoy good company, develop skills and grow their own food - an approach now being extended to towns and cities across the UK through Sustain's *Big Dig* and the Federation of City Farms and Community Gardens' *Growing Together* programmes.

Go to one of the 4,500 Food for Life Partnership schools in England or Appetite for Life Schools in

Wales to see how a holistic approach to food education and engagement is not only helping children, parents and local communities understand and appreciate the importance of good food but is giving them the skills they need to feed themselves well throughout their lives and increasing educational attainment into the bargain. Or visit one of the 650 new local food enterprises created through the Making Local Food Work programme, where social entrepreneurs are creating thriving good food businesses, bringing jobs and prosperity to their local economies.

Go to Brighton, one of the earliest pioneers of the Sustainable Food City approach, where they have introduced a Planning Advisory Note to ensure that developers consider food as an integral part of the design planning process; or to one of the many local authorities that have managed to block the proliferation of fast food outlets near schools. Go to Plymouth, where the University and the Local Education Catering Service are in the vanguard of a revolution in sustainable food procurement; or to Bristol where a populist backlash against clone towns is leading to a revival in independent food retailing.

The food charters developed in Cardiff and Gwynedd provide us with an ambitious vision of what the future landscape of food might become. A growing number of Welsh organisations are transforming their food procurement. Dozens of food growing initiatives are part of the Tyfu Pobl programme which promotes the exchange of good practice within the community growing sector. We need to multiply these initiatives across the country, to help Wales become the first truly Sustainable Food Nation.

When you scratch the surface you realise that the only thing stopping us from creating a truly healthy and sustainable food culture, and reaping the immeasurable rewards it would bring, is ourselves. Whether we are acting as food providers or food consumers, as employees or employers, procurers or caterers, policy makers or practitioners, we all have immense power over the way our food culture and system develops. It is, ultimately, about whether we care enough to exercise that power and whether we are willing to work together in common cause and to mutual benefit in changing the status quo. It takes passion and effort and commitment, but let us not fool ourselves any more that averting the looming food catastrophe is someone else's responsibility - the buck stops here.

Chapter 2

How a food strategy connects with the welfare and poverty agenda

Terry Marsden

How a food strategy connects with the welfare and poverty agenda

Terry Marsden

Since 2008 Western societies in particular have experienced something of a 'perfect-storm' of problems associated with the combinative food, financial, fiscal and fuel crisis. These areas have been highly interconnected as food and carbon-based energy limits have been both realised but also denied. The corporate sector and 'corporate-interest' governments have reacted to these resource problems through further fiscal tightening.

Historically, rising food and fuel prices lead eventually to recession and financial crisis in the economy. In this sense food is a key resource along with human labour, fuel and energy and minerals. We are facing severe limits in these globally. The financial and corporate sectors are responding by:

- Reducing state expenditure.
- Encouraging further intensive exploration of those carbon-based resources.
- Allowing exclusive 'hoarding' and the absorption of capital surplus in non-productive and privatised wealth funds.

This is making the 'transition' and adaptation to a 'post-carbon' economy much harder, even though the scientific evidence suggests the world is increasingly squeezed between the effects of global warming on the one hand, and the growing resource constraints on the other.

Under these macro-economic and resource conditions it is of utmost importance that countries like Wales hold on to and reinforce the commitments they have made to progressing and delivering on sustainable development and the transition this requires to a lower-carbon-based economy. The food sector, and the Welsh Government's strategy *Food for Wales: Food from Wales* published in 2010, is an important starting point.

We are beginning to see the effects of price rises in food and fuel, as well as cuts in welfare and other public benefits affect a larger number of households. Food security is now no longer something that we can consider only affecting people overseas. It is on our doorsteps and in our backyards. As a result we need to link the sustainability agenda far more closely to the current austerity and food security agenda.

This nexus means innovating in ways that attempt to solve these twin problems in tandem. Historically, governments have tended to separate food security from sustainability. For a time in the post-war years we seemed to have 'solved' both problems through direct and comprehensive state intervention

to boost production through guaranteeing farm gate prices and regulating household prices and costs. From the 1980s, the increasing significance of large supermarkets took on a major private sector role in expanding food choices and massively increasing imports of relatively cheap food goods.

At the same time much of the food system seemed not only secure, but also sustainable in that, up until 2008, the proportion of household incomes spent on food goods continued to decline. Things have now significantly changed in that we can no longer argue that our food supply or food consumption practices are either sustainable or secure. The fiscal crisis and reductions in welfare payments are bringing these tendencies into a new light. Yet again, as in the 1930s, food policy is a social and welfare issue, much in the same way as Rowntree and the early 20th Century reformers saw it. It's back to the future.

This is not the only 'bad news' story. For at this political juncture it does not seem practicable to even expect the State to recreate the welfare and public provisioning systems created in the post-war era. Rather, at the moment, we have a timid state, one that cannot envision a more proactive and infrastructural role to develop a more universalist food welfare policy alongside its sustainability aspirations.

So we will need some imagination in which we can re-link food welfare and sustainability around a twin set of positive goals. This will increasingly rely upon an amalgam of private, civil and community actions, which a facilitative state could foster through judicious funding and procurement packages.

Examples include charity and non-profit organisations such as FareShare Cymru which is supported by Welsh Government funding, and distributes quality surplus (formerly 'waste' and discarded foods) from the food industry - including local food companies and supermarkets - to a range of community organisations that support disadvantaged groups. Such initiatives create 'more from less', and counter the distorted logics of the conventional supermarket chains. FareShare Cymru, which has premises in Cardiff and Llandudno, has prevented almost 550 tonnes of perfectly nutritious food from being sent to landfill. This equates to 970,000 meals for those in Wales who need it most.

This is but one example of meeting and joining up the sustainability and security agendas, by reducing waste and feeding people in need at the same time. In addition it 'short-circuits' the conventional food supply chains by creating new and clearer interfaces between suppliers and consumers. In Wales we need more such organisations, and we desperately need to link these to the farming communities which still look to Brussels, rather than their local town or city, as the place for financial and market support. We need to connect the growing food welfare needs of the consumer to the rural producer.

In conditions where it is unlikely that we are going to see the re-emergence of 'big-government' either in the food sector or elsewhere, we need to find ways, through the creation of food councils and partnerships, cooperatives and food hubs, to increase the density of community and civic-based organisations in Wales around the food welfare and nutrition question. Government support is still crucial to these developments. Indeed, the Welsh Government now has a great opportunity to embrace civic-private sector collaboration to re-connect food security with sustainability.

Chapter 3

Tapping the potential of the public realm in procurement and planning

Kevin Morgan

Tapping the potential of the public realm in procurement and planning

Kevin Morgan

It is well known that governments have been rendered powerless to act by the twin pressures of globalisation and austerity. Well known perhaps, but quite wrong. The notion that governments are powerless victims of circumstance is one of the most pernicious and disempowering notions around today. To counter this noxious idea we need to identify compelling narratives in which the public realm – by which I mean governments at all levels as well as their associated public sector bodies – is promoting sustainable development in its own estate and helping the private and third sectors to follow suit.

This is nowhere more important than in the agri-food sector because food, though it is invariably treated as a conventional part of the economy, has a unique status in our lives. Why? Because we literally ingest food and therefore it is vital to human health and wellbeing in a way that other products are not. We need to remember this simple but fundamental point because food must never be reduced to the status of a conventional industrial sector.

Food policy has been dominated for so long by national and international levels of policy-making, it is sometimes suggested that cities and regions have little or no capacity to shape the food system because they lack the powers or the appetite to do so. However, though they may lack ‘the full toolkit’ of policies, they are not without powers to reform the food system. As cities are in the forefront of the new food policy paradigm, let us briefly look at what some urban food pioneers are doing to fashion more sustainable foodscapes.

Within the new food policy repertoire two powers merit special attention because, taken together, they can be deployed to fashion more sustainable food systems. The most powerful food policy that cities have at their disposal is their very own procurement policy. The power of purchase has been shown to be very effective when it is part of a healthy public food provisioning programme.

One of the most impressive examples of an urban procurement policy is Malmo, the third biggest city in Sweden, which plans to provide 100 per cent organic food in all its public catering services, which includes public nurseries, school canteens and residential care homes. Originally designed as a climate-friendly food experiment, the urban procurement policy in Malmo is also used to promote the city’s public health agenda. Significantly, the extra cost of organic ingredients has been offset by reducing the amount of meat in the diet and by using more seasonal fruit and vegetables, making the organic transition a cost-neutral exercise. Although public canteens are an important part of

the urban foodscape in many countries, they tend to be forgotten because they lack the visibility of the globally branded fast food industry. Malmo merits attention because it is using the power of purchase to convey two very important messages:

1. Public canteens are a vital part of the new urban foodscape.
2. City governments are far from powerless to shape these new foodscapes.

Another power that cities are deploying in more imaginative ways is *planning policy*, which is often used to frustrate development rather than foster it. Although planners have neglected the food system in the past, they are now beginning to address the urban foodscape to:

- Protect and increase the diversity of food retail outlets so that they are accessible by foot or public transport.
- Promote urban agriculture in and around the city by expanding access to allotments, community growing spaces and a range of other under-utilised public and private space.
- Discourage food waste and promote more socially and ecologically benign ways of recycling it.
- Create jobs and income for producers who need access to the 'footfall' of urban consumers.

Local planning powers are now being used to re-regulate all aspects of the urban foodscape. For example, Waltham Forest in east London is believed to be the first local authority in the UK to use its planning powers to prevent new hot food takeaways opening up in close proximity to schools, fuelling a new urban planning trend across the UK. Meanwhile, Brighton and Hove is using supplementary planning guidance to incorporate food into the planning system and encourage more food growing spaces in the city. These examples have a powerful demonstrative effect, enabling other urban areas to re-imagine themselves through their local foodscapes.

With the advent of democratic devolution, Wales has been in the forefront of the debate about sustainable food policy, though all too often the reality has lagged behind the rhetoric. Procurement and planning policy are two of the key instruments through which the public realm can help to fashion a sustainable food nation in Wales, so let us explore each of these in turn.

After taxation and regulation, public procurement is the third major policy instrument through which the public realm can effect major social and economic change. In Wales the public procurement budget is more than £4 billion per annum, of which £71.35 million was spent on food according to the 2010 Welsh Public Sector Food Purchasing Survey. The value of Welsh food within that total was estimated to be £16.4 million. This represented a growth in total public food purchases of 23 per cent in the period 2003-2009, compared with a growth of 39 per cent in the value of Welsh origin purchases over the same period. Clearly, progress is being made, albeit slowly, and we await the results of the 2012 survey to see if progress has been maintained.

Two factors have stymied the growth of local food procurement in Wales: (i) a highly fragmented public sector and (ii) a chronic public sector skills deficit.

The fragmentation of the public sector in Wales stems from the fact that there are some 100 public sector bodies purchasing food in Wales, though the most significant sectors are local authorities, the NHS and higher education. Although collaborative procurement is becoming more common, there is still far too much variability between leaders and laggards in the Welsh public sector, especially in local government.

The chronic skills deficit is an even greater problem. A simple good practice rule in public

procurement circles recommends that every £15 million of public spending should equate to one qualified Chartered Institute of Purchasing and Supply manager. When applied to Wales in 2012 it was found that the Welsh public sector was short of some 174 professionals. If a public body lacks competence it will also lack the confidence to innovate, with the result that good practice is likely to be the exception rather than the norm. Creative food procurement is possible even in conditions of public sector austerity, but it is not possible in the context of a public sector skills deficit.

If the history of public procurement in Wales is a story of untapped potential, much the same can be said of planning policy. The sustainable development duty in Wales is slowly making itself felt on all planning policies, though once again we must never confuse policy with practice. Although the planning community has only recently begun to address itself to food, growing concerns about food security, sustainability, and diet-related diseases will ensure that food planning moves from the margins to the mainstream in cities, regions and nations in the years ahead.

A good example of this mainstreaming of food planning can be seen in the case of Cardiff's Local Development Plan for 2006-2026. A health impact assessment found that the LDP had the potential to inflict some negative impacts on health because of inadequate protection of open spaces and the loss of high quality agricultural land because food security had not been viewed and valued in a sustainable fashion. This problem, reflecting the worldwide challenge of farmland conservation in peri-urban areas, needs to be addressed as a matter of urgency. Otherwise the unsustainable growth of the city-region in south east Wales will produce irreversible shifts in land use patterns.

When deployed in a creative and concerted fashion, public procurement and planning policy can furnish the compelling narratives that we need to demonstrate that the public realm can indeed help to fashion a more sustainable food nation in Wales.

Chapter 4

The Brighton and Hove Food Partnership

John Osmond

The Brighton and Hove Food Partnership

John Osmond

The notion of placing food democracy at the heart of community planning, with independent civic-based organisations co-ordinating action across the public, private, and third sectors, first took root in the United States in the early 1980s. By now it is a worldwide movement, with about 200 city or state food councils in North America, and similar organisations in Africa, South America and Europe. However, the movement has been slow to catch on within the United Kingdom. Only in the last decade have initiatives been launched in some English cities, notably Plymouth, Bristol, Liverpool, Manchester, Oxford, and a few London boroughs such as Islington and Lambeth. In Wales it has only been in the last year that a food council has been launched in Cardiff.

Undoubtedly, the leading initiative in the United Kingdom has been in Brighton and Hove. From small beginnings a decade ago, an independent Food Partnership has grown to achieve a major impact both in terms of changing thinking across a wide range of organisations, but more importantly undertaking practical interventions that could be emulated elsewhere.

A few statistics reveal the scale and influence of the Brighton and Hove Food Partnership. It employs 14 staff delivering food and health work across the city, has an annual turnover of around £800,000, and supports more than 100 community food projects with grants and advice. It has an individual membership of 2,700 people and more than 30 organisations as partners, including the Brighton and Hove City Council, the Primary Care Health Trust, and Brighton and Sussex Universities.

Critically, these organisations have sustainable food policies as central components of their local and corporate plans and community strategies. Although the Food Partnership is an independent organisation, it delivers services on behalf of the local council and NHS, and additional funding comes from a diverse range of sources including the Lottery.

Given Brighton and Hove's political culture – in 2010 it elected the first Green Party MP and in 2011 a majority of Green Party councillors – it is perhaps unsurprising that it has led in the UK on implementing a sustainable food policy. On the other hand, and despite being part of the affluent southeast, the city also has distinct areas of deprivation. It falls among the quarter of the most deprived local authorities in England. A quarter of all its children live in low-income households and about 17 per cent of its 16 to 24-year-olds are not in education, employment or training.

More pertinently, so far as Brighton and Hove's food strategy is concerned, out of a population of 273,000, 43,600 adults are obese and about 6,400 are morbidly obese. Of the town's 10-11-year-

old children, 30 per cent are obese or overweight. In 2010 obesity was estimated to have cost the NHS in Brighton and Hove £78.1 million.¹ As the Brighton and Hove Food Partnership strategy document puts it:

“Poor diet is associated with many causes of premature death and life-limiting illnesses such as diabetes, heart disease, strokes and cancers. It is a factor in the difference in life expectancy of up to 10 years between the most and least affluent areas of the city.”

In 2003 a group of volunteers came together to map the food ecology of Brighton and Hove and create what was called *The Brighton and Hove Food Shed*. An initial conference, *Spade to Spoon*, was held and the first food strategy for the town developed between 2003-05. This led to the creation of today's Food Partnership which updated its food strategy into the comprehensive document *Spade to Spoon: Digging Deeper* that was published in April 2012.

Among a number of innovative programmes undertaken by the Partnership is running a Weight Referral Help Line in co-ordination with GPs in Brighton and Hove. Overweight patients are referred by GPs to the free helpline to receive advice on diet and exercise opportunities. In the past year there have been more than 500 such referrals to the helpline from people suffering from weight-related diabetes problems alone.

This is just one of the programmes the Food Partnership operates in relation to the six priorities set out in its Action Plan:

1. People in Brighton and Hove to eat a healthier and more sustainable diet
2. All residents to have better access to nutritious, affordable, sustainable food.
3. The City has a vibrant, sustainable food economy local businesses, local products and employment opportunities
4. Public organisations have healthy, ethical and environmentally responsible food procurement policies and practices.
5. More food consumed in the city is grown, produced and processed using locally using methods that protect biodiversity and respect environmental limits.
6. Waste generated by the food system is reduced, redistributed, reused and recycled.

Action points, which can be measured and evaluated, are set against each of these priorities. Among the more notable results that have flowed from these programmes include:

- The Partnership's 2012 annual report records that 881 people contacted its Healthy Weight Referral scheme. A thousand hours of clinic appointments were offered at five venues across the city, 123 adults completed a Shape Up programme, and the combined weight loss of adults across these programmes was 943kgs. The Partnership's childhood obesity strategy is halting the year-on-year increase in the prevalence of obesity in children.
- Community-based cookery and nutrition programmes are addressing health inequalities associated with poor diets. Special focus is given to groups and individuals that experience exclusion to ensure they know how to access good food and have the skills and confidence to prepare it. The Partnership's 2012 annual report records that 190 new parents were helped through cookery workshops, 51 people completed a cookery leader training course, 21 older men learned to cook on an 'Old Spice Course', and 500 hours of voluntary time was given.
- The Partnership's Harvest programme aims to increase the amount of locally grown food by setting up gardens in new types of spaces including parks, community centres, railway stations, and housing estates. Between ten and 15 new gardens are being started each year with currently more than 60

- growing projects across the city.
- During 2012 the Partnership gave a total of £30,000 in small grants to 48 community and school projects, engaging 1,393 people in healthy eating, cooking, or growing projects.
 - Brighton and Hove was the first place in the UK to introduce guidance for planners on including space for growing food in new building developments. During 2012 98 new planning applications incorporated food growing schemes. The city council has adopted a food growing programme aimed at finding more space for growing food.
 - All the city's schools have achieved Healthy Schools status with food policies that engage with the whole school community.
 - A Healthy Choice Award has been introduced for restaurants, nurseries and care homes.
 - A community level composting education programme has been introduced and 18 community composting sites installed, 14 of them during 2012. The result was that 25 tonnes of food waste, equivalent to nearly two double decker buses were diverted from landfill during 2012
 - The school meals service, Sussex Partnership NHS Trust and the universities have adopted sustainability standards in their food-purchasing policies.
 - The partnership distributes 1,000 copies of its quarterly *City Food News*, its website www.bhfood.org.uk had 30,000 visitors during 2012, and the membership receives a regular e-newsletter.

What are the main reasons for the impact the Brighton and Hove Food Partnership has made? There are at least three. First and most importantly, it has developed as a freestanding, independent organisation at the same time as obtaining funding from the local NHS Primary Care Trust and Council. Funding has been ensured by cultivating 'champions' at both officer and elected member levels. Secondly, the Partnership is firmly rooted in the community, enjoying widespread support from individual members and resident and community groups. Thirdly, it has delivered tangible programmes with tangible results, especially in the fields of improved diet programmes and associated, measurable health gain outcomes.

1 Statistics taken from Brighton and Hove Food Partnership, *Spade to Spoon: Digging Deeper A food strategy and action plan for Brighton and Hove*, April 2012.

Chapter 5

The Cardiff Food Charter and Food Council

Eryl Powell

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The Cardiff Food Charter articulates a vision for food policy based on principles of sustainability and fairness. Its creation is intended to celebrate and promote Cardiff's vibrant and diverse food culture, and to increase the demand and supply of fresh, local and organic Welsh food throughout the city. The Charter connects Cardiff to a movement to build sustainable food policy at a local and regional level.

Food charters are useful tools in a number of respects: they hold the potential to link policy with community action; to facilitate collaboration across separate policy areas; and to act as a catalyst for civic engagement and activity that brings benefits for communities and the environment.

The creation of the Cardiff Food Charter and subsequent Cardiff Food Council were the result of a great deal of energy and commitment from individuals and organisations across the city. The original impetus came from Better Organic Business Links, an Organic Centre for Wales project which commissioned the Soil Association and a local sustainable food Consultant to develop a Charter. A task and finish group was established to bring together representatives from Welsh Government, the local authority, Cardiff and Vale University Health Board, Higher Education, the third sector, food businesses and community members to write the Charter, which has now been endorsed by many of the City's decision makers. The Charter's principles of good food are set out in the accompanying panel.

CARDIFF FOOD CHARTER

Health and Wellbeing for all

- Access to affordable healthy food and to information that helps people make better food choices should be a fundamental right for everyone in Cardiff.
- All food providers – manufacturers, retailers and caterers – should provide safe, nutritious food to promote the health and wellbeing of the people they serve.

A thriving local economy

- The public should help boost jobs and the economy in Cardiff and Wales by buying more Welsh food and supporting local food enterprises.
- Public and private sector bodies should procure and provide healthy and sustainable food in a way that keeps value within the local economy.

Environmental sustainability

- Food production should conserve and enhance terrestrial and marine ecosystems and natural resources including soil, water and air.

- Food should be processed, distributed and disposed of in ways that reduce food miles and energy use, packaging and waste and that increase composting and recycling.

Resilient, close knit communities

- Food events and initiatives that celebrate the culinary traditions of Cardiff's diverse population and that bring communities together should be promoted throughout the city.
- All communities should have access to a wide range of growing, cooking activities, land, buildings and other resources that enable them to take more control of their food.

Fairness in the food chain

- Tackling poverty, and the health inequalities that result from it, should be a priority for public, private and voluntary bodies.
- Workers throughout the food chain, both in Wales and abroad, should have good working conditions and be fairly paid for their work and their produce.

The Charter was officially launched at a Sustainable Food City Conference held at Cardiff University in April 2012, with Welsh Government's Chief Medical Officer encouraging Cardiff to be a beacon for other Welsh authorities to follow. Bringing together speakers from across the UK, the conference examined how Cardiff could implement a Food Charter to build on its rich history. It also considered how to celebrate and promote a vibrant, diverse and sustainable food culture which would fit with the capital's broader aim to become a 'One Planet City'. Delegates at the conference came from a variety of background linked to promoting good food in the capital city, including grass roots activists, food producers, academics, researchers, food retailers and restaurants. All those involved recognised that the launch of the Charter was just the start of the journey and that the next step was to set up a Food Policy Council.

The Cardiff Food Council was set up in September 2012. It built upon the same excellent foundations, including an existing Food and Health Strategy Steering Group, established in 2002 to oversee the implementation of the Cardiff Food and Health Strategy, established in 2006. This was one of the first Food Strategies in the UK that took a broad approach to food, including health, safety and the environment, and had as its overall aim to enable the residents of the city to access a sustainable, safe and healthy balanced diet.

The Cardiff Food Council's membership includes representatives from Welsh Government-health improvement division, several departments of Cardiff Council, Cardiff and Vale University Health Board, Public Health Wales, Cardiff University, Third sector organisations such as Cardiff Food Bank, Fare Share Cymru, Transition Towns, Riverside Community Market Association, The Soil Association, The Federation of City Farms and Community Gardens, and many others. We acknowledge that we now need to focus our efforts on engaging the businesses sector in the Council. In terms of Governance, the Food Council will report to the Healthy Lifestyles Programme Board and the Environment work programme of the Cardiff Partnership Board. Being part of the Board's structure enables access to the senior-level decision makers of the main Public sector bodies in the city.

Evidence from food policy councils elsewhere in the world suggests that there are some factors that are crucial for success. These include the creation of broad alliances across sectors; a focus on policy and strategic influence, the connection with local governance structures and effective community engagement. The Cardiff Food Council is very conscious that its effectiveness will depend largely upon the extent to which it combines 'top-down' support from the key institutions in the city with the 'bottom-up' energies of civil society.

Too often in the UK local food projects suffer from short-term funding and hand-to-mouth existence. Food Policy Councils help to create a local institutional structure which enables excellent projects to become embedded into local governance. Food Policy Councils are typically organised at a local or regional level to bring together stakeholders interested in food, health, agriculture, the environment and city-country interface issues. The Food Policy Council serves as a forum for improving food policy coordination and developing consensus-oriented concepts that result in collaborative projects, legislation, and regulation. The overall intention is improvements in health, social, environmental and economic outcomes. Although Food Policy Councils are common internationally, they are only a small number across the UK, with excellent examples established in Bristol, Brighton and Plymouth.

Whilst we are keen to learn from what works elsewhere, it is also important to point out that we're not starting from scratch. The Cardiff Food Council will build upon some already existing good food activity across the city. For example, during 2012-13:

- All primary and secondary schools in Cardiff met the Appetite for Life Food Standards for lunchtime provision.
- 9,666 people accessed fruit and vegetables from co-ops provided across Cardiff and Vale by the Rural Regeneration Unit and its volunteers.
- 5,775 people in Cardiff were fed from the Cardiff Foodbank, with 65 tonnes of food collected and 54 tonnes of food redistributed.
- FareShare Cymru collected 248.01 tonnes of food and redistributed 239.84 tonnes throughout Cardiff and Newport. This was enough to contribute to 479,680 meals.
- 58 businesses in Cardiff were supported by Cardiff Council Health Improvement Team to achieve the Healthy Options Award.
- 52 'Get Cooking' sessions provided by Community Dietitians, and opportunities for people to access accredited community food and nutrition training courses.
- The Riverside Community Market Association provided weekly farmers markets in Riverside, Roath, Rhiwbina and outreach activities, such as community garden volunteering.
- Cardiff University continues to implement its Sustainable Food Policy and achieved the Soil Association Catering Mark.
- A 'green mapping' project carried out by Cardiff Transition (Sustainable Cardiff and Farm Cardiff) indicates that growing projects and allotments continue to sprout throughout the city.
- Work undertaken by Cardiff Council planners and the Public Health Team on the Preferred Local Development Plan Strategy includes a health issues section, a health policy statement and a community food growing policy that will refer to access to land for food growing and the management of the location of hot food takeaways, particularly with respect to proximity to secondary schools.

And the next few years will bring many more opportunities, including:

- The Food Hygiene Rating (Wales) Act 2013 legislation becomes effective in November 2013. This will require all relevant food businesses to display their food hygiene rating sticker and it will also require all local authorities in Wales to implement the Act. Currently this is a voluntary scheme but from November all premises will require a full inspection in order to be rated. We will work with Cardiff Council to support this and in doing so increase access to safe food.
- Working with the recently set up Cynefin programme (which is funded by Welsh Government and supported by Cardiff Council) we plan to pilot a community food network in Cardiff South East.
- The Federation of City Farms and Community Gardens are in the process of setting up the 'Community Land Advisory Service' for Wales. Funded by the Big Lottery, the service will act as an intermediary and broker service between landowners and community groups. CLAS Cymru is designed to increase the amount of land available and accessible to communities in Wales that want to grow, farm or garden. The Cardiff Food Council will help facilitate links with Cardiff Council to explore putting more land into use for community food production.

The Cardiff Food Charter has already been endorsed by key public bodies, including Welsh Government, Cardiff and Vale University Health Board, and Cardiff University. Cardiff Council has also committed to discuss endorsement at a Cabinet meeting planned for June 2013.

In March 2013 sixty people engaged with the development of our Sustainable Food Action Plan at a 'Cardiff Community Meal' and mini sustainable food conference organised by Steve Garrett in Riverside with support from Better Organic Business Links. A mapping of Cardiff's 'good food assets' has been undertaken with contributions from forty organisations.

Representatives from the Food Council have also written a briefing on Food Poverty in Cardiff which was presented to the Cardiff Welfare Reform Group. Representatives of the Cardiff Food Council have also had the privilege of meeting with and learning from Mark Winne and Pamela Roy of New Mexico USA, international experts on Food Policy Councils (see www.markwinne.com).

Of course, there is much more to be done. Throughout the development of the Food Council, we have been supported by the Soil Association and one of our ambitions is to continue to work with them as part of their UK-wide Sustainable Food Cities Programme. To support this, we are working on a Sustainable Food Action plan. The three 'P's of Procurement, Planning and Partnership - described by food expert Professor Kevin Morgan as the "untapped powers of a city" - will feature strongly in the plan. The forthcoming Sustainable Development and Public Health Bills will also offer us some significant levers for positive change.

Cardiff Food Council has plans to develop its own brand, web site and communications plan to facilitate community engagement. As part of this we will be making a Community Food Map available for general use. The huge level of commitment and interest already invested in the Cardiff sustainable food scene gives a clear signal that citizens and agencies in Cardiff want a bigger role in shaping their local food system. The Cardiff Food Council, through its collective power, is determined to ensure sustainable, safe, nutritious, and tasty food is available for all.

Chapter 6

Responsible procurement in higher education

Clive Newton

Responsible procurement in higher education

Clive Newton

Catering is the most active commodity group within Higher Education Purchasing Consortium Wales (see panel). It manages a portfolio of more than 20 agreements and endorsed suppliers. The agreements let and managed by the group influence approximately £6 million of university spend every year.

All the Consortium's members make extensive use of catering group contracts and are all regularly represented at the group meetings. With such a comprehensive contract portfolio to manage, the group meets every six to eight weeks. This frequency of meetings also permits regular presentations by prospective suppliers and the reviewing of new products and services.

Higher Education Purchasing Consortium Wales

The Consortium was formed in 1996, replacing the original Welsh Universities Consortium which had been formed in 1970. Collectively, it spends an estimated £250million a year on a variety of goods and services. The consortium members are:

Full Members

- Aberystwyth University
- University of Wales Trinity St Davids
- Swansea University
- Swansea Metropolitan University
- Cardiff University
- Cardiff Metropolitan University
- University of South Wales
- University of Wales

Associate Members

- Bangor University
- Glyndwr University
- Coleg Gwent
- High Performance Computing Wales

See: www.hepcw.procureweb.ac.uk

Over the past year three of the Consortium's catering agreements have come up for review and re-tendering:

1. A new framework for Fresh Fruit and Vegetables began on 1 August 2012. This agreement was divided into four regional 'lots' and of the four suppliers appointed to this framework, three are Welsh based businesses and the fourth has two major depots in Wales.
2. The framework for counter-top vending also expired during 2012. Following an extensive options appraisal, it was agreed that we would utilise the recently awarded University Catering Officers (TUCO) counter-top vending framework. These also apply to frozen foods as they represent better value across the core product lines.
3. We have recently completed a review of our contracting strategy for all commodities. Whilst there have not been any major changes, it is now likely that those commodities deemed most appropriately tendered on a UK basis will have to comply with the relevant TUCO arrangements. Most other main commodities remain as 'Regional' within strategy, which will generally result in the Consortium conducting its own tenders.

In considering the tendering strategy for 'Regional' tenders, it is recognised that whilst universities may be public sector in structure, their catering services are 'retail' in their operational nature. This results in product requirements that are often quite different from other public sector catering functions. As a consequence, whilst we are committed to supporting food sector supply chain initiatives led by Value Wales, it is clear that tendering is usually best undertaken on an HE sector-focussed basis.

Other major elements of work during the past year have been continuing to promote the use of local and regional foods, and ensuring compliance with all aspects of food safety and hygiene. All the Consortium member universities retain Fair Trade University status.

Looking ahead, the Catering Group has five priorities to ensure:

- Tenders are specified and structured in a way that permits fair opportunities for regional and smaller food producers.
- The potential derived from relationships with major food manufacturers is maintained and enhanced.
- Our food procurement continues to meet or exceed the product quality and hygiene standards expected of public sector food procurement.
- Consortium members continue to support ethical and sustainable supply chains.
- Further development of the Supplier Performance Monitoring process through use of technology to make data collection and presentation of results more efficient.

In terms of the food procurement strategies underpinning the contracting portfolio, the group will continue to ensure the benefits from aggregation are maximised where appropriate, yet ensure that there remains a focus on maximising the potential of fresh, seasonal, local, fairly traded and artisan foods. Recent tenders have made extensive use of both regional and commodity 'lots' to present the opportunities in a format accessible to smaller and more local businesses. However, in taking forward this approach, it must be remembered that the primary requirements remain value for money and safe, appropriately accredited production and distribution.

The member universities are currently exploring the potential benefits of Food for Life Catering Mark

accreditation. Cardiff University was awarded the bronze level of this category in October 2012, followed by Swansea, Glamorgan, Newport (now University of South Wales) and Aberystwyth. To achieve the bronze level Universities need to ensure:

1. No products containing undesired activities or trans fats are purchased.
2. All meat on the menu is Farm Assured, Freedom Food or Organic.
3. All eggs are from cage-free production.
4. No Genetically Modified ingredients are used.
5. Free drinking water is available in University restaurants.
6. Food provenance – Cardiff University uses 19 Welsh food suppliers.
7. No fish is served from the Marine Conservation Society ‘fish to avoid’ list.

To obtain silver level all Universities need to purchase approximately 5 per cent of food purchases from organic sources. At present this is not possible due to the volume required and lack of suppliers. Welsh Universities have worked closely with the Soil Association over the last year to find organic supply routes which can provide the volume of products required. At present not much headway has been made and as a group we are deeply concerned whether these suppliers can actually be found. We are also aware that we are not the only customer looking for these suppliers.

Following the recent horse meat scandal and declarations from TESCO and McDonalds that they will be purchasing Farm Assured pork and British chickens, we have to question where others in the food supply chain will need to go to find adequate quality suppliers. The food supply chain in Wales will need careful planning and a new level of collaboration in the next few years, and perhaps develop new partnerships not previously explored.

However, the University Catering Officers’ proposed Sustainability Policy – which covers 124 Universities in Great Britain and Northern Ireland – should provide a framework for greater progress. This draft policy, due to be rubber-stamped at the Annual Conference being held in University of South Wales, Glamorgan at the end of July 2013, is shown in the appendix.

Appendix

University Catering Officers (TUCO) Sustainability Policy

Introduction

TUCO is a not for profit organisation operating in the public sector catering arena. The aim is to provide a range of procurement services, compliant with legislation, which will maximise buying power whilst taking account of social and economic values and responsibilities.

Sustainable procurement can be defined as a process by which TUCO can meet their needs for goods and services in a manner which benefits the organisation as well as society and the economy whilst minimising the impact on and damage to the environment.

Sustainable procurement has been embedded within our policies as we recognise that food and sundry commodity choices have potential to influence a healthy lifestyle incorporating: People, Profit and Planet (3Ps).

Improving our procurement performance is an ongoing process. All our suppliers are important partners, able to make a significant contribution to our aim of improving and developing sustainable procurement.

TUCO Sustainable Procurement Objectives:

Our key objectives are to ensure compliance with environmental legislation and regulatory requirements.

- Value for money, including consideration of whole life costs.
- Framework Agreements structured and advertised to appeal to the widest possible number of suppliers.
- Appropriate quality assurance standards for food safety, animal welfare and production.
- Promote to clients, opportunities of the 3Ps.
- Promote sustainability throughout the supply chain from cradle to grave and encourage the implementation of Environmental Management Systems.
- Promote best practice by collaboration with other HE/FE purchasing consortia.

TUCO's Commitment to Sustainable Procurement

TUCO will endeavour to work with its suppliers and clients to implement the 3 Ps through tendering and contract management as follows:

People

- Promote good nutrition and health to contribute to UK dietary goals.
- Promote responsible drinking and alcohol awareness.
- Maintain / improve food safety and quality.
- Promote increased use of fresh, organic and seasonal produce.
- Promote animal welfare.
- Support fairly traded food and drink within legislative requirements.

Profit

- Promote best value.
- Consider whole life costings where possible.
- Energy - reduce or use alternative sustainable methods.
- Broaden participation by Small Medium Enterprises (SME's).

Planet

- Explore opportunities to Reduce, Reuse and Recycle packaging materials.
- Promote more sustainable farming methods.
- Encourage suppliers to improve the use and avoid the waste of natural resources through cleaner processes and technologies.
- Improve water efficiency and quality.
- Endeavour to reduce carbon footprint and lessen emissions to impact on climate change.

Policy Management

Key Performance Indicators will be developed together with evaluation criteria to monitor and measure our progress and mitigate adverse risk.

TUCO Accountability

- Prudent use of natural resources and the minimisation of waste.
- Exploring the opportunities for reuse and recycling of materials where appropriate.
- Assisting and supporting TUCO clients with sustainability issues, through training and networking at meetings.
- Encouraging the use of sustainable transport for staff and clients involved in TUCO activities.

Chapter 7

Impact of Welsh legislative proposals on local food production

Tim Peppin

Impact of Welsh legislative proposals on local food production

Tim Peppin

Food is one of the most basic and essential of commodities - critical not only to our wellbeing but, even more fundamentally, to our very survival. Over recent years, the Welsh Local Government Association has been working with local authorities across Wales providing support under its Sustainable Development Framework, funded by Welsh Government. The aim is to encourage and support authorities to become more sustainable in terms of their own activities and, working with partners, their local communities more widely.

Foresighting work undertaken by Netherwood Sustainable Futures has led authorities to consider how resilient their own operations and communities are in the face of a number of long term and inter-related trends. These include more extreme weather events, rising energy prices, technological developments, and populations that are ageing, experiencing changing health needs, have rising expectations and are increasingly subject to new patterns of commuting and migration. One issue that has emerged consistently from this work is that of food security.

Whilst we have become accustomed to a ready supply of relatively cheap foods, the evidence suggests that this can no longer be taken for granted. On the demand side, the global population is rising, with more mouths to feed. Developing countries are increasing their demand for meat-based products in place of grain, wheat, or vegetable-based products - foodstuffs that are more resource intensive to produce. As their economies and individual wealth grows, so their ability to pay for food on the world markets will increase, putting upward pressure on prices.

On the supply side, rising energy costs will exacerbate this situation - especially as much of our food production has been organised with an assumption of cheap energy. This has allowed us to source foods internationally, so that we have become largely insensitive to the issue of what produce is 'in-season'. It has also enabled supermarkets to organise food deliveries on the basis of 'just-in-time' systems with lorry loads of food being moved over long distances on a daily basis.

Around a quarter of Britain's electricity generating capacity will shut over the next decade and will need to be replaced. Ofgem warned last year of the possibility of power cuts by 2015 if steps aren't taken to replace capacity. Equally, as the demand for gas increases internationally, reliance on imported supplies leaves the UK vulnerable to price rises and susceptible to political instability in some of the key supplier nations. Disruption to energy supply would impact quickly on the availability of food supply, not only in terms of production but also storage and transport.

Extreme weather - droughts, floods, snow and ice, gale force winds - and new pests and diseases associated with climate change are all impacting negatively on the volumes of food that can be reliably produced, with whole harvests being damaged and written off in the worst cases. Farming practices that have used chemical fertilisers and pesticides intensively and 'modern' ploughing methods that have increased water run-off in flood situations have all played a role.

Loss of biodiversity is becoming an increasing source of alarm. This includes fears over a decline in the numbers of bees (as a result of pesticide use and disease) and hence the ability to fulfil their vital pollination role. It includes the decline in fish populations due to a mix of pollution, sea acidification and over-fishing. And it includes loss of habitats and species as biodiversity-rich landscapes around the world are exploited for commercial opportunities including forestry, biofuel production and for rearing livestock. There are also fears over the potential of a decline in resistance to disease.

Livestock rearing already takes up 30 per cent of all ice-free land, is responsible for 18-25 per cent of global CO₂ emissions and makes intensive use of pesticides, fertilisers, fuel, feed and water. It has been estimated by the UN that meat production would have to nearly double by 2050 to meet projected growth in demand. Using a higher proportion of locally grown vegetables in meals, making the best use of land available in communities, can help us to find solutions that are more sustainable and resource efficient.

There is also a case for encouraging greater diversity to increase resilience in the vegetable crops we consume. At present just 12 species make up 75 per cent of plant life consumed globally, with rice, wheat and maize accounting for 60 per cent of global calorie intake from plants¹. Importantly, research has shown that native species are nutrient-rich and tend to be better adapted to local environmental conditions. As a result they require less irrigation, pesticides and fertilisers. For the same reason, use of 'in season' produce is to be encouraged.

Partly in recognition of the risks outlined above, partly because of food safety scares, partly due to increasing economic necessity and partly down to the sheer enjoyment and sense of achievement, locally grown food is experiencing an upsurge of interest and activity. This paper looks at three forthcoming pieces of legislation currently being developed by the Welsh Government and considers ways in which they could provide a boost to the phenomenon of local food:

- Sustainable Development Bill
- Environment Bill
- Planning Bill

The Sustainable Development Bill will require public bodies to make sustainable development their "central organising principle". The exact implications of this are still being worked through. However, some aspects are already becoming clear. In all their strategic plans and decisions, public bodies are going to have to be able to show how they have considered the social, economic and environmental implications. They will also have to ensure that they adopt an integrated approach, think long term with a focus on prevention rather than cure, consider if and how a partnership approach might yield better outcomes, and think about impacts of their actions internationally.

The foresighting work undertaken through WLGA has shown that any public body thinking long term about the needs of its area and its population would have to consider (and be able to demonstrate *how* it has considered) food security as part of an overall, integrated needs assessment. This would apply most obviously to land use plans for an area but would also relate in various ways to plans for transport systems, health improvement and nutrition, social care (meals provision), housing

and neighbourhood facilities, educational attainment (school meal provision), water quality and security, energy production and efficiency, economic development and job creation, and food waste collection, treatment and composting.

The Environment Bill will build upon and develop the concept of 'ecosystems services'. It is expected to place a much greater emphasis on the general outcomes to be achieved and attempt to rationalise and simplify a wide range of more specific, prescriptive legislation that has been introduced over time on individual subjects. One of the general outcomes sought is a greater understanding of the services that our natural environment provides for us, so we value them accordingly. Significantly, these ecosystems services include so-called 'provisioning' services such as the ability to obtain food and fresh water. They also include 'regulating' services (such as flood and disease control) and 'supporting services' (such as nutrient cycling, that maintain the conditions for life on earth). All of these clearly contribute to and support the provisioning role².

It is still relatively early days and the precise content of the Bill is not yet widely known. However, it can be expected to seek ways of placing an economic value on these services which could change the way we manage significant areas of land. In agriculture we have already become accustomed to farmers being paid for achieving environmental benefits as opposed to food production alone. This is in recognition of the fact that unless we maintain and enhance the quality of the environment, its long-term ability to produce food and provide amenity will be diminished. Also, for example, careful management of uplands can have substantial benefits in the wider river catchment area, so preventing flooding of productive land downstream.

The public sector has substantial land holdings. These will come under pressure as financial cuts bite over the coming years. However, careful consideration of the wider benefits that can be obtained from the land holdings could result in different approaches than if the land holdings are seen solely in terms of being (i) a capital asset, and (ii) a maintenance liability.

Indeed, placed alongside the Sustainable Development Bill, the need to consider the social, economic and environmental value of landholdings and to think about their use in an integrated, preventative and partnership way for the long-term benefit of the area will *demand* a different approach. Examples include:

- Holding on to land to ensure a strategic approach to land use is possible, adapting sites so they can alleviate flood risks elsewhere.
- Letting land to community groups at peppercorn rent for local food production.
- Retaining county farms to ensure a pipeline of 'next generation' farmers.
- Permitting use of urban spaces for local food production.

Furthermore, the issue of allotments is expected to feature in the Bill with new requirements on local authorities in response to the growth in demand for allotment space. Alternatively, or perhaps additionally, requirements relating to allotments could be included in the Planning Bill. In January 2009, the Welsh Government's revised Technical Advice Note (TAN) 16 on Sport, Recreation and Open Space stated:

"Allotments are important green spaces in urban and rural areas, and their cultivation can contribute to sustainability, provide opportunities for leisure, exercise and healthy food, improve biodiversity and encourage interaction between different groups in the community... Policies in the Local Development Plan should address the need to provide and protect allotment/compost/wildlife sites where a shortfall has been identified, and to

improve the accessibility of such sites for all users.”

A National Assembly Committee that explored the issue of allotments in 2010 included as one of its recommendations that the Minister should examine the potential to increase the supply of allotments by utilising land owned by public bodies and encourage public bodies to look favourably on requests to establish allotments on their land. Again, having an overall sense of how much land is needed to deal with growing demand and to rise to the scale of the food security challenge is going to be important.

The Planning Bill is intrinsically linked to the Environment Bill which requires the development of a Natural Resource Management Plan to identify environmental constraints and opportunities at a national scale. A report by an Independent Advisory Group that preceded publication of the Planning Bill argued that a Natural Resource Management Plan could assist in identifying opportunities for development as well as improved outcomes for the natural environment. One of its recommendations was:

“The Welsh Government should, as an interim measure, identify the status of national documents such as the Wales Infrastructure Investment Plan and the Natural Resource Management Plan with respect to the land use planning system, setting out those **national priorities** that have a spatial dimension so as to clarify their place in the formation of informal regional land use strategies and Local Development Plans”.³

It is hard to imagine domestic food production and security not being considered a national priority, with clear spatial implications and requirements. Planning permission is not required for agriculture or for the development of allotments, since use of land for the purposes of agriculture is not viewed as development under the Town and Country Planning Act 1990. However, it will become increasingly necessary to have some sense of how much land is needed and available for food production within Wales and where needs can be met spatially, to help build resilience to the trends outlined at the outset.

The forthcoming combination of legislative requirements for longer term thinking, preventative action, valuing of ecosystems services and a strategic approach to land use planning with national requirements influencing regional and local levels has major implications for the way we meet our requirements for food. It should result in an environment in which local food production can flourish. This can help us to develop community resilience in relation to one of our most basic needs. It can also make a major contribution in terms of direct and indirect health benefits (physical and mental), local environmental quality, community development, biodiversity, flood risk management, local job creation and overall wellbeing. The opportunities are there. However, this virtuous set of outcomes will not be realised unless they are recognised and taken forward in a ‘joined-up’ way by all partners.

1 *Green Futures, What's on the menu for a sustainable future?* Forum for the Future, 21 December 2012.

2 Ecosystems services also include ‘cultural’ services (such as spiritual, recreational, and cultural benefits).

3 *Towards a Welsh Planning Act: ensuring the planning system delivers*, report of the Independent Advisory Group, June 2012 (page 31; emphasis added).

Chapter 8

The corporate social responsibility of the supermarkets

Pamela Robinson

The corporate social responsibility of the supermarkets

Pamela Robinson

Many of the corporate social responsibility programmes of the major supermarket groups in the UK are acknowledged as progressive and critical for a sustainable food chain in the future. For example, Marks and Spencer's Plan A, introduced in 2007, is one of the more recognisable campaigns. However, other leading retailers are trying to develop a sustainable business model and regularly promote their achievements and future plans as well. Some of the more recent highlights include:

- Sainsbury's use of geo-exchange technology to provide energy efficiency.
- Asda's collaborative programme with suppliers to reduce waste.
- Morrisons' focus on fridge cooling to reduce emissions.
- Waitrose's pledge that all seafood sold will be certified sustainable by 2016.
- Tesco's commitment to becoming a zero-carbon organisation by 2050 without offsetting.

Supermarkets are renowned for understanding consumers and responding to the needs of the markets in which they operate. One of their overarching concerns is how to secure a sustainable food chain for the future. The production, distribution, transportation and retailing of food, including the process of managing waste, require huge resources. The supermarkets are also wrestling with the prospect of a more limited resource base in the future, particularly the scarcity of water and high-energy costs.

Yet, these behemoth organisations are but one actor in the chain, whether the product is sourced nationally or internationally. There are others, such as multinational agri-food producers and institutional actors that also impact different links and nodes of activity within the food supply chain.

Currently, most households in the UK depend on the supermarkets for their weekly supply of foodstuffs. The 'big four' Grocers together with the Co-operative Group and the more up-market Waitrose are the main purveyors and providers of fine foods: good quality products at affordable prices. In this respect, consumers have grown accustomed to relying upon the supermarkets to ensure a constant supply of safe, hygienic and healthy food.

However, the recent horsemeat scandal highlighted grave issues around product integrity and compliance with food standards in the international supply chains. As a result the trusted relationship between consumers and the major supermarkets has been somewhat dented. Tesco, the UK's market leader, was the most implicated retailer in the horsemeat saga if recent financial results

are anything to go by. Hence, it was no surprise that in the wake of the crisis, there was a resurgence of more traditional providers of fresh food. Butchers, bakers, and farmers' markets all benefited from the misery of the supermarkets.

Nevertheless, it remains to be seen whether a renewed interest in alternative sources of supply will lead to less dependency on the local supermarket. Certainly, once the proposed extended testing regime and more diligent systems of food provenance have been implemented, including the more vulnerable chains being reintegrated into the retailers' own supply-base, there is an expectation that business will return to normal for the supermarkets. The fact that the major supermarket groups together with the Food Standards Agency are developing more stringent systems of 'due diligence' in the food chain indicates that product integrity will be more assured and systems of product traceability more robust.

However, the subject of food security has not gone away. It has emerged yet again as a key source of angst in the buying offices of the major supermarket groups. After all, a key driver for supermarkets is growing their market share and competitive advantage is paramount in achieving this objective. Limited or depleting resources challenges the ability of supermarkets to maintain and maximise their market position. The act of being sustainable is both an opportunity to show distinctiveness to consumers as well as a means to build comparative advantage. Supermarkets are well aware that the future battle on the high street will be centred on the retailers' ability to provide a reliable and plentiful supply of product.

So where does responsibility for the provision of safe, hygienic and healthy food lie? This is an on-going question that a vast array of societal actors must answer if a sustainable future for a growing population, and the predicted nine billion inhabitants of the world by 2050, is to be achieved.

Public or private entities, or a combination of both, with systems of governance that are overseen by what authority, within and across which boundaries of jurisdiction are all part of the sub-text of the dilemma we face. In essence, each of us needs to consider what the future of a sustainable food supply chain will look like. The retailers (single and multiple outlets) and the producers (sole trader and conglomerates), whether operating at the local, national or international level, represent each end of the food chain. All have a part to play.

There is also the issue of consumption to be considered. Individual consumer behaviour patterns may need to be adjusted in favour of the wider interests of society at large. In future governance structures could well be outside traditional boundaries. It is generally understood that there is a great deal of complexity in food chains, particularly those that are international and cut across national borders, and hence a myriad of different systems of governance may apply.

So how adaptable are we likely to be? Will the interests of one group, perhaps commodity grain producers or the owners of the most fertile land, trump all others? Will alternative institutional governance structures emerge to oversee the process of land grabbing? Will farming the ocean be the next big thing to secure fish stocks, but only sustain the needs of those that can afford to pay the exalted charge? Will the cost of basic food items treble or quadruple in price?

There are many questions and we all need to be involved in this debate. The major supermarket groups certainly have a part to play. They are responsible for a large proportion of the food on our plates. Their economies of scale allow them to wield great influence over the food chain. But others also have influence, including governments, civil society organisations and individual consumers. We all need to consider our role in creating and promoting a more sustainable food supply for the future.

Chapter 9

Combining a sustainable and socially responsible business with commercial success

Rob Scoulding

Combining a sustainable and socially responsible business with commercial success

Rob Scoulding

These are challenging times. Trading conditions have never been tougher. Growth has stalled and profit margins are being squeezed. Faced with these challenges businesses have been forced to review everything they do. Every cost line is being examined to see where savings can be made.

Households are also under pressure. The real value of wages has fallen as inflation, driven by factors such as rising energy and food prices, has consistently risen above government targets. Research has shown that, not unreasonably perhaps, issues such as environmental responsibility, biodiversity and climate change do not feature as highly on the list of household priorities as they once did. Against this background it could seem natural that businesses should 'scale-back' their activities with regards to corporate social responsibility. After all, supporting local communities, building a stronger society, looking after your colleagues, protecting the environment and tackling global responsibility – worthy though they are – all cost money. In turn this adds costs to the bottom line which could be viewed as reducing business advantage.

The Co-operative believes that it would be a serious mistake to take this position. Whilst householders are undoubtedly under more pressure than ever, they have not lost their inherent sense of fair play. Whilst they feel that their ability to influence 'the bigger picture' is weakened, they expect the companies with which they do business to make sure that they are doing everything they can to do the 'right thing'. There is also a rising resentment with companies that are perceived to be 'cheating', whether that is in the area of tax payments, product provenance or environmental responsibility.

So faced with the twin challenges of tough trading conditions and increased customer expectations how can a business ensure that it can be financially successful and environmentally responsible? The key is to understand your customers and to gain a greater understanding of what matters most to them.

The Co-operative is owned by its members - of which there are 7.5 million. Our members decide what is important to them and in which areas they want us to lead. In 2009 we conducted the largest ever survey of its kind in the UK, asking our members what they saw as the priorities they wished us to tackle. They told us that the areas of greatest concern were responsible sourcing, community support, environmental protection and tackling global poverty.

Customers expect you to deal properly and correctly with the suppliers and companies with which

you do business. Companies found to be taking liberties or cutting corners can expect short shift from their customers. Responsible sourcing can take many forms. For the Co-operative this means things such as ensuring that all our own-brand eggs, milk, fresh poultry, beef and pork meat is sourced from the UK. The ability to support UK producers and manufacturers cannot be understated. Buying from UK companies helps support UK jobs which protects and develops your own customer base. Other 'hard' advantages include a greater proximity to the actual source of the product, which offers better control and flexibility. Buying product locally offers even greater benefits as customers see that you believe in supporting local businesses. They really appreciate this and their loyalty to you and your brand is greatly strengthened. Making sure what you sell is of good quality is also important. A good example for the Co-operative is that 37 per cent of our own-brand product sales were 'green dot' products - identified as being low in sugar and fat, or healthy in other ways. Such leadership is both noticed and appreciated by customers and government alike.

Businesses based in Wales enjoy unique links with the communities in which they are based and the Co-operative is no exception. The Co-operative supports many Welsh community initiatives annually and also works closely with schools within the communities that our businesses serve. Close links between businesses and communities can benefit both parties if seen as a real partnership. In addition 1,000 co-operative enterprises are supported via the Co-operative hub, an organisation set up to support the expansion of the co-operative operating model - surely the most community based business system there is. Such support need not cost a significant amount of money. For instance, schools and local groups often appreciate help with particular skills that businesses have, such as accountancy and marketing. Your colleagues will both enjoy and benefit greatly from such an involvement.

Working with a local charity, one perhaps with a real connection with your business colleagues, is another good idea. Over the past few years the Co-operative has worked with Shelter Cymru, Tros Gynnal and Mencap Cymru. These relationships have raised large amounts of money to help support these organisations and led to many long term relationships being formed which long outlast the initial partnerships.

However, it is essential that your desire to be involved and make a difference is genuine. Nothing is worse than being seen to be involved purely to gain a commercial advantage. This will soon be found out.

Before the financial 'crash' the environment was high on everyone's agenda. It was accepted that action had to be taken and a real consensus seemed to emerge. Since the 'crash' the environment has slipped down the list of priorities. Yet the need to act is stronger today than it ever has been. May 2013 saw the level of CO₂ in the atmosphere break through the 400ppm mark - a psychologically important moment. Because of its size the Co-operative group is able to make changes and help influence behaviours that can have real positive impacts on environmental protection. These include:

- A 40 per cent reduction in our greenhouse gas emissions since 2006.
- One billion carrier bags have been saved due to customer awareness initiatives.
- A 29 per cent reduction in our primary packaging materials.
- Ninety-nine per cent of our wood and paper products being Forest Stewardship Council certified.

However, action at a smaller level can also have a positive impact. Reducing energy use and promoting renewable usage can improve your business profile and save it money. Maximising recycling rates and minimising waste also offers the twin benefits of cost reduction and revenue generation. Joining together with organisations such as the Wildlife Trusts of Wales can make a real

difference and also offer great opportunities for colleagues to get involved.

The rise in Fairtrade popularity has been spectacular with Wales playing a prominent role. Indeed, many Welsh towns have led the way in becoming Fairtrade towns. Fairtrade products offer great quality at a fair price which in turn helps support communities in developing countries. By purchasing Fairtrade products from the Co-operative 670,000 people across the globe are seeing their living standards improve. Simply switching business purchases to Fairtrade products can make a real difference and send a message to your colleagues and customers that you are serious about tackling global inequality. Lending your support to other campaigns such as those that support better working conditions, provision of fresh water and improved health care services can also really make a real difference.

The Co-operative Group believes it is possible to run a sustainable, socially responsible and commercially successful business in today's tough economic conditions. Of course, it is not alone. There are many examples of other businesses throughout Wales that also hold these ideas. It is not a sign of weakness to do so, indeed it is the very opposite. Businesses that strive to operate in a sustainable and socially responsible manner can be sure that these values and principles are highly regarded by both their customers and wider communities alike.

Customers want organisations with which they interact to share the same concerns that they do and to be able to act on their behalf to help make a better, fairer and more sustainable Wales. It is not always easy. It can involve making the first move before it is widely accepted to be the right thing to do. After all, twenty years ago Fairtrade products were seen as the province of a few, wealthy 'do-gooders'. Today they are mainstream business.

In the same way caring about where and how your product is sourced has never had a higher profile. The recent issues regarding horsemeat from Romania and the awful scenes from Bangladesh have brought these into sharp focus. It is not acceptable to put profit before people, nor is it right to compromise on product safety and quality. It is worth remembering that it was as a response to a background of poor quality, adulterated food supply that the Co-operative was formed over 160 years ago. Its aim was to provide good quality food and other products at prices ordinary people could afford. Never has this been more relevant than today.

For those businesses able to combine a great product or service backed up with excellent customer care the future, though challenging, is nevertheless exciting and full of opportunity. Despite the underlying economic conditions our customers expect nothing less than for the businesses they buy things from to operate in an open, responsible and sustainable way. The Co-operative and other businesses like it prove that it can be done whilst operating in a way that offers long term profitably.

Chapter 10

Education for a sustainable food future in Wales

Jane Powell

Education for a sustainable food future in Wales

Jane Powell

A sustainable food system has many components. It is about much more than sustainable farming practices, vital though those are. It also implies effective local distribution systems, fair payment for food producers, access to information and training, social justice, and healthy communities. None of this will happen unless people want it to, and value it enough to make it happen. The key is education, both formal and informal.

Any discussion about the future of food and farming sooner or later returns to the subject of how to teach children where food comes from and how to cook it. That is swiftly followed by the comment that often their parents don't understand about buying and cooking food either, and how it could be that a whole generation and more has become so separated from farming, gardening and the countryside. Fortunately, there is a strong drive to close that knowledge gap. Schools, colleges, leisure centres, housing associations, farms, community gardens and many others are playing their part in educating young people, their families and the wider public about food production.

Organic Centre Wales has been working with schools since 2003, organising farm visits and demonstrating local and organic school meals, developing classroom activities and working with other education providers to support teachers who want to teach children more about food. We work with the UK charity, Farming and Countryside Education to deliver across the farming sector – conventional as well as organic – and other food and farming organisations in Wales. We have also been active in general consumer education, through leaflets, websites and events.

Food education sits naturally with the Education for Sustainable Development and Global Citizenship agenda. Recently we helped set up the Food Group of the new UNESCO-accredited Regional Centre of Expertise, which brings together academics, community activists and education providers not merely to deliver food education but to critique our methods and share best practice. The Food Group has produced a position paper and is organizing a series of events to investigate educational approaches to food (see <http://foodesdgcwales.wordpress.com>).

In 2010 Organic Centre Wales, the National Botanic Garden of Wales, the Federation of City Farms and Community Gardens, and Farming and Countryside Education organised a conference on food education. The purpose was to consult teachers and agencies working with schools about their needs, the obstacles they had identified, and their vision for the future.

Teachers were clear that education about the food chain from field to fork provides excellent

opportunities for pupil engagement. It provides a bridge between academic subjects and everyday life, a range of learning environments outside the classroom, an opportunity to connect to the world outside the school, and practice in taking ownership of projects and working in teams. It also equips pupils with essential knowledge about food, which will be important to them in planning a healthy and sustainable future.

They came up with many excellent examples of good practice, including gardening in the school grounds, farm visits, enterprises such as farmers markets and produce sales, cookery clubs, teacher placements in the food industry, Open College Network accreditation in gardening and nutrition, School Nutrition Action Groups, and themed school meals. Because food touches so many parts of our lives, there are often many social benefits, with gardening bringing different generations together, and farm visits creating links between town and countryside.

It also became clear at the conference that there is very much more to be gained from food and farming education. Strong leadership from head teachers and local authorities could spread the benefits now seen in a few pioneering projects much more widely. So often, success depends on one enthusiastic individual, whether a teacher or a member of the local community, and everything stops when they move on. Teachers need access to training, information and funding in order to develop food activities. Provision of these is patchy around Wales, with some excellent examples but many gaps.

Food education also needs whole school support if all the benefits are to be realised. In many cases this means a change in school culture, so that consistent messages are given. Ideally food and farming should be integrated into the curriculum, for instance using maths to calculate seed orders, and with the provision of food in the school canteen used to reinforce messages about local sourcing, animal welfare and friendliness to wildlife. All this, together with the simple experience of sitting down to a shared meal every lunch time, which is not one that all children have at home, helps to build a culture where food is valued and seen in the context of the food chain.

An inspiration for our work in Wales has been the Food for Life scheme developed in England. This combines school education, community links and local procurement to provide just this whole school approach for which teachers are calling. Kick started by a five-year Lottery-funded programme that has had significant impact on health, tackling inequalities, improving education, and local enterprise and sustainability, it now works with a number of local authorities in England to create a network of schools and communities committed to transforming food culture.

An important part of Food for Life is the Catering Mark, which recognises caterers who invest in procuring seasonal, local and organic ingredients. This has three levels, Bronze, Silver and Gold. At Bronze there are no undesirable food additives, hydrogenated fats or GM ingredients, 75 per cent of dishes are freshly prepared, meat is from farms which satisfy UK welfare standards, eggs are from cage-free hens, no fish are served from the Marine Conservation Society 'fish to avoid' list, and caterers in schools, early years and residential care settings can demonstrate their compliance with national standards or guidelines on nutrition.

The Silver and Gold level are on a points-based system allowing the caterer to promote what is important to them within three categories - sourcing environmentally sustainable and ethical food, championing food and making healthy eating easier. The Catering Mark does more than ensure that money for school meals is spent on the right sort of farming systems. It also sends a message to children and parents that food matters, reinforcing the learning from the classroom and food activities. Valuing food is essential if we are to value farming systems and make them as healthy and balanced as we can.

We have all the elements of Food for Life in Wales already. We have school gardens and farm visits, while the Appetite for Life scheme lays down nutritional standards for school canteens and promotes a whole-school approach to food. Recently, the Catering Mark has taken root here with two school meal providers already signed up: the Eden Food Service in Anglesey which serves 3,750 meals a day, and Flintshire Council, the first local authority in Wales to achieve the Bronze award, serving 5,000 meals a day.

In addition, Aberystwyth University, Cardiff University, the University of South Wales and Swansea University are signed up, as well as St Joseph's Hospital in Newport and others.

The benefit of working with schools goes beyond the gates. Primary schools, especially, are important as hubs of their local communities, reaching parents and many others through their various community links. They can therefore serve to broker relationships among the local community, promoting social inclusion and intergenerational learning. There are many good examples of this, such as schoolyard farmers markets and food co-ops that use schools as drop-off points.

Of course, education is about more than just schools. It carries on through life. As the values of our consumer society continue to contribute to problems such as food waste, obesity, and the low status of food production, it is important that adults learn about the food chain. This can happen through growing their own food on allotments, volunteering at community gardens, or joining in Community Supported Agriculture schemes where consumers form a direct link with a local farm and share some of the risks of production.

Through the publication of its strategy for community grown food in 2010 (<http://wales.gov.uk/docs/drah/publications/100715v9communitygrownfoodactionplanen.pdf>), the Welsh Government has recognised the importance of this, not only for education but also for the environment and sustainability, health and well being, community and economic development.

Wales now has a suite of exciting projects to take these forward:

- Growing the Future (at the National Botanic Garden of Wales), which aims to build a network of training hubs across Wales to provide technical support to community growing projects.
- Tyfu Pobl (at the Federation of City Farms and Community Gardens), which aims to deliver and facilitate the exchange of knowledge and good practice of all aspects of community growing.
- The Community Land Advisory Service (CLAS Cymru, managed by the Federation of City Farms and Community Gardens), a new project providing specialist guidance and support to enable landowners to make land available to community food growing projects.
- Better Organic Business Links (an Organic Centre Wales managed project), which works with the Federation of City Farms and Community Gardens and the Soil Association to promote Community Supported Agriculture in Wales. These schemes allow communities to work directly with farmers and commercial growers to produce and distribute their own food.

There are many examples of excellent food education happening around Wales. We have most of the pieces of the jigsaw. What is needed is leadership to bring them all together. The farming, health and education sectors all have much to gain from good food education but their funding streams and culture make it difficult for them to cooperate at a national level. Yet you only have to see a farm visit in action to understand how people from the very different worlds of education and farming can come together and create transformational learning.

Funding is tight these days and so it needs to be carefully used. A lot can be done simply by making it easier for enthusiastic individuals to do what they want to do anyway, through training, networking events, newsletters, websites and mentoring schemes. This requires involving not just teachers but also school cooks, teaching assistants, school caretakers, community gardeners, housing association staff and local volunteers.

At the same time, government must show leadership by integrating its own activities and being open to learning new ways of doing things. For instance, schemes such as the Catering Mark make the link between economic regeneration, health and education at the council level, and can create new alliances of interest groups that can nurture new ways of thinking. A New Economics Foundation case study of Plymouth City Council and Nottinghamshire County Council showed that for every £1 spent on their Catering Mark menus £3 was reinvested in the local economy. Similarly tourism, waste reduction, transportation and many other aspects of council activity need to be brought together if we are to improve our food systems.

In France, local authorities are very supportive of Community Supported Agriculture acknowledging the benefits it brings in terms of community food education, strengthening community links and supporting rural businesses. In practice this include providing council owned land on long term leases to project, procuring food for public institutions from projects, and promoting the concept in their local areas.

The Welsh Government's 2010 strategy *Food for Wales, Food from Wales* sets out a vision for Welsh agriculture. It talks about an approach to food and farming which involves all sectors of the population. If Wales is to pursue its commitment to sustainable development then it is essential to increase public interest and understanding of food production, leading to fairer prices and trading, diversification of farming in order to meet more of the Welsh diet locally, and a willingness to pay taxes that will pay for farmers to deliver environmental goods and services.

It is vital that food education is embedded in the school curriculum, and supported with hands-on activities, sustainably procured school meals and community links. It also needs to be included in university teaching where possible, and in the student experience, for instance by providing allotments on campus or cookery lessons. And it needs to draw in the public, through farm open days, school farmers markets, food festivals, community gardens and so on.

Chapter 11

Practical steps in localising food

Steve Garrett

Practical steps in localising food

Steve Garrett

As the public becomes more aware of the damage that is being done to the environment by the transportation and packaging of food, and to the health of individuals by processed and 'junk' foods which are highly popular and profitable but of dubious nutritional value, an increasing number of people are actively seeking out food in which they can have a greater degree of 'trust'¹. Currently one of the most trusted sources of food are local farmers' markets, four of which are run in Cardiff by the Riverside Community Market Association.

At the same time, the continued availability of relatively low cost oil is likely to mean a continuation of the trend of 'all-year-round seasonality' and consumers will continue to expect to eat strawberries in December, for example. However, if the predictions that we have reached a 'post-peak oil' situation are correct, this situation cannot last. We will urgently need to find alternative and more resilient ways to organise our food supply chains. One attractive option will be a re-localisation of food production and distribution.

An undesirable outcome of promoting local food chains would be the creation of a food supply polarised around choices available only for the food-rich at the expense of the food-poor. Kevin Morgan has described the risk of "fetishizing" the local. As he put it, "alternative quality food production seems destined to retain its status as a narrow class diet of privileged income groups"².

Thus far it is predominantly white, middle class people who shop at farmers markets. If we want to extend their appeal, we must shake off their image as being only for 'foodies', and adopt some more subtle and effective marketing practices. Food shopping for all sectors of society is increasingly taking place in an informational environment, which strongly emphasises the importance of a healthy diet, against a backdrop of increasing obesity and other health complaints amongst adults and young people. There are reasons to be optimistic that 'buying local' has the potential to appeal to a much broader range of people than is currently the case.

Kevin Morgan recognises that smaller scale, more locally based initiatives such as farmers markets, whilst being modest in their aims and outcomes, and running the risk of responding to the food demands of a relatively elite group of consumers, have an important role to play in the process of changing the culture of food at all levels. This role can only be enhanced if government agencies with responsibility for areas such as environment, health, local economy, agriculture, regeneration and so on take the issue of generating a sustainable food economy seriously. They will need to provide sufficient economic and policy support to ensure that local food supply networks do not become just an attractive shine on the surface on an apple that disguises a continuing rotteness at the core.

The number of farmers' markets in Wales has expanded rapidly in the past decade - from the first that was set up in Riverside, Cardiff in 1998, to the nearly fifty that exist today. During that time, public interest in purchasing fresh locally produced food, and in knowing more about the source and production methods of the food they buy, has soared. It has been underpinned by what seems to have been a constant stream of bad-news stories in the media about the problems and dangers associated with conventional industrial-scale food production and distribution methods - most recently the discovery of horse meat in several mainstream food products. A key question is how the farmers' market model of food marketing can be expanded to meet this growing demand for local food (on the part of some socio-economic groupings, at least). In particular, what contribution might it make to the development of a more sustainable food system in Cardiff?

Even if farmers' markets continue to be a relatively small presence in the food retailing, they enable some producers to survive economically using sustainable methods. In this sense farmers' markets will contribute to the overall sustainability of the agri-food economy. However, for real change leading to a more sustainable food economy, we must devise radically different mechanisms of marketing and production than those currently employed by the industrial retailers. We need to examine whether urban food growing has the potential to play a more significant role in creating a Sustainable Food City and improving the health, wellbeing and local economic development of Wales.

Rob Hopkins, founder of the Transition Town movement, and one of the UK's best known advocates for an approach to city planning which adapts to a future of declining, or less available, oil supplies, is sure that urban areas which want to become sustainable must develop a more localised way of providing food for residents³.

Well known food researcher Tim Lang described the high level of anxiety at which emerged central government level during the lorry drivers' strike of 2007 when it was realised that within three days, the shelves of food retailers would start to empty and there was no way they could be restocked. This situation apparently brought home to Ministers the extent of our dependence on a globalised food economy, and the level of vulnerability inherent in that dependence, for example to changes in oil supplies. Lang also cited some particularly stark anomalies in how we organise mainstream food production and distribution. For example, until recently the majority of the apples eaten in the UK were grown in this country. We now import nearly 95 per cent of our apples. Indeed, we are by far the highest importers of fruit in Europe, a situation that is replicated in a number of other food items. There are many more examples of food products which we could, or do, produce within our own borders, which are either exported or imported unnecessarily. How such a system would operate if oil supplies were threatened in terms of availability or price is a real concern, and another impetus for looking seriously at how more food could be produced much closer to home.⁴

Taking the process of urban food provision to one of actual food production in the city is now on the sustainability agendas of an increasing number of Western cities. Experience in the US has shown that although levels of actual food production at local food growing projects may be limited, at least in the early stages, there are a number of other immediate benefits to be had in allocating land to food growing. In their 2003 report on urban agriculture, the Community Food Security Coalition observed that:

"City revitalization efforts which include urban agriculture have a regenerative effect when vacant lots are transformed from eyesores - weedy, trash-ridden, dangerous gathering places - into bountiful, beautiful and safe gardens that feed peoples' bodies and souls".

The idea of growing food within city limits is by no means a new one. In the 19th Century, market

gardens in Paris produced a high proportion of the fresh produce consumed in the city, using all kinds of waste as a growing medium, and until the end of the First World War, they were famous for the abundance of their crops. 'Victory Gardens' were planted during World War II to reduce the pressure on the public food supply brought on by the war effort. They were also considered a civil 'morale booster' in that gardeners could feel empowered by their contribution of labour and rewarded by the produce grown.

In some parts of the UK, significant recent progress has been made in establishing local food initiatives (with varying degrees of support from the local authority) and in measuring the benefits which were experienced by participants. Such projects illustrate increasing public interest and enthusiasm for the idea of re-connecting with nature through the cultivation of food, and the important role of local government in ensuring the development and survival of such activities. A shining example is Todmorden in Yorkshire, which is now growing food in empty spaces all over the town, including apparently in the graveyard. Its Incredible Edible project plans for the town to become self-sufficient in food within ten years.

Internationally, Cuba is renowned for its high level of urban food production to the extent that Havana grows up to 60 per cent of the vegetables consumed in the city. This path to local organic production and greater food resilience was a by-product forced on the Cubans when their supply of oil was cut off following the collapse of the Soviet. In response to government and public concerns in the UK about security of access to food at affordable prices, coupled with increasing consumer demand for food that gets to the plates in an environmentally friendly way, a similar spirit of flexibility and support in relation to local food growing may be needed here.

The greatest difficulty facing an urban food growing initiative can be as simple as access to appropriate land. However, with sufficient political will and effective work in partnership with voluntary sector organisations, there is no reason why this cannot be overcome by local authorities which have sufficient vision and determination. As the capital city of Wales, Cardiff has a modest population of fewer than 400,000 people. It could become a 'test case' for a review on how the political will might be found to become more self-sufficient. Cardiff Council is currently undertaking a review of unused land in the city to see if there are areas which could be made available for food growing.

As a first step in supporting the development of urban agriculture in the city, Cardiff Council needs to know how much spare land it has, and how much of this could be made more attractive, more productive, and more profitable in social, economic, and environmental terms through urban agriculture. Once there is a political and planning commitment to securing access to land, then the process can begin of determining which production systems and which organisational models would be best suited for particular land uses and particular sites and other operational details. Drawing on expertise that already exists within their own departments, alongside community organisations and engaged citizens, Cardiff Council could create planning strategies to address the multiple challenges to urban agriculture. In addition, funding streams could be created or identified which would enable the necessary skills and equipment to be acquired by individuals, enterprises and community groups in order to set up sustainable local food growing projects. What is needed is a clear commitment to action to ensure that legal obstacles are removed and the necessary resources and support are easily available.

Supportive policies can create access to resources and skills, and address any legal obstacles preventing unused land being made available for urban agriculture activity. However, the drive and motivation for implementing urban agriculture activities will have to come from communities themselves, rather than as a political directive. Several residents' and voluntary sector groups in the city

have already started to look at the potential for establishing some food growing projects. Community organisations, such as the Federation of City Farms and Community Gardens and the Cardiff Transition Project are championing food growing as a tool for health and community development.

Urban agriculture would not necessarily have to be considered as a permanent function for any vacant land within the city. As is the case in Cuba, empty land could be made available for food growing until such time as it is needed by its owners or by the Council for other purposes. Access to such land could be offered at a peppercorn rent to interest groups or social enterprises which would undertake to manage and look after it productively for a fixed period of time. Through the use of raised beds or other intensive growing technologies, any risk of ground contamination or inadequate soil fertility would be avoided. To complement this approach, and to help create a permanent role for local food growing activity, urban agriculture could be included as a topic at all levels of the education system to help create a culture of agriculture among younger generations. Schools would be encouraged to establish small vegetable growing gardens, so that children would become familiar with the enjoyment, the skills and the benefits of growing and cooking their own food.

With the right support, especially in terms of access to vacant land and other support mechanisms to help people get started in local food growing, urban agriculture could deliver similar levels of social and environmental benefits, economic activity, employment and food production that would make it a cost-effective, popular and 'sustainable' planning objective.

As we examine the details and how they could realistically be implemented, this vision of a network of small patches of highly productive land growing fruit and vegetables to be sold at a network of citywide farmers markets becomes less of a middle-class utopian fantasy, and more like a sensible and pragmatic way of ensuring continuing food supplies in an uncertain future and creating employment in an urban food system which could be truly "sustainable".

- 1 Moore, O., 'Understanding post-organic fresh fruit and vegetable consumers at participatory farmers' markets in Ireland' in *International Journal of Consumer Studies*, 30 (5); pp 416-426, 2006.
- 2 Morgan, K., *Local and Green versus Global and Fair: The New Geopolitics of Care*, BRASS Working Paper Series 50, Cardiff University, 2008.
- 3 Hopkins R., 'The food producing neighbourhood', in Barton H. (ed.), *Sustainable Communities*, Earthscan: 200-214, 2000.
- 4 Lang, T. and Heasman, M., *Food Wars, the Global Battle for Mouths, Minds and Markets*, London: Earthscan, 2005.

Chapter 12

Spreading the sustainable food message across Wales

David Fitzpatrick

Spreading the sustainable food message across Wales

David Fitzpatrick

“We are what we eat”. If this is correct, then a significant proportion of the population in Wales is at risk. The levels of poverty and deprivation across many parts of Wales means that the quality of food being eaten is leading to health and education inequalities. For many, too, there is a lack of knowledge, coupled with low skill levels in alternative meal production, that result in a reliance on convenience foods, in the main comprising high fat and lower nutritional value.

For many people experiencing this level of vulnerability, trying to break the cycle of poorer quality food, obesity and low nutrition is difficult if not, at times seemingly impossible.

The ubiquity of access to lower quality convenience food mitigates against a change of habit. For many meal creators wishing to find and use better quality food, the access to better alternatives is often lacking, and not helped by the proximity to ‘easy’ options compounded by the pressure of advertising.

The problem is ensuring that we all have the chance to choose, and choose well.

None of us advocating a sustainable community can avoid addressing this fundamental problem. Abraham Maslow’s ‘Hierarchy of Needs’, set out in his 1943 paper *A Theory of Human Motivation* and illustrated in the graphic below, makes it quite clear: we all need to address our survival needs before we can move up the triangle to more esoteric needs. Food, clearly, is such a survival need.



There is a lot standing in the way of us achieving this.

A key issue is the significant level of advertising offered by those purveying convenience food. The background pressure to choose convenience food over other food feels at times irresistible, especially when adding the pressure of children's pleas when wandering around a supermarket, or after a favourite TV programme, itself peppered with advertising!

The Academy of the Medical Royal Colleges, which represents most of the 220,000 doctors in the UK, is demanding that Government and food manufacturers do more to promote a healthy lifestyle including a ban on television advertising of foods high in saturated fats, sugar and salt before the 9pm watershed. It also wants a duty on all sugary soft drinks, which could increase the price by at least 20 per cent.¹

The advertising spend of the convenience food providers is huge. According to the Food Commission, junk food makers spend 500 times more on advertising their products than watchdogs spend warning people of the dangers of bad diets. There is no way any campaign can match that budget. In Wales, therefore, we need to adopt a different approach.

Firstly, it would be good to have a decent legislative structure and support for change.

This has not escaped attention at a UK level. The National Institute for Health and Clinical Excellence has recommended:

- A total ban on trans fats.
- Halving the individual daily salt intake.
- Legislating if necessary to encourage manufacturers to slash the content of hidden saturated fats in all food products.
- Ensuring low fat and low salt foods are cheaper than healthier versions.
- Banning television adverts for high-salt and high-fat foods before the 9pm watershed, to protect children.
- Urging local councils to forbid takeaways and junk food outlets near schools.
- Bringing in the 'traffic light' colour coding system to show whether a product has high, low or medium levels of salt, fat and sugar.

If these recommendations were implemented it was suggested that 40,000 of the annual 150,000 deaths in the UK could be prevented. Even if this was an over-estimate, the point is made: better food leads to fewer deaths (and debilitating illnesses). Recent research in Cuba has shown that, even though the change of diet was enforced by adverse circumstances, the loss of life during that time was much reduced. Sadly, as conditions improved, so people returned to bad eating habits so we need to keep up the impetus and put good legislation in place.

To make the change we don't need to reinvent the wheel. Many good projects and programmes are taking place throughout Wales. We need to spread the message and ensure that good practice is followed.

Above all, we need to make following good practice easier. Atlantic College, in St Donats in the Vale of Glamorgan wants to ensure it sources food locally and sustainably. Admirable as this is, it has proved very difficult to deliver, mainly because there is no one source from which one can find the information. It is vital that such a source be created, and made available to all sectors – whether a school or a business that wants to source its food in the most sustainable way possible.

We need to make it easier, too, for people to provide food for themselves, as has happened at critical times in the past, for example during World War II when people were encouraged to "Dig for Victory".

It was a major policy plank, which proved remarkably successful. However, most of us have both lost



the skills and lost the impetus: we like someone else to do the work. We have become followers of “instant sunshine” – if we want an apple, we do not want to wait a season for one to be grown!

A number of organisations aim to reverse the lack of skill and the knowledge of seasonal food. The most recent success in this area is that of the Federation of City Farms and Community Gardens with their major Lottery funded project. We must support other such initiatives, if we are to develop and embed a more sustainable food policy in and across Wales.

Of course, food is not just land based. With its extensive coastline, Wales has its own fishing industry although much has been lost for many reasons. Peter Davies, the Commissioner for Sustainable Futures, is chairing a committee to review marine conservation in Wales. Having sustainable fish sources as part

of its remit will be hugely helpful. There is, however, again an issue with cost. High cost fish tends to find its way to London and abroad rather than into the lunch of the further education student.

It is suggested that, with the best will in the world, Wales could not (and perhaps should not) grow all its own food. Supermarkets and other stores will still have a major part to play in how we each source our food. It is vital, therefore, that each food source (whether from a supermarket or elsewhere) recognises the imperatives of sourcing food as locally as is possible, and makes ‘good’ food easily and plentifully available. We each need to show that this makes economic sense but also praise those shop sources that do follow this approach, making them aware that this will increase our loyalty to them for doing what they are doing.

The Welsh Government is about to introduce a Sustainable Development Bill, placing a duty of sustainable development on the 16 groupings of ‘Public Service Organisations’ (the councils, the police, health, housing associations and so on), making it a “core principle”. Part of that has to be how they procure the food needed within what they do as an organisation. It is evident, therefore, that there is a vested interest in each of these 16 groups to support a sustainable food policy in and across Wales.

Yet, as Jamie Oliver has discovered numerous times, setting up ‘good’ food for children is by no means easy. We need more effective awareness raising throughout the education system coupled with clear and effective messages designed to change behaviour.

When 27-year-old Jack Monroe became a single mother in 2011 she lost her job. She was forced to move into cheaper accommodation so she could still afford to work and send her son to nursery. After paying her rent and bills she had just £10 a week to feed herself and her son Johnny. To do so, she developed “frugal but nutritious” principles, developed them into a blog, which has by now gathered 16,000 regular readers, and a book deal with Penguin. Her recipes are handed out by food banks as examples of how to survive on next to nothing – see a www.agirlcalledjack.com

The message is that it is not too difficult nor too expensive to provide good food. Jack Monroe changed her behaviour to ensure success. We can do the same, and encourage others to follow suit. None of this is revolutionary; none is hugely game changing. But put it altogether and we can start on the trail of making Wales a sustainable food nation – with all the health benefits, and the fun, that that implies.

1 Academy of the Medical Royal Colleges, *Measuring up: the medical profession's prescription for the nation's obesity crisis*, 18 February 2013.

Notes on contributors

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Tom Andrews is Associate Director at the Soil Association. He is co-ordinating the Sustainable Food Cities programme led by the Soil Association, Food Matters and Sustain and funded by the Esmée Fairbairn Foundation. This is supporting towns and cities across the UK to develop transformational healthy and sustainable food programmes. If your organisation can help or your town or city would like to become involved, contact - tandrews@soilassociation.org

Peter Davies was appointed Commissioner for Wales and Vice Chair of the UK Sustainable Development Commission in 2007, providing independent advice to the Welsh and UK Governments. Following the decision of the UK Government to cut the UK Commission Peter was appointed as Wales's first Commissioner for Sustainable Futures by the Welsh Government in April 2011. He was appointed as independent chair of the Climate Change Commission for Wales in 2010. In addition Peter coordinates The Prince of Wales' Charities in Wales, is project consultant for Wales and the Millennium Development Goals Task Force, chairs the Cambrian Mountains Initiative and the west Wales branch of The Institute of Welsh Affairs.

David Fitzpatrick is Chief Executive of Cynnal Cymru – Sustain Wales, a not for profit body, working to raise awareness of, and embed, sustainable development across Wales. For the past 26 years he has been running charitable organisations. He is a voluntary director of a number of organisations. He has sat on many Westminster government bodies and advisory panels and has worked with the United Nations. Until their recent demise, he sat on England's eastern region NI 7 Forum and the Regional Empowerment Partnership.

Steve Garrett lives in Cardiff's diverse inner-city community of Riverside. In 1998 he founded the award-winning Riverside Farmers Market - which has since spawned three other successful farmers' markets in Cardiff - and a programme of local food outreach and education activities, including the Riverside Community Allotment. Steve is a founding director of the Riverside Market Garden community supported agriculture project. He is included in the Sustain Wales 'Green List'; received an Inspire Wales Awards in 2010 and was shortlisted for a Leading Wales Award in 2012. Steve was recently commissioned by the Soil Association to create the Cardiff Food Charter to help Cardiff to become a 'sustainable food city', and to deliver a programme of local food projects in some of Cardiff's most disadvantaged communities. Steve runs 'Get Ffresh!' - a mobile farm shop and local food distribution hub. He's also working with two women's organisations in Sub Saharan Africa to help them create local food production/marketing cooperatives.

Terry Marsden is Professor of Environmental Policy and Planning at Cardiff University's School of Planning and Geography where he is also Director of the Sustainable Places Institute. Research projects he has overseen include *Organic Food Supply Chains in Wales* and *Retailing, regulation and food quality*. With others he edited *The new regulation and governance of food: beyond the food crisis?* published in 2010.

Kevin Morgan is Professor of Governance and Development in the School of Planning and

Geography at Cardiff University. Over the past decade the study of sustainable food systems has absorbed most of his research time as a result of two ESRC research projects. The first project *Going Local? Regional innovation strategies and the new agri-food paradigm* explored the scope and limits local food networks in England and Wales. The second, *Delivering Sustainability: the creative procurement of school food*, examined the local procurement of school food in Italy, the UK and the US. He was commissioned by UN's World Food Programme to prepare a report which entailed examining case studies of school food systems in Brazil, India, Ghana, Thailand and South Africa. This led to publication of *The School Food Revolution*, co-authored with Roberta Sonnino. Its findings were presented to two sessions of the United Nations Commission on Sustainable Development in New York in 2009. Kevin is a member of the Food Ethics Council, the Welsh Government's Food and Farming Advisory Panel, and he chairs the Bristol Food Policy Council.

Clive Newton has been Catering Manager at Cardiff University since 1991. Since 2002 he has been Chair of the Higher Education Purchasing Consortium Wales Catering Group. Between 2000-2004 he was National Treasurer of the University Caterers Organisation. He is a member of the UK University Catering Officers National Purchasing Group, overseeing its purchasing strategy.

John Osmond was the Director of the Institute of Welsh Affairs from 1996 to May 2013. He continues to edit the IWA's journal *The Welsh Agenda* and its online news site www.clickonwales.org. John began his career in journalism at the *Yorkshire Post*, after which he was Welsh Affairs Correspondent, for the *Western Mail*. He edited *Arcade-Wales Fortnightly* in the early 1980s and then worked for HTV Wales, where he helped launch the current affairs programme *Wales this Week*. Later he was then Deputy Editor of *Wales on Sunday*. Prior to joining the Institute of Welsh Affairs, he founded Agenda Productions, which produced programmes for the BBC, HTV, Channel 4, S4C and STV. He is a Fellow of Cardiff Metropolitan University.

Tim Peppin has been Director of Regeneration and Sustainable Development at the Welsh Local Government Association since December 2007. The portfolio, and the staff in Tim's team, cover a wide range of environmental and regeneration issues including waste (policy, awareness and improvement), transport, planning, regeneration initiatives, economic and business and community development, flood and water, countryside and biodiversity, National Parks, rural regeneration and as well as corporate roles in relation to European issues (and the WLGA's Brussels Office) and sustainable development. Tim has worked in local government since 1988, starting out as an Economic Research Officer with Cleveland County Council, before taking up the post of Principal Policy Officer with Mid Glamorgan County Council in 1992. He then joined Caerphilly County Borough Council as their Policy and Research Manager following local government reorganisation in 1996, where he also acted as lead officer on sustainable development and corporate voluntary sector relations and became heavily involved in community regeneration initiatives. In 2004 Tim became Caerphilly's Head of Policy and Democratic Services and a member of its Corporate Management Team.

Eryl Powell is Principal Public Health Specialist for Public Health Wales where her portfolio includes Food and Children's Public Health. As part of her local food work she helped to set up the Cardiff Food Council which she chairs. Eryl grew up on a farm in the Brecon Beacons National Park. She studied at the University of Wales, Cardiff where she gained a First Class degree in Social Sciences, and then went on to gain a Masters in Public Health from Bristol University. She is registered as a Generalist Specialist with the UK Public Health Register, and in 2012 she became a Fellow of the Faculty of Public Health.

Jane Powell has worked for Organic Centre Wales since 2000, and is now a Project Officer with its Better Organic Business Links project at Aberystwyth University. She has a background in science

publishing and teaching, and is also the Wales regional coordinator for the charity Farming and Countryside Education. She chairs the Food Group of the Wales RCE for Education for Sustainable Development and Global Citizenship which is bringing together university researchers and local initiatives to develop new approaches to transformative education and food.

Pamela Robinson is a lecturer at Birmingham Business School. She was previously a post-doctoral fellow in the School of Social Sciences and a research associate at the Centre for Business Relationships Accountability, Sustainability and Society (BRASS) at Cardiff University. Prior to this she worked in food retailing in a number of senior management roles with responsibility for buying, marketing and supply chain management, and as a business consultant advising international retailers on their supplier partnerships, corporate social responsibility programmes and ethical sourcing policies. Her research interests currently focus on governance systems in regard to self-regulation in international supply chains including: ethical and environmental corporate social responsibility policies, fair-trade certification schemes and food safety legislation.

Rob Scoulding is the Welsh Energy and Environment Manager for the Co-operative group. A chartered Energy manager and member of the Energy institute, he has worked in Wales for over 15 years having been a Regional Stores Manager in both north and south Wales. His role includes the embedding of energy consumption and environmental responsibility across the country through a combination of colleague and customer engagement and the introduction of new technologies such as LED lighting. Rob firmly believes that it is possible to run a successful business that is also both sustainable and socially responsible.

