

Feeding Manchester no. 13 - Summary

[The preliminary idea was to have participants split up into 3 different groups for a morning session and an afternoon session to further hone the commitment ideas that came out of FM13. The ideas on this page could be part of the am session and on the next page the pm session]

Group 1: Policy, Education & Awareness (PEA)

Group 2: Growers (GR)

Group 3: Distribution (DIST)

Rank	Group	Commitment	Link to Vision 2020 for Manchester (aims and aspirational ideas)
1	PEA	Create a Good Food Working Group (public sector et. al.): promote FFLP, Catering Mark Awards & engage with and utilise high profile people/celebrities to promote food issues and raise awareness	<p>Aim A – Increase education, skills and awareness among residents about sustainable food through local activity, campaigns and national programmes.</p> <ul style="list-style-type: none"> ▪ An active sustainable food campaign has resulted in a positive storyline in Coronation Street about sustainable food and climate change ▪ All schools in Manchester have been awarded a FFL Gold standard
3	PEA (GR)	Create a coalition of like-minded groups to lobby AGMA for a sustainable local food policy	
2	DIST (GR)	Trial ways in which community growers too small for regular supply can distribute excess produce	<p>Aim B – Continue to work with the WRAP and support the Recycle Now and Love Food Hate Waste campaign.</p> <ul style="list-style-type: none"> ▪ All commercial surplus food waste is distributed via a project such as Fareshare ▪ All locally grown surplus is distributed by a project such as Manchester abundance
3	GR	Organise two growers gatherings in the winter to offer training and increase the number of growers involved	<p>Aim E – Develop the infrastructure to enable an increase in commercial local food production; create social enterprises to develop the growth of urban agriculture and market gardens.</p> <ul style="list-style-type: none"> ▪ Resources are focused on capturing amateur gardeners to progress them into commercial growing

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3	PEA (DIST)	Create a trading post to better share skills, resources and equipment	<p>Aim A – Increase education, skills and awareness among residents about sustainable food through local activity, campaigns and national programmes.</p> <ul style="list-style-type: none"> ▪ A number of sustainable food hubs (geographically spread – Hulme CGC, Debdate EC, Bridge5Mill, Parrswood REC, Walled Garden, Heaton Park, etc.) are thriving and offer a range of resources, advice and training within their communities. ▪ An on-line shop exists for all sustainable food information and advice for Gtr. Manchester
4	PEA	Create food sector incubators that focus on training cooks/teachers to deliver training in schools (involve community growers)	<p>Aim A – Increase education, skills and awareness among residents about sustainable food through local activity, campaigns and national programmes.</p> <ul style="list-style-type: none"> ▪ All schools have a food growing project and food grown on-site is used in school meals
5	GR (PEA)	Eat something you've grown yourself	<p>Aim D – Develop the infrastructure to enable an increase in local food production within the community</p> <ul style="list-style-type: none"> ▪ Growing Manchester has grown significantly from its start in 2010 and is supporting several hundred community growing projects. ▪ MCC has in place a flexible and responsive mechanism which allows communities to secure land, whilst continuing to pay for indemnity insurance and offering other practical support via Growing Manchester. ▪ Community growing projects and resident groups are given first choice to maintain public land to establish food growing on street corners, pocket parks, etc. ▪ Every person in Manchester is guaranteed a full-sized allotment within 6 months of applying. ▪ MCC and social landlords have a mechanism in place to allow the sharing of land and gardens, bringing together those with land and those wanting to grow produce.
7	DIST	Develop a baseline from which to evaluate and measure the rise in the amount of local/sustainable food	<p>Aim C – Create a baseline of sustainable food consumption and production and increase year on year to 2020 and beyond</p>

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6	GR	Work towards a GM-Free Greater Manchester including campaign regarding GM cooking oil	
8	GR	Update Feeding Manchester project map	
9	PEA (DIST)	All parties involved maintain involvement in Feeding Manchester	
9	PEA	Make Feeding Manchester a useful resource and representative (esp. school representation)	
9	PEA	Organisations all have food policies	

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SWOT Analyses

Group 1: Policy, Awareness & Education	
Strengths	Opportunities
<ul style="list-style-type: none"> • Markets run by local authorities • Great local organisations & faith-based groups • Leadership existing in councils • Festivals (i.e. Dig the City) • Land available for growing • Numerous projects around food • Passionate populace and volunteers • Demonstrated benefits, with large evidence base 	<ul style="list-style-type: none"> ▪ Create healthy 'competition' amongst districts ▪ Involve 'high profile players' (e.g. Ethihad, BBC) ▪ Work more with existing organisations (e.g. The Cooperative) ▪ Build on momentum (e.g. Biospheric Project) ▪ Great example (e.g. Real Food Wythenshawe, housing associates) ▪ Make food projects and initiatives more available, coordinated and accessible ▪ Link food and energy sectors ▪ Measure/calculate amount of land available for growing (Dashboard) ▪ Use Localism agenda and right to bid ▪ Use existing evidence base ▪ Food For Life Partnerships ▪ Cooking in school curriculum
Weaknesses	Threats
<ul style="list-style-type: none"> ▪ Very small percentage of food grown locally ▪ Lack of research on growing and limited access to this information ▪ Repetition of activities ▪ Money being wasted ▪ Lack of resource-sharing ▪ Growing not in school curriculum ▪ Gaps in Feeding Manchester event participation, greater representation needed ▪ Inequitable access to good food 	<ul style="list-style-type: none"> ▪ Soil contamination ▪ Cuts in expenditure ▪ Growth in free schools with low nutritional standards ▪ State of the economy ▪ Food poverty ▪ Climate change and effects on growing conditions

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SWOT Analyses

Group 2: Growers	
Strengths	Opportunities
<ul style="list-style-type: none"> ▪ Feeding Manchester network ▪ Collective commitment ▪ Land quality around Greater Manchester ▪ Growing market for sustainable food ▪ Amazing and experienced growers ▪ Young population ▪ Good local and independent business sector (e.g. Unicorn) ▪ Strong and innovative projects (e.g. Veg People, Land Army) 	<ul style="list-style-type: none"> ▪ Economic change ▪ Some local authorities interested in more local sourcing ▪ Potential for more orchards in public spaces ▪ Awareness raising ▪ Expand volunteer base with retraining and reskilling ▪ Using council-managed spaces for growing ▪ Increased profile of natural health agenda ▪ Sustainable Food Cities initiative ▪ Stronger links between rural and urban communities
Weaknesses	Threats
<ul style="list-style-type: none"> ▪ Land contamination and lack of access to good quality land for growing ▪ Lack of training ▪ Lack of local authority support ▪ Local food network does not span all of Greater Manchester ▪ Lack of sustainable food policy ▪ Apathy and lack of awareness 	<ul style="list-style-type: none"> ▪ Economic change resulting in more austerity and deeper recession ▪ Misconceptions about the price of food ▪ GM crops ▪ Ever cheaper imported food ▪ Barriers for entry into the economy for new businesses

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SWOT Analyses

Group 3: Distribution	
Strengths	Opportunities
<ul style="list-style-type: none"> ▪ Increased demand for local, less-processed food ▪ Enthusiasm, optimism, passion in the sector ▪ Strong communities and organisations ▪ Business like Unicorn, Herbie, and Veg People which serve as models ▪ Strong skills and knowledge base ▪ Feeding Manchester network and its potential to grow ▪ Good location with access to infrastructure 	<ul style="list-style-type: none"> ▪ Encourage more growers ▪ More co-ops and cooperation between businesses, including big businesses ▪ Less trust for supermarkets ▪ Co-operation with schools, hospitals and local authorities ▪ Bridging the gap between growers and distributors ▪ Potential for new systems of distribution ▪ Public procurement of local food ▪ Better use of agricultural land for horticulture ▪ More community initiatives
Weaknesses	Threats
<ul style="list-style-type: none"> ▪ Lack of education and understanding on issues of local food ▪ Cheap, imported food ▪ Lack of skilled growers ▪ Lack of distribution capacity ▪ High start-up costs ▪ Difficulties accessing public procurement procedures ▪ Low salaries in the sector ▪ Regulations which inhibit growing and selling 	<ul style="list-style-type: none"> ▪ Weak economy ▪ Supermarkets/Global food system ▪ Climate change, and threat of peak oil ▪ Competition from other sectors ▪ 'Greenwashing' by big businesses ▪ Growing strength of GM lobby ▪ Industrialisation of agriculture

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SWEETIE JARS

GROUP 1: EDUCATION, AWARENESS AND POLICY

Enhanced growing environment/support for growers	Awareness raising	Public sector / policy / regulatory	Sharing / networking / community / collaboration
Improved soil quality (activities around soil 'health')	Compulsory food growing for councillors and teachers	Labelling of food mileage & GM on all products	More opportunities to involve disabled people, homeless and marginalised to alleviate food poverty
More land given over to allotments and communal growing spaces	High profile events (e.g. Grower for a week) & support (e.g. celebrities) regarding health, environment and economy	Healthy and sustainable food seen as a key policy area by local authorities (public sector procurement)	Sustainable food cities conference
	Meat free Mondays in schools	Every organisation with a food policy (nurseries, colleges, university, workplaces, hospitals)	Schools/allotments develop partnerships/exchanges to share food culture
Schools/education/training		Food growing 'green estates' across Gtr Manchester	
Prioritise cooking along with growing, esp. In school curriculum for students and parents)	Food education embedded in all settings (incl. Environmental impact and seasonality)	Planning policy & public actions to reflect need for local growers (from Commercial growing in farm belt to Doorstep growers)	
Schools and youth centres to have allotments	Parents involved somehow in school food	New trees/shrubs planted in public spaces to be edible	
Supply & access	Everyone in Gtr Manchester has access to good, healthy food	Thriving small scale commercial food sector	
More local growers producing for local consumption	An organic or whole foods shop in every ward (e.g. local food vans)	Cheaper organic food for lower incomes	

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GROUP 2: GROWERS

Supply & access	Awareness raising	Public sector / policy / regulatory	Enhanced growing environment/support for growers	Sharing / networking / community / collaboration
<p>Use of canals for food growing transport</p> <p>50% of food consumed in Gtr Manchester grown locally</p> <p>More market gardens</p> <p>Sustainable production of fish and meat</p>	<p>Strong bee populations promoted by gardens and green roofs</p> <p>Increase in public footfall in public growing spaces</p> <p>Highlighted benefits of food growing (health, environment)</p> <p>Government-funded research on organic growing</p>	<p>National food and farming policy & return of the Agricultural Training Board (e.g. min wage for growers)</p> <p>Local authorities required to provide allotments</p> <p>Land tax (e.g. Australia) for private (mis)use of agricultural land</p> <p>Ban on developing Grade 1 or 2 land</p>	<p>Interest-free loans for organic start-ups and community projects</p> <p>Locally-made machinery for production</p> <p>Veg People as main food distributor</p> <p>Open source tractors</p>	<p>Establishment of a Gtr Manchester seed bank</p> <p>Stronger links with ethnic communities</p> <p>Database of what's being grown and what is for sale</p> <p>More growing within care institutions</p>
<p>Schools/education/training</p>	<p>Hydroponics in disused city spaces (& organic certification)</p>	<p>Import tariffs on food which can be grown locally</p>	<p>Support and subsidies for those wishing to grow food</p>	
<p>Food economics, not just cooking, in the curriculum</p>		<p>Council-run media campaign to encourage local food</p>	<p>Mapping of disused land</p>	
<p>Attitude/behaviour change</p>		<p>Council-quota for local growing</p>	<p>More LA land to be used for growing</p>	
<p>More food growing, less lawns</p>		<p>DEFRA backing for organic</p>	<p>Union or co-op of local growers</p>	
<p>Food growing becomes cool</p>		<p>Ban on GM crops and food</p>	<p>Food growing as a viable career choice</p>	
		<p>A carbon rating on food</p>	<p>Strategy for land reclamation</p>	

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Group 3: Distribution

Supply & access	Public sector / policy / regulatory	Sharing / networking / community / collaboration
Food distribution at workplaces		More cooperation and collaboration
Shopping more friendly, with convenient & accessible independent shops		Lessons learned from supermarkets
More variety of produce with less specification		Integrated network of growers & suppliers
Better access to sustainable transport		Linked-up distribution
Good availability of local produce		
More commercial growers		
		Enhanced growing environment/support for growers
Environmental aspect	Schools / education / training	Profits distributed more fairly
De-carbonised distribution	Cooking and growing in the national curriculum	More community spaces