

# A Sustainable Food Strategy for a Greater Manchester

Over one hundred community groups, charities, small businesses and public sector partners have been exploring the benefits of, and actions required, to transform Greater Manchester into a Sustainable Food City. Here is our ambition:

## 1. Support *Healthy and Sustainable Diets* for all

Priority Outcomes:	Possible Actions:
<b>Public awareness is raised about healthy eating through the use of positive media messages, political leadership &amp; community campaigns</b>	Develop positive food messages & garner political support Develop a campaign against unhealthy food and those who sell & promote it (taking inspiration from the anti-tobacco campaign)
<b>Increased healthy life expectancy (taking into account health quality as well as life expectancy) &amp; reduced differences of life expectancy &amp; healthy life expectancy between different communities</b>	Public sector bodies and businesses adopt progressive food policies and as a result provide healthy and sustainable food Doctors & Clinical Commissioning Groups sign-post or commission services to improve nutrition to reduce diet-related ill-health
<b>Improved child health and wellbeing, attainment and positive interaction with peers and associated positive effects on the wider family</b>	Include healthy eating as part of primary and secondary school curriculums Improve & promote healthy school meal services Following Oldham Council's lead, all schools achieve Food for Life Gold standard All schools and colleges adopt a Meat-free Monday
<b>The proliferation of healthy food outlets is encouraged &amp; unhealthy eating options are discouraged</b>	Prohibit or restrict the expansion of take-aways with exclusion zones around schools, colleges & parks, building on the work of Salford Council Councils identify 'food deserts' & take action to address them through retail strategies
<b>Physical and mental health is improved through food growing</b>	Doctors 'prescribe' or self-refer volunteering with food growing projects Develop a volunteer community time bank where time spent on a growing project can be exchanged for goods/services/assistance amongst neighbours

## 2. Build community food *Knowledge, Skills and Resources*

Priority Outcomes:	Possible Actions:
<b>Public awareness of food issues in relation to food sustainability is increased</b>	Develop a food campaign involving local celebrities Utilise social media & well devised positive messages to engage people
<b>Food knowledge &amp; skills inequalities are tackled by engaging, educating &amp; empowering young people, parents &amp; people from marginalised communities.</b>	The buying, cooking & growing of food is added to school curriculums Caterers, teachers, parents & children help develop sustainable school food menus Schools start food-growing projects & use food grown on-site in school meals or sold to parents via a stall run by the pupils Support schools to adopt a 'Whole School Approach' that engages pupils, parents, school cooks, teaching staff and the wider community
<b>Understanding and empathy between Greater Manchester's urban and rural communities is increased</b>	Expand and scale-up the Greater Manchester Land Army Develop sustainable food trails and food heritage stories Enhance Manchester Food & Drink Festival to be even more accessible & sustainable
<b>A Greater Manchester food identity is created</b>	Develop community projects exploring our local food provenance and the city's food history
<b>The purchase &amp; consumption of Fairtrade food is increased year-on-year</b>	Promote & work with local Fairtrade groups Hold awareness-raising events in Fairtrade Fortnight

## 3. Ensure *Food Equality* for all by tackling food poverty and increasing access to healthy affordable food

Priority Outcomes:	Possible Actions:
<b>Healthy food is more accessible, affordable &amp; demanded than unhealthy food</b>	Support communities to establish food bulk buying groups Offer food distribution schemes at work places
<b>People are supported to establish &amp; participate in community food-growing projects</b>	Create publicly accessible orchards in partnership with local schools Develop a programme around eating something you've grown yourself Businesses encourage & support staff to volunteer at community food projects
<b>Food growing projects &amp; food banks complement &amp; support each other's aims of sharing surplus food &amp; educating around ingredients</b>	Enhance the Feeding Manchester website to publicise & link projects Community food growers supply cafes, food banks, etc. Food growing projects incorporate cooking & food preservation courses & facilities
<b>An integrated approach to food is adopted by food banks focusing on culture, growing &amp; cooking</b>	Support food banks to have cooking facilities & run community classes to spread knowledge
<b>Food waste is minimised and eventually eliminated in Greater Manchester</b>	Replicate London's 'Cook Share' project Develop a campaign about money savings from not wasting food Create ways for neighbours to collaborate to deal with surpluses

## 4. Support *Sustainable Food Enterprises* and a diverse and resilient food economy

Priority Outcomes:	Possible Actions:
<b>A robust local food sector is created with convenient &amp; accessible outlets</b>	Create community-owned shops, mobile shops & market stalls for neighbourhoods Identify opportunities to introduce new farmers' markets
<b>Artisan, domestic &amp; young food entrepreneurs are supported to start or scale-up a food enterprise</b>	Create food business support hubs offering business start-up advice & services Prioritise community enterprises & co-operative start-ups
<b>High Streets and civic centres are more resilient &amp; diverse with a strong independent local food sector presence</b>	Develop supportive retail strategies that back family-run/independent shops and businesses Create a 'Meanwhile' strategy to allow pop-up enterprises in vacant buildings Provide rate relief to local healthy food enterprises
<b>Greater collaboration is created between farmers, growers, food processors, distributors &amp; retailers</b>	Support agricultural and supply-chain co-operatives Create a Farm Belt encircling Greater Manchester which protects & supports peri-urban horticulture and agriculture
<b>Planning regulations &amp; local authority policies &amp; strategies are supportive of the local food sector &amp; sustainable food</b>	Focus economic strategies & structural funds on sustainable food priorities Place restrictions on developing on agricultural land New homes are built with good-quality growing spaces Start a campaign to institute a supermarket levy

## 5. Develop *Sustainable Food Supply Chains* in all sectors

Priority Outcomes:	Possible Actions:
<b>Contract &amp; procurement processes &amp; practices in hospitals, schools, universities and local authorities are supportive of locally grown sustainable food</b>	Create a multi-sector working group that encourages and supports the public sector to purchase sustainable food All local authorities to adopt a Sustainable Food policy and develop, in partnership, a resourced and supported Sustainable Food Action Plan for their borough Lobby the Association of Greater Manchester Authorities to adopt a Sustainable Food Strategy for Greater Manchester
<b>Zero tolerance to Genetically Modified (GM) Food</b>	Support a campaign focused on the labelling of GM cooking oil Develop a media campaign focused on the science and economics of GM food
<b>Market access is made easier for local growers</b>	Utilise smart distribution networks, food hubs and New SmithField Market
<b>Food distribution systems are characterised by fuel-efficient methods &amp; closer proximity of growers &amp; buyers</b>	Invest in physical infrastructure for sustainable food transportation options Engage Transport for Greater Manchester to reduce the impact of 'food miles'
<b>Greater Manchester is committed to buying &amp; consuming fish that are sustainability sourced</b>	Develop a high-profile campaign with Stockport Council leading by example Greater Manchester becomes a Sustainable Fish City

## 6. Create a strong foundation for *Sustainable Food Production* at all scales

Priority Outcomes:	Possible Actions:
<b>Food growing in our neighbourhoods has become an integral, inclusive, natural &amp; accepted part of our lives</b>	Support Incredible Edible groups to introduce food growing in public spaces Create a demonstration street to show the public how food growing in our communities looks & feels Develop neighbourhood projects to support & educate on beekeeping
<b>Under-utilised public land is prioritised for growing space</b>	Develop a mechanism that offers land to communities as food growing spaces Create an online land identification scheme to determine sites with potential for food growing like New York's 569acres.org and on-going work in Trafford
<b>Every Greater Manchester resident is guaranteed access to land for food growing</b>	Create more allotments and facilitate a City-wide plot sharing scheme Social landlords develop a scheme to share land & gardens for growing activities
<b>Community growing projects &amp; allotment holders are enabled to make an income from their produce</b>	Trial ways that community groups can generate income by selling grown produce Address barriers to allotment holders selling their surplus produce Build on GrowingManchester to make community food growing more resilient
<b>Support mechanisms are in place that makes food growing a viable career choice</b>	Increase apprenticeships & enhance access to the FarmStart incubator farms Support enterprises focused on urban horticulture and peri-urban agriculture
<b>Knowledge, skills, resources, tools and machinery are shared through a growers' 'trading post'</b>	Establish a Greater Manchester 'seed bank' to store and exchange seeds & plants Organise commercial grower's gatherings to facilitate the sharing of knowledge

*No one organisation can achieve all of the aims of this ambitious strategy, but we can agree that this is the food system that we aspire to have in Greater Manchester. We can support each other to work towards some of the aims, and work together to push for them all. This is just the start – a foundation to build on and act on to transform Greater Manchester into a Sustainable Food City.*

## Why Sustainable Food?



Only one in five of us are eating the recommended 5 portions of fruit & veg a day.



We throw away a third of our food as waste.



20,000 jobs could be created if we produced more of our food on Greater Manchester's Green Belt land.

95% of fruit & 50% of vegetables eaten in the UK are import

50%

90%

1 in 3 meals eaten outside the home is funded by our taxes.

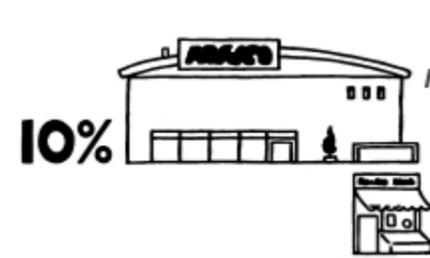


Food production and consumption contribute to nearly a third of our total greenhouse gas emissions

Food prices have gone up by 18% over the last four years and 1 in 10 Mancunians suffer from food poverty.

18%

1 in 4 Farming Families in the UK live on or below the poverty line



Nearly 90% of food businesses are Small & Medium sized Enterprises.

10% 90%

## Why a Strategy and what next?

Many volunteers & organisations have create this Strategy as inspiration and a guide. It is a work-in-progress and will be refined & improved again in the summer of 2015.

Over the coming months we will be developing an action plan to promote this strategy and launch a Charter for individuals & groups to sign up to.

If you'd like to get involved, please contact us at: [mail@kindling.org.uk](mailto:mail@kindling.org.uk)

For more information please visit: [www.feedingmanchester.org.uk](http://www.feedingmanchester.org.uk)



## Sustainable Food for a Greater Manchester

Imagine a Greater Manchester where *Sustainable Food* is at the heart of policy and action to create: jobs & training opportunities; good health & well-being; green neighbourhoods; diverse high streets; and strong local economies.

Good food means different things to us all, but sustainable food can help make our City more resilient to climate change & help address our present & future health and economic challenges.

### Sustainable Food is:



By working together we can transform Greater Manchester into a Sustainable Food City.

### A Sustainable Food City would:

Support <i>Healthy and Sustainable Diets</i> for all		Support <i>Sustainable Food Enterprises &amp; a diverse &amp; resilient food economy</i>	
Build community food <i>Knowledge, Skills and Resources</i>		Develop <i>Sustainable Food Supply Chains</i> in all sectors	
Ensure <i>Food Equality</i> by tackling food poverty & increasing access to healthy affordable food		Create a strong foundation for <i>Sustainable Food Production</i> at all scales	