



**A Sustainable Food Vision
for Greater Manchester**

2017

Introduction

Imagine a Greater Manchester where Sustainable Food is at the heart of policy and action to create: jobs and training opportunities; good health and 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 and help address our present and future health and economic challenges. By working together we can transform Greater Manchester into a Sustainable Food City.

Over one hundred individuals from community groups, charities, independent businesses and the public sector, from all ten boroughs of Greater Manchester have been exploring the benefits of, and actions required, to transform Greater Manchester into a Sustainable Food City. This is our ambition of how to achieve this, building on great examples and national flagships from our city-region's Food Pioneers.

How this Vision came about

Our original sustainable food framework was launched in the Summer of 2014, and has since helped to challenge and inspire the sustainable food sector in Greater Manchester; identifying a shared vision for us to work towards.

In 2016 we were galvanised to revisit this framework by the emerging People's Plan for devolution in Greater Manchester. They asked us to contribute towards the document that would be presented to the mayoral candidates and local politicians in advance of the 2017 Mayoral elections. Food Pioneers from all over the region contributed to a collective updating of the food framework at our twentieth 'Feeding Manchester' gathering in November 2016 and, although food didn't end up with its own chapter in the plan, the collective process resulted in the inspiring yet practical Vision that appears on the following pages.

The final draft was circulated amongst the participants for final comments over the Summer of 2017, and was checked for accuracy by a number of sector experts, ready for its launch in the Autumn of 2017.

Interpreting this Vision

This Vision is structured around the **six elements** of the nationally acknowledged **Sustainable Food Cities programme**.

Under each element are our **desired outcomes**, e.g. *the elimination of food poverty*.

We have identified priority actions, what we have called **possible actions**. In the majority of cases we have pointed towards a leading example of this activity taking place in the city-region or identified a possible actor who is best-placed to deliver this action: e.g. *Greater Manchester NHS Trusts to promote healthy eating to patients, staff and visitors*.

There are a minority of possible actions that do not have Greater Manchester-based examples nor an actor identified. e.g. *Cancer prevention campaigns incorporate healthy eating & drinking advice*. This may be because it is a collective action that may require support from a range of facilitators or we have been unable to identify a potential adoptee.

At the end of the document we have listed the **reports, strategies and initiatives** (e.g. *the School Food Plan*) cited here, with links to where they can be found.

We have also included a **glossary** of terms from 'Asset Transfer' to 'Zero Waste'.

Purpose of this Vision

We have written this Vision for a number of reasons and it is intended to:

Inform and inspire - with proven examples from Food Pioneers from across Greater Manchester.

Encourage us all to look at sustainable food in its entirety – While we all have our own priorities or focus, we acknowledge that it is all of these elements together that will create the sustainable food system we aspire to, and that we must be able to see the entire picture to avoid our own work undermining that of others.

Give confidence to a growing sustainable food sector that our individual endeavours are part of something bigger.

Support groups to grow and work in partnership. We hope that groups, businesses and the public sector will adopt actions from the Vision, and it will support them to find partners, or go to a funder or investor and say we would like resources to do this - and indeed to help funders to support these groups and actions.

Embolden individuals who sit on various working groups and committees to represent the sector as a whole and advocate sustainable food in its entirety.

Motivate our political representatives to take the sustainable food sector more seriously and support the fantastic work of our Food Pioneers.

Turning this Vision into action

We know from other City's implementing a Sustainable Food Cities programme that co-ordination, focused resources and supportive policies can create an environment in which Food Pioneers make a real difference. We are not proposing untried ideas, we are simply requesting that proven initiatives are supported to do what they do best.

- Step 1.** Individual councils join the Sustainable Food Cities network and Greater Manchester signs up to the Milan Food Policy Pact. Individual boroughs of Greater Manchester and the Greater Manchester Combined Authority (GMCA) adopt this Vision.
- Step 2.** Two complimentary groups work together, Feeding Greater Manchester (as a grassroots network of practitioners) and a (yet to be formed) Greater Manchester Food Board of public sector enablers, under the stewardship of the GMCA.
- Step 3.** GMCA & local councils support existing good practice within Greater Manchester identified in this Vision to strengthen and grow.
- Step 4.** Policies, procurement, investment and subsidies from the public sector should not make the work of our Food Pioneers harder. Our sector need to be consulted in meaningful ways along the lines of local voluntary sector Compacts.
- Step 5.** Procurement, investment and grants should first support the work of Food Pioneers, and secondly support others to replicate examples of good practice and work with and as part of this Vision.
- Step 6.** GMCA, local councils and the public sector lead the way, by taking inspiration from the examples in this vision to put into action within their own practices.

1. Promoting Healthy and Sustainable Food



Increasing public awareness of and interest in healthy and sustainable food is a vital first step to creating a positive food culture.

Desired Outcomes:	Possible Actions:
<p>1.1</p> <p>Greater public awareness about healthy eating & drinking</p>	<ul style="list-style-type: none"> a. Public, private and third sector support city-region and national strategies for improving nutrition and tackling obesity. b. Greater Manchester NHS Trusts promote healthy eating to patients, staff and visitors. c. Sport and leisure sector work to inspire and influence better food choices. d. Public, private and third sector support the implementation of a sugar tax and engage in local campaigns e.g. the Sugar Smart Campaign. e. Public, private and third sector to promote widespread awareness of the health effects of excessive drinking, building on the Drinkaware campaign. f. Cancer prevention campaigns incorporate healthy eating & drinking advice. g. Ban the advertising of junk food via or at public & third sector facilities, venues and events, following the example set by the Committee of Advertising Practices in restricting junk food adverts across all children's media. h. Avoid sponsorship deals and promotions of unsustainable and unhealthy food & drink, following Sustain's investigation into corporate sponsorship of the 2012 London Olympics.
<p>1.2</p> <p>Improved child health and well-being</p>	<ul style="list-style-type: none"> a. Schools take a whole school approach to good food as promoted by Food for Life and the School Food Plan with opportunities for cooking, food growing, and farm visits linked to curriculum learning i.e. Stockport's Priestnall School. b. Improve take up of school meals building on the recommendation from Department for Education including cashless systems and promotion of free school meal entitlement. c. All school food caterers achieve the Food for Life Served Here Gold Award, following Oldham Council's lead. d. Nursery schools and children's centres supported to improve food provision, following the recommendations of the Children's Food Trust's Eat Better, Start Better programme. e. All schools and colleges adopt Meat-free Mondays like those catered for by Manchester Fayre. f. Schools implement free holiday meal programmes and breakfast clubs for all with fresh healthy food, inline with Feeding Britain's aspirations. g. Adopt a whole system approach to promoting breastfeeding, by implementing UNICEF UK Baby Friendly standards across Greater Manchester.
<p>1.3</p> <p>Increased healthy life expectancy</p>	<ul style="list-style-type: none"> a. Public sector bodies and businesses adopt progressive food policies to provide healthy and sustainable food to their staff and visitors. b. Healthy and sustainable food is served in all care homes & hospitals and via meals at home services following Sustain's Good Food on a Public Plate project in London. c. Councils promote food growing to improve physical and mental health. d. Clinical Commissioning Groups commission, fund and signpost to services which improve nutrition and reduce diet-related ill-health. e. Doctors refer patients to health & well-being projects like Stockport's More than Medicine programme of food growing, cooking lessons and veg box scheme. f. Health centres offer fresh fruit and vegetables on prescription like Aveney Clinic in Woodley, Stockport.
<p>1.4</p> <p>Increased availability of healthy food on the high street</p>	<ul style="list-style-type: none"> a. Restrict the provision of take-aways around schools, colleges, hospitals & parks, building on the work of Salford Council. b. Council's and planning policy help prioritise healthy food outlets, following the example of Sheffield City Council's Food Strategy which identifies the need for planning regulation to promote the proliferation of healthy food options. c. Councils identify fresh food deserts & take action to eliminate them through progressive retail strategies. d. Acknowledge food markets and street stalls as cost effective means of increasing access to healthy food, and offer discount fees and relax street trading license requirements to those selling fresh produce.

2. Tackling food poverty, diet-related ill health and access to affordable healthy food



Tackling food-related inequalities is one of today's most urgent challenges if we are to stem the rising tide of hunger, obesity and diet-related ill-health.

Desired Outcomes:	Possible Actions:
<p>2.1</p> <p>Food poverty is eliminated</p>	<ul style="list-style-type: none"> a. Develop a means of measuring household food insecurity across the city-region, building on the research presented by Sustain, Oxfam, the Food Research Collaboration and others in the Time to Count the Hungry report. b. Address poverty at its root cause by promoting the Living Wage, support businesses who have secured the Fair Tax Mark and discouraging zero hour contracts. c. Engage and work with people suffering from food poverty to develop long-term solutions following the lead of Central Stockport Food Inquiry. d. Promote Salford based End Hunger UK campaign to ensure access to healthy food. e. Support people to save money by reducing their domestic food waste, building on local Love Food Hate Waste campaigns. f. Community food growers supply food banks with fresh local produce. g. Social enterprise models that divert food waste and bulk buy food should be expanded and coordinated in an effort to reduce the need for food banks, as recommended by the Greater Manchester Food Poverty Commission. h. Support the replication of Stockport Home's The Pantry model of subsidised shopping as an alternative to food banks.
<p>2.2</p> <p>Increased food education and cooking skills</p>	<ul style="list-style-type: none"> a. Improve people's healthy food shopping skills using Diabetes UK's Savvy Supermarket Shopping guidance. b. Deliver free health & safety and food hygiene training to organisations wishing to provide cooked food or enable their service users to learn cooking skills. c. Equip food banks with cooking facilities to enable the provision of freshly cooked food & workshops on cooking, preserving and storing food. d. Food growing projects incorporate cooking, food preservation & storage courses, like those run by Cracking Good Food as well as kitchen facilities.
<p>2.3</p> <p>Healthy food more accessible and affordable</p>	<ul style="list-style-type: none"> a. Develop volunteer time banks where time spent on a food growing project can be exchanged for goods and services copying the Value You scheme. b. Support the sale of fresh fruit and vegetables in food desert areas using social enterprise models such as East Manchester's Herbie mobile fruit & veg shop. c. Distribution of food banks offering healthy food is sufficient to meet need across Greater Manchester. d. Support the work of Gleaning Network and Abundance Manchester to salvage fresh fruit and vegetables from farms, allotments and gardens for food access projects. e. Support the establishment of food bulk buying groups at schools and other community locations, following recommendations of the Greater Manchester Poverty Commission. f. Encourage food sharing initiatives and community meals, for example Longsight's FoodCycle model of community eating and cooking. g. Support the establishment and running of community cafes in all communities, like Rochdale's Communittea Cafe and the Junk Food Cafe in Manchester. h. Have a designated coordinator in each council, leading an integrated programme of activities to promote Healthy Start Vouchers and thus exceed the national target for uptake of 80 per cent.
<p>2.4</p> <p>People supported to participate in community food-growing projects</p>	<ul style="list-style-type: none"> a. Create public orchards i.e. Stockport Council has created an orchard in every ward. b. Businesses encourage & support their staff to volunteer at community food projects. c. Support The Big Dig and Open Yarden and Open Garden events like those held in Moss Side and Trafford. d. Aid alleyway greening to increase people's access to food growing spaces. e. Support and encourage communities to run food growing projects in parks.

3. Building Sustainable Food Knowledge, Skills, Resources & Projects



Grassroots energy, innovation and action are the engine of positive food change and it is vital that individuals and communities can build the knowledge, skills, resources and projects to make that change happen.

Desired Outcomes:	Possible Actions:
<p>3.1</p> <p>Greater public awareness of food sustainability</p>	<ul style="list-style-type: none"> a. Engage elected representatives and secure cross-party political support for this vision and crucially resources for these proposed actions. b. Greater Manchester to sign up to the pledges of the Milan Urban Food Policy Pact and for our city-region to become first Northern UK city to work towards its aims. c. Develop sustainable food campaigns following the approach of Sustainable Fish Cities and Fairtrade in Bolton which utilised the support of local celebrities. d. Enhance Manchester Food & Drink Festival to be even more accessible & sustainable. f. Utilise the public interest in the Dig the City garden festival and the RHS Flower Show at Tatton Park to encourage more people to grow their own food. e. Campaign to strengthen legislation on food labelling to include information like location produced, processed & packed and ecological and carbon footprint values.
<p>3.2</p> <p>Improved food knowledge and skills</p>	<ul style="list-style-type: none"> a. Councils and education partners to take forward the actions of the School Food Plan and encourage schools and nurseries to engage in Food for Life. b. All Schools start food-growing projects & use food produced on-site in cooking lessons and school meals inline with the School Food Plan. c. Support schools to become sustainable food education hubs that engage both pupils and the wider community to learn cooking and food growing skills following the lead of Kirklees Council. d. Create a demonstration edible street to show the public benefits of food growing in our communities, building on the work of Wythenshawe Real Food. e. Work with Sustain to host an annual Urban Food Fortnight for Greater Manchester, building on the work of Growing Manchester and Get Oldham Growing. f. Support community-run garden centres like those in Hulme & Garden Needs in Salford. g. Support greater uptake of bee keeping, building on the work of Manchester & District Bee Keepers Association. h. Establish seed libraries and plant swap events like that held by Chorlton Plant Swap. i. Knowledge, skills and resources shared via online networks like Feeding Manchester.
<p>3.3</p> <p>Ethical trade is promoted and celebrated</p>	<ul style="list-style-type: none"> a. Sustainable food sector and councils to actively work to create Fairtrade towns, following the example of Watford Town Council & the City of Bristol in increasing Fairtrade consumption. b. Sustainable food sector and councils to encourage retailers to sell Fairtrade products. c. Sustainable food sector to promote Fairtrade products over ones certified by Rainforest Alliance, acknowledging greater scrutiny and benefits for farmers. d. Increase awareness about ethical consumption promoting the work of Hulme-based Ethical Consumer Magazine. e. Prioritise purchasing and commissioning from those who have been awarded the Social Enterprise Mark and other similar ethical trading accreditation.
<p>3.4</p> <p>Increased understanding and collaboration between Greater Manchester's urban and rural communities</p>	<ul style="list-style-type: none"> a. Expand the Greater Manchester Land Army to get more volunteers onto local farms. b. Develop sustainable food trails and food heritage stories like Ordsall Hall in Salford. c. Develop projects exploring our local food provenance and the region's food history. d. Promote & support Open Farm Sunday held at places like Trafford's Glebelands City Growers. e. Support closed-loop solutions like Fairfield Recycling's collaboration with Cheshire farmers to divert food waste from New Smithfield Market away from landfill to feed local livestock. f. Support local farmers by purchasing blemished and 'wonky veg' following the University of Manchester's lead. g. Further Education Colleges incorporate greater understanding of sustainable farming in catering and hospitality courses following Trafford Colleges lead.

3.5

Clear pathways and processes in place for people to access land for food growing

- a. Council's incorporate community food growing spaces in local plans and develop guidance to determine how community food growing is supported.
- b. Create many more allotments like those at **Wigan's Greenslate Community Farm** and facilitate a city-wide plot sharing scheme.
- c. Social landlords develop schemes to share land & gardens for food growing activities.
- d. Support Incredible Edible groups, like **Incredible Edible Prestwich** to grow food in public spaces.
- d. As part of the **Greater Manchester Spatial Framework**, councils offer under-utilised public land for permanent food growing projects like **Tameside's Operation Farm**.
- e. Support the establishment and running of community gardens in all communities, like **Rochdale's Q Garden**.
- f. Create an online land register of potential community asset transfer sites with potential for food growing.
- g. Support local residents to take on community assets, learning lessons from **Trafford Council's** asset transfer of **Longford Park's Pets Corner**.
- h. **Greater Manchester Spatial Framework** & planning policy to ensure all new homes are built with good-quality growing spaces as standard.

4. Promoting a Vibrant and Sustainable Food Economy



If we are going to transform food culture and the systems that support it, food mustn't just be good for people and the planet, it must also be good for local economies, businesses and jobs.

Desired Outcomes:	Possible Actions:
<p>4.1</p> <p>Artisan & young entrepreneurs supported to start or scale-up a food enterprise</p>	<p>a. Councils to prioritise premises for community enterprises & co-operative start-ups when developing or regenerating retail and commercial property.</p> <p>b. Grants made available for not-for-profits to assist with the growth and development of food enterprises.</p> <p>c. Create food business support hubs offering business start-up advice & services, using the work of the Greenwich Co-operative Development Agency as a practical example.</p> <p>d. Young people are empowered and encouraged to found food enterprises, through inclusive platforms such as Stockport's Teenage Market and Moss Side Food Festival by youth leadership charity RECLAIM.</p>
<p>4.2</p> <p>High streets and civic centres are resilient & diverse</p>	<p>a. Councils to develop supportive retail strategies similar to the Healthy High Streets initiative, that back family-run or independent shops and businesses i.e. Unicorn Grocery in Chorlton and The Kitchen in Bolton.</p> <p>b. Councils to expand business rate relief given to charities to include local healthy food enterprises, following the lead of Oldham Council.</p> <p>c. Councils to incorporate sustainable food priorities into economic strategies & allocation of structural funds.</p> <p>d. The public sector to actively support food markets and food stalls like Levenshulme Market, Stockport's Foodie Friday and the University of Manchester's Food Market.</p> <p>e. Councils to create meanwhile strategies to allow pop-up enterprises in vacant buildings and crucially support them to establish permanent businesses following the steps taken by Brent Council.</p> <p>f. Councils support the introduction of the Supermarket Levy Sustainable Communities Act, following the example of Chorley Borough Council.</p>
<p>4.3</p> <p>Greater collaboration between farmers, growers, food processors, distributors & retailers</p>	<p>a. Create a Farm Belt encircling Greater Manchester which protects & supports peri-urban horticulture and agriculture like that at Wigan's Greenslate Community Farm.</p> <p>b. Support farming and supply-chain co-operatives for example Preston Council's support of co-ops as a model of economic development.</p> <p>c. Promote supply chain co-operation, drawing on the experience of Manchester Veg People.</p> <p>d. Organise commercial growers gatherings to facilitate the sharing of knowledge and facilitate greater collaboration.</p> <p>e. Support The Kindling Trust's plans to establish a commercial farm to showcase direct food production for the City.</p>
<p>4.4</p> <p>Food production & farming is a viable and attractive career choice</p>	<p>a. The Kindling Trust to greatly increase its programme of training and apprenticeships in commercial horticulture.</p> <p>b. The Kindling Trust to improve and replicate its FarmStart incubator farms in Stockport & Cheshire.</p> <p>c. Support enterprises focused on urban horticulture and peri-urban agriculture like Trafford's Glebelands City Growers.</p> <p>d. Facilitate market access for local food producers through the promotion of smart distribution networks, food enterprise hubs and an enhanced New Smithfield Market.</p>
<p>4.5</p> <p>Community projects & allotment holders are enabled to commercially sell their produce</p>	<p>a. Relax rules to allow community groups to generate income for their projects by selling surplus produce, following the lead of Moss Side Community Allotment.</p> <p>b. Identify and address barriers to individual allotment holders selling their surplus produce.</p> <p>c. Provide financial and marketing training to encourage small-scale trading, building on the support offered by the national Growing Together programme.</p> <p>d. Utilise technologies to share knowledge and resources between the catering and sustainable food sector to increase capacity and efficiency. For example, utilising applications such as Olio to redistribute surplus produce.</p>

5. Transforming Catering and Food Procurement



With nearly 50% of all food eaten outside the home, catering and procurement offers one of the most effective ways to drive large scale changes in healthy and sustainable food.

Desired Outcomes:	Possible Actions:
<p>5.1</p> <p>A shared vision for the procurement and catering of healthy and sustainable food</p>	<ul style="list-style-type: none"> a. Local and city-region development strategies that address healthy and sustainable food actions are integrated to increase collaboration and enable effective monitoring of delivery outputs & outcomes. b. All sectors engage in round table discussions on the health, economic and social impact of sustainable food systems, via Local Food Partnerships. c. Training on sustainability and healthy diets is made widely available to staff of public, private and third sector services. Following the example set by Birmingham Community HealthCare's FoodNet programme. d. Greater Manchester public, private and third sector leaders promote local, seasonal diets, thus increasing supply and demand of local food across all sectors. e. Greater Manchester becomes a Sustainable Fish City-region, following Manchester Metropolitan University's lead. f. Continue to embed Fairtrade into procurement policy & practice in both the public & private sectors. g. Utilise the expertise of Altrincham-based Vegetarian Society and Chorlton-based Vegan Organic Network to reduce our consumption of meat and dairy products. h. All meat and dairy products only come from UK farms that meet high animal welfare standards.
<p>5.2</p> <p>Public Sector procures healthy and sustainable food</p>	<ul style="list-style-type: none"> a. A multi-sector working group is established that encourages and supports the public sector to purchase sustainable food. b. All Councils and their partners adopt sustainable food procurement policies and develop a resourced and supported Sustainable Food Action Plan for their borough. c. The public sector to implement the Social Value Act more broadly with regard to the procurement of food, enabling smaller, independent and local companies to compete for contracts. d. Public sector reduces the size of tenders related to food provision to make procurement more accessible to local providers. e. Appraisal of food tender submissions takes into account financial externalities and wider economic impacts to ensure the prioritisation of sustainability over immediate costs. f. Public sector to insist on sustainability standards on all food tenders, for example, following the Brighton and Hove City Council food buying standards which are equivalent to Food for Life Served Here Bronze Standards. g. Follow the University of Manchester's lead in seeking out and supporting local producers and suppliers of sustainable food. h. The Greater Manchester Combined Authority (GMCA) continues to draw on EU best practice with regards to food safety standards and works to enforce EU trading standards after Brexit. i. Public sector bodies avoid bottled water and offer refill facilities to encourage the re-use of bottles.
<p>5.3</p> <p>Private sector supported and encouraged to purchase healthy and sustainable food.</p>	<ul style="list-style-type: none"> a. GMCA's Low Carbon Hub to develop and support sustainability standards for businesses, incorporating the principles of sustainable food. b. Local councils and partners to replicate London's pilot scheme of a Healthier Catering Commitment for food businesses with a view to increase healthy food, particularly in fast food outlets. c. Councils to incentivise local businesses to implement sustainability standards, following the model of San Francisco. d. Hospitality sector to work with the Sustainable Restaurant Association to ensure Food Made Good certification is widely adopted. e. Northern Restaurant and Bar Show held in Manchester to showcase sustainable food. f. Tourism sector to work to achieve sustainable consumption and production practices with regards to food in line with the United Nation's 10 Year Framework for Sustainable Tourism Programme. g. Like the BBC in Salford, encourage businesses to bring in Meat Free Mondays. h. Sustainable food sector to encourage businesses to use and offer wonky veg for sale, building on the steps taken by leading retailers. i. Catering and procurement practices across all sectors sign up to the Good Egg Award as a certification of ethical and humane purchasing of eggs.

6. Reducing Waste and the Ecological Footprint of the Food System



With nearly half of all food thrown away, reducing food waste has huge potential social, economic and environmental benefits. But it's not just about waste. How food is produced, processed, packaged and transported are also vital in managing its ecological footprint.

Desired Outcomes:	Possible Actions:
<p>6.1</p> <p>Packaging and food waste in food procurement is minimised</p>	<ul style="list-style-type: none"> a. Greater Manchester Waste Disposal Authority to commission research on food waste across Greater Manchester and for its findings to inform city wide waste policy. b. Encourage widespread knowledge of the food waste hierarchy to reduce, reuse and recycle. c. Inform suppliers and enforce best practice waste management and packaging standards across the food sector. d. Encourage less packaging on fresh products, following the lead of Unicorn Grocery in Chorlton. e. Sustainable food sector and councils to increase knowledge on food storage through improved labelling and campaigns. f. Cafes and restaurants are encouraged to offer smaller portion sizes and provide means for customers to take leftover food away.
<p>6.2</p> <p>Composting and recycling of packaging and food waste is maximised.</p>	<ul style="list-style-type: none"> a. Councils to enforce the sustainable disposal of commercial food waste, building on Greater Manchester Waste Disposal Authority's aspiration for a zero waste city. b. Sustainable Food Sector to lobby central government to increase landfill tax. c. Councils to insist on disclosure of food waste data from food businesses. d. Food redistribution organisations like Fareshare & Trussell Trust supported to record and report on volumes of food waste redistributed. e. Replicate the work of New Smithfield Wholesale Market & Fairfield Recycling with their 90% recycling rate of food waste and food packaging. f. Replicate the University of Manchester's promotion of Hug Mugs to reduce the use of disposable cups.
<p>6.3</p> <p>The food sector becomes carbon neutral</p>	<ul style="list-style-type: none"> a. Public, private and third sector train staff to Manchester's Carbon Literacy Standards to embed an understanding of the carbon impacts of food choices. b. Public, private and third sector to promote seasonal food menus and diets. c. Transport for Greater Manchester to reduce the impact of 'food miles' incorporating this into the Greater Manchester Low-Emissions Strategy and Air quality Action Plan. d. Support anti-fracking campaigns across Greater Manchester and replicate Bury Council's ban on fracking on its land. e. Encourage food outlets to offer vegetarian and vegan options to reduce individual's carbon footprint following the advice given to UK parliament by the World Preservation Foundation. f. Reduce the carbon impact of food provided at arts and cultural events via Manchester Arts Sustainability Team.
<p>6.4</p> <p>Genetically modified food is excluded from the food chain</p>	<ul style="list-style-type: none"> a. Sustainable food sector raises public awareness of the science and economics of genetically modified (GM) food, especially during events like the Manchester Science Festival. b. Support campaigns on banning GM products, whilst continuing to demand accurate labelling, particularly focusing on vegetable oils, continuing the work of the GM Freeze campaign. c. Exclude genetically modified foods from all purchases and procurement contracts.
<p>6.5</p> <p>An integrated approach to the management of land, wildlife and agriculture is adopted</p>	<ul style="list-style-type: none"> a. Promote permaculture demonstration sites like that in Rusholme's Platfields Park. b. GMCA to strengthen and better resource its Biodiversity Action Plan for Greater Manchester with special emphasis on species conservation and the preservation of soil. c. Greatly increase the planting and management of wild flowers with an emphasis on bee friendly pollination, building on the example of Manchester & Salford's Tale of Two Cities initiative. d. Carry out an independent review of the use of pesticides and herbicides used by Councils. e. Majority of new trees planted are fruit and nut trees, building on the work of City of Trees.

Further Inspiration and Guidance

Sugar Smart Campaigns	www.sugarsmartuk.org
Drinkaware Campaign	www.drinkaware.co.uk
Committee of Advertising Practices	www.asa.org.uk/resource/hfss-product-ads-and-brand-tv-ads-differentiation.html
Advertising at the 2012 London Olympics	www.sustainweb.org/news/jul12_the_obesity_games_report
Food for Life	www.foodforlife.org.uk
Children's Food Trust's Eat Better, Start Better programme	www.childrensfoodtrust.org.uk/childrens-food-trust/early-years
Meat Free Monday	www.meatfreemondays.com
Feeding Britain	FeedingBritain.org
UNICEF UK Baby Friendly standards	www.unicef.org.uk/babyfriendly
Sustain's Good Food on a Public Plate	https://www.sustainweb.org/goodfoodpublicplate
Sheffield City Council's Food Strategy	www.democracy.sheffield.gov.uk/documents/s13929/Food%20Strategy%203.pdf
Time to Count the Hungry report	www.foodfoundation.org.uk/wp-content/uploads/2016/07/Food-Poverty-workshop-report-1-05-04-16.pdf
Living Wage	www.livingwage.org.uk/what-is-the-living-wage
The Fair Tax Mark	www.fairtaxmark.net
End Hunger UK campaign	www.endhungeruk.org
Love Food Hate Waste campaigns	www.lovefoodhatewaste.com
Gtr Manchester Food Poverty Commission	www.povertymanchester.org
Diabetes UK's Savvy Supermarket Shopping guidance	https://www.diabetes.org.uk/Guide-to-diabetes/Enjoy-food/Food-shopping-for-diabetes/Supermarket-skills
Healthy Start Vouchers programme	www.healthystart.nhs.uk
Volunteer Time banks	www.valueyou.org
Milan Urban Food Policy Pact	www.milanurbanfoodpolicypact.org
Sustainable Fish Cities	www.sustainweb.org/sustainablefishcity
Social Enterprise Mark	https://www.socialenterprisemark.org.uk/
School Food Plan	www.schoolfoodplan.com
Healthy High Streets	https://www.bitc.org.uk/programmes/healthy-high-streets
Supermarket Levy Sustainable Communities Act	http://old.southhams.gov.uk/ChttpHandler.ashx?id=6579&p=0
Birmingham Community HealthCare's FoodNet programme	www.bhamcommunity.nhs.uk/patients-public/adults/nutrition/foodnet
Social Value Act	https://goo.gl/wo9C6t
London's Healthier Catering Commitment	https://goo.gl/j2oxWb
Sustainable Restaurant Association's Food Made Good	http://www.thesra.org/announcing-food-made-good
United Nation's 10 Year Framework for Sustainable Tourism Programme	http://sdt.unwto.org/about-10yfp-stp
Good Egg Award	https://www.compassioninfoodbusiness.com/awards/good-egg-award
Greater Manchester Waste Disposal Authority's Sustainable Disposal	https://www.gmwda.gov.uk
Manchester's Carbon Literacy Standards	http://www.carbonliteracy.com/manchester
Greater Manchester Low-Emissions Strategy and Air quality Action Plan	https://www.greatermanchester-ca.gov.uk/airquality
Biodiversity Action Plan for Greater Manchester	www.gmbp.org.uk/site/index.php?option=com_content&task=view&id=9&Itemid=27

Glossary of Terms

Asset Transfer is the transfer of management and/or ownership of public land and buildings from its owner (usually a local authority) to a community organisation (such as a Development Trust, a Community Interest Company or a social enterprise) for less than market value – to achieve a local social, economic or environmental benefit.

Biodiversity - the variety of plant and animal life in a particular habitat, a high level of which is usually considered to be important and desirable.

Breakfast Clubs provide for children to eat a healthy breakfast in a safe environment within school before their first class.

Brexit - the departure of the United Kingdom from the European Union.

Carbon Footprint - the amount of carbon dioxide released into the atmosphere as a result of the activities of a particular individual, organisation, or community.

Carbon Literacy - an awareness of climate change and the climate impacts of mankind's everyday actions

Clinical Commissioning Groups were created following the Health and Social Care Act in 2012, and replaced Primary Care Trusts on 1 April 2013. They are clinically-led statutory NHS bodies responsible for the planning and commissioning of health care services for their local area.

Ecological Footprint measures the amount of biologically productive land and water area an individual, a city, a country, a region, or all of humanity uses to produce the resources it consumes and to absorb the waste it generates with today's technology and resource management practices.

Fair Tax Mark - accreditation for companies and organisations that are proud to pay their fair share of tax.

Fairtrade - trade between companies in developed countries and producers in developing countries in which fair prices are paid to the producers.

Food Bank - a place where stocks of food, typically basic provisions and non-perishable items, are supplied free of charge or heavily subsidised to people in need.

Food Bulk Buying Groups can range from groups of friends, neighbours, and relatives, to larger scale community-based projects, whom benefit from buying products in wholesale quantities at wholesale prices.

Food Mile - a mile over which a food item is transported during the journey from producer to consumer, as a unit of measurement of the fuel used to transport it.

Food Deserts – an area, especially one with low-income residents, with limited access to affordable, fresh & nutritious food.

Food Waste - wholesome edible material intended for human consumption arising at any point in the food supply chain that is instead discarded, lost, degraded or consumed by pests.

Food Miles – the distance food is transported from the time of its production until it reaches the consumer. Food miles are one factor used when assessing the environmental impact of food, including the impact on climate change.

Food Waste Hierarchy sometimes called a food recovery hierarchy offers a framework for the management of food surplus and food waste with the prioritisation of

Fresh Food Deserts are defined as parts of the country devoid of fresh fruit, vegetables, and other healthful whole foods, usually found in impoverished areas. This is largely due to a lack of grocery stores, farmers' markets, & healthy food providers.

Genetically Modified Food - foods produced from organisms that have had changes introduced into their DNA using the methods of genetic engineering.

Holiday Meal Programme – food services that tackling hunger and isolation during the school holidays.

Household Food Insecurity - households are food insecure when they do not have year-round access to the amount and variety of safe foods their members need to lead active and healthy lives.

Junk Food - pre-prepared or packaged food that has low nutritional value.

Landfill Tax - a levy applying to waste disposed of via landfill intended to encourage the reduction of waste and increase in recycling.

Living Wage – the Living wage is an annually reviewed and independently calculated wage based on what employees and their families need to live. The nationwide living wage is currently calculated as £8.45 per hour.

Meals at Home Services are often called meals on wheels, providing hot, and sometimes frozen, meals delivered to people's homes to enable them to live more independently.

Meanwhile Strategy – a strategy that supports pop-up cafés, shops and community gardens that support the temporary uses of empty property and land.

Not-For-Profit - in economic terms, a non-profit organisation uses its surplus revenues to further achieve its purpose or mission, rather than distributing its surplus income to the organisation's shareholders (or equivalents) as profit or dividends.

Peri-urban Horticulture – fruit, vegetable and herb production undertaken in places on the fringes of urban areas, often by market gardeners.

Permaculture is the conscious design and maintenance of agriculturally productive ecosystems which have the diversity, stability, and resilience of natural ecosystems.

Seed Libraries - a depository of seeds held in trust for the members of that library, with members borrowing seeds and replenishing them at the end of the growing season.

Social Enterprise - an organisation that applies commercial strategies to maximise improvements in human and environmental well-being.

Social Value Act - Public Services (Social Value) Act 2012 requires public authorities to have regard to economic, social and environmental well-being in connection with public services contracts; and for connected purposes.

Sugar Tax - a tax or surcharge designed to reduce consumption of drinks with added sugar.

Supply Chain Co-operation – collaboration of two or more organisations in the supply chain to coordinate the supply of goods or services, creating environmental and social benefits through improved service or efficiency improvements.

Sustainable Food - a definition that takes into account environmental, health, social & economic concerns and consists of eight inter-related principles:

1. Local & seasonal.
2. Organic & sustainable farming.
3. Reduce foods of animal origin & maximise welfare standards.
4. Excludes fish species identified as at risk.
5. Fair-trade-certified products.
6. Promote health and well being.
7. Food democracy.
8. Reduction of waste and packaging.

Sustainable Food Sector- a self-defining movement of public, private and third sector organisations takes into account and addressing environmental, health, social & economic concerns related to food and food provisions.

Sustainable Food Trails – physical demonstration of food or plants as an educational and awareness raising method, often being a signposted walking route with information and examples.

Vegetables on Prescription offers free or affordable fresh produce to patients to address health and well being issues through partnerships with healthcare providers and community organisations.

Vegan - a person who does not eat or use animal products or food that does not contain animal products including meat, fish, dairy or eggs.

Vegetarian - a person who does not eat meat or fish, and sometimes other animal products, especially for moral, religious, or health reasons, or food that does not include meat or fish.

Zero Hour Contract is a type of contract between an employer and a worker, where the employer is not obliged to provide any minimum working hours, while the worker is not obliged to accept any work offered.

Zero Waste means designing and managing products and processes to reduce the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them. Implementing Zero Waste will eliminate all discharges to land, water, or air that may be a threat to planetary, human, animal or plant health.

Contributors to this Vision

We are indebted to individuals from the following organisations for contributing to this Vision:

Abundance Manchester	Garden Needs, Salford	Orchard 49, Trafford
Action for Sustainable Living (no longer operating)	Glebelands City Growers, Trafford	Petrus Community, Rochdale
Ancoats Canal Project	GM Free MCR	Places For People
Apples for Eggs, Macclesfield	GM Freeze	Prestwich Wholefood Coop
BBC Salford	Greenslate Community Farm, Wigan	Real Junk Food Project, Manchester
Beswick & Openshaw Food & Farm Project	Groundwork Manchester, Salford, Stockport, Tameside & Trafford	Salford Growers
Billinge & Orrell Transition Group	Growing Oldham	Small World Consulting
Bolton Diggers	Growing School, Salford	(The) Soil Association
Church Action on Poverty	Hulme Community Garden Centre	Sow the City
Climate Friendly Foods	Incredible Edible Prestwich	Squirrel Nation, Manchester
Cracking Good Food	Incredible Education	Stockport Metropolitan Borough Council
Debdale Eco-Centre	Keep Chorlton Interesting (no longer operating)	Sustainable Food North West Research Collaboration
Dig Food (no longer operating)	(The) Kindling Trust	Transition Durham
Digging for Dementia, Salford	(The) Kitchen, Bolton	Transition Towns Bolton
Edge Lane Allotments	Liverpool Food Alliance	Transition City Manchester (no longer operating)
Egerton High School	Low Winter Sun Consultancy	Unicorn Grocery, Manchester
Eighth Day, Manchester	Manchester Environmental Education Network	University of Manchester
Emerge 3R's	Manchester City Council	University of Salford
Ethical Consumer Magazine	Manchester Foodcycle	Vegan Organic Network
Fairfield Environmental Services Ltd	Manchester Permaculture Network	Veg Box People
Fareshare NW	Manchester Veg People	(The) Vegetarian Society
Federation of City Farms and Community Gardens	Moss Bank Food Hub, Bolton	
Feeding Stockport	Moss Brook Growers	
Food For Life	Operation Farm, Tameside	
Foodie Friday, Stockport		

This Vision has been put together by the volunteers and partners of The Kindling Trust.

The Kindling Trust

Telephone: **0161 818 8384**
Website: **kindling.org.uk**
Facebook: **KindlingTrust**
Twitter: **@KindlingTrust**



“What can only be described as the most thorough and ambitious vision for a greater Greater Manchester to come from the grassroots organisations in recent years, we are very proud to have played our part. These Food Pioneers support and engage thousands of people each week, employ hundreds of people and contribute many millions of pounds each year to a growing local food economy. We hope our political representatives and public servants can find their way to supporting this Vision and helping to make Greater Manchester the truly sustainable food city that it both needs and has the great potential to be.

Chris Walsh, The Kindling Trust

Acknowledgements

This Vision and the engagement and consultation that it is built on would not have been possible without the financial support from:

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**Esmée
Fairbairn**
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Keeping it fresh

This van was

Adam Jones, Alan Storton, Alexander Clark, Alf
Andrew, Ann Alderson, Anna Gorrell, Anna V, Ann
C Horrell, Catt Makin, Charlie Hooson-Sykes, C
Damien Mahoney, David Makin, Elcashew, Elke,
Hannah Berry, Hazel Andrews, Helen Billing,
Janet Kelly, Jantrell, Jennie B, Jenny Barnard,
Julian Cottee, Julian Skyrme, Kilmeny H, Kwong,
Liz Postlethwaite, Louise Bolotin, Louise Dinh, Ly
Merlyn Taylor, Merrick Badger, Mike Braun, M
Paper Rhino, Paul Wilkins, Penny Skerrett, Rache
Stewart, Ricki, RJ, Rob Baker, Rupa Shah Flynn, R
Logan, Sheila Taylor, Simon Campbell-Skelling, S
Millichap, Sunshine Junky, Tabitha M, The Auc
Westbrooks, Ultimate Holding Company, Ursu
Will Foreman, www.andrewchiu.com
and many more

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