

Creating a local food system which is good
for people, place and planet.



SHROPSHIRE GOOD FOOD PARTNERSHIP



Our Local Food System

T&W Environment Scrutiny Committee - 28th Feb



Overview

- Introducing Shropshire Good Food Partnership
- Food Systems thinking and national context
- Local Action
- Working together – Next steps

VISION

OUR VISION IS FOR
REGENERATIVE FOOD,
FARMING AND LAND-USE
SYSTEMS.



MISSION

OUR MISSION IS TO
BRING PEOPLE TOGETHER
TO CREATE A LOCAL
FOOD SYSTEM WHICH IS:

GOOD FOR PEOPLE, PLACE AND THE PLANET.



Partnership Highlights

- ✓ A dynamic partnership with strong and growing member engagement
- ✓ Launched Good Food Charter
- ✓ Recognition as a Sustainable Food Place
- ✓ Building our team and funding base
- ✓ Set up and support working Groups on core focus areas
- ✓ Engagement with Shropshire and Telford & Wrekin Councils and town & parish councils
- ✓ Effective engagement with national and regional organisations

Our Working Groups:



GROW LOCAL



SUSTAINABLE FOOD ECONOMY



WISE LAND STEWARDSHIP



NATURE CONNECTION



REDUCING FOOD WASTE



HEALTHY FOOD FOR ALL

Building the Good Food Movement

GOAL:

To have an active and effective good food movement for Shropshire

SGFP as the Umbrella

SGFP links a network of stakeholders, and offers a "collective voice" through partnership members, from the grassroots to the council & MPs



Steering Group

Food system experts and activists bring their knowledge and networks in support of SGFP Objectives



Working Groups

Through our 6 working groups we interface with specialist organisations on the front lines of change & community support. These alliances are where impactful partnership takes place



Partnership Members

These businesses and organisations are building links in their communities, identifying and responding to local problems and sharing the stories from the grassroots



Farmers and Food Producers

An essential role in food system change, knowledge sharing of best practices in farming



Individuals and Communities

These people want to be a part of something bigger, and realise that small actions build up to make great change.



Local Council

Parish, Town and County councils working together can enable food system change





Values

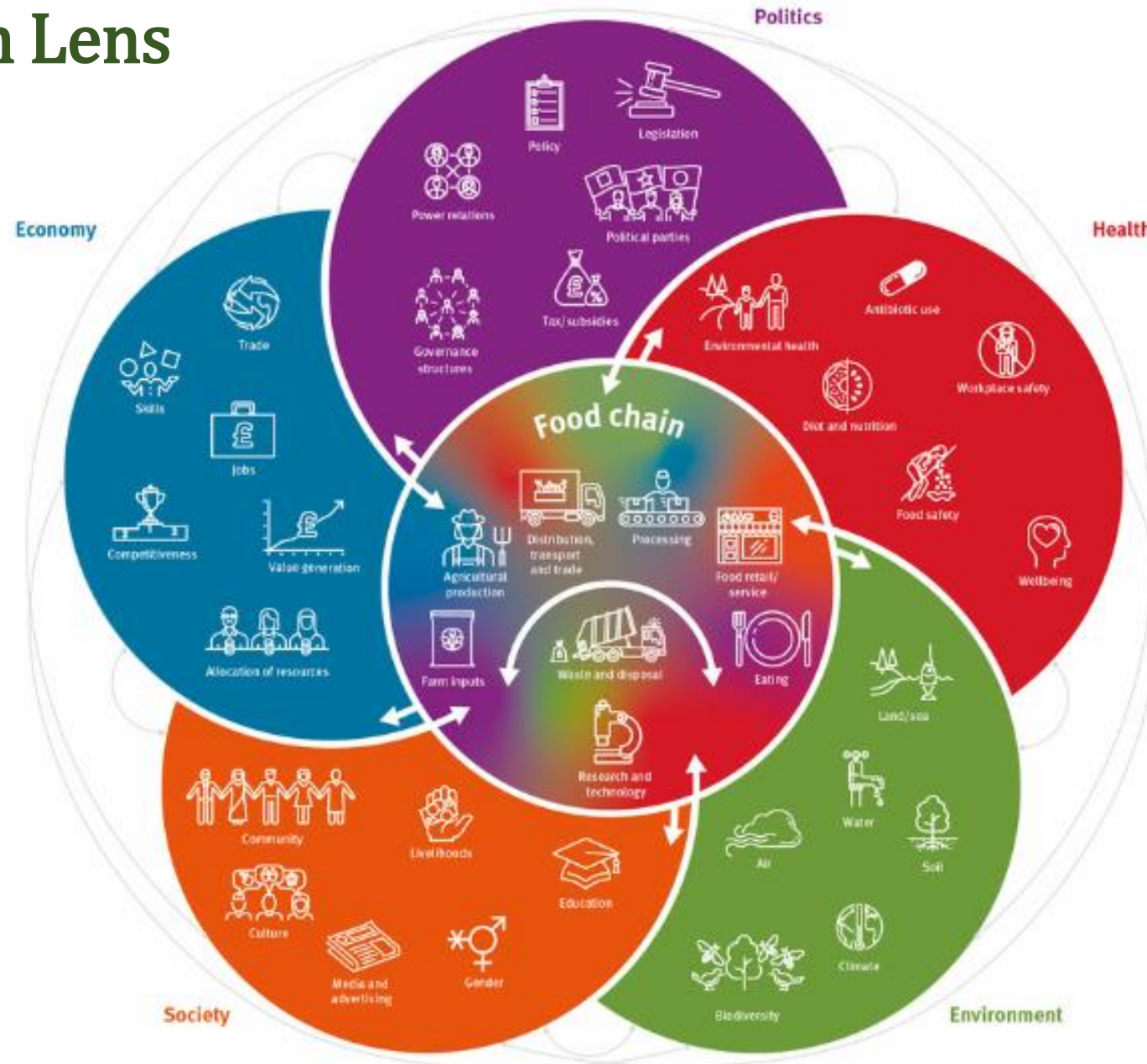
- ✓ Collaboration
- ✓ Empowerment
- ✓ Integrity

Principles

- ✓ Systems approach
- ✓ Multistakeholder
- ✓ Place-based
- ✓ Farm to fork



A Food System Lens





Food and Climate

30%

of greenhouse gas emissions
come from the food system

Making changes to our food system is one of the best ways to mitigate and adapt to climate change.




The measures required will have a positive impact on public health, wellbeing, livelihoods and nature.

Government Food Strategy –White Paper





Fails to meet the scale of the challenge

Recommendations




1. Escape the junk food cycle and protect the NHS

-  **Recommendation 1**
Introduce a Sugar and Salt Reformulation Tax. Use some of the revenue to help get fresh fruit and vegetables to low-income families.
-  **Recommendation 2**
Introduce mandatory reporting for large food companies. *"By the end of 2023... we will begin the implementation of mandatory reporting"*
-  **Recommendation 3**
Launch a new "Eat and Learn" initiative for schools.





2. Reduce diet-related inequality

-  **Recommendation 4**
Extend eligibility for free school meals.
-  **Recommendation 5**
Fund the Holiday Activities and Food programme for the next three years. *Previous commitment*
-  **Recommendation 6**
Expand the Healthy Start scheme.
-  **Recommendation 7**
Trial a "Community Eatwell" programme, supporting those on low incomes to improve their diets. *"...a set of pilots to test place-based interventions"*

3. Make the best use of our land

-  **Recommendation 8**
Guarantee the budget for agricultural payments until at least 2029 to help farmers transition to more sustainable land use.
-  **Recommendation 9**
Create a Rural Land Use Framework based on the three compartment model. *"In 2023, we will publish a land use framework..."*
-  **Recommendation 10**
Define minimum standards for trade and a mechanism for protecting them.

4. Create a long-term shift in our food culture

-  **Recommendation 11**
Invest £1 billion in innovation to create a better food system. *Proteins, methane reduction & horticulture priorities, & What Works centre but little/no new £*
-  **Recommendation 12**
Create a National Food System Data programme. *The "Food Data Transparency Partnership" may help, but the point was for government to lead*
-  **Recommendation 13**
Strengthen Government procurement rules to ensure that taxpayer money is spent on healthy and sustainable food. *"We will consider widening the scope... to be mandatory"*
-  **Recommendation 14**
Set clear targets and bring in legislation for long-term change.

"It is positive that food and farming policy is linked explicitly to the government's net-zero target on several occasions given that last year's net-zero strategy downplayed the role of food." Footprint

Every mouthful counts

How UK councils are tackling the climate and nature emergency through food



sustain
the alliance for better food and farming

Telford and Wrekin Borough Council



Governance



Farming & food growing



Food waste



Procurement



Overall score



All data was collected from publicly available sources. Please see our [methodology](#) for more information. Want to improve your score? Begin your food journey [here](#).

Case study

Telford and Wrekin: Working with residents to eliminate food waste

Big wins: Having a big impact on food waste recycling in a short time frame and supporting agricultural innovation and the local economy.

Top tip: Get dedicated resourcing for food as soon as possible, work closely with the community to develop your work, effective comms makes the difference.

Show full case study



Local Action

- Partnership wide
- Telford & Wrekin Projects



SHROPSHIRE GOOD FOOD CHARTER

GOOD FOOD IS VITAL TO OUR QUALITY OF LIFE IN SHROPSHIRE

WHAT IS GOOD FOOD?



HEALTHY

It provides nourishment and enables people to thrive



GREEN

It is produced in a nature-positive way and not wasted



FAIR

Everyone along the food chain has been treated well



ACCESSIBLE

Quality food is available to all

If you believe that everyone should be able to enjoy good food, sign up to the principles in this Charter and commit to doing one thing to help make it happen.

We.....
Sign up to the
Shropshire Good Food Charter.

Become a member and display your signed charter. Sign up now by visiting:
www.shropshiregoodfood.org

THE PRINCIPLES OF GOOD FOOD

GOOD FOR PEOPLE

Everyone has access to local, affordable, quality food and the knowledge and skills to grow, buy, cook and enjoy good food.

GOOD FOR PLACE

We are connected through food to each other and the land, there is a thriving local food economy supporting jobs with fair wages and creating a regionally distinctive food culture.

GOOD FOR PLANET

Our food system enables environmental regeneration, working with nature, reducing carbon emissions, enhancing climate resilience, and minimising waste and packaging.



SHROPSHIRE GOOD FOOD CHARTER



WHAT CAN YOU DO?



As an individual

As a business or institution

BUY more of your food from local independent food enterprises and retailers.



GROW some of your own foods at home or in your community allotments, farm or orchard.



COOK great meals from scratch using fresh, seasonal, local and organic produce.



EAT more plants and sustainable meat and dairy.



MAKE the most of your food and minimise waste, compost any that you can't use.



KNOW your food, ask where it comes from and how it was produced. Choose fairly traded goods and trusted labels like MSC for fish.



ASK your workplace or school to serve only food that is good for people, place and the planet.



PROCURE healthy and sustainable food that supports local economic prosperity.



PROVIDE opportunities for people to grow, cook and eat food together.



BE responsible for reducing food waste and packaging. Commit to redistribution of surplus food.



SERVE only good food to your students or employees, patients or customers.



PROMOTE the Charter through communication channels & influence.



KNOW your supply chain, work with suppliers to reduce your carbon footprint.



BRING people together to celebrate Shropshire's regional food heritage.



PROVIDE leadership and advocate for regenerative food systems.



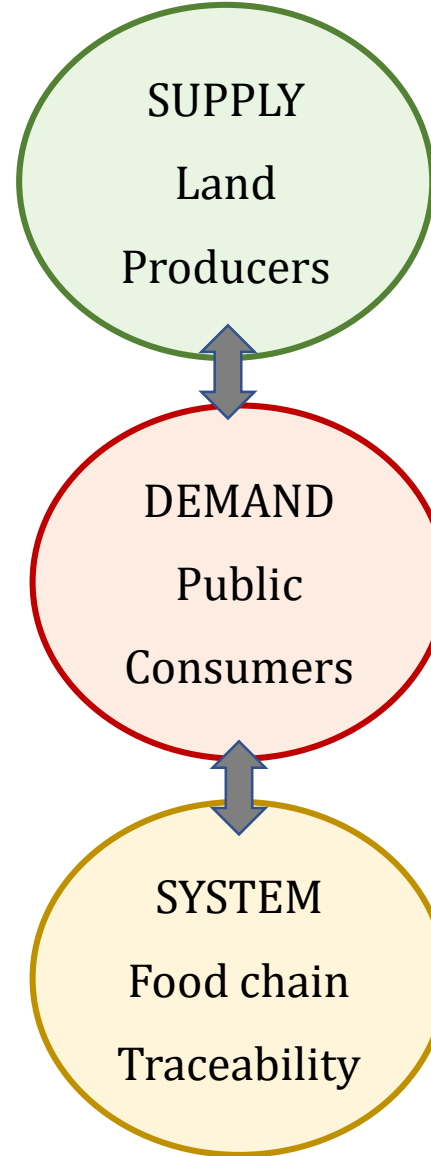


WISE LAND STEWARDSHIP



SUSTAINABLE FOOD ECONOMY

Marches Real Farming Conference



Scale up use of agro-ecological practices to sustainably manage soil, land & water resources

A local good food movement to drive demand for climate and nature friendly food.

A good food economy which links local producers and consumers

- ✓ Mapping
- ✓ Learning
- ✓ Innovation
- ✓ Research
- ✓ Case studies

- ✓ Nutrient density
- ✓ Soil fertility
- ✓ Soy alternatives
- ✓ True Cost Accounting
- ✓ Catchment sensitive mgt

- ✓ Build awareness farm to fork
- ✓ A local seasonal diet
- ✓ Good Food Challenge
- ✓ Council engagement

- ✓ Good Food trail
- ✓ Direct marketing – Open Food Network
- ✓ Public procurement / dynamic purchasing – marches feasibility study
- ✓ Hyper localized marketing hubs
- ✓ Retail opportunities



REDUCING FOOD WASTE



Our vision is that food is valued and not wasted

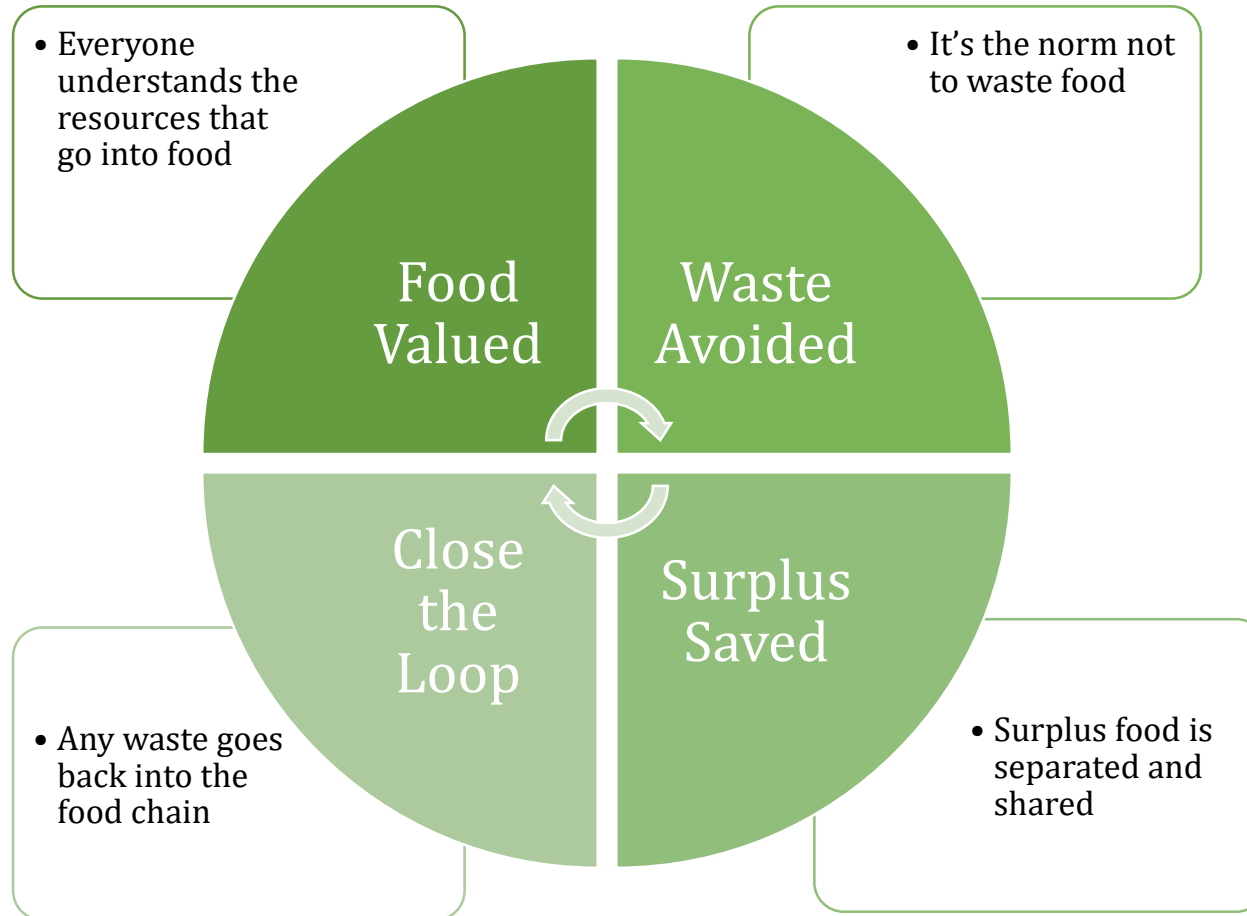
Underway for 2023

Council planning for 2025 weekly food waste collections

Master Composters

Surplus Collections

Taste Not Waste



Lead Possibilities for 2023

Shropshire Council and SFGP co-create food waste reduction strategy

Food Waste Action Week 6-12th March

Projects to develop:

- Resilience of Surplus Collection
- Scale up community prevention campaigns
- Gleaning
- Long Term Research

the **Nature Connection** working group
is focussed on practical actions:

to inspire, enable and encourage a greater connection with nature for residents of Shropshire.

We believe this is good for personal health, good for the community, and good for the planet.



2023

Create club for NC connectors/enthusiasts
Diary of events and 'open' days (community garden)
New 'outdoor hub' project at Attingham (NT)

2022

Working Together: Support 3 nature connection projects, encourage collaborations, and get our hands dirty!

More Places to visit: Inspire and enable more green spaces to host activities that connect people with nature.

Better Health: Improve access to nature for those with physical or mental health constraints.



Good Food Trail - provisional dates: 24th June – 9th July
Love Nature Festival - July dates tbc

Digital Connecting with Nature project
Produce Green Social Prescribing guide





HEALTHY FOOD FOR ALL



Tackle food poverty and increase access to quality food

- Coordination with [Shropshire Food Poverty Alliance](#)
- Priorities for the group are:
 - Children's access to food and food skills
 - Stigma - challenging the narrative around those on a low income
 - Cost of living crisis - how can we respond as a community
 - Capturing the value of community projects
- Community Fund Proposal under development on building cooking skills and food education across the community

GROW LOCAL

Support growing initiatives to get more people producing and eating food locally.

- **Right to Grow** Making it easier for community groups to grow more food for local people on underused, or unused public land.
 - Bringing a Council motion
 - Creating process documents and templates to help Town & Parish Councils and Applicants to make it work
- **Shropshire Rural Seed Bank Network**
Seed stewards recruited and trained to save seed and run their own community seed bank.
 - **Local growing peer support and learning**



NEW PROJECT LAUNCH: GET INVOLVED



THE SHROPSHIRE RURAL SEED BANK NETWORK

SHROPSHIRE GOOD FOOD PARTNERSHIP with THE GAIA FOUNDATION SEED SOVEREIGNTY PROGRAMME



Climate Fund Project: Grow Local

- ✓ Identify and map existing, or planned projects, carry out needs assessments, working with the Council and local communities
- ✓ Support local food growing champions to build a network of volunteers and provide tailored capacity building – peer exchange events, network development, training
- ✓ Promote the concept of food citizenship, community food resilience and social gastronomy in Telford & Wrekin, making national initiatives accessible and relevant locally
- ✓ Produce a plan for further development and sustainability of initiatives.



Meet Janine Potter



Climate Fund Project: Food Business Climate Champions

Support local food businesses to reduce their carbon footprint. Activities include:

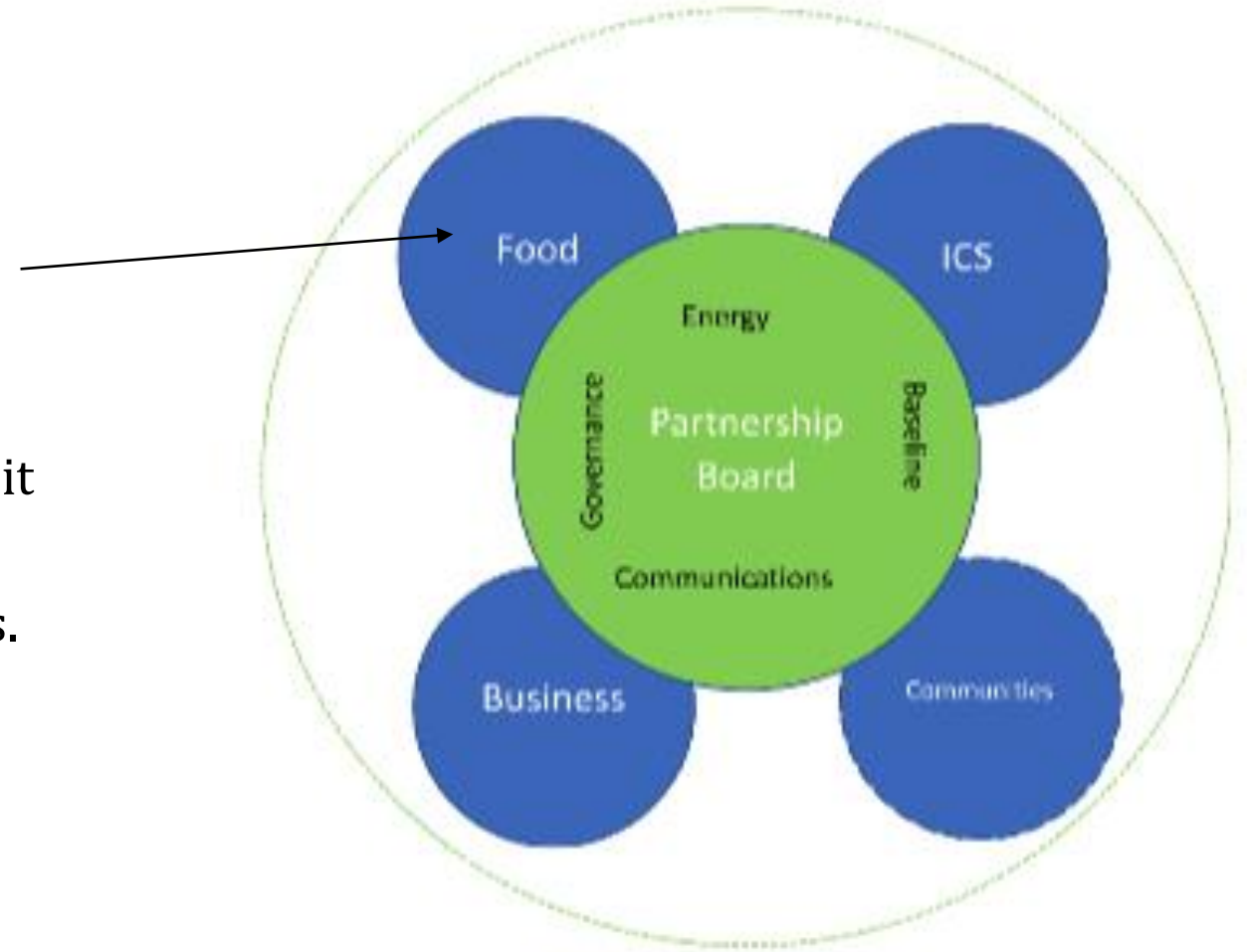
- ✓ Survey the current situation and identify climate change leaders
- ✓ Produce case studies that document climate change related strategies and share good practice.
- ✓ Produce an action plan to support businesses to develop or scale responses

Emma
Cantillon
starts working
on this with us
in May



Partnership Working

- Engage with T&W Borough Climate Partnership Board and organize T&W specific Food Partnership meetings
- Promote our Good Food Movement; recruit members as individuals as well as organisations, businesses and institutions.
- Bring wider partnership Working Group activities to Telford & Wrekin
- Work with Telford & Wrekin Council – strategy engagement; local food resilience plans; consultation responses etc



T&W Borough Climate Partnership Structure

Upcoming Activities

- Organize participation in national Good to Grow Day (21-24th April)
- Coordinate the engagement of local producers, processors and retailers from Telford & Wrekin area in the Shropshire Good Food Trail.
- Marches Real Food & Farming Conference – include issues relevant to T&W

SHROPSHIRE GOOD FOOD TRAIL

A county-wide celebration of our rural heritage, outstanding local producers, and sustainably produced, delicious food and drink.



Farming in T&W

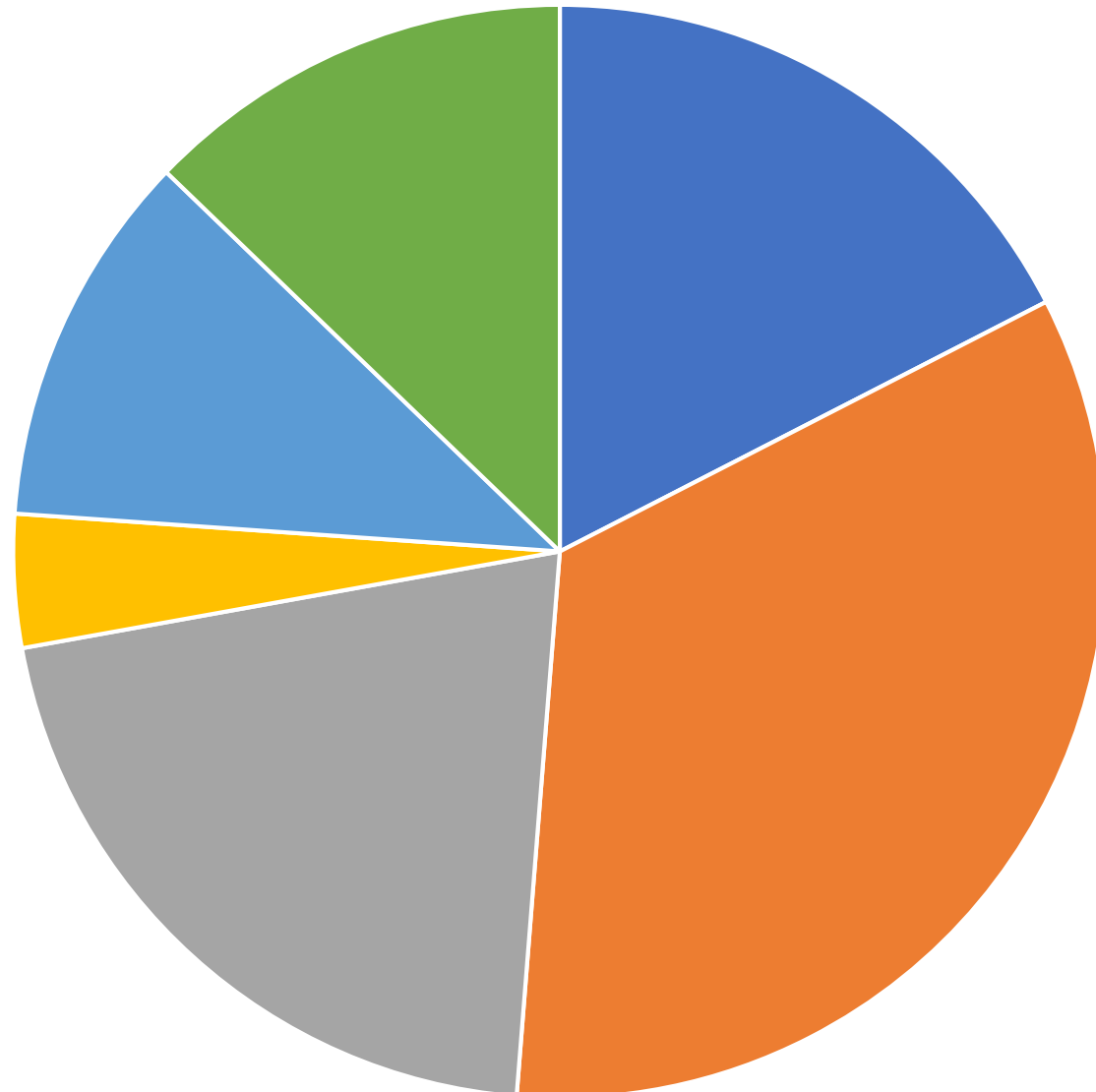
2021 Farm Type by Area

Total Farmed Area: 20,634 Ha

Number of Holdings: 187

- Cereals
- General Cropping
- Specialist Poultry
- Dairy
- Grazing Livestock (Lowland)
- Mixed

Data Source: DEFRA 2021





REDI (Race, Equality, Diversity & Inclusion) for Change

SGFP has funding to deliver a programme with Shropshire and Telford & Wrekin based groups that are working with food, individuals and communities.

REDI for Change is a part of SGFP's ambition to understand people's experiences of buying, cooking and eating food, and to work in partnership with others to come up with solutions to address identified inequalities and barriers.

Do you know a group that works with people and food in some way?

We can support in taking practical steps to explore and improve the equality, diversity and inclusion of organisations and activities



Working together – Next steps

Discussion



www.shropshiregoodfood.org

@shropshiregoodfood