

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:
Public awareness is raised about healthy eating through the use of positive media messages, political leadership & community campaigns	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)
Increased healthy life expectancy (taking into account health quality as well as life expectancy) & reduced differences of life expectancy & healthy life expectancy between different communities	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
Improved child health and wellbeing, attainment and positive interaction with peers and associated positive effects on the wider family	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
The proliferation of healthy food outlets is encouraged & unhealthy eating options are discouraged	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
Physical and mental health is improved through food growing	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:
Public awareness of food issues in relation to food sustainability is increased	Develop a food campaign involving local celebrities Utilise social media & well devised positive messages to engage people
Food knowledge & skills inequalities are tackled by engaging, educating & empowering young people, parents & people from marginalised communities.	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
Understanding and empathy between Greater Manchester's urban and rural communities is increased	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
A Greater Manchester food identity is created	Develop community projects exploring our local food provenance and the city's food history
The purchase & consumption of Fairtrade food is increased year-on-year	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:
Healthy food is more accessible, affordable & demanded than unhealthy food	Support communities to establish food bulk buying groups Offer food distribution schemes at work places
People are supported to establish & participate in community food-growing projects	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
Food growing projects & food banks complement & support each other's aims of sharing surplus food & educating around ingredients	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
An integrated approach to food is adopted by food banks focusing on culture, growing & cooking	Support food banks to have cooking facilities & run community classes to spread knowledge
Food waste is minimised and eventually eliminated in Greater Manchester	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:
A robust local food sector is created with convenient & accessible outlets	Create community-owned shops, mobile shops & market stalls for neighbourhoods Identify opportunities to introduce new farmers' markets
Artisan, domestic & young food entrepreneurs are supported to start or scale-up a food enterprise	Create food business support hubs offering business start-up advice & services Prioritise community enterprises & co-operative start-ups
High Streets and civic centres are more resilient & diverse with a strong independent local food sector presence	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
Greater collaboration is created between farmers, growers, food processors, distributors & retailers	Support agricultural and supply-chain co-operatives Create a Farm Belt encircling Greater Manchester which protects & supports peri-urban horticulture and agriculture
Planning regulations & local authority policies & strategies are supportive of the local food sector & sustainable food	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:
Contract & procurement processes & practices in hospitals, schools, universities and local authorities are supportive of locally grown sustainable food	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
Zero tolerance to Genetically Modified (GM) Food	Support a campaign focused on the labelling of GM cooking oil Develop a media campaign focused on the science and economics of GM food
Market access is made easier for local growers	Utilise smart distribution networks, food hubs and New SmithField Market
Food distribution systems are characterised by fuel-efficient methods & closer proximity of growers & buyers	Invest in physical infrastructure for sustainable food transportation options Engage Transport for Greater Manchester to reduce the impact of 'food miles'
Greater Manchester is committed to buying & consuming fish that are sustainability sourced	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:
Food growing in our neighbourhoods has become an integral, inclusive, natural & accepted part of our lives	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
Under-utilised public land is prioritised for growing space	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
Every Greater Manchester resident is guaranteed access to land for food growing	Create more allotments and facilitate a City-wide plot sharing scheme Social landlords develop a scheme to share land & gardens for growing activities
Community growing projects & allotment holders are enabled to make an income from their produce	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
Support mechanisms are in place that makes food growing a viable career choice	Increase apprenticeships & enhance access to the FarmStart incubator farms Support enterprises focused on urban horticulture and peri-urban agriculture
Knowledge, skills, resources, tools and machinery are shared through a growers' 'trading post'	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

90% of fruit & 50% of veg eaten in the UK are imported

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

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

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

18%

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

For more information please visit: 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:

Local & Seasonal

Fair-trade-certified

Low Carbon & Organic

Reducing waste and packaging

Minimising animal products & maximising welfare standards

Healthy & promotes well being

Excluding fish species identified as at risk

Increasing choice and food democracy

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 & a diverse & 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	