

## Yeo Valley Visit - Bristol Food Policy Council 23<sup>rd</sup> May 2012

Record of event. Details of those present on page 6. NB these notes are primarily an aide memoire for participants and cannot hope to convey the full detail of discussion.

### Introduction – Professor Kevin Morgan

Kevin gave a broad introduction to the issues including:

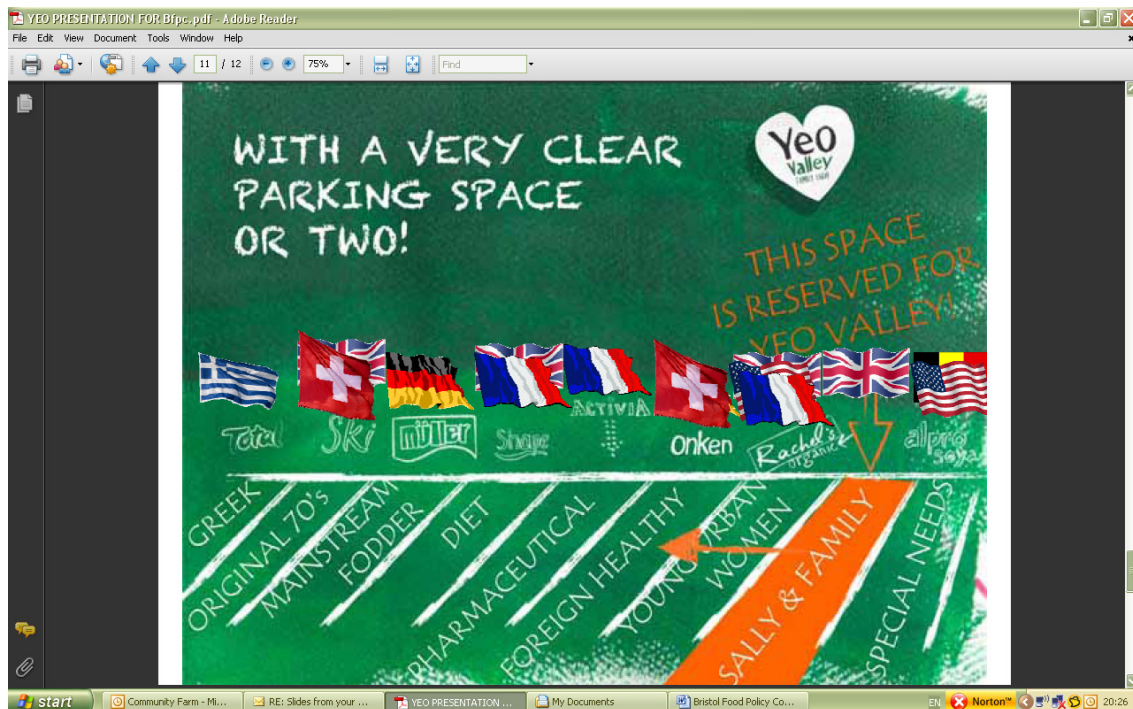
- Need for societal changes with regard to sustainable diet. There is scientific evidence this is linked to poor diet and health e.g. obesity, type 2 diabetes.
- How do we move from a culture of treatment to prevention? Budget for keeping people healthy is only about 4% of NHS spending.
- Common Agricultural Policy (CAP) frames food policy but doesn't even have food in the title. CAP subsidises meat and dairy, much less for fruit and veg and so is subsidising the types of food we need to cut down on.
- School Food Reform – last 10 years good things e.g. Food for Life programme. Changes will negate this. Having made all this progress the Government is now exempting all academies from any nutritional standards. 9 out of 10 already selling junk food (School Food Trust research)
- One response to these issues is a Food Policy Council. There are over 100 in America & Canada. They work with government to see sustainable food with health and environment as drivers. Toronto (in existence for over 20 years) is the best example. Showed every department how to introduce sustainable food. Bristol is the 1<sup>st</sup> UK city to form one. Whilst the Food Policy Council does not have any powers or budget it is working to promote, encourage and campaign for sustainable food supply.



## Yeo Valley – Graham Keating, Director of Communications

- West Country brand against multi-nationals. For Yeo Valley provenance is everything.
- 1250 acres, organic dairy, beef cattle, sheep and arable farming. A farming business that believes that sustainability works and has been in farming for 50 years.
- Produce yoghurt, dairy, frozen, desserts.
- Has a £220 million turnover and is still family owned. Employ 1,500 people. The farm is at the heart of the business. Try to be fun and want to be here forever. Family very important.
- Buying in from 100 organic farms and 90 non organic.
- Doing the right thing – 5,000 school children a year and also go out to schools. On edge of Bristol, not felt part of it. Schools come out for visits – it is evident they have a ***thirst for knowledge and lack of knowledge***.

Demonstrating that 'organic' is realistic, it is not 'alternative'. Family brand. Most yoghurt producers are under international ownership. Yeo Valley is the only wholly British owned and this keeps money circulating in local economy.



The UK imports 300,000 tonnes of yoghurt annually and may not need to.

Then treated to the Yeo Valley advertising campaign video of The Churned!

## Discussion points

- *Ownership of companies. How important is it if a company is based away from the area provided they are supporting UK farmers?* Small businesses are being swallowed up. Reducing consumer choice. What is the motivation of the company? Is it about British farming or about share prices.
- About keeping money circulating in the local economy. Increase Gross Value Added (GVA).
- Customer choice is often used as an excuse for poor policy but some companies are doing the right thing e.g. B&Q no longer sell non FSC wood, as they don't want customers to make a bad decision. Food service – big drivers are supermarkets. Kevin does lots of work with Sodexo. Can't write off supermarkets and big food service companies – need to convert them as they are so dominant. Have to address the main food system. British producers have tended to be un-cooperative compared to those in other European countries.
- Quality, availability of volume, try to do 'choice editing'. A national business (Apetito). Supply food across the country and buy across country, Europe and beyond. Availability of volume is a key issue. Also try to look at the carbon impact. £100 million pound business. 22,000 tonnes of food product. Can you add value to volume? When Rachel's lost their authenticity there was a backlash. Huge layoffs this week, lost loyalty.



- In health service, drive has been nutritional strategy but provenance now adds a new dimension to the strategy. Where complaints come from is from people getting the wrong meal. On every ward would like to have a nutritional champion volunteer. Write up a proper food policy which will help sell it to people more. NBT had been using only free range eggs for 5 years but staff

not aware, not putting the message across. Make people aware. Menu planning to accommodate costs – e.g. in Sweden have a meat free day. Local buying opt out of national framework contracts. All brainwashed to buy nationally. NBT was buying milk in tetrapacks – difficulty opening. Wanted to go to plastic – £2-300,000 extra cost per annum. Now buy from a Somerset farm who now has 4 or 5 other NHS contracts. Menus have gone seasonal. Want to be able to get patient to order meal on the day rather than day before but a big barrier is the habits of staff, and their belief that others won't accept change even if they do. Patient preferences and good communication do matter e.g. recently curry was served to 22 elderly patients and no-one liked it. It is hard work to change staff attitudes, people been there a long time.

- Start giving a sense of place or where produce comes from.
- Out of season veg requested by caterers – need to work with suppliers e.g. the veg producers and wholesalers to get the best seasonal produce.
- Lots of patients moan about food because it's the easiest thing to moan about and they're poorly, even though often the catering team have done a grand job.
- Need to look at supply chain. Describing food, even if food ok way it's served isn't always right. Not just about price and nutritional value.
- Think about public sector food as whole – schools, unis, leisure centres
- Whole system approach e.g. vending machines etc.



- Has BCC public procurement contract gone far enough? No, lots of parts of the organisation still deal with their own food procurement and have not adopted high standards. Internal food charter adopted in 2010 and gone some way to standardise contract but improvements need monitoring.

- BBC did a piece on in 2004 with campervan and locally sourced meals – most popular and biggest response. 3 types of people: green interested in high end sustainability, carbon footprint; country people fed up with farms going bust, baker etc and then west country / local pride – just like it because it's near them and like the story. Overall food policy needs to try to identify different types of consumers and why it matters to them.
- For school meals the consumer is the parent.
- School meals- those already doing a good job didn't like the Jamie Oliver thing because the public took Jamie's work to mean that everything was bad. Difficult now in the last 2-3 years parents can't afford to pay for school meals.
- Healthcare professionals have one agenda and relatives of elderly person have another – something they like etc.
- Another set of consumers – price driven consumers.
- Growth in foodbanks – 120,000 in England, now part of official system.
- Tried 'Live below the line' for £1 a day for 5 days. Could only buy carbohydrates.
- Retailers and public perception – vast majority of people supermarket shop and want cheap. Will buy organic if on special offer. Recent Asda research around low priced customers said 80% would like to make right choice. M&S only fair-trade tea and coffee . The coffee is only 4% of cost of coffee jar.
- The public are convinced of the message that local means expensive and supermarket's mean cheap, despite the fact that this is often completely untrue.
- Hidden costs of food – environmental etc.
- How does the food get on the plate – agricultural workers on low wages. Workforce. Story to tell about fairly paid British jobs.
- Wrong messages – need to speak to people and ensure that right messages get through
- Promoting you can have good food on a budget could be a potential area.

**Challenge** – worth trying to find one thing that this room can do – good Bristol food – wealth of food and expertise e.g. put St Phillips wholesale market on a safe footing because of its essential role in maintaining market diversity. Without it thousands of small independent businesses will be non-viable.

## Summary Key points

- There's a thirst for knowledge and a lack of knowledge
- St. Philips Wholesale market – need to think ahead and re-invent it. Should be proud of the market as one of only two cities that still has an independent wholesale market surviving without direct support from Local Government.
- Need infrastructure for urban food system



## Present

Organisation	Background and why attending	Email address
Apetito Mark Lovett	Meals manufacturer serving hospitals, care homes, meals on wheels. In Trowbridge and Portbury. Sell 'social food' strive to get environmental impact down. See social as part of sustainability model .Focus on malnutrition.	mark.lovett@apetito.co.uk
BAM Facilities Management  Sarah Dimond Emma Done	Meals to secondary schools, PFI long term contract. By Sept all schools they serve will be academies but back in Feb/ March all local academies choose not to opt out School Food Trust guidelines on food.	sdimond@bam.co.uk edone@bam.co.uk
BBC Dave Harvey	Interested in all aspects of the economic life of the sub-region and in exciting ways of telling local stories that matter.	david.harvey@bbc.co.uk
Bristol City Council & FPC Steve Marriott	Food is an important part of and the work of BCC Sustainability Team and the Council needs to set a good example. Way we handle food is disruptive to communities, leading to poorer health etc. Food one of 3 core strands of Maslow's hierarchy of needs: food, shelter, security.	steve.marriott@bristol.gov.uk
Bristol Green Capital Darren Hall	Manages Green Capital Partnership. Independent, act a critical frame for the Council. Ex- civil service and started role just as sainsbury's planning application going in at Ashton Gate. The Green Capital Group tried to get its members to vote – but opinions were so divided that even a vote was not feasible. Membership is varied and it is difficult for the group to have an opinion as a whole. GC has recently been exploring the idea for 'bioregion' that does all things for itself, food, energy etc. About to launch Good Bristol – website – guide to good living book. Bristol in last 3 shortlisted for European	darren.hall@bristolgreencapital.org

	Green Capital yet the assessment doesn't have any mention of food!	
Bristol NHS Hugh Annett	Chief Officer of City Council & Executive director of PCT. Wants to ensure all public health resources feed in to making city healthy	Hugh.Annett@bristol.nhs.uk
Bristol NHS Angela Raffle	Health sector rep on FPC. Commissioned Who Feeds Bristol report. Frustrated by health aspects of food being confined to nutritional content only– wants a full picture including how food gets on our plates – was it good for workers, for soil, for local economy, etc.	Angela.Raffle@bristol.nhs.uk
Business West Chris Lyons	Rural adviser – CAP money to farmers applying with farmers re: market and grants. Difficult for farmers.	chris.lyons@businesswest.co.uk
Cardiff University & FPC Kevin Morgan	Chair of Food Policy Council. See introduction notes below.	MorganKJ@cardiff.ac.uk
Eden Food Service Pearl Finnimore	Serve 122 schools in Bristol. Wants academies to follow standards already set. Cook from scratch, use local where possible.	pearl.finnimore@rentokil-initial.com
Freelance Consultant & FPC Joy Carey	Wrote who feeds Bristol report. Direct links between producers and consumers and worked for Soil Association. What influence does a city have to influence the food system. Work as city region is fundamental but challenging.	joy.carey@localfood.org.uk
Freelance Consultant Alison Belshaw	Worked for Sustain: the alliance for better food and farming on supply chain and food co-ops projects, ran sustainable food training for the National Trust, is Project Director for social enterprise The Community Farm.	alison@thecommunityfarm.co.uk
Kidner's & FPC	Part of the St Philips wholesale food market group in Bristol and	kidner_organics@yahoo.co.uk



Mark Kidner	Cosseys in Bridgwater. Aim to get local produce in to schools. Need to develop the wholesale market and need support of NHS and public sector in developing market.	
Low Carbon South West & FPC Amy Robinson	Was sustainability manager for Bordeaux Quay, vice chair of Bristol Green Capital. Interest in what are the barriers.	amy.robinson@lowcarbonsouthwest.co.uk
Milestones Trust Mel Akers	Milestones Trust runs supported homes for people with learning disabilities and mental health needs. The Trust is reviewing its own sustainability and resilience. The principle of allowing service users to have choice tends to mean they want junk food like everyone else. Exploring garden ideas. Energy and food,	mela@milestonetrust.org.uk
North Bristol NHS Trust	North Bristol hospitals – Frenchay and Southmead. Heads up the estates, catering etc. In 2008 Royal Brompton hospital did good work on food and this inspired others. Have own production – cook chill, bring about local procurement and won some awards – health business award for food production. The budget is under £2 per patient per day Food for Life mark from SA. Now have small vegetable garden for staffs’ children. Price is an issue.	Simon.Wood@nbt.nhs.uk
Thali Café & FPC Sidharth Sharma	Thali cafe co-founder. Part of FPC – loves good food and want to share this passion and help make changes.	sid@thethalicafe.co.uk
University Hospitals Bristol James Rimmer	Univ Hospitals Bristol. Large consumer of food for patients and staff. 7,500 staff, 1000 beds. Green champion for organisation. Much more could be done around provenance of food in Hospitals, have	James.Rimmer@UHBristol.nhs.uk

	not looked at whole food supply chain. Potential for staff restaurant.	
University of the West of England Judy Orme	UWE has been looking at its whole food system and can contribute a lot	judy.orme@uwe.ac.uk
Watershed Oliver Pratt	Watershed Chef and on Senior Management Team. Last 4 years sustainable approach to how they deal with food. Here to meet others and find out more.	oliver.pratt@watershed.co.uk
Welsh Brothers Simon Burns	Welsh Brothers food – supply to BCC. Change in business from ‘old school’ to supplier. Meat producer – how can they become a better supplier for local authorities and be more sustainable in business practices.	simon.burns@welshbros.co.uk
WERN Chris Head	WERN (rural community council) Help rural communities become sustainable. Work in WoE – SGC, B&NES, NS and Bristol. Also on Local Economic Partnership rural economy group. City region – about Bristol and rural hinterland as producer and market and benefit all communities.	chris@wern.org.uk
Wiltshire Farm Foods Adam Michallet-Cox	Wiltshire Farm Foods franchise supply to older people in their own homes. Interested in malnutrition in elderly. Cater for special dietary needs. Help people stay in their own homes.	adam.michallet-cox@wiltshirefarmfoods.co.uk
Yeo Valley & FPC Graham Keating	Communications Director, Yeo Valley	Graham.Keating@yeovalley.co.uk

South West Food & Drink & FPC Christine Marshall	Chair of SWFD. Strategic organisation for 11 years. Public procurement and supply chain. On Food Policy Council	Christine.Marshall@southwestfoodanddrink.com
---	---	--

