



## **Programme for Bristol Good Food Conference, Oct 20th 2014 'Good Food and the Low Carbon Challenge - Learning from around Europe'**

### **Purpose and outcomes:**

The purpose of the conference was to explore how carbon and other greenhouse gas emissions relate to the food system and to identify how as a city can we both address these concerns in a positive way. We identified a few key food challenges that we can address together, and start to engage the rest of Bristol during 2015. This was the start of an ongoing and important conversation in Bristol that needs to develop during 2015.

### **Context:**

- Bristol has committed to reducing the carbon emissions of the council by 60% by 2050, recently modified to be a 3% reduction year on year up to 2020.
- Bristol is a signatory of the Covenant of Mayors and on track to meet the 40% by 2020 Covenant of Mayors target.
- Bristol is one of 10 European cities working together to share ideas and learning through the URBACT programme to develop low carbon sustainable urban food systems.
- Bristol is also part of the UK Sustainable Food City network and going for an award in 2015
- The Green Capital 2015 food action group has identified as one of its priorities, the need to find ways to communicate in a positive way about food and climate change/CO2 emissions.

### **The challenges set by the panelists:**

**Kevin Morgan:** The challenge is for Bristol to deploy its Power of Purchase in truly innovative ways to secure public health, social justice and low carbon goals.

**Vicki Hird:** One thing Bristol could do is announce an ambition to be the first Flexitarian City – a city which is doing what it can to promote great eating and fab food culture whilst reducing the harmful impact particularly of meat consumption.

**Helen Browning:** Bristol needs an effective local and regional supply hub that brings good food from the hinterland into the city and thus helps contribute to lower carbon goals.

**Francois:** Food is booming in Bristol with hundreds of inspiring projects and initiatives. Beyond linking them into your Bristol Good Food plan framework and more detailed action plans, Bristol should (re)root them into your own local food culture. To collectively regenerate this food culture is the only way to cement actions into something stronger, more resistant and more resilient.

## Group discussions in response to the challenges

**Challenge #1.** *The challenge is for Bristol to deploy its Power of Purchase in truly innovative ways to secure public health, social justice and low carbon goals.*

### Purchase and partnership power

- On consumptive power – people with money and no time, and people with no money and time. How can you create a circular economy to trade fairly?
- Public procurement – stimulating demand and developing relationships between procurement and suppliers (and end users/consumers)
- IOM animal public sector spend on food – signing minority on local – developed a network of procurers, could develop it. Further link with suppliers and long term contracts with farmers, and training and support
- Sustainable food cities network could share public procurement best practice
- Council/local government using knowledge about social norms to help create behaviour change
- Using the process already in place to tell the good news story and create change
- Manchester veg people (kindling trust funding)
- Developing long term relat so local growers/suppliers can scale up and be sustainable enough to supply large scale public sector clients. Also includes mentoring and long term commitment – could be a co-operative model?
- Public sector commitment to FFL catering standards (or British food plan)
- Forum – best practice
- Desire for catering mark – bis serve
- Sustainable food cities facilitates network link and the council facilitates local, sustainable network

### Council food contracts and policy for 2015

School meals:

- Get in George's face!
- Contract renewal drive – needs to set an example

Business lunches:

- Catering specification ready – could be taken in house or let as a contract

City Council needs to track “Good Food Plan”

- Needs a policy
- As Green Capital, we need to exceed the government buying standards so we're best practice in sustainable food
- Head of procurement to be fully on board and aware of it, and train/instruct procurement officers
- Green councillors to take this forward with the mayor and other leaders/directors

**Challenge #2.** *One thing Bristol could do is announce an ambition to be the first Flexitarian City – a city which is doing what it can to promote great eating and fab food culture whilst reducing the harmful impact particularly of meat consumption.*

### **City acknowledgement of the need for meat reduction**

- Cookery demos
- Plug benefits of a non-meat diet
- Put meat veg next to sausages
- Labelling at supermarkets
- UWE Farmers market
- Campaigns, radio, celebrities
- Government subsidising meat production... vote
- Different audiences/messages needed
- Simple messages not vegan/flexitarian
- Education in schools – champions
- Learn veg recipes
- Local MPS to change policy
- Inclusive – children, single mums, students, health fanatics – procurement

### **Some key steps we could take**

1. Policy
2. Education
3. Awareness
4. Acknowledgement
5. Innovative creative fun
6. Local MPS to change policy

### **Choice**

<b>Idea</b>	<b>Approach</b>	<b>Where</b>	<b>How</b>	<b>To consider</b>
Meat free Mondays	Intervention	Schools and universities	Easy	Taste
Fruity Fridays	Aspiration	Hospitals	Inspiration	Personal
Recipies		Catering	Education	Healthy
			Cheap	Calories
			Limits	Nutrition

**Challenge #3.** *Bristol needs an effective local and regional supply hub that brings good food from the hinterland into the city and thus helps contribute to lower carbon goals.*

### Supply hub

Better links:

- Between organisations
- Who does growing?
- Need to join up for economics of scale
- Planned growing?
- “Transversality.”

Food:

- How do we add value to food?
- Sales co-ordinator?
- Investment from business
- “Look with kind eyes” (and kind ears)

Pop up markets:

- To reach the hard to access
- West of England Food Alliance

Community markets:

- How do we go from competition to collaboration?

Transport:



- Electric cargo bikes
- Big supermarkets to sell local food that doesn't travel country wide

#### Logistics:

- How do we get food to markets?
- The infrastructures have been taken into big 4 corridors

#### Online:

- Big barn – farmer/consumer online
- Food trade
- Neighbourly equilibrium – web based shop front
- Marketing power for veg boxes – West of England Food Alliance

#### Timings:

- Markets on more ????? one day

#### Community farms:

- Haven't got time – need it to be simple
- Need to join together to imitate good practice while focusing on core values and uniqueness

#### Markets:

- St Nicholas Market – partner up with local growing communities
- Initiatives – farmers market, slow market
- Seem pre-occupied with craft markets
- Fruit market?

### **Bristol New St Phillip's Biggest Farmer's Market**

- Bristol Pound – traders
- Pop up restoral café
- Open day – tabletop sales
- School trips making it visible
- Procurement teams
- What's the purpose of this consultation process?
- SAT trade fair – open up
- Public for T Path on M32
- Takes from space? – prototype – industry events

### **Supply Hub – People**

- People's supplement
- Community farm
- Co-op farms – Glaxo welcome
- Severn project



- City farm?
- Schools
- Bristol Pound
- Living wage cost
- Competition – they want to make profit too!
- Temple Quay – key investors
- St Phillip’s Market – open source, technology, council, industrial units, pedal power, relocalise supply
- Procurement

### **St Philips and new ideas**

- Multiple use – set up partnership with retail concept for distribution (Amazon)
- Backhaul – drop off centre/pick up point
- Retail/private
- Reduce traffic, reduce miles, visible, funky
- Order → hub → drop off → producer (then vice versa)
- Service – website, SMS, smartphone
- Logistics
- Infrastructure
- Sign in – price level (hierarchy)
- Fareshare, community, biz, wholesale, individual

### **Next steps**

- Buyers – public sector, private, catering and resale
- Stakeholder contact and meetings: Wholesalers, Farmers, Small growers
- Farmer CRG – n fil, soil assessment, local food producers guild
- Local authority
- LEP role?
- GCP – coordinator (project developer) – existing roles e.g handmade Bristol Pound, FFCP, BCC – funding
- Mapping supply and demand needs e.g FoodTrade
- Research models – SWOT needs
- Social enterprise - ????? Local CIC, Manchester Veg People
- Marry new ????? Big Barn – existing model and software
- Totnes food ?????
- Existing infrastructure
- WFIS report?



- Online system
- Contacts – Tracy ([tlewis@soilassociation.org](mailto:tewis@soilassociation.org)), Lyndsey ([comms@foodtrade.com](mailto:comms@foodtrade.com)), Sophie ([director@cpreavonside.co.uk](mailto:director@cpreavonside.co.uk))

**Challenge #4.** *Food is booming in Bristol with hundreds of inspiring projects and initiatives. Beyond linking them into your Bristol Good Food plan framework and more detailed action plans, Bristol should (re)root them into your own local food culture. To collectively regenerate this food culture is the only way to cement actions into something stronger, more resistant and more resilient.*

### **Food culture**

- Wards – 35 actions in each ward
- Schools – centre of the community – getting into schools
- Solutions – table outside school – sowing seeds, easy engagement, free seeds
- SWOP table
- Schools garden network – schools part of a group that share best practice
- Enabling confidence for teachers and parents.
- Involve our grandparents' stories
- Street level action – music, art, food, social
- “Edible art” at children’s hospital – garden art by children – food cooked and eaten in school room
- Taste, smell, beauty – inspiration for all the senses
- Pizza ovens in parks and playgrounds
- Street parties – neighbours sharing food and fun in their streets – can be the start of conversations and change
- Peer to peer

### **Identity – Behaviour Change**

- How do we achieve it?
- How do we address identity?
- Make it fun; Games; Where’s the party?
- The children have a lot of influence
- Astronaut opps
- Flexi Monday – less threatening, you choose



- Understand perceptions of vegetarians – weirdos, hungry, rabbit food, wet, not macho
- Understand your brain
- Slow change, socialising, hero figure, social, lead by example, pollinators, don't make it pointed
- Engage existing projects
- Farmers visit schools or vice versa
- Plot to plate e.g schools grow own food
- Vegetarian day at schools – outdoors
- Sneaking it in
- Food donations
- Emphasis on colour, shape or sound? Maybe create musical instruments from veg – you've heard the song, now eat the pie
- Next steps needed
- Do play with your food
- Touching people – food is theatre
- Break the rules
- [Bristolfoodpolicy.council@gmail.com](mailto:Bristolfoodpolicy.council@gmail.com)

#### **Identity – I am not the person who...**

- Affordable
- Can cook, will cook?
- Examples to copy – Youtube? Meat free Monday website?
- Debate and questions
- Behaviour change methods – cognitive dissonance (change behaviour first – attitude and rationale follows) Role models? Peer groups?
- Empowering dinner ladies
- Multi-approached targeting markets – teenage mutant ninja turtles, pokemon, etc

### **Key points from afternoon networking session – proposed Green Capital 2015 initiatives**

#### **'Bristol Good Food Tour – Let's all cook and eat'**

- Promote low carbon, tasty, simple, affordable vegetable cookery
- "Pop-up" cookery at local community events





- Ticketed events with chefs promoting sustainable menus
- Presence at major city events with recipes and suppliers
- Training for basic cooking for teens
- Partnership across the city
- Towards a flexitarian city
- Average 80kg worth of meat is ate per person per year – much more than needed or healthy – unsustainable, high footprint
- Assumption that more meat is better
- Lack of imagination or alternatives
- Technology – too easy to over indulge
- Lack of awareness of issues
- Unconnected with production
- Key players – caterers, chefs, educators, broadcasters, writers – lead opinion
- Fun competition with key players with audiences to build awareness

#### **'91 dishes'**

- Identity; food and drink culture
- Community & diversity
- 22% non-white in Bristol
- 50 countries; 45 religions; 91 languages in Bristol

#### **'Real Economy' (linked to Bristol £)**

- Formation of buying groups
- Food education
- New enterprise
- Increasing the capacity of Bristol's local food by opening up new markets – more local food businesses/producers able to sell directly into Bristol
- "Invisible food education via food-focused community activity – Bristolians sharing tips, recipes and meals, visiting farms, talking to producers
- Improving access to affordable fresh food in areas of high unemployment and little food choice – people in areas with few grocery shops able to buy fresh food without travelling for or paying over the odds
- "Visible" food education focussed around buying groups – cooking workshops, budgeting, special diets, group mutual support
- Support for new and emerging food enterprises – increased resilience and self-reliance, communication with Buying Groups as "incubators" for new food businesses, turning produce into higher value items



- Local people, local food, local enterprise
- Food Action Group, Health and Wellbeing Action Group, New Economics Action Group, Bristol Citizens Advice Bureau, Pennywise, Bristol Credit Union
- A new method of socially and environmentally responsible food retail

### **Bristol Food & Tech – A hub, a network, a culture**

- Explore new opportunities
- Insects for pest control
- Test technologies
- Black soldier flies for feeds
- Innovate; Share; Learning
- Flagship
- Community energy
- Aquaponics
- Urban and peri – urban agriculture
- Hydro; Aero; Vertical farming
- Common ground
- Hi-tech for the low-fi
- Api mashups

### **‘How to get involved guide’**

- If I’m inspired by food during 2015
- How to... get growing, get cooking, get volunteering, get a career, get shopping, eating out, learn more
- Inspirational printed guide
- I want to find out what’s going on in Bristol now!
- A portal into Bristol Good Food things
- Bristol Good Food Charter – underpins everything – but how do we bring the charter to life? Sign up for tips/recipes?
- How to... spread the word and get others involved?
- Get growing garden trails
- Newsletter – Bristol’s local food update
- Future museum of Bristol Good Food
- Online members/discussion forum – thematic?
- ‘My Bristol’ social media
- Searchable database of Bristol Local Food Updates



### **Bristol Food Connections Festival**

- 1<sup>st</sup> – 9<sup>th</sup> May 2015
- Collaborative, city wide event
- Looking for event ideas – engaging, thought provoking, community owned, light bulb moments, creative solutions, fun!
- Legacy – 2015 and beyond
- Is structurally part of Bristol Food Network

### **Useful links for anyone who wants to find out more about food and the low carbon challenge**

Friends of the Earth 'Eat Smart Action Pack'

<http://www.foe.co.uk/campaignhubs/index.php?topic=2570.0>

Vicki Hird, FoE - challenging London to look at how to reduce the capital's footprint. [https://www.youtube.com/watch?v=DjPI\\_dQCP-Q](https://www.youtube.com/watch?v=DjPI_dQCP-Q)

...Vicki was also co-author of the report 'local food and climate change' <http://www.makinglocalfoodwork.co.uk/news/news.cfm/newsid/140>

A filmed debate including Tara Garnett, Director of the Food Climate Research Network, University of Oxford

[http://www.green-alliance.org.uk/event\\_feeding\\_britain.php](http://www.green-alliance.org.uk/event_feeding_britain.php)

...and more from Tara Garnett on livestock and climate change

<http://www.slideshare.net/guycollender/the-climate-and-nutrition-basics-tara-garnett-food-climate-research-network-university-of-surrey>

'Fresh Local Food is Best' at the Zero Carbon Bristol Conference, June 27 2010

<https://www.youtube.com/watch?v=OWmQceLnUF8>