



# Local Food – a brief update

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# Local Food

- Emerged mid/late 1990's
- Reflecting increased interest in:
  - Provenance
  - Quality
  - Production methods
  - Environmental, social and economic impact of food production
- An early example, the 'East Suffolk food web' claimed:
  - Stronger and locally integrated supply chains
  - Stronger local business base (awareness and cooperation)
  - Fostered food linked tourism
  - A forum to resist economically damaging development proposals

# Examples and Activities

- Making Local Food Work (Big Lottery Programme 2007-2012)
  - Social enterprise models *‘connecting land and people through food and creating practical support to make such enterprises thrive’*
  - Six pilot ‘local food networks’ across the UK
- Case Study: Totnes, Devon:

Activities	Problems Encountered
<ul style="list-style-type: none"><li>•Public Launch meetings</li><li>•Gap analysis</li><li>•Participatory workshops</li><li>•Primary research (business and consumer interviews)</li></ul>	<ul style="list-style-type: none"><li>•Gaps/restrictions in local supply</li></ul>
<ul style="list-style-type: none"><li>•<b>Local Food and Farming Forum:</b> a meeting place for food producers.</li></ul>	<ul style="list-style-type: none"><li>•Consumer expectations and awareness (seasonality)</li><li>•Concerns over quality of local farmers markets</li></ul>
<ul style="list-style-type: none"><li>•<b>Local Food Hub:</b> Local food to 1,000 website/distribution</li></ul>	<ul style="list-style-type: none"><li>•Challenging conditions for retailers, including food producers.</li><li>•Scale – minimum orders</li></ul>
<ul style="list-style-type: none"><li>•<b>Local Food Linking Project:</b> 1 FTE – fill the gaps in local supply</li></ul>	<ul style="list-style-type: none"><li>•Loss of local food infrastructure (e.g. Abattoirs)</li></ul>

# Reflections

- Planning Policy
  - Retail impact and impact on local food production
- Awareness Raising
  - Policy Makers
    - Procurement
      - Freshness, seasonality and frequency
  - Consumers – labelling ‘e.g. made in Totnes’
- Accessibility
  - Late opening evening
  - Explore local delivery scheme/ produce box
  - Price comparisons (esp. seasonal produce)
- Food networks as tourist attractions
  - A taste of Arran / Savour the Flavours – Dumfries and Galloway /  
**Scotland of food and drink**

# Local Food in Bridgend

- Developing a local food network in Bridgend, 2011 Report
  - Marketing
    - *Developing the right products, packaging, promotion*
  - Distribution
    - *E.g. van sharing, 'piggy backing'*
    - *Local artisan catalogues at wholesalers/distributors*
  - Enabling start ups and growth
    - *Incubator/expansion units, business support*
  - Working with local communities
    - *Localised trading models*
  - Networking
    - *Across supply chain, skill sharing and new trading links*

**1. Establish Bridgend Local Food Network**

**2. Appoint Local Food Champion**

**3. Develop sub-regional Brand**

# Some basic numbers

Employment	Output
1,200	£26 m
1.21	
252	£5.4m
1.29	
73	£1.5

Sources: Oxford Economics, 2010;  
Additionality Guide, EP.

- *Based on agriculture, food and drink sectors 2010.*
- *Small increases in local supply chain linkages/spending can add up.*