

Local and Sustainable Food
Sustainability Action Plan: Long version
One Planet Living

This work is led by Brighton & Hove Food Partnership (BHFP) and Planning and Public Protection (BHCC).

This is a long version of the sustainability action plan for food which forms part of the One Planet Living Plan for Brighton & Hove (2013). Because of the close working relationship between the BHFP and the council, and the level of engagement and delivery by BHFP, the One Planet Council and One Planet City sections have been combined into one.

The city's commitment to taking a systematic approach to achieving a healthy, sustainable and fair food system is set out in its Food Strategy *Spade to Spoon: Digging Deeper* (2012) agreed by Brighton & Hove City Council and adopted by the Local Strategic Partnership.

High level objectives – where we want to get to

- Reduce the element of the ecological footprint related to food from the current level of 1.43 global hectares (gha) per person (1) to 0.67 by 2025.
- Public organisations will have healthy, ethical and environmentally responsible food procurement policies and practices.
- Waste generated by the food system is reduced, redistributed, re-used and recycled.
- More food consumed in the city is grown, produced and processed locally using methods that protect biodiversity and respect environmental limits.
- The city has a vibrant, sustainable food economy of thriving local businesses, local products and employment opportunities.

All high level objectives other than the ecological footprint objective are taken from the Food Strategy, chosen for their strong correlation with the One Planet Food principle as areas where the Council and partners can have the greatest impact on reducing the ecological footprint related to the food system.

This action plan covers:

- § sustainable healthy diet;
- § procurement;
- § waste;
- § food production; and
- § local food economy.

There are crucial links to other principles including: Land Use and Wildlife; Health and Happiness; Equity and Local Economy; Waste; and Water.

This longer version of the Food action plan includes greater detail, further background information, and additional actions.

Additional actions or text are denoted in the actions table by an asterisk.

¹ REAP data for Brighton & Hove (Best Food Forward 2011) <http://www.resource-accounting.org.uk/downloads/south-east/brighton-and-hove>

Sustainable and Healthy Diet

Sustainable and Healthy Diet: High level objective – where we want to get to

- § Reduce the element of the ecological footprint related to food from the current level of 1.43 global hectares per person to 0.67 global hectares per person² by 2025.

Sustainable and Healthy Diet: Where we are now

- Brighton & Hove's current food system is unsustainable, responsible for 25%³ of the city's ecological footprint. This is higher than the UK average of 21%. The ecological footprint related to food is referred to as our **foodprint**
- Translated this is 1.43 global hectares per capita but according to current calculations, a fair share of the earth's resources would be no more than 1.2gha per person by 2020 for all needs⁴
- Based on work undertaken by Bioregional in other places in the UK the target of 0.67 gha has been calculated as a 'fair' proportion of the ecological footprint for food.⁵
- Food is responsible for 10% of the city's carbon footprint (6) and 17% of the city's Greenhouse Gas footprint (3.1 of 17.44 GHG Footprint tonnes CO₂eq/capita). This doesn't include the GHGs associated with wasted food which for households is estimated to be responsible for 3% of the UKs GHG emissions(7)
- 21.5% of Brighton & Hove's foodprint is associated with meat, a further 7% with dairy. Meat and dairy is therefore responsible for nearly 1/3rd of the ecological footprint related to food.⁸ One reason that meat and dairy is significant is that account needs to be taken of the resources required to grow the feed for animals, for this reason grain fed cattle has a particularly high footprint.
- Water: It takes substantial quantities of water to grow and harvest food, and even more water is required if the food is processed. Assuming that the food supply for an average person is 3,000kcal per day and is derived 80% from plants and 20% from animals, globally the water needed to produce food by 2050 based on current practices will be around 1,300 m³ per capita per year, or about triple what is currently abstracted in total for human use(9). In Brighton & Hove our water comes from groundwater sources which can be polluted by fertilizers from homes and farms.
- 50,000 Adults are obese or morbidly obese (estimated cost to NHS in Brighton & Hove £78.1 million in 2010). 14,000 Aged 2-19 year olds are overweight which is likely to increase to 16,400 by 2020. There is a strong correlation between deprivation and obesity. Research shows that food that is healthier for us is also healthier for the planet. Our foodprint can be reduced 22% by eating a 'healthy' diet (lower in sugary fatty foods)¹⁰

² REAP data for Brighton & Hove 2011, provided by Best Food Forward <http://www.resource-accounting.org.uk/downloads/south-east/brighton-and-hove>

³ Best Foot Forward, A One Planet Framework for Brighton & Hove

⁴ Bioregional/WWF Common International targets

⁵ Sutton 2011 and Middlesborough June 2011

⁶ REAP data for Brighton & Hove 2011, provided by Best Food Forward

⁷ The Water and Carbon Footprint of Household Food Waste in the UK, WRAP (2011)

⁸ REAP data for Brighton & Hove 2011, provided by Best Food Forward

⁹ Institute of mechanical engineers, Global food waste not want not (2013)

¹⁰ The Ecological Footprint of what we eat. Stockholm Environmental Institute. Frey and Barrett <http://www.sustainablefood.com/Foodfootprint-How.htm>

Our diets and access to healthy food from sustainable sources

Diets are influenced by many factors including culture, personal finances, knowledge and skills. The good news is that food that is good for the planet is also good for us, and making small changes to the way we eat can make a big difference.

Work to influence dietary change should focus on the areas where individual habits and choices, and changes to the food served in schools, universities, hospitals, workplaces, restaurants and hotels will have the most benefit for the environment and for health. These include:

- reducing overconsumption, particularly of foods high in empty calories (e.g. alcoholic beverages, sugary drinks and sweets) and raising awareness of which 'cheap' products have poor nutritional value (as these will often have a high ecological footprint associated with production)
- reducing consumption of bottled water, eating fewer processed foods and preparing more meals from scratch
- reducing food waste (throughout the food chain)
- reducing consumption of dairy and meat (particularly grain-fed cattle)
- eating seasonally thereby reducing food miles and the energy associated with storing food choosing food produced using farming methods that reduce the use of fertiliser and pesticides

Calculating the environmental impact of what we eat is complex and nationally and locally this needs to be done better. Current research shows that the single most important thing we can do to reduce our footprint is to reduce our consumption of meat and dairy.¹¹ Reducing food waste and excessive packaging are also very important and eating locally produced food (so long as it is seasonal and not produced under heated circumstances) can also cut emissions. Energy / Actions / Resources within this plan need to focus on those three key areas which have the potential to give the greatest reduction in the footprint.

Supporting behaviour change towards healthy and sustainable diets

Care should be taken in the communications work because messages about food are complicated. Action in one area can lead to unintentional consequences elsewhere – for example reducing packaging may actually cause an increase in food waste or in terms of promoting a reduction in meat consumption this should be defined and promoted as an increase in plant based foods because switching from meat to fish or meat to soya has its own ecological pressures. Also some of the traditional messages about sustainable diets such as local and organic come with a higher price tag and care needs to be taken that work on sustainable diets does not widen inequalities.

Food prices have gone up by an average of 32% in the last 5 years, and even more for many 'healthy' foods such as fresh fruit. Other prices which put competing pressures on household budgets, especially rising fuel prices, can lead to a trade off between buying food or paying for fuel. Food is a 'flexible' item in a budget unlike rent or tax. The consequences of the recession particularly lower household incomes due to joblessness and cuts in working hours and the huge changes to the welfare benefits system mean that household

¹¹ Foodprinting Oxford, Low Carbon Oxford and LandShare (2013) and Setting the Table: Advice to Government on Priority elements of Sustainable Diets: <http://www.sd-commission.org.uk/publications.php?id=1033> and http://www.fcrn.org.uk/fcrn/publications/food-sustainability-problems-perspectives-and-solutions?utm_source=FCRN+Mailing&utm_campaign=003e2af778-RSS_29-1-13&utm_medium=email And Our Nutrient World, United Nations Environment Programme <http://www.gpa.unep.org/gpnm> and Tara Garnett, Food sustainability: problems, perspectives and solutions (2013) http://www.fcrn.org.uk/fcrn/publications/food-sustainability-problems-perspectives-and-solutions?utm_source=FCRN+Mailing&utm_campaign=003e2af778-RSS_29-1-13&utm_medium=email

incomes are not increasing at the same rate as food prices. Many more people will have less money to spend each week on food.

This has potential impacts for health as people can't afford healthy food for their families but also on the choices people make. As the majority of household incomes become more squeezed shoppers may be forced to move away from sustainable choices, for example sales of organic products fell by 3.7% between 2011 and 2012.¹² All of the communications about behaviour change towards sustainable diets need to be sensitive to the cost of the weekly shop.

That is not to say this can't be done, significant savings can be made by eating seasonally, reducing meat and wasting less food. This plan will be set alongside the work of the newly established Healthy Weight Programme Board which reports into the Health and Wellbeing Board to develop and fund programmes to promote how to eat healthily and sustainably on a budget

Sustainable and Healthy Diet: What we're going to do

Action	Milestones	Led by	Resources
Deliver information and skills sessions across different communities in the city to promote and inspire people to chose healthy and sustainable food	This is the core aim of the Food Partnership - annual programme of work agreed by BHFP Board of Directors and activity reported into the SAP Governance structure.	BHFP in partnership with Public Health Brighton & Hove	BHFP current resources and new resources brought in by them for this work

Sustainable and Healthy Diet: Medium to long term targets

- Progress has been made in reducing the city's foodprint and ongoing monitoring against the REAP baseline ensure strategies are updated to maintain on-going progress where needed.
- Diets have become healthier and more sustainable and are reduced to a fair level of 0.67 global hectares per person

¹²<http://www.soilassociation.org/marketreport> (2012)

Procurement

Procurement: High level objective

- **Public organisations will have healthy, ethical and environmentally responsible food procurement policies and practices.**

Procurement: Where we are now

- The Council published a [Revised Procurement Code of Practice](#) and [Toolkit](#) in January 2012 providing overarching guidance on procuring sustainable food but identified need for specific minimum buying standards. Best practice in the School Meals Contract has achieved ‘Bronze’ [Food for Life Standard](#) and being the first in Sussex to achieve Marine Conservation Society certification (autumn 2012).
- Good practice in sustainability within the School Meals Contract: achievement of ‘Bronze’ [Food for Life Standard](#) in September 2012. Eden Foodservice has been awarded the Bronze award for the menus offered to all primary & special school pupils across Brighton & Hove. This means that at least 75% of meals are freshly prepared, all eggs are from cage-free hens and no hydrogenated oils are used, amongst other criteria. In Brighton & Hove this affects about 7,000 meals per day.
- BHCC contributes to City’s Fairtrade status, with Fairtrade products available through council catering contracts.
- 3 Nurseries have achieved the [Healthy Choice Award](#) for their catering provision.
- All of the city’s schools have achieved Healthy School status and have food policies that consider and engage the whole school community.
- Report taken Adult Social Care committee 06/12 on [Community Meals Commissioning](#) proposed the principle for future commissioning to promote opportunities to locally source the healthy nutritious meal options This is a possibility for the ‘*lighter option*’ within the contract.

Due to the volume of meals that they serve, large organisations can make a significant impact through their food purchasing decisions. They are also in a place to lead by example

Procurement: What we’re going to do

Action	Milestones	Led by	Resources
Develop and adopt minimum buying standards for sustainable healthy food where practical on future catering contracts and monitoring processes for council catering contracts.	1.Scope process including lesson learnt from schools meals contract tendering process (July 2013) 2.Draft & adopt buying standards developed. (September 2014)	1.Procurement, School Meals Manager and Food Partnership 2.Procurement, Food Partnership	1. BHCC target to remain within current budgets. 2.Independent support and expertise to be funded via Food Partnership
Use minimum buying standards where practical on renewal	Kings House, Brighton Town Hall, Hove Centre, Staff Civic	Procurement Team. Relevant contract officers.	BHCC target to remain within current budgets.

of catering contracts.	Catering Contract, 2013; Brighton Centre 2014; School Meals 2015; and other contracts on renewal.		
School Meals. Build on the success of achieving Food for Life Bronze and MSC certification by increasing seasonal menu and exploring use of local lamb.	Increase seasonal menus April 2013. Explore use of local lamb from B&H Conservation Grazing project April 2013.	School Meals Manager	BHCC within current budgets.
Engage large caterers in the city (public and employment settings) in the 'Sustainable Fish City Campaign' ¹³	3 large caterers to have pledged to use MSC certified fish only by March 2014	BHFP lead campaign. School meals service, Sussex Partnership Trust, large caterers/ workplace canteens	Staff costs at BHFP to support work. MSC certification costs covered by caterers.
* Hold regular forum to bring together public sector and workplace canteen caterers to share good practice and information.	Hold at least two meetings a year. Recruit further public sector caterers to the group: *e.g. Brighton Hospitals, Secondary School catering; catering providers within large employers	BHFP lead. Caterers.	Staff costs at BHFP to support the work. Staff costs of caterers covered by that organisation.
* Develop a Sustainable Food Charter for the city with large caterers group; to establish current practice; share good practice in sustainable procurement.	*Individual meetings with all interested large caterers held to understand current priorities and timeframes. FP Food Strategy Officer recruited from July 2013 – to lead on this work. Draft Charter produced based on work with BHCC, March 2014. Adoption of Charter by large caterers (ongoing)	Co-ordinated by BHFP. Members include: BHCC, University of Sussex, University of Brighton, Sussex Partnership Trust, NHS Sustainable Development Unit.	Staff costs at BHFP funded via external funding from Esmee Fairbairn Foundation

¹³ Food Partnership initiative: **Sustainable Fish City Campaign:** <http://www.bhfood.org.uk/sustainable-fish>

<p>* Pilot 'Foodprinting' tool with one large caterer. Develop indicators and roll out to support foodprint reduction in city catering. *Report back to large caterers group on the pilot of this tool.</p>	<p>Test tool summer 2013. Assess & develop indicators by 2014. Roll out across city 2014-2016.</p>	<p>Food Matters, large caterer tbc</p>	<p>Delivered and funded by Food Matters. Roll out dependent on securing further resources.</p>
<p>* Develop and roll out the Healthy Choice Award as a tool for use by smaller premises (e.g. nurseries, breakfast clubs, care homes, cafes and restaurants). *Develop sustainability criteria to include within award.</p>	<p>*Update assessment for cafes and restaurants by summer 2013. *Increase sign up: 30 nurseries/year, 6 breakfast clubs/year, 20 care homes/year. *Sustainability criteria developed by March 2014.</p>	<p>Food Safety Team; Food Partnership.</p>	<p>External funding being sought for drafting sustainability criteria & reviewing commercial award. Other actions to be delivered within existing budgets.</p>

Procurement: Medium to long term targets

- Sustainable and healthy food is provided through all catering contracts bought with the public purse

Waste

Waste: High level objective

- **Waste generated by the food system is reduced, redistributed, re-used and recycled**

Waste: Where we are now

- § In Brighton & Hove 35% of what households throw away is food waste, most of which could have been eaten, costing an average household £420 a year (£680 for families). This represents nearly 40,000tonnes annually. The water footprint of avoidable food waste is 243 litres/ person/day. This is approx one and a half times average water use per day. 35% is higher than the national average of 33%. Wasted food represents 3% of the UK’s domestic greenhouse gas emissions. In total, these greenhouse gas emissions are the same as those created by 7 million cars each year (14).
- Food is responsible for 17% of the city’s Greenhouse Gas footprint (3.1 of 17.44 GHG Footprint tonnes CO2eq/capita). This doesn’t include the GHGs associated with wasted food which for households is estimated to be responsible for a further 3% of UK GHG emissions(15)
 - The ‘Love Food Hate Waste Campaign’ has been delivered by a partnership of City clean and BHFP since
 - In 2011 and 2012 the Harvest Scrumping Project collected 3 tonnes of fruit each year from trees around the city that would have otherwise gone to waste. The fruit was used to make juice at public events around the city, and turned into bottled juice and chutneys to raise income to keep the project going. (Brighton Permaculture Trust). Trees on council land were scrumped, but more could be involved.

Avoiding food waste is far more effective than even the best recycling methods. Action to reduce the foodprint should therefore focus firstly on reducing food waste being created in the first place, this requires behaviour change by individuals and changes in marketing approaches from food retail and catering outlets.

Waste: What we’re going to do

This section should be cross referenced with the Waste Action Plan.

Action	Milestones	Led By	Resources
* Develop BHCC Food Waste Reduction Campaign to support behaviour change and reduce waste. Deliver to BHCC staff.	*Meeting with BHCC staff responsible for internal comms, staff from Cityclean, staff from council catering contract management and staff from BHFP to scope out campaign. By August 2013.	Communications Team, School Meals Manager, Food Partnership, Catering Contractors	Campaign plan will include resource implications Workshops covered by BHFP ‘Love Food Hate Waste’ work.

¹⁴ The Water and Carbon Footprint of Household Food Waste in the UK - jointly published by WRAP (Waste & Resources Action Programme) and WWF (2011)

¹⁵ The Water and Carbon Footprint of Household Food Waste in the UK, WRAP (2011)

	<p>*Two workshops delivered by FP to staff on minimising food waste (2013)</p> <p>*Deliver campaign to avoid use of disposable packaging at work by end 2014.</p>		
Deliver Food Waste Reduction campaign within the council.	Campaign delivered by end 2014.	Communications Team, School Meals Manager, Food Partnership, Catering Contractors	BHFP funding. Further resources to be sought.
* Increase the number of council buildings offering composting to staff.	<p>Review food waste facilities at municipal buildings by end 2013. Minimum of 3 buildings with new composting facilities annually (2013 – 2015)</p> <p>*Review facilities for food waste at municipal buildings by end 2013.)</p> <p>*Circulate information on how to set up composting at council buildings.</p> <p>*Minimum of 3 buildings with new composting facilities annually (2013 – 2015)</p>	<p>CityClean, Communications Team, Property, Planning projects(Sustainability) Team; FP.</p> <p>Food Partnership Big Dig Co-ordinator</p>	Within existing budgets
Pilot biodegradable food waste: project to collect and recycle biodegradable food waste generated at public events	<p>BHCC to work with event organisers on pilot at 6 events on council land</p> <p>*(examples of events: food festivals, Brighton Pride, Vintage car rally, Brighton Marathon or a wedding on Brighton Bandstand) using ISO 20121 Sustainable Events Standard process.</p> <p>Analyse results of pilot and publish case studies by October 2015</p>	Sustainability, Events Team; Arts & Culture Teams. Remade Southeast	Deliver as part of the 'FoodWise' project. Subject to European ERDF funding - bid submitted.
* Food waste reduction: Minimise amount of food waste produced by council catering contracts	*Identify how Environmental Management System standards can be used to take a systematic approach. Introduce standards when retendered (contracts and renewal dates	Catering contract managers	Within existing budgets

	referenced in procurement actions).		
Pilot food waste collections in Moulsecoomb Hub as part of municipal waste contract	Pilot from May 2013.	Property & Design	Within existing budgets
Reduce city food waste: deliver a community based education and skills programme linked to national 'Love Food Hate Waste' campaign. Increase composting at home and in communities	Deliver 10 events and 5 workshops 2013 – 2014. Publish monthly email bulletin. Promote community composting in areas of the city without schemes (2013) and increase number. Raise awareness of home composting at events in 2013/14	BHFP (Food waste reduction campaign) BHFP & CityClean (other actions)	Funding from BHCC & BHFP to March 2014
* Work with the city's hotels / restaurants and cafes to understand the barriers to reducing the amount of food wasted and the potential to treat waste produced as a resource.	*TBC if funding is identified	Food Partnership with e.g. Brighton Energy Co-op, Paperound, Big Lemon, Universities,	Potential to attract external resourcing if an infrastructure response is required.

Waste: Medium to long term targets

- Mechanisms to facilitate food waste collections and local processing have been resourced and implemented.
- By 2025 the waste hierarchy will be strictly applied for food waste: options for reduction and reuse get prioritised over options for recovery
- Facilities for food waste collections are available at all buildings in the city with catering outlets.

Food production

Food production: High level objectives

- **More food consumed in the city is grown, produced and processed locally using methods that protect biodiversity and respect environmental limits**

Food production: Where we are now

- The city has a strong tradition of urban food growing including the Big Lottery Local Food Funded Harvest Brighton & Hove¹⁶, 60 community growing spaces, the Allotments Service and growing in schools.
- BHCC Allotments service is one of the largest in the UK and last year increased availability of plots by 4% yet the city has around 2000 people on the waiting list.
- The city has 4,400 hectares of farmland but very little produce from this comes into the city.
- Local fisheries at Shoreham export a large proportion of fish caught out of the city, but are keen to supply all fish to local markets.
- The chalk downland that surround the city is ideal for sheep grazing that protects this unique habitat. CityServices deliver a 'Conservation Grazing Scheme' which includes community shepherds and '[SheepShare](#)'. Currently most of this lamb is not sold directly to the city.
- Brighton & Hove is the first local planning authority to develop guidance and processes to encourage food growing on development sites.
- To produce enough food to feed the population of Brighton & Hove approximately 70,000 hectares of productive agricultural land are needed.
- City Council committed support to community groups to develop food projects on council owned land (Housing). Several have recently been supported: e.g. Bevendean Community Food Project.

Food production: What we're going to do

This section should be cross referenced with the Land Use and Wildlife Action Plan to ensure food growing enhances biodiversity and ensures sustainable ground water management.

Action	Milestones	Led by	Resources
Identify land suitable for food growing. Produce a series of land use maps exploring barriers and opportunities for food growing and multi-functional uses of space e.g. orchards in	Map Urban Fringe by summer 2013; Map urban areas/city centre by end 2013;	Food Matters, Food Partnership, Planning Projects, Property, City Services	£10,000 funding identified as part of One Planet Living implementation

¹⁶ 'Harvest Brighton & Hove' aims to get people growing food, and finding more space for growing food

parks/green spaces. * * Mapping to include e.g. planning and ecological designations; soil quality; aspect; capability for food growing; access; land ownership, legal issues etc.			
Publish information clarifying when council owned land suitable for food growing on short or long terms leases become available.	Ongoing publication	Within existing budgets	Property & Design
Increase food production for the city from the Agricultural Estate.	Ensuring support for farmers to diversify via new 2013 contract as per City Downland Estate Policy. Follow up progress at monthly meetings with agent, ongoing.	Property & Design and Land Management Agent	Within existing budgets
Work with one farmer to become a beacon farm, developing projects within the farm based on One Planet approach to food, water, wildlife, health	* Investigate good practice initiatives regarding 'one planet approach' to farm management. Arrange visits to farms implementing these principles Identify BHCC farmer who is interested in participating. Identify resources to support the process of working with the farmer by end 2014. Start to implement projects (2015)	Farmers, Estates Team, Land Management Agent, Food Partnership, Food Matters,	External funding to be sought.
Adopt an Allotment Strategy. Increase the number of plots (by increasing the total land available) and to increase the number of residents involved in food growing on allotments either on their own or community plots. *The strategy should focus on those for whom allotments represent a key means of accessing healthy/ sustainable food	Adopt Strategy by March 2014. *Increase number of allotment plots available to local residents 100 new 125m2 plots by 2014. *Search for land suitable for new sites to be included in the Land Mapping Exercise Develop further targets to increase number of plots and/or expand existing allotments as	Allotment Strategy Working Group; BHCC Allotments Service; Allotments Federation; BHFP	Within existing budgets Plus funds from Harvest.

at a cost they can afford.	part of strategy process.		
All schools to have access to land for food growing. Schools to offer opportunities to learn about food growing could be included.	Establish number of schools without food growing within school grounds by summer 2013. *Work with schools in Brighton & Hove to maximise opportunities from integrating food growing and cooking with the national curriculum & school activities. All schools to either have food growing within grounds or access to food growing by 2015.	Schools, Food Partnership, Environmental Education contractors, Planning & Contracts Team (school grounds).	Within existing budgets. Subject to securing further funding.
Encourage planning applicants to incorporate food growing in proposed development.	Over 30% of residential and mixed use applications approved annually include plans for productive planting each year.	Planning. Development community.	Within existing budgets
Increase number of food growing projects in city. Increase number of residents volunteering at food growing projects.	Council to promote support offered to tenants seeking land for food growing on their estate (on-going). Deliver 5 new food growing projects on council housing land by 2016. Secure ongoing resources for Harvest Brighton & Hove for post 2014 when current funding ends (By Dec 2013) Plant at least 2 community orchards of over 5 trees each year starting 2014. Deliver one further demo garden every year to 2016.	BHFP & Harvest Partners; Brighton Permaculture Trust ; CityParks; Planning; Housing; Community & Voluntary Sector.	Some projects delivered within existing budgets. External funding to be sought.

Food production: Medium to long term targets

- Food production is delivered on the majority of land identified as suitable by the mapping work undertaken.
- Food growing is woven into the fabric of the city.
- All food growing supports biodiversity enhancement and sustainable ground water management.

- Local food activity is a vital element of the sustainable community-based and self sustaining estate at Stanmer Park.

Local Food Economy

Local Food Economy: High level objective

- **The city has a vibrant, sustainable food economy of thriving local businesses, local products and employment opportunities**

Local Food Economy: Where we are now

The local food system of forms a complex web in which the relationships and linkages between businesses which produce, process, distribute, sell and buy local food are interdependent and complex. The impact of this on the local economy means money spent is circulated within the community rather than 'leaking' out, and the more money circulates around a given community, the more the potential to create income, wealth and jobs. This 'multiplier effect' has been shown to often double the value of the original pound spent – for example in Northumberland research showed that every £1 spent was worth £1.76 to the local economy if spent locally but only 36 pence if spent elsewhere. An organic box delivery service in Cornwall, Cusgarne Organics, was shown to generate £2 for the local economy for every pound spent, in addition to employing local staff and utilising local suppliers¹⁷. Although specific data for Brighton and Hove is not currently available, it is fair to assume that there is similar potential to generate benefits to the local economy from the local food system given the strong interest in sustainable food locally and the number of visitors to the city keen to sample local food.

The ecological footprint of the city is not just related to residents. Visitors to Brighton & Hove spend £200,649 on food and drink annually¹⁸. Shifting some of this spend to products with shorter supply chains is not only kinder to the environment but increases opportunities for sustainable economic development through new business opportunities and local employment and training opportunities. Pound for pound spending in smaller independent local food outlets supports three times the number of jobs than at national chains: outlets selling significant to high percentages of local food support on average one job for every £46,000 of annual turnover; by comparison at three national chains one job is supported per £138,000 to £144,000 of annual turnover¹⁹ This is an area of work where more needs to be done!

- The city has a visible and largely independent food services industry with over 400 cafes and restaurants. According to REAP data, catering services in the city are responsible for 5% of the foodprint (which does not include food waste) 20 Nationally the hospitality sector produces 600,000 tonnes of food waste each year, two thirds of which could have been eaten if better portioned, managed, stored and/or prepared.(21)
- Food system lacks integration, residents and businesses are alienated from food production processes and unconnected to local produce and producers.
- Much infrastructure for food economy is lost (dairies, mills, food manufacturing businesses/sites, abattoirs, farmers markets).
- The infrastructure supporting the local food supply chain is not as advanced as in some regions which have developed local distribution centres, established cooperative wholesalers and invested in local processing (e.g. mills or abattoirs).

¹⁷ Building the local food economy in Brighton and Hove: Local Growers, Food Matters (2013)

¹⁸ Tourism South East, The economic impact of tourism Brighton & Hove (2010)

¹⁹ CRPE, From field to fork: The value of England's local food webs (2012)

²⁰ REAP data for Brighton & Hove 2011, provided by Best Food Forward

²¹ The composition of waste disposed of by the UK Hospitality Industry. (2011)

- The Brighton & Hove [Business Retention & Inward Investment Strategy and Implementation Plan](#) 2009 identified the Manufacture of food and drink sector as a projected regional growth sector.
- Over recent years, the number of Brighton & Hove residents employed in agriculture has fallen by 40% (the average UK drop is closer to 20%).

How to increase the capacity / market for local food?

Research published in 2013 shows that there is only a small number of growers in the immediate locality of the city who are marketing directly into the City. Those that responded to the survey represent a growing area of just 47 acres in total. The scarcity of small scale growers in the area marketing directly to the City can be attributed to several factors:

- the value of land in the south east;
- lack of affordable agricultural workers accommodation;
- the pressure of development, in particular to build housing;
- proximity to London markets offering a more lucrative opportunities;
- the chalk land around the city is not suitable for horticulture without excessive inputs to support fertility

Of the current local growers **more than half indicated that they did have the capacity to expand** in a recent ‘Growers Survey’ carried out by Food Matters (2013)²². There is a link to the section on local food economy.

This context should be remembered when developing plans to expand the local food market looking at the broadest range of products including orchards and grazing.

Local Food Economy: What we’re going to do

Action	Milestones	Led by	Resources
<p>Ensure development of Local Food Economy identified in strategic studies and policies.</p> <p>Recognise and evidence the potential value of local food as part of the ‘Green economy’ (Economy section) in city through further research.</p> <p>*Explore how support can be delivered to support growth of the local food sector including Secondary processing.</p> <p>Provide support to increase opportunities for the incubation of SMEs through provision of start</p>	<p>Economic Strategy refresh 2013</p> <p>City Plan 2, drafting begins 2014.</p>	<p>LDF Team.</p> <p>Economic Development.</p>	<p>Within existing budgets</p>

²² www.foodmatters.org

up funding, access to units, business support and marketing advice.			
*Undertake Feasibility Study for increasing sale and consumption of local produce: what are the barriers and opportunities for products? (E.g. fish, milk, fresh fruit and vegetables, cereals etc).	By end 2013	Food Partnership, Food Matters, Economic Development	To be determined
Work with Directors of the Open Market CIC to embed One Planet food principles in the running of the Open Market Secure permanent stall for local food producers. *Work with local growers to develop a business plan and pilot the running of a co-operative model for running and financing a stall.	Meet with the Directors of the CIC and develop an action plan April – July 2013. Local producers stall included in reopened Market August 2013. *Evaluate pilot and make decision on future (by March 2014)	Open Market CIC / Food Partnership / Local growers	£5K of funding secured by the BHFP to support growers to develop a co-operative stall and for promotion.
Support SMEs and small businesses in the food sector (food manufacture, processing, retail and hospitality) with business incubation / mentoring support.	*Investigate good practice from UK. Develop local evidence of the economic benefits of this approach. Explore potential partnerships e.g. Coast to Capital LEP: Chamber of Commerce. By end 2014.	BHFP to work with partners to develop support for this approach	Resources need to be identified for this work
*Investigate opportunities to increase sales of locally caught fish and strengthen supply chain to increase access to local, sustainable fish and encourage marketing as part of Eco Tourism.	2013-2015	Tourism, Economic Development. Food Partnership	Within existing budgets and further resourcing to be sought.
*Run a campaign promoting the benefits of supporting local farmers/growers/ producers and buying local produce in order to bring new customers to the sector.	*Communicate and 'tell stories' around particular producers and produce.	Food Matters / Food Partnership	Identify resources to do this work

Develop local food promotional campaign aimed at tourists and conference visitors as part of 'Eco Tourism' offer.	Campaign developed following Food Matters' 'Local Food' campaign 2013-2015.	BHFP; Food Matters; Visit Brighton	Subject to securing funds.
*Investigate opportunities for increasing efficiency and consolidating local food promotion and distribution through shared delivery models and better linking suppliers and processors to points of sale. *Undertake a feasibility study for setting up community owned models for distributing and marketing local produce including a 'Brighton box' and drawing on successful examples from elsewhere	*Hold a meeting for sustainable food businesses which market into the City – explore the potential to develop a network (2013) By March 2014	Food Matters / Food Partnership	Resources to be identified by Food Matters and Food Partnership

Local Food Economy: Medium to long term targets

- Locally caught fish is sustainably caught and much is sold in the city reducing the need to import fish from elsewhere.
- The local food economy is a vital and thriving element of the Green Economy