



Stirling Food Summit, Strategic Day

Discussion Summary

Contributions from delegates to the local food Vision, Strategy and Action plan for Forth Valley & Lomond area - across the [Good Food Nation](#) themes of Prosperity, Health, Social Justice, Knowledge and Environment. For more information, please contact Ashley Robinson at Robinsona@stirling.gov.uk.

Good Food Nation Vision:

“Food companies are a thriving feature of the economy and places where people want to work.”

“People who serve and sell food from schools to hospitals, retailers, cafes and restaurants are committed to serving and selling good food.”

“Everyone in Scotland has ready access to the healthy, nutritious food they need.”
“Other countries look to Scotland to learn how to become a Good Food Nation”

“Dietary-related diseases are in decline, as is the environmental impact of our food consumption.”

“Scottish producers ensure that what they produce is increasingly healthy and environmentally sound.”

Q: What would/could a good food region look like?

Good Food for all – a healthy diet, locally and sustainably grown by thriving food businesses

- There are numerous, diverse, and interesting food businesses in the urban and rural area. Their high quality food is a central draw for tourism, and their stories inspire other start-ups.
- There is plentiful organic, healthy, and nutrient-dense foods grown locally. A focus on innovative land management and creative land use has enabled many 'good food' producers to start-up in our region – resulting in an increase of land in cultivation based on organic, ecological farming practices

Local Authority leads the way – procurement, regulatory, food waste

- The Local Authority is a leader in good food – with joined up working across sectors, public procurement policies showcasing best practice, and good food embedded across all activities and policies (led by a Food Charter)
- Focus on wasting less food – surplus food production and end-of-shelf-life food is redirected, regulatory system is more enabling, more flexibility with less bureaucratic & less 'red tape'

Cultural change – valuing good food, cultural shift, changing social norms

- Perceptions about good food have changed, resulting in a local want and desire to seek out and champion good food. People value food differently - understanding why local, seasonal, healthy, and sustainable foods are important and why it is priced how it is.
- Cultural shift and change in social norms – healthy foods are desirable and eating together is more prominent and prevalent. People are aware of, and desire to work in, good food jobs – learned from Home Economics classes, or food work experience placements at farms.

Knowledge & Education – increase good food knowledge for all, throughout life

- Creative good food education for all – throughout all stages of life, linking good food to other factors. Everyone knows what healthy food is, and are aware of the benefits of healthy food - and the dangers of unhealthy food.
- There is more knowledge around good food- people understand how to prepare local, seasonal good food - quickly, on a budget, and in a tasty way.

Partnership approach – Cross-sector, collaborative, community-led

- Cross-sector, collaborative, community-led approach ensures knowledge-sharing and co-operation among existing food initiatives (such as through a Good Food Charter or Food match-making service)
- Good food embedded across all activities and policies across sectors – businesses, the third sector, communities, government, etc.

Everyone has a “Right to Food” - affordable, inclusive, accessible, healthy

- A “Right to Food” approach - affordable, inclusive and accessible healthy food. Healthy food is the easy option, healthy food and recipes at food banks, healthy food tastes good!
- Prosperous – food workers would be valued, good working conditions & paid at least a Living Wage. Economic growth and increased wages to tackle food poverty.
- Diet related diseases are in decline, with the link of food to well-being, and physical and mental health understood and acted upon

Q: From the list already identified would the priorities/ quick wins be?

- **Food Charter** – ensure good food is systemic - all departments in Local Authority have food written through all services
- **Food Hub** – hub and spokes model, by need and opportunity (via community group or organisation), ‘quick win’ but also long term benefit
- **Grow on space for small scale food businesses** – use existing infrastructure to demonstrate best practice, empty properties re-commissioned for grow on space within communities
- **Food mile mark / local food mark** (ie. Red tractor branding, red castle branding?)
- **Identify barriers to good food vision** (i.e. Public procurement barriers. Or, who do aspiring food producers speak to, how do they grow, what are their challenges?)

Q: Who should be involved in Good Food activity?

- **Local Authority**
 - o Good food embedded across all services, activities and policies - planning, procurement, food education as part of early intervention, etc.
 - o Utilise Local Authority assets - enabling better use of under-utilised community kitchen space, innovative Council land management to increase production space (ie. vacant/derelict land)
- **Farmers and producers**
 - o increase conversion to ecological organic practices
 - o increase number of good food production across region
- **Food Hub** – to ensure connections/collaborations, education, employer engagement
- **Health sector**
 - o Hospitals (procurement)
 - o NHS – local GPs social prescriptions
 - o Healthy Start vouchers matched to growers
- **Education sector**
 - o Stirling University & Forth Valley College (education & procurement)
 - o Schools – education of good food, nutrition, well-being, food culture at all levels
- **Collaborative approach** - joined up working across all sectors
- **Tourism sector** - B&Bs, Visit Scotland, local SMEs
- **STEP** – business support and training
- **EU, UK & Scottish government**
 - o Policies - agricultural, procurement, food waste, health
- **Supermarkets**
 - o healthy food affordability
 - o allowing for flexibility in national strategies to enable local change

Q: How? What needs to happen?

- **Local Authority responsibilities**
 - o Public food needs to be good, local food – ie. design menus around what is produced locally/seasonally (Food For Life Silver, Soil Association). Or, allow local food first, then a SLA with neighbouring authorities to meet other needs that can't be met from within Stirling region
 - o Procurement – ie. change procedures so it considers local business needs, ie 'mini-tenders', having local produce on the menu (ie lamb)
 - o Policy – support for good food businesses - ie. business rate relief or free parking
 - o Planning – ie. redesign and re-purpose high streets for better take-aways, legislate so that unhealthy take-aways can't be close to schools, food focused buildings

- **Support**
 - o Provide support to encourage sectors that are underrepresented in our area (ie poultry, horticulture)
 - o Make space and incentives for innovative & engaging food and drink enterprises to lead by example (innovative Good Food businesses)
 - o Support for start-ups & to scale up (more funding, networking, opportunities for collaborative working and skill-sharing, shared production facilities)

- **Communicate & celebrate**
 - o More signage, street furniture to signpost the Good Food shops/cafes in city centre
 - o Showcasing successful Good Food case studies to lend inspiration to others
 - o Celebrating success stories and what is going on in the area – ie. case studies – digital media, farm shops, local butchers, field to work, local chefs, foraging

- **Cultural change & knowledge & education**
 - o Knowledge and skills – about good food throughout all stages of life (including pregnancy and pre-birth) - linking food with nutrition, mood and physical activity - ie. Through more Home Economics teachers trained nationally and locally
 - o Making food education fun, intergenerational, creative – ie. Competition for kids and young folks to cook healthy meals for people in care home. ie. City food 'treasure map' trail to see where food comes from. ie. Instagram-style food photos to make healthy food more enticing

- **Collaboration**
 - o Food waste partnerships – redirect end-of-shelf-life food, food waste legislation, more surplus food from producers going to food banks, transportation logistics
 - o Partnership working & cross-sector approach – integrating good food into everything, ie Good Food Charter. ie. connecting what's already happening

Q: How? Could we try....

Examples, ideas, models

- Temporary/rotating pop-up shops to showcase different good food producers, shops, restaurants, businesses, etc. (a low-risk place to trial different good food ideas)
- Food Hub (like the Cycle Hub) to make connections between health and food
- Food trail for community producers
- More direct to market models – ie the Food Assembly
- More space to grow if wanted, connecting people to community growing projects
- Less regulation, more enabling - ie test run a business, town centre, 6 months
- More vegetable production – lifting access to land barriers via council investment in capital intensive infrastructure/ renting 1-2 acres from farmers for small-scale bio-intensive veg production/ utilising surplus of fruit and veg from local allotments and community gardens?/ vertical farming
- Co-operative delivery models, to address local food logistics barriers?
- Enable behaviour change that is suggested in Good Food Stirling report
- Land management - getting a balance between setting land aside to accommodate flood waters verses land for food – how would farmers be compensated? Potentially farm diversification scheme to use land for flooding

Skills

- Create a Food Enterprise Programme – FVC, Uni, STEP? – building good food specific skills and ambition, with a practical demo site
- Link farming community with school work experience, increase good food employment in rural production and urban food opportunities
- Encourage youth to have farm/food based work experience and apprenticeships – keeping local talent
- Food as a vehicle for social change – ie work experience for prisoners to gain skills, confidence (such as the Freedom Bakery). Ie. Community café in the Barracks?

Information

- Creating specific targets and deadlines to work towards – ie. Reduce food waste locally by 1/3
- Need baseline data - i.e what would our baseline stats be for improvement?
- Mapping facilities – what can people do, where, how?