GOOD FOOD NATION VISIONING EVENT

In late November 2023, in partnership with Perth and Kinross Council, Giraffe helped facilitate a Good Food Visioning event to kick-start the Good Food Nation activity and lay the groundwork for the further development of the Perth and Kinross Good Food Network.

Below is some of the feedback and discussion from the attendees which will support the creation of a local Good Food Charter and enable the next steps.

Feedback from attendees:-

A screenshot of a computer

Description automatically generated

Themes:-

* Good Food Movement
* Sustainable Food Economy
* Healthy Food For All
* Sustainable Food Economy
* Food For The Planet

Groups spent time identifying food outcomes that relate to each theme - specific positive results that we should be aiming for as a food partnership.

* What outcomes do we want to see for Perth and Kinross?
* What do we want to achieve in addressing this theme?
* What will be delivered through our effort?
* Where do you want to get to for this theme?
* What are the end points of this work?

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| **Good Food Movement** | |
| Group 1 | * Network of community groups * Promote and market * Raise awareness * Food culture – enjoying food * Linking up foodbanks * Clear vision and narrative * Faith groups – inclusive * Passionate about food * Re-define our relationship to food * Make time for food |
| Group 2 | * Voice of young people * Youth workers * UNCRC * Go to people, not have them come to you * Mechanism to link strategy to local messaging * Events – community orchard * Multi-dimensional * Already some joined up local conversations but need better connections * Support for collaborative network * Social media |
| Group 3 | * Street market * Cooking classes * Make buying local food easy and affordable * Education – how to cook local produce * Tayside Contracts in schools – bring in parents with kids * Quick, simple recipes * Health centres, other settings * Existing network of producers/suppliers need to feel part of the movement * Incentive for hospitality |
| Group 4 | * Vision – around value of food, not just a commodity * Watch, taste and take away * Educate kids where food comes from * Local chef/celebrity * Excitement around food |
| Group 5 | * Community groups and climate cafes need to be involved * Develop communication links * Better linkages and coordination * Networking and collaboration * Comms needs to be clear about the benefit – core vision but tailored to each group * Use all opportunities to promote healthy food – e.g. NHS * Public health approach – prevention * Local inspiration – farmers market * Celebrate good food |

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| **Sustainable Food Economy** | |
| Group 1 | • More livelihoods in local foods (making it viable)  • Food resilient communities  • Access and choice (affordable/culturally appropriate)  • Inter-generational approach  • Reconnecting with land  • Education – on local/farmer  • Support for all and seasonal workers  • Statutory services leading the way |
| Group 2 | • LA procurement  • Easier contract opportunities  • Education  • Joined up approach  • Rural/urban equity  • LA economic development engagement  • Cooperative approach to growing (hub & spoke)  • Better comms |
| Group 3 | • Better infrastructure locally (processing etc)  • Understanding different agri practices  • General food production understanding  • Focus as local as possible at Scottish Government level  • More support overall for agriculture at a national level  • Oversee use of land and growing practices  • Affordable housing and transport in rural areas |
| Group 4 | • Local access to local food (rural areas)  • Competition/money focussed approach currently  • Economic development to facilitate the access to local produce  • Encouraging shopping where reusable packaging/bags is in practice |
| Group 5 | * Enable more land/retail for growing/markets * Support cooperative approach * Supporting farm shops * Better processing facilities * Smoother, easier distribution * Education and increased understanding * Bi local campaigns * Increasing the availability of cheaper foods * Increased availability of allotments * More profitability in the farming industry * Creation of industry roles |

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| **Healthy Food for All** | |
| Group 1 | * More collaboration * Fresh food in schools * Locally grown/sourced food * Local veg available – affordable/volumes available * Continuity of supply * Fairer sharing – rural areas cant access the same * Dominance of supermarkets * Need good policy from government * Regulated market needed * Recognise value of local suppliers * Bring procurement and economic development together * Community wealth building – connection between people and food |
| Group 2 | * Education on all food, standard core subject * Lack of budget * Schools to cook fresh meals * Appreciation/knowledge of foods * Untapped potential of individual growers * Facilitation of growers * Market garden in every school * Orchard in playgrounds/tie in with schools * Intergenerational work * Look at barriers relation to regulations (health and safety) * Generate excitement in children for cooking * Healthy foods in schools needed * Emphasis on family evenings (eat together) |
| Group 3 | * Education * Sustainable farming (organic) * Sharing of allotment produce * Skills and knowledge of cooking and preserving * Investment in HE teachers * Dietician resource * Catering dietician * Comply with food and hospital standards * Investment in catering * Eating out/eating well framework * Access to healthy food (rural, cost) * Lack of alternatives in rural areas (one shop) * Community education * Support for breakfast clubs * Healthcare retail standards |
| Group 4 | * Education/cooking classes * Community cooking skills * Cooking as a family * What is food poverty – definition needed * Working with a network of pantries, cooking classes, training kitchens, food boxes, recipes, local food provided * Attaching people to work/skill sharing * Land share * Larders which are linked to schools * Casserole club (has social benefits too) * Reduce social stigma * Champions for community * Community orchard * Edible village |
| Group 5 | * Affordable housing * Access to land * Planning the environment * Education * Accessing healthier options * convenience food has a place/healthier options * Supply chains to be shorter * Pick your own food * Social supermarkets * Address transport poverty and childcare issues * Skills * Sense of community * Generational impact * Access to quality greenspace |

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| **Food for the Planet** | |
| Group 1 | * Connecting people, places and economies for people’s wellbeing * More acceptance to use wonky veg * More local and Scotland investment in processing facilities |
| Group 2 | * Fairtrade * Education/promotion around seasonal veg and fruit * Making connections with businesses and communities to prevent waste * Making informal networks easier to access for businesses * Planning and incentives to open food shops in rural areas |
| Group 3 | * Regenerative agriculture adding to/supporting the land * Financial support for farmers to produce good food * Agreeing the matrix of success for those growing food * Work closer with farmers * Dialogue between farmers and customers * Markets for climate friendly foods – organic * Fewer pesticides – identify farmers working this way * Data and standards from consumers – partnership workshop to identify need |
| Group 4 | * Understand what is happening locally re. food distribution * Mapping costs through food distribution * Create spaces for this discussion- climate cafes * Need to engage with farmers * Better data and dialogue to identify supply |
| Group 5 | * Include in climate change plans * How to future proof for climate change * Education around eating local/seasonal/healthy * Map out what is available that can be used locally * What farms are willing to supply locally * Directory of local suppliers for organisations to approach * Refill shop/local producer shops in each community * Equitable share of food across Perth and Kinross * Review funding support |

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| **Catering and procurement** | |
| Group 1 | * Veg shop * Fewer food miles * All year food market for veg access * Schools and food sources learning * Disconnect to food sources * No procurement model to bring local food to public place * Central buying – limited local supply * Small suppliers to have tools to assist with supply chain * Investment in local procurement teams * Less imported food * Sustainable and environmentally friendly growing of food locally * Fair trade * Environmentally friendly packaging used |
| Group 2 | * Where possible to group food sources together to supply larger demands * Change needs to be in the process and policy (local and national) * Local suppliers of food to be suited to those areas they supply * Food 4 Life * Farmers > procurement * Quality of food to be recognised as valuable (not just cheapest food to be bought) * Nutritional requirements in schools/hospitals/etc * Funding available for schools (free meals etc) * No more budget cuts * Lengthy process to supply locally made food * Having understood values and ideas of whats needed/important * Clear guidelines and budget to match * Someone in each school to promote healthy eating |
| Group 3 | * Seasonal, lower environmental impact * Footprint to benefit * Good food/nutrition to prevent illness * Learning at an early stage food sources – relationship with food * Schools/hospitality cooking food is more desirable * Invest more in schools, nursery (early years) – impact * Curriculum – food & health. Food & farming * Local business to support schools with exploring food sources/cooking/etc – close to communities, increase involvement * Providing school cooks with farming and food sources that are local and healthy – food to be exciting and desirable * Some schools plan food for lunch on the day * App to assist with connecting available local food * Less single use plastic – more recycling * Water fountains |
| Group 4 | * Food part of curriculum * Community sharing * Communicate the benefits of buying local * Legislative change – national review of procurement process, fairness of promoting food sources * Intuitive user friendly platform to use – make easier for smaller organisations * Local food sources – communicate where there is abundance and lack of * Supplying to rural parts of P&K * Best quality food is local – communicate this * Invest in multiple catering sources to provide healthy food locally – cheaper and better |
| Group 5 | * Nutritional requirements in food for schools, hospitals etc * School cooks and kitchens to return nationwide – chef and locally sourced food * Council to use wonky fruit and veg * Primary school learning of food value rather than waiting until high school * Budget to be reviewed and increased to prioritise good food within the sector * Routinely reviewing and challenging ideas, e.g. more local suppliers to be available for procurement * Support small, local suppliers – to be present in schools & care homes * Local partnerships to be supported * More appropriate policies and regulations |