

DRAFT

Dacorum Environmental Forum

Local Food Strategy

Specific

Measurable

Achievable

Realistic

Time related

suggested projects

DEF Food Group, August 2010

DEF LOCAL FOOD STRATEGY: A CONTEXT

There are many cross-cutting themes associated with food, reflected in other, local DBC strategies on **Wildlife** and **Water** as well as emerging national strategies.

They are also reflected within Natural England's **Green Infrastructure** Guidance 2009, which in respect of **Food production and productive landscapes** states:

'The potential for reducing the environmental impact of the food chain through a more **local** system was identified by the Curry Commission report and has been highlighted by organisations such as Sustain. The main potential impacts are **reduced transport** demand and increases in **environmentally benign farming** practices'.

DEF LOCAL FOOD STRATEGY: A CONTEXT

These and other benefits can be summarised, in no order, as follows:

Policy priorities – benefits of food production and productive landscapes in delivering policy objectives;

Economic growth and employment – green economy including: generating food related business opportunities; making attractive and sustainable places to live and work;

Protect and enhance cultural heritage – opportunity to conserve elements of the historic landscape such as orchards and ancient monuments through sympathetic farming;

Protect and enhance the landscape, geodiversity and natural environment – a ‘living landscapes’ opportunity to enhance the landscape through appropriate design and management (e.g. community orchards, which make reference to landscape character), wildlife using agri-environment schemes and other mechanisms;

DEF LOCAL FOOD STRATEGY: A CONTEXT

Climate change adaptation and mitigation – contribute towards a resource-efficient approach to food production and processing;

Promoting sustainable transport and reducing the need to travel by car – Promote a carbon efficient approach to food distribution - lowering food miles;

Community cohesion and lifelong learning: volunteering – opportunities for food growing on allotments and community gardens, community involvement in planting and maintenance, education, cooking;

Healthy communities; health and well being – places for people to meet, socialise and exercise; contribution to health through dietary and nutritional Improvements;

Food security – the need to increase our own ability to feed our society with home-grown produce and thereby raise awareness of the importance of looking after and use land as a valuable resource locally, nationally and internationally.

Farm it!

Outcome: Retention of *productive farmland*

S Ensure significant change of use of farmland is resisted – especially if viability of farms affected.

M Planning applications for change of use

A Object to change of use where appropriate

R Monitor outcomes of decisions

T Ongoing

Grow it!

Outcome Increased production of *self-grown* food / community activities

- S** Existing Allotments: Ensure all plots are subject to existing management
- M** Survey extent of unused plots – identification of waiting lists
- A** Allotment Associations / administrators to undertake assessments
- R** Provide report on all allotment plots
- T** Within 6 months of adoption of Strategy

Grow it!

- S** Review options for plot sharing
- M** Ask allotment holders views on current tenancies
- A** Allotment Associations / administrators to undertake assessments
- R** Provide report on all allotment holders
- T** Within 6 months of adoption of Strategy

Grow it!

S Increase growing opportunities within new allotments

M Create new allotment sites on publicly owned land

A Assess locations / costs for new allotment sites

R Public bodies (DBC, Town / Parish Councils)

T Within 1 year of adoption of Strategy

M Create new allotment sites on privately owned land

A Assess locations / costs for new allotment sites

R Advertisements in NFU / CLA magazines

T Within 6 months of adoption of Strategy

Grow it!

- S** Seek opportunities for community / school orchards
- M** Number of orchards planted
- A** As part of Healthy Eating campaigns
- R** Dependant upon grant aid / sponsorship
- T** Within 1 year of adoption of Strategy



Buy it!

Outcome Increased *availability* of locally produce

S Number of Farm Shops

M Survey number of farm shops and locally sourced produce*

A Assessment by Parish

R Questionnaire to local Parish Councils

T Within 6 months of adoption of Strategy



DUNSLEY FARM

Car Park



Farm Shop



Free Range Eggs

Buy it!

S Number of Farmers Markets

M Survey number of Farmers Markets and local producers*

A Assessment by FM web-sites, Parishes

R Questionnaire / survey of local producers

T Within 6 months of adoption of strategy

Buy it!

S Number of other known outlets

M Survey number of other retail outlets and local producers*

A Assessment by Parish

R Survey of local outlets

T Within 1 year of adoption of Strategy

* This can be defined as sale items principally
i). Locally grown, or ii). Locally prepared



Eat it!

OUTCOME Increased *catering* with
locally prepared / produced food

S Number / % of school canteens sourcing
at least 10% local food locally

M Survey local Schools

A Assessment by Parish

R Survey of school canteens

T Within 6 months of Strategy

Eat it!

- S** Number / % of company canteens sourcing at least 10% local food locally
- M** Survey local major companies
- A** Assessment by Parish
- R** Survey of company canteens
- T** Within 6 months of Strategy

Eat out!

Outcome Increased *availability* of locally prepared food (retail)

S Number of food establishments (retail / service) sourcing local food

M Survey known establishments

A Assessment by Parish

R Survey of local outlets

T Within 1 year of adoption of Strategy

Eat in!

Outcome Increased *cooking* capabilities

S Number of cookery classes in schools

M Survey of school classes

A Assessment by school

R Questionnaire to all schools

T Within 1 year

Eat in!

S Number of cookery lessons for the public

M Survey colleges / adult ed. Groups

A Assessment by school / college / LEA

R Questionnaires

T Within 1 year



*Tring's own Favourite
Apple Recipes
25 delicious fruity dishes
for you to try
from Tring's Own Apple Fayre*

Making ends meet!

Outcome Knowledge of *cost* reduction

S Reducing waste

M Extent of raw food or cooked food thrown away.

A Assessment of community groups by questionnaire

R Survey of parents / Clubs

T Within 2 years

Making ends meet!

S Buying cheaper meat / vegetables

M Types of produce sold

A Assessment of retail outlets

R Survey of certain shops / stalls

T Within 2 years

Making ends meet!

S Making your pound of flesh go further

M Improved recipes being followed

A Assessment of catering establishments or cooks

R Survey of public

T Within 2 years.

Healthy eating!

Outcome Improved *diets*

S Improved knowledge of nutrition

M Local health improvements

A Assessments with PCT?

R Assessments of diet related problems

T Within 3 years

Food, glorious food!

Outcome Local food *awareness*

S Hold Food related events within DBC

M i). Trings Own Apple Fayre

ii). Food related events

A Assessment by organiser

R Are events held?

T Annual reporting

**THE PEOPLE'S OWN
TRADING COMPANY
FAYRE**



Food, glorious food!

S Produce Local Food leaflet / directory
(Tring)

M Leaflets / support provided for promotion

A Ensure grant aid opportunities taken

R Is information available / produced?

T Annual reporting

Food, glorious food!

- S** Market research - numbers and views of people using Farmers markets
- M** Survey and questionnaire (school projects?)
- A** Make contact with schools
- R** Interest from schools / FMs
- T** Within 1 year of adoption of Strategy

Food, glorious food!

S Media coverage

M Maintain log/ promote media opportunities re food

A Review of local press / contacts with local press

R Transition Town initiatives

T Within 1 year of adoption of Strategy

