And what about the farms?
The LWA/Growing Communities’ Horticulture Campaign
Aim: To convince Government of the value of our vision for localised fruit and vegetable production so that they invest in making it a reality.

Indicators of success would include:

- 1% of imported F&V replaced with fresh produce, grown locally to organic standards within 5 years time, 10% with 10 years time.

- A decentralised, value-based and integrated production, distribution and training system in every UK city within ten years time.

- Horticultural employment rewarded with decent
Areas of Action

- Food zones modelling
- Lobbying and policy work
- New Entrant’s Support
- Overcoming planning barriers
**Food Zones Modelling**

**GROWING COMMUNITIES’ FOOD ZONES: OUR VISION FOR A BETTER FOOD AND FARMING SYSTEM**

How might we reduce the amount of energy, fuel and resources it takes to feed us, while creating jobs and community in urban and rural areas and producing delicious food that is good for us and the planet? The Food Zones looks at how much of our food we could be sourcing from different zones, starting with the urban areas in which most of us live and applying a kind of ‘food subsidiarity’ - raising what it is best to raise as close as we can and then moving outwards taking into account the factors shown. On the right: the kind of farms, diet and trading systems we need and on the left the principles and worldviews that underpin it.

**PRINCIPLES**
- Be mission driven - trading for social purpose, not to maximise profit
- Commit to transparency and cooperation throughout the food supply chain
- Trade fairly
- Champion ecological farming and food production
- Source food sustainably, using the food zones as a framework
- Promote a diet that is good for people and planet
- Operate in a low-carbon way
- Build a strong community in support of this work
- Strive to change the bigger picture

**WORLDVIEWS**
- Diversity of solutions operating across multiple scales: balance achieved overall
- Decentralisation with control and responsibility reclaimed and trading with principles valued over profit
- Productivity: fairly defined, focusing on a whole system view: underpinned by paying farmers a fair price to produce food sustainably
- Limits acknowledged and standards welcomed: viewed as an invitation to creativity and innovation, not a constraint

**DIETS/Demand**
- Reflect the seasons and how much of which foods can best be produced where.
- Are mainly fresh and minimally processed
- Are mainly plant based
- Minimise waste
- Provide everyone with ‘enough’

**TRADING & DISTRIBUTION**
Decentralised, Integrated Supply Schemes (Growing Communities is an example) prioritise local and direct sourcing while encompassing the global – enabling urban growers, rural farmers, larger operations, wholesalers and imports to exist in harmony. Farms are directly connected to the urban communities they feed, enabling supply chains to be shortened and communities to source increasing amounts from closer to where they live. People are reconnected with farming; involved with the production, trading and celebration of food.

**SUPPLY/FARMS**
- Low input: organic or near as
- Predominantly small to medium scale: appropriate and human scale
- Mixed, diverse and integrated
- Use human skills and labour, backed up by appropriate technology and machines and grounded in sound science

Grazing animals on marginal land and integrated into mixed farming systems to restore soils and provide fertility. Pigs & chickens included where they can use waste and provide fertility. Population of urban centres likely to reduce as some city dwellers move to zones further out to get involved in farming and human ‘power’ becomes more significant. Soil type, climate, what grows best where, taken into account.

**6: FURTHER AFIELD 5%**
- Populations: urban centres, periphery
- Mainly field-scale production
- Size and scale: available, scale of operation, degree of mechanisation required and the carbon intensity of distribution increase.
- Perishability of produce decreases, as you move further away from where it will be consumed.
Lobbying and Policy Work

- Fruit & Vegetable Alliance
- Edible Horticulture Round Table
- Defra study tours
- Environmental Land Management Scheme
Planning Barriers

- “Planning battles” stressful and expensive
- Lack of understanding of needs and viability of growers
- Continuing Professional Development training for planners
- Growing in the Green Belt
New Entrant Support

- Accredited Training courses
- Trainee’s Network
- Farm Start Network
- Mentors
- Farmer to farmer training
- Capital grants
- Horticulture Renewal Programme
A Glowing Future for Growers?

Better Food Traders & short supply chains

Organic horticulture of all scales provides a viable livelihood

UK young people see organic horticulture as an