

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

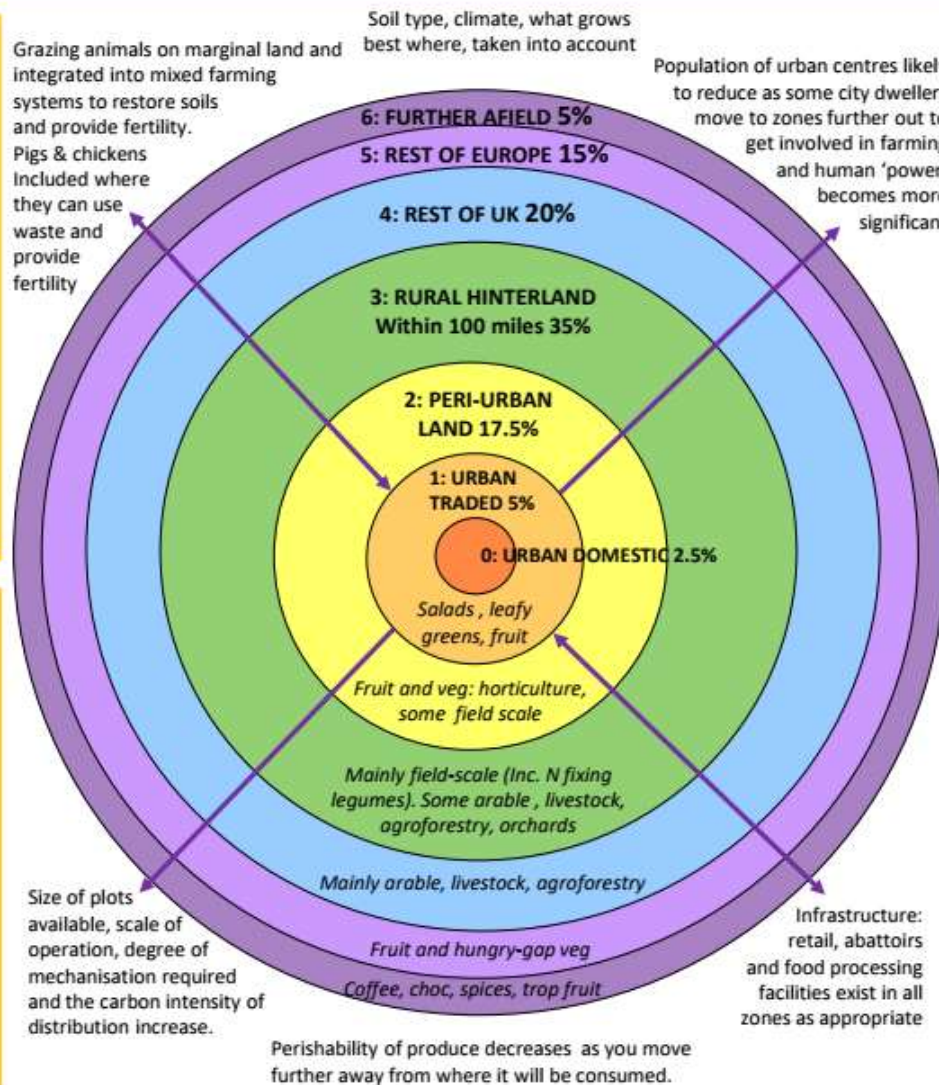
How might we reduce the amount of energy, fuel and resources it takes to feed us, while creating jobs and community in urban and rural areas and producing delicious food that is good for us and the planet? The Food Zones looks at how much of which foods we could be sourcing from different zones, starting 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

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

