How Sustainable Food Cities can create a food environment that is supportive of Better Food Traders

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30% of UK food is eaten within places in the Sustainable Food Cities network.
• Over 55 cities, boroughs, counties joined so far
• All have partnerships with local government, community and business involved
• All have joint vision with common goals and an action plan
The following six key areas form the basis of the SFC Award framework:

- Taking a strategic and collaborative approach to good food governance and action
- Building public awareness, active food citizenship and a local good food movement
- Tackling food poverty and diet related ill-health and increasing access to affordable healthy food
- Creating a vibrant, prosperous and diverse sustainable food economy
- Transforming catering and procurement and revitalizing local and sustainable food supply chains
- Tackling the climate and nature emergency through sustainable food and farming and an end to food waste
What can SFC do to support alternative routes to market?
950 million meals served by caterers committing to sustainable fish
Facilitating local procurement – whole system approach

- Public engagement with local food
  - Local Food Weekends
  - Local Food Markets
  - Social media and campaigns
URBAN FOOD FORTNIGHT 2019
19 SEPTEMBER - 6 OCTOBER
What can SFC do to increase fruit and veg consumption?
21 cities and local areas run Veg Cities campaigns
FRESH STREET VOUCHER
FOR FRUIT & VEG

Equivalent to £1 in exchange for fruit and vegetables at participating outlets

VALID UNTIL
What can SFC do to support Better Food Traders?
Places with both SFC and BFT
Calderdale, Croydon, Greenwich, Hackney, Lambeth, Lewisham, London, Manchester, Stockport, Sutton

Potential for both
Brighton & Hove, Bristol, Cambridge, Cardiff, Edinburgh, Glasgow, Lancaster, Oxford, Plymouth, Southwark, Sheffield, Tower Hamlets
• Support with grants, training, connections e.g. linking traders/buyers and growers, linking enterprises with council, promote buying local
• Endorsing BFT accreditation and promoting individual BFT accredited retailers
• Supportive Council policies for markets, planning, cost/access to land or retail space.
What do you think Sustainable Food Cities/Places could be doing to support you?
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