

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

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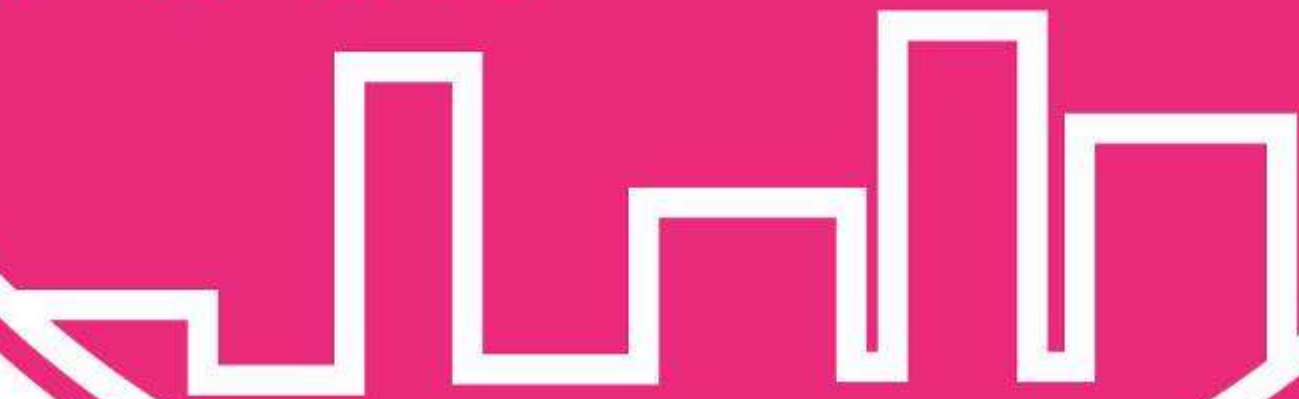
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sustain ^{20 years}
the alliance for better food and farming

SUSTAINABLE

FOOD cities





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:

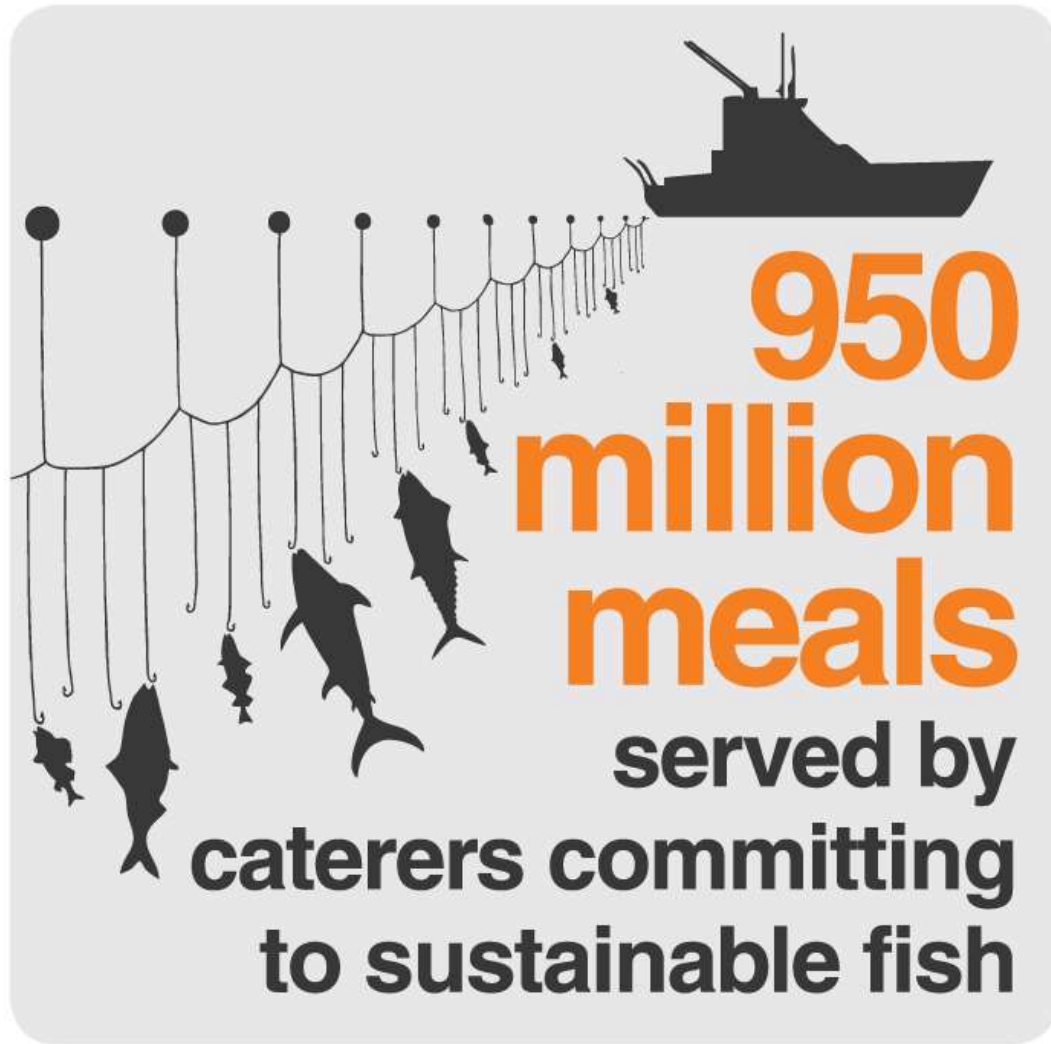
- Taking a strategic and collaborative approach to good food governance and action
- Building public awareness, active food citizenship and a local good food movement
- Tackling food poverty and diet related ill-health and increasing access to affordable healthy food
- Creating a vibrant, prosperous 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?



The graphic features a dark silhouette of a fishing vessel in the upper right corner. To its left, a fishing net is depicted with several fish hanging from it. The fish are of various sizes, with the largest one being a salmon-like fish. The background is a light gray rounded rectangle.

**950
million
meals**
served by
caterers committing
to sustainable fish



**FRESH
RANGE**

growing middlesbrough

Facilitating local procurement – whole system approach

- Public engagement with local food
 - Local Food Weekends
 - Local Food Markets
 - Social media and campaigns







GLASGOW
COMMUNITY
FOOD
NETWORK

Chef Challenge
Finalist 2018
CS and Finch

GLASGOW
COMMUNITY
FOOD
NETWORK





What can SFC do to increase fruit and veg consumption?





21 cities and
local areas
run Veg Cities
campaigns

THEM

EATING THEM

BUY THEM

BUY THEM





FRESH STREET

1 FRESH STREET VOUCHER FOR FRUIT & VEG

VALID UNTIL



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



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



**SUSTAINABLE
FOOD** cities



- 
- 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.



SUSTAINABLE
FOOD cities



**What do you think Sustainable Food Cities/Places
could be doing to support you?**



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