

The Cambridge Sustainable Food Hub project

Duncan Catchpole



@Cam_Food_Hub
#cambridgefoodhub

What should be the primary objective of the food industry?







The Cambridge
ORGANIC
Food Company

Cooking

Problems we face in Cambridge



Problems we face in Cambridge

- Too expensive for small food businesses
(Key issue 4: Promoting a vibrant and diverse sustainable food economy)



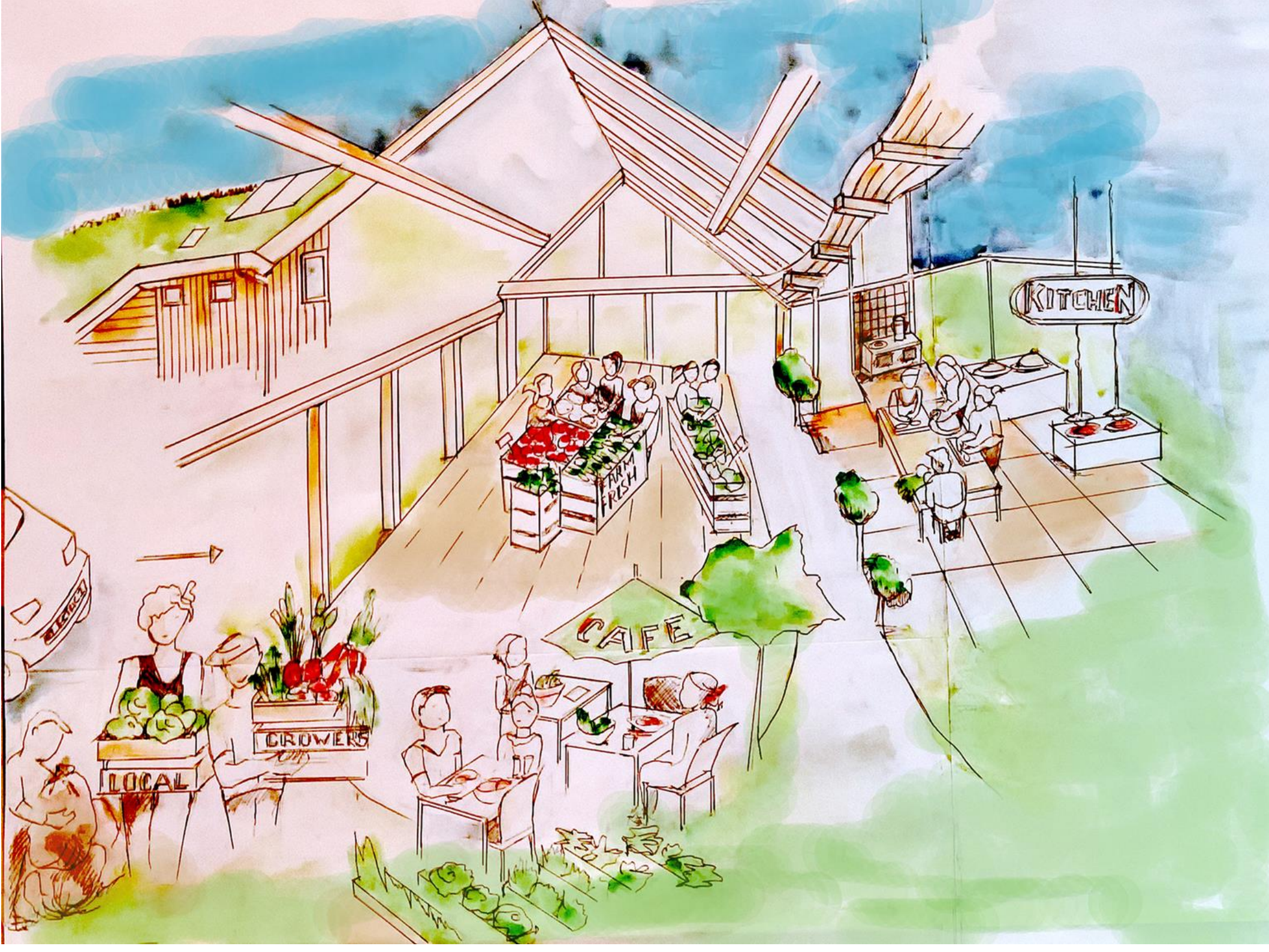
Problems we face in Cambridge

- Too expensive for small food businesses
(Key issue 4: Promoting a vibrant and diverse sustainable food economy)
- Very little sustainable food being used in institutional catering
(Key issue 5: Transforming catering and food procurement)



Problems we face in Cambridge

- Too expensive for small food businesses
(Key issue 4: Promoting a vibrant and diverse sustainable food economy)
 - Very little sustainable food being used in institutional catering
(Key issue 5: Transforming catering and food procurement)
 - A widening gap between those who can and cannot afford healthy/sustainable food
(Key issue 2: Tackling food poverty, diet-related ill health and access to affordable healthy food)
- 
- A large, light blue watermark logo is centered in the background. It features a stylized city skyline at the top, the word 'CAMBRIDGE' in a sans-serif font below it, and the words 'sustainable food' in a larger, rounded, lowercase font at the bottom, all enclosed within a circular border.



KITCHEN

CAFE

FRESH

LOCAL

GROWERS



What will there be at the Food Hub?

What will be at the Food Hub?

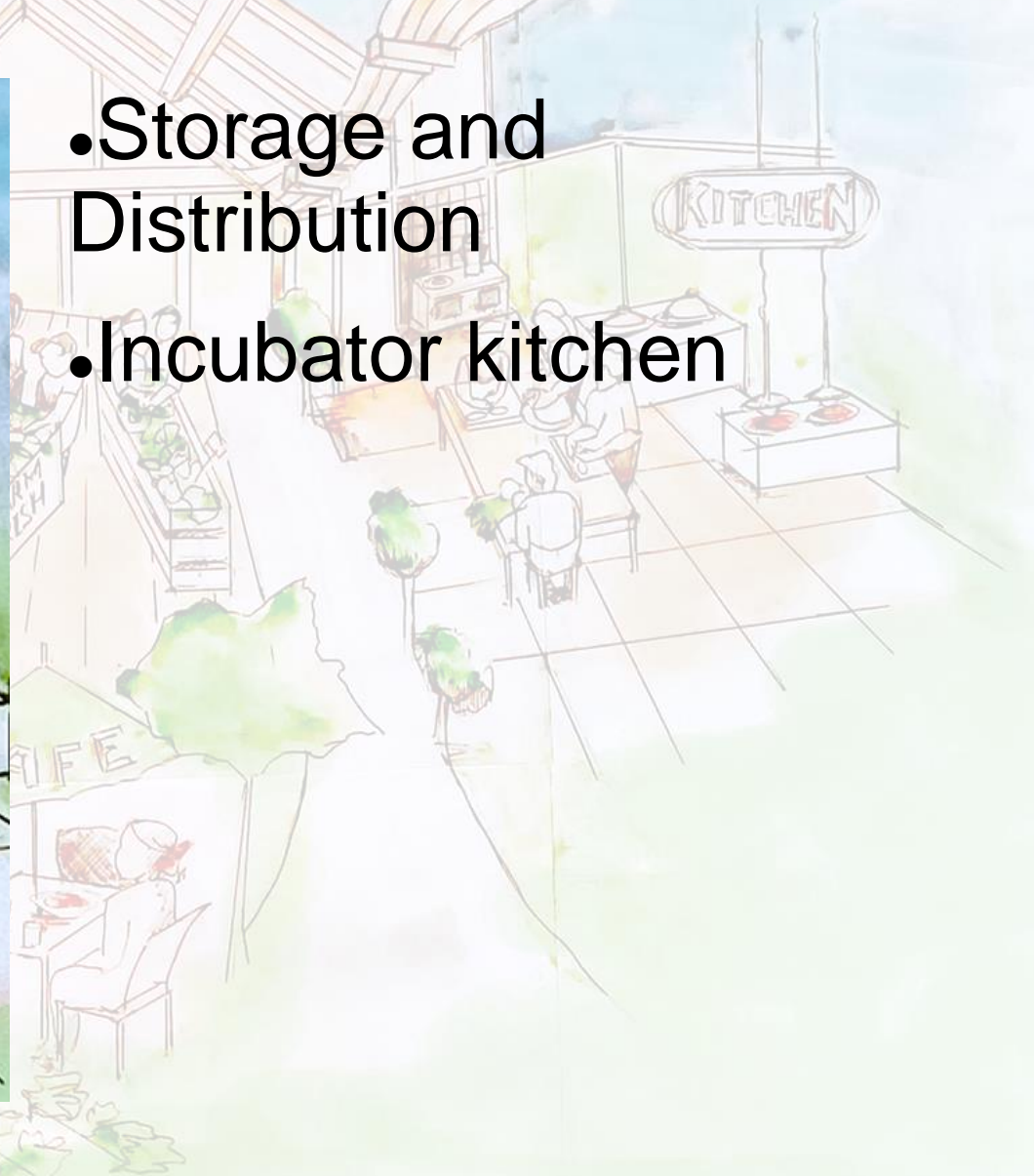
- Storage and Distribution



What will be at the Food Hub?



- Storage and Distribution
- Incubator kitchen



What will be at the Food Hub?



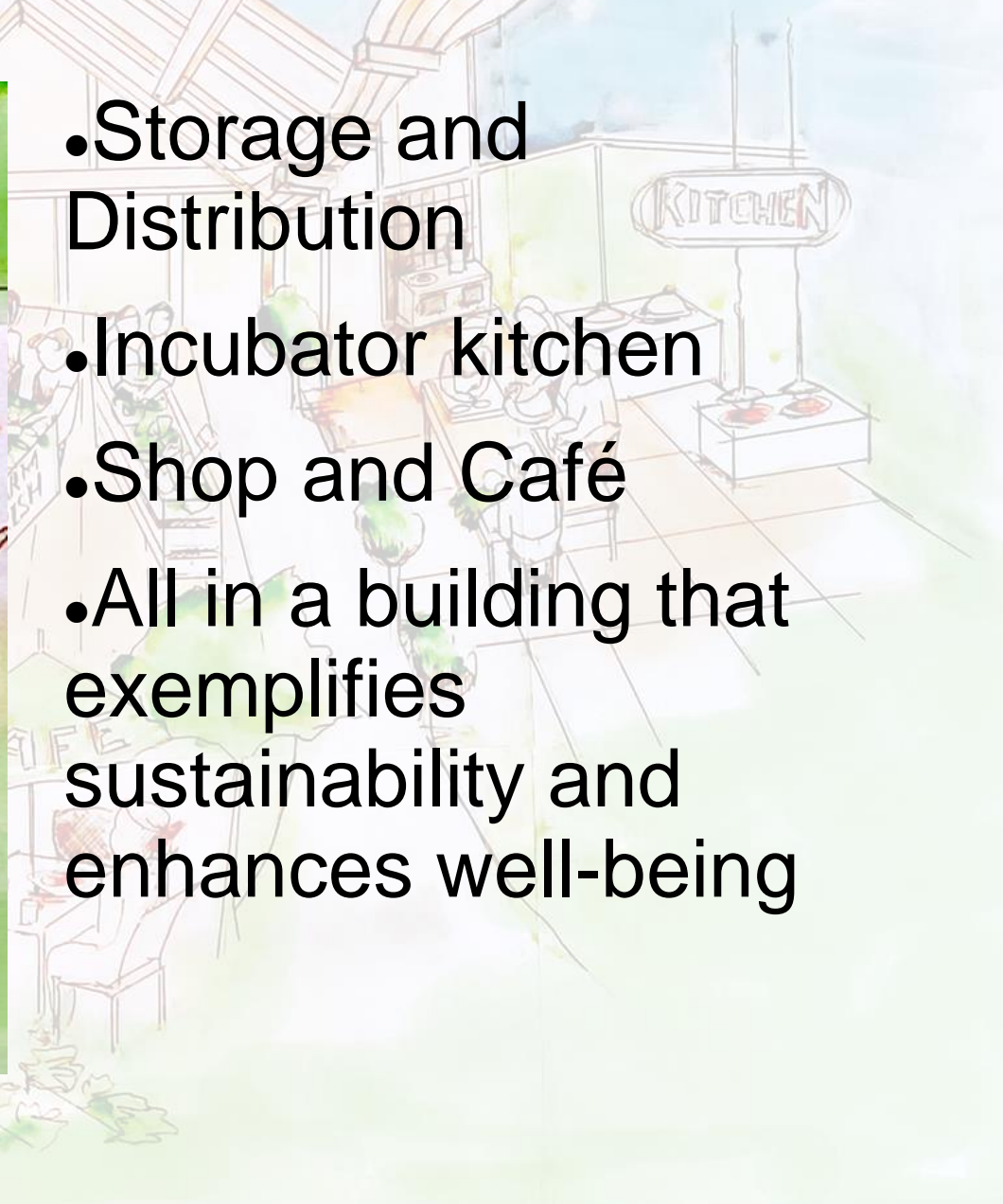
- Storage and Distribution
- Incubator kitchen
- Shop and Café



What will be at the Food Hub?



- Storage and Distribution
- Incubator kitchen
- Shop and Café
- All in a building that exemplifies sustainability and enhances well-being



Financing



Total project cost inc. contingency: £1.5M

- Developer contribution: 50%
- Grant funding: 40%
- Crowd funding: 10%

What have we been up to?

Endorsements

Talks



Swim the Cam

Events

Viral video



Local media



Partners



Anglia Ruskin University



UNIVERSITY OF CAMBRIDGE





What Impact will the Food Hub have?

What Impact will the Food Hub have?

A lot more sustainable food throughout Cambridge



What Impact will the Food Hub have?

Better prospects for small food businesses



What Impact will the Food Hub have?

Good Food for All



What Impact will the Food Hub have?



Education

What Impact will the Food Hub have?

- Reduced Food Miles
- Lower emissions
- Less traffic in the city



What Impact will the Food Hub have?

A positive future for food-everywhere



Cambridge Sustainable Food Hub

A positive future for food in Cambridge



We are trying to create something significant, ground-breaking and worthwhile in Cambridge

Will you help us?