

Building Plymouth's Good Food Economy

SFP Campaigns Breakfast Overview July 2022

Aims and context



Overarching **Best Food Forward** campaign in the making to build a Good Food Movement in Plymouth

- Dedicated Sustainable Food Economy strand funded through **Good Food Economy** Pilot Campaign grant to:
 - **Connect** communities with good food producers, retailers and caterers through vibrant new online and physical resources
 - **Celebrate** Plymouth's Good Food Economy with dedicated Best Food Forward Awards
 - **Support** ongoing efforts to promote Plymouth's local suppliers and retailers in tandem with council-led RESURGAM initiative

Team, tools, approaches

Sustainable Food Places Coordinator + University of Plymouth postgraduate student placement + undergraduate student film project + local volunteers

Enterprise survey + community conversations + resource creation + awards design and development - with help along the way from fabulous food partnerships + SFP!

Then

- Cautiously emerging through Covid-19 pandemic
- Priority to strengthen hard hit enterprises
- Sense of reconnection with focus on listening and storytelling

Now

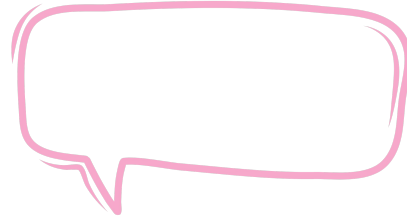
- Spiralling cost of living crisis
- Businesses under ever greater pressure
- Affordability is paramount
- Responsiveness and adaptability needed

Enterprise survey

- Practical information to inform resources
- Good Food Economy perceptions
- Identifying support needs and potential solutions
 - Social media + marketing as a clear gap
 - 100% interest in establishing a support network



Community conversations



- Face to face preferable to online, enabling more creative engagement (verbal and written)
- Currently ongoing with plans to create conversation opportunities in a variety of locations, including a cafe, library, university + High Street settings
- Apparent hesitancy in light of cost of living crisis has proven challenging



Support first, *then* celebrate!

- Clear demand for support network - inspired by likes of Cambridge Sustainable Food Business Alliance
- Cost of living crisis impact means support taking precedence over awards until later in the campaign
 - New resources will take two-fold approach
 - Information and inspiration for local communities as planned
 - PLUS support and signposting for food enterprises

Good Food snippets so far...

“We offer amazing quality products at reasonable prices that give back to the makers all from Devon and Cornwall.”

“We're keen to develop more community based production and develop urban agroforestry.”



“Each month we have a pay as you feel on all fruit and veg so people pay exactly what they want. We educate customers on the ingredients of our products.”

“Feels like it is getting better, but still massive gaps in affordability and access.”

“We painstakingly process fish that would otherwise go to bio diesel fuel or be sold into Europe where people are more appreciative of our wonderful local species.”