

# Less & better meat: different approaches to campaigning

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Credit: Lukas Hartmann | Pexels



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# Change menus



EXCLUSIVE

News > UK News

**FOOD FIGHT** Our children's school has **BANNED** meat forever and we're furious – they even told us to make vegetarian packed lunches



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# Good food policies

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## Brighton & Hove City Council Good Food Standards

April 2021

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### 1. Introduction

Brighton & Hove City Council has made a commitment to work towards a healthier, more sustainable food system; one which reduces food poverty, supports local food businesses and reduces the environmental impact of the way in which we produce, consume and dispose of our food.

In November 2020, Brighton & Hove became the first UK location to receive the prestigious Gold Sustainable

## Good Food and Catering Procurement Policy (Framework) 2018



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# Set emissions' reduction target



## New commitments for council-served food:

1. **Buy local; Serve local.**  
We'll increasingly source more of the food we serve from producers based in Yorkshire and surrounding counties, to support local businesses and cut food miles.
2. **Ban air-freighted imports.**  
Where we use ingredients that can't be produced locally, we'll reduce the impact of transporting it by only using boat, road or rail.
3. **Halve the carbon footprint of meals served by 2030.**  
We'll review and update all of the meals we serve to cut their environmental impact without sacrificing flavour, variety, or nutrients.

Leeds



# Mandate plant-based meals

## Farmers protest over Oxfordshire County Council's vegan menu plan

8 February



Climate change



## Oxfordshire council bans meat and adopts vegan-only menu at meetings

15 March 2022, 20:43

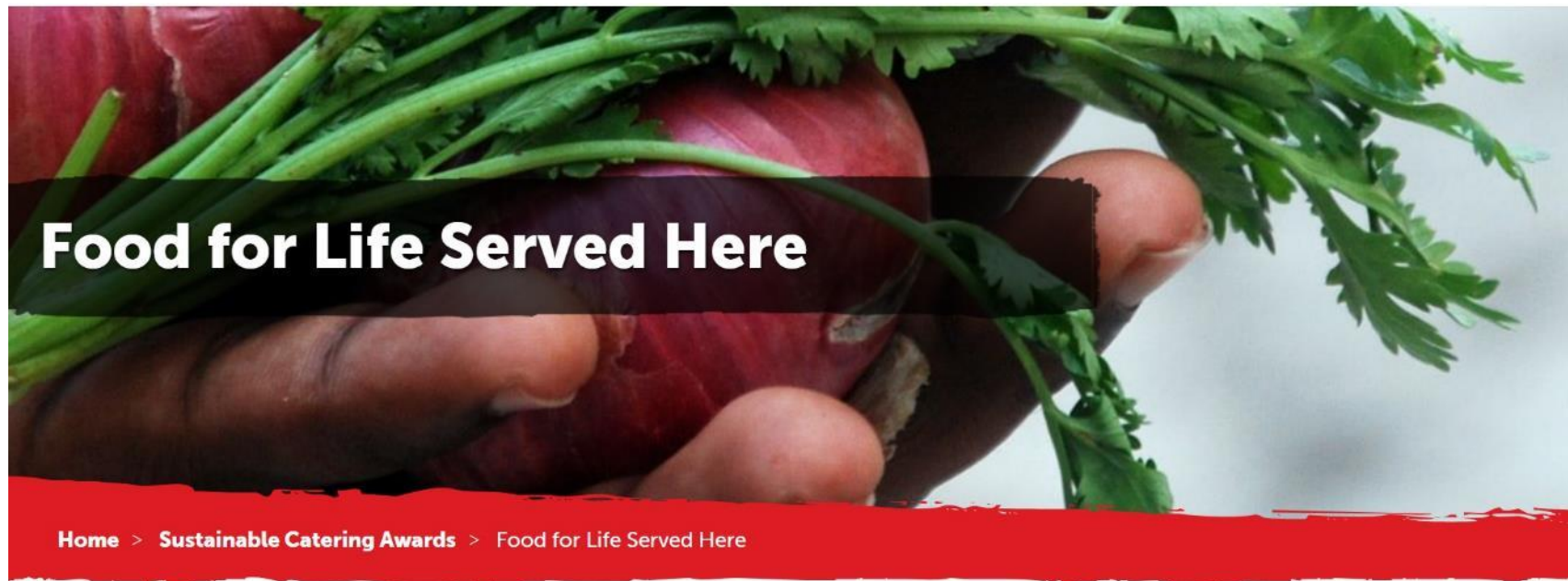


Jeremy Clarkson has called the plans "utter, utter madness". Picture: Alamy



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# Procurement and production work in progress in Leicestershire



# Environmental footprint of food

1. Identify and agree a methodology for assessing baseline data for carbon and biodiversity
2. Identify the potential carbon gain (through reduction in carbon emissions and sequestered carbon) and potential gain from switching large scale UK produce supply to small scale local regenerative supply
3. Identify potential biodiversity gains by switching from large UK supply to small local supply
4. Recommend (or develop) assurance and accreditation process/policy/framework that enables LCC to continue its work within Food for Life gold status
5. Support LCC to agree definitions and 'ethics' that enable strategic decision making to create standards and practices for the council's farming estate, but also set standards for our suppliers – and examine what could happen if the three-farm demonstrator was scaled up



# Draft proposals

1. **PRODUCTION** – Develop a 1000-acre Wildfarmed farm cluster for grain production in Leicestershire and Rutland.
2. **PRODUCTION** – Identify the potential for local bean farming/production.
3. **PROCUREMENT** – Identify the quantities and prices for beans and flour – and match to the above.
4. **PROCUREMENT** – Make the case for continuing to supply food at ‘Gold Food for Life’ standard within LCC and LTS. Demonstrate the impact and gain support.
5. **PRODUCTION** – Establish a strong Leicestershire Alliance for Regenerative Farming using local experts to drive change, demonstrate approaches, recruit farmers and suggest ethics.
6. **PRODUCTION** – Build on projects to demonstrate impact.
7. **PROCUREMENT** – Make the case for higher local standards and locally-grown, driven by co-operation with producers. Include setting the ethics for procurement and serious conversations about policy and procurement conflicts (price vs commitment/obligation, buying arrangements etc).
8. **PROCUREMENT** – Set the targets for spend on local produce and spend on regeneratively farmed produce and create a five-year plan.



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FARM SHOP

## OUR FARM

FOUR GENERATIONS OF SUSTAINABLE, REGENERATIVE FARMING



“

Our mission is to encourage people to support small sustainable British farming and continue to farm in the same sustainable, regenerative way

”



**HEALTHY  
SOIL**

**HEALTHY  
PLANTS**

**HEALTHY  
PEOPLE**

Food Active is a healthy weight programme delivered by the Health Equalities Group, and commissioned by local authority public health teams, NHS organisations, and OHID teams at both regional and national level.

**Our aim – address the social, environmental, economic and legislative factors which influence people’s lifestyle choices and behaviours, with a specific focus on healthy weight.**



# OUR EXPERIENCE CAMPAIGNING WITH COUNCILS

FOOD  
ACTIVE

- Local Authority Declaration on Healthy Weight (HWD)
- Give Up Loving Pop campaign (GULP)
- Kind to Teeth campaign (KTT)
- Healthier Place, Healthier Future Childhood Obesity Trailblazer Programme
- Lobbying for national policy change

LOCAL AUTHORITY  
DECLARATION ON

healthy  
weight

**gulp.** give  
up  
loving  
pop



HEALTHIER PLACE, HEALTHIER FUTURE  
OUR PENNINE LANCASHIRE

# OUR EXPERIENCE CAMPAIGNING WITH COUNCILS



- Making things as simple as possible – toolkits with resources/info ready to go for PH/comms teams to kick up and utilise (GULP, KTT)
- Briefings for elected members / other departments – highlight why the issues are important to *them* (HWD, HPHF, NP)
- Public health should only be a facilitator – support is needed at cross council level to enact change (HWD)
- Healthy weight alliances / steering groups – useful tool to help progress work and engage with partners
- Harnessing system leaders (HPHF)
- Utilise cross-cutting agendas – enviro health / public health (GULP)
- Learn from others – networking with other LAs across regions
- Consultation is critical!