

Climate Diets

Healthy Food Futures

(Reducing Meat and Dairy)

Gemma Birley: Cambridge Sustainable Food

**CAMBRIDGE
SUSTAINABLE FOOD**

Objectives

Normalise a climate diet, reduce consumption by 50% by 2030 to 70gr/day - planetary diet
(Eating Better & Sustain supported target)

Eat more plant based, reduce meat and dairy

Message

**Eat a climate diet (for a)
healthy you (and a)
healthy future**

Campaign development

Identified local and national:

Active allies: people who agree with you and are fighting alongside you

Passive allies: folks who agree with you but aren't doing anything about it

Neutrals: fence sitters, the unengaged, don't know about it

Passive opposition: people who disagree with you but aren't trying to stop you

Active opposition: people who disagree and are fighting against you

Identifying beliefs, causes, effects and potential solutions

Example:

Limiting belief: meat is cheaper

Observable Cause: supermarkets charge a premium for processed/ plant-based ready meals, plant-based dishes often require more ingredients (perception that this is expensive, but still usually cheaper overall)

Effects: less plant-based foods eaten

Solutions: Promote home cooking of plant-based ready meal equivalents, taste tests, highlight cost comparison

Identifying beliefs, causes, effects and potential solutions

Example:

Limiting belief: Men need meat!

Observable Cause: Entrenched patriarchal beliefs, macho view of meat, cannot get enough protein from plant-based diets

Effects: More uptake of plant-based eating by women (average of 70% female and 30% male)

Solutions: Find male role models, athletes etc to promote Climate Diets

Action Areas

Community Measure / use calculator to measure you CO2 emissions, Online resources - Food For Our Future, videos, Cook along, Challenge, Public stunt

Schools/ Education - Primary, Secondary and University, girl guides - increase vegan and veggie menu options, remove ruminant meat from menus, lesson plans on food and climate

Restaurants, Caterers, Hotels Increase vegan and veggie menu options, offer plant-based milks, incentivise these actions through pricing, remove ruminant meat from menus, Chef Challenge

Sports and Leisure, WIs: Football stadium menus, promotions - communications and pricing, plant-based athlete stories and tips, gym food provision

Hospitals and Care settings: More plant based options on menus

Tourism: Climate food tours/ trails, Where to eat plant based guide for your city/local area

Retail: plant based product placement and increasing options, seasonal and local veg, incentivising through pricing and communications

Businesses and Workplaces Messaging and canteen offers

Local authorities Sign Glasgow declaration

Cambridge: Food For our Future

Food For Our Future Events & Activities

LIVE EVENTS

Saturday 26th October 5:30pm - 7:30pm BST: For the campaign launch we will be hosting an online film screenin followed by a panel discussion. Book your free ticket [here](#).

Friday 30th October 5:00pm - 6:30pm GMT: Online half term family Cook-a-long with James Shepherd from The L to get the nation to cook from scratch and will be showing you that pumpkins aren't just for carving at Halloween. S until the event then check out some of James' top food-related tips [here](#).

Saturday 14th November 6:30pm - 8:00pm GMT: Online Cook-a-long with Rosie Sykes, celebrated Cambridgeshir showing you how to make a delicious autumnal meal! Check out [this recipe](#) from her most recent book, Roasting P summer. Book your free ticket [here](#).

Friday 27th November 6:30pm - 7:30pm GMT: Online Meals from the Fridge Drawer, a cook-a-long and discussion Robinson and Hilary Caschio. Cook a simple recipe along with Lucy, while we ask both chefs what they would cook fr lustre fridge drawer veggies we have had sent in over the Food for our Future campaign. Book your free ticket [here](#).

ONLINE COOKERY DEMOS

Rosie Sykes chef and food writer, shares her top tips for [various vegetables](#) and gives us lots of inspiration for using up any that we have been left forgotten about in the fridge! Get Rosie's latest book [here](#).

Liz Young from The Modern Table shares a delicious seasonal recipe for [Crispie and Apple fritters](#), along with her tips for how to use up spare herbs [here](#).

Leo from Jack's Gelato shares a simple recipe for some tasty banana muffins [here!](#)

WHAT IMPACT CAN YOUR HOUSEHOLD HAVE?

During lockdown national food waste statistics were at their lowest for years, according to figures from WRAP UK, we want to support you in keeping and building on these good habits!

Making **simple changes to your household food shopping and cooking habits** can really help reduce your carbon footprint.

Small tasks such as turning old bananas into banana muffins (see Leo's demo), taking time to write a [shopping list](#) or even take a [fisherie](#) can help make a huge difference to climate change.

If we all stop throwing away good food and drink we could **save the equivalent of 17 million tonnes of carbon dioxide** each year, equivalent to **taking 1 in 4 cars off the road**. The power is in our hands!

We are also delighted to share [Tales from the Compost Heap](#). Go to the ["For Kids"](#) page to watch all 5 episodes!



90% of the fruit and 50% of the vegetables we buy in the UK come from overseas*

*including potatoes

RECIPES



FOOD WASTE TIPS



FOR KIDS



EVENTS



Timeline

- Meet with other Cities for feedback and ideas - very soon!
- Roll out to the rest of the network by the end of year to coincide with a new campaign round
- In Cambridge pilot a community focused campaign May/ early summer
- Business focused campaign September/ October

The Potential of Peri-Urban farming



- Where is the peri-urban?
- Agroecological farming
- Why fringe farming?
- Access to land is a barrier
- Fringe Farming collaboration 2021
- Emerging themes + council actions



Where is the peri-urban?

- Land in and around the edge of cities- 10km from the urban edge into rural areas.
- Some of the most fertile soils in the UK are in the urban fringe
- A lot of land is protected by Green Belt policy to prevent the urban area from expanding.
- 50 years ago in the UK, market gardens ringed many cities, but many have closed up - partly due to increased supermarket power with centralised global food systems.

(Making Local Food Work 2012)

Fringe Farming project in 2021 aims to increase access to land for agroecological farming at the edge of UK cities.



Agroecology

Agroecological farming integrates ecological and social principles in producing food with the aim of supporting regenerative systems that centre farmer's knowledge.

Ecological: working with natural cycles, no pesticides

Social: decent and fair livelihoods for workers, food systems democratically shaped by the communities

It is a movement built on practice that can be mutually supported by science (risk of co-option in Europe to become overly scientific: remember social justice as key part of agroecology).

See 'Declaration of the International Forum for Agroecology' - Nyéléni, Mali 2015.

59% of London's greenbelt is agricultural land, mainly arable, although a significant amount is used for keeping horses

In London, the conversion of 1.4% of land currently growing cereals and grassland to vegetables can produce 1.34 million kg of fruit and veg

Why fringe farming?

The capacity to **build connections between urban and rural areas** with multiple benefits:

- Economic (contracts, services, and products in regional economies)
- Social (community development + education)
- Environmental (reduction in air pollution, biodiversity)

Connecting the dots: meeting demand for food, and demand for land to grow food

- There is increased demand for fresh, ecological and culturally-appropriate foods i.e **rapid increase in demand for veg box schemes in 2020** in the UK, including waiting lists growing to 6,700 people (Food Foundation 2020)
- **A new generation of growers and farmers** want to develop agroecological enterprises are limited by a key barrier of access to land (ELC 2020)



The **Fringe Farming project** is a collaboration with partners across the UK to:

- understand barriers
- identify land opportunities and local actions
- develop national policy

.. to support access to land for agroecological farming at the edge of cities as part of a green economic recovery.

Bristol, Glasgow, London and Sheffield:
research, briefing, event + action plan

Peri-urban practitioner forum: farmer to farmer knowledge, and identify key issues

Feed these learnings into an overarching series of national policies.



Fringe Farming can contribute to local and regional governance objectives



- Council Climate Change Action Plans i.e. Sheffield to become a **Zero-Carbon City** by 2030
- Bristol **One City** approach i.e. education and economic targets
- London Plan **Good Growth** objectives i.e. GG3 Creating a health city, GG6 Increasing efficiency and resilience

Early reflections

In terms of green new business and corporate co-option: agroecology means..

Building food systems with knowledge of people in that area – organisations that are democratic i.e. Community Interest Company

~~Develop transparent and democratic~~
function for equitable opportunities of land i.e. council role, or community organisation that hosts process of distribution of land..

What might this look like?

Council emerging actions

1. Map land assets transparently
2. Champion agroecology farms in the peri-urban with long term access / leases
3. Set up investment fund for green new jobs
4. Procurement of regionally-grown foods to support business plans (see Preston model)
5. Food Hubs – regional distributor of peri-urban foods with training and education



Thank you

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References / follow up

Peri-urban practitioners forum survey

<https://docs.google.com/forms/d/e/1FAIpQLScrpNu5AMymPTjZafqDhzwNoQRlyhjoR97SxVX7VZRPK63HAQ/viewform>

Food Foundation 2020

<https://foodfoundation.org.uk/wp-content/uploads/2020/05/Food-Foundation-COVID-19-Veg-Box-Scheme-report.pdf>

Making Local Food Work 2012

<https://foodfoundation.org.uk/wp-content/uploads/2020/05/Food-Foundation-COVID-19-Veg-Box-Scheme-report.pdf>

Ecological Land Co-operative 2020

<https://ecologicaland.coop/opportunities-new-entrants>

International Forum for Agroecology 2015

<https://agroecology.co.uk/declaration-of-the-international-forum-for-agroecology/>

Sustain 2020

<https://www.sustainweb.org/publications/Fringe-Farming-Breifing-Aug2020/>

Brighton & Hove's Food Use Campaign

Ali Ghanimi

13 April



Visit www.bhfood.org.uk

Call 01273 234810

Follow @btnhovefood



Overview of Brighton & Hove

- **Tourist Destination**

- 1000+ restaurants
- 11 million visitor trips per year

- **Student population**

- 35,000 students, 2 universities
- High housing costs, many HMOs

- **No domestic food waste collection**



Approach

Measuring Food Waste

Caterers' Network

Council's Good Food Standards

Procurement

**Brighton & Hove City Council Good
Food Standards**

Date: January 2021



Our Approach

Food Waste Action Week
Community Composting



Surplus Food Network



In 2020 Brighton & Hove distributed 1054 tonnes of surplus food

62,976 people **157 organisations**

Which is equivalent to 300 elephants!

That's saved the planet from 2,635 tonnes of CO2 emissions



Any Questions?

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