



THE CONCEPT OF FOOD ZONES AND WHY WE NEED MORE FARMS AROUND CITIES

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VISIONS AND ORIGINS OF HORTICULTURE CAMPAIGN



- Horticultural productivity at a small scale
- Food Foundation's Peas Please Campaign - Eat More Veg!
- Veg Cities announced at "Vegetable Summit" October 2017
- Vision - LWA and Growing Communities,
 - Tasty, fresh and affordable fruit and vegetables for all
 - Local produce boosting local economies
 - Decentralised supply system
 - Viable livelihoods
 - Employment
 - Food connection and education
- Advocacy for small and medium scale growers

THE FOOD ZONES MODEL (WWW.GROWINGCOMMUNITIES.ORG/FOOD-ZONES)

PRINCIPLES

- Be mission driven - trading for social purpose, not to maximise profit
- Commit to transparency and cooperation throughout the food supply chain
- Trade fairly
- Champion ecological farming and food production
- Source food sustainably, using the food zones as a framework
- Promote a diet that is good for people and planet
- Operate in a low-carbon way
- Build a strong community in support of this work
- Strive to change the bigger picture.

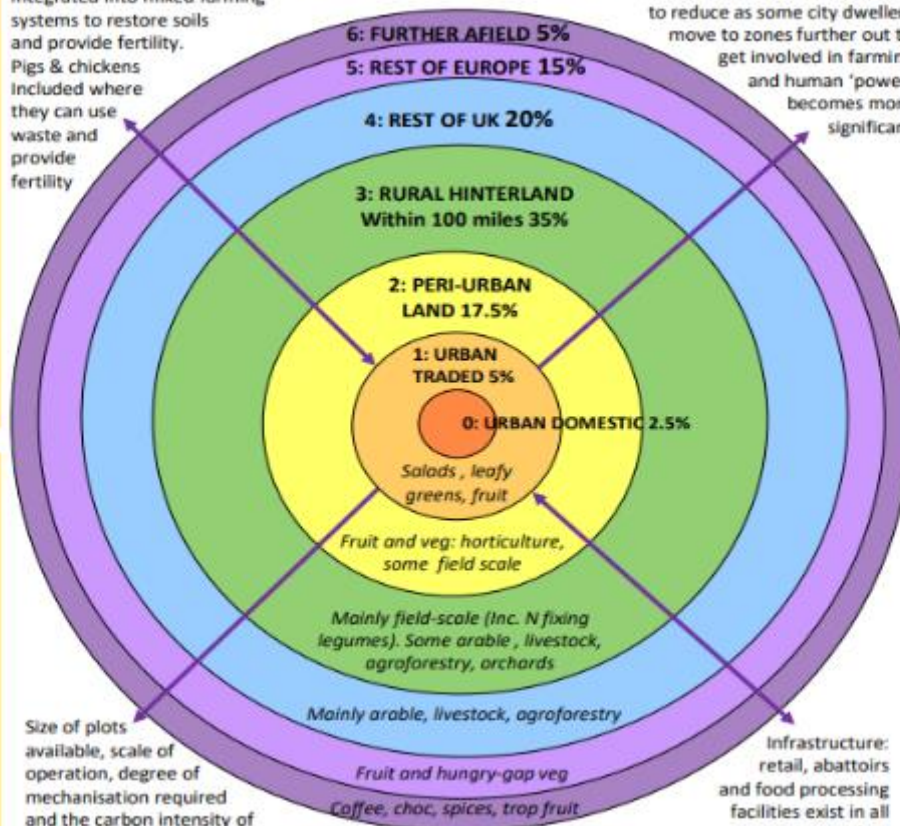
WORLDVIEWS

- **Diversity** of solutions operating across multiple scales: balance achieved overall
- **Decentralisation** with control and responsibility reclaimed and trading with principles valued over profit
- **Productivity** fairly defined, focusing on a whole system view: underpinned by paying farmers a fair price to produce food sustainably
- **Limits** acknowledged and standards welcomed: viewed as an invitation to creativity and innovation, not a constraint

Grazing animals on marginal land and integrated into mixed farming systems to restore soils and provide fertility.
Pigs & chickens included where they can use waste and provide fertility

Soil type, climate, what grows best where, taken into account

Population of urban centres likely to reduce as some city dwellers move to zones further out to get involved in farming and human 'power' becomes more significant



Size of plots available, scale of operation, degree of mechanisation required and the carbon intensity of distribution increase.

Perishability of produce decreases as you move further away from where it will be consumed.

Infrastructure: retail, abattoirs and food processing facilities exist in all zones as appropriate

DIETS/DEMAND

- Reflect the seasons and how much of which foods can best be produced where.
- Are mainly fresh and minimally processed
- Are mainly plant based
- Minimise waste
- Provide everyone with 'enough'.

TRADING & DISTRIBUTION

Decentralised, Integrated Supply Schemes (Growing Communities is an example) prioritise local and direct sourcing while encompassing the global – enabling urban growers, rural farmers, larger operations, wholesalers and imports to exist in harmony.

Farms are directly connected to the urban communities they feed, enabling supply chains to be shortened and communities to source increasing amounts from closer to where they live.

People are reconnected with farming: involved with the production, trading and celebration of food.

SUPPLY/FARMS

- Low input: organic or near as
- Predominantly small to medium scale: appropriate and human scale
- Mixed, diverse and integrated
- Use human skills and labour, backed up by appropriate technology and machines and grounded in sound science



EXAMPLE 1: REGATHERS SHEFFIELD

Further Afield

Regional/National
Wholesale

Rural Hinterland

Peri-Urban

Urban

Freeman
Biodynamic
Garden -
veg, fruit,
eggs,
flowers

Wortley Hall Walled
Garden - Mixed veg

Future Greens
- Indoor salad
production

Heeley City Farm
- Honey

Organic Pantry -
Large scale veg

Pollybell Farm
- Large scale veg

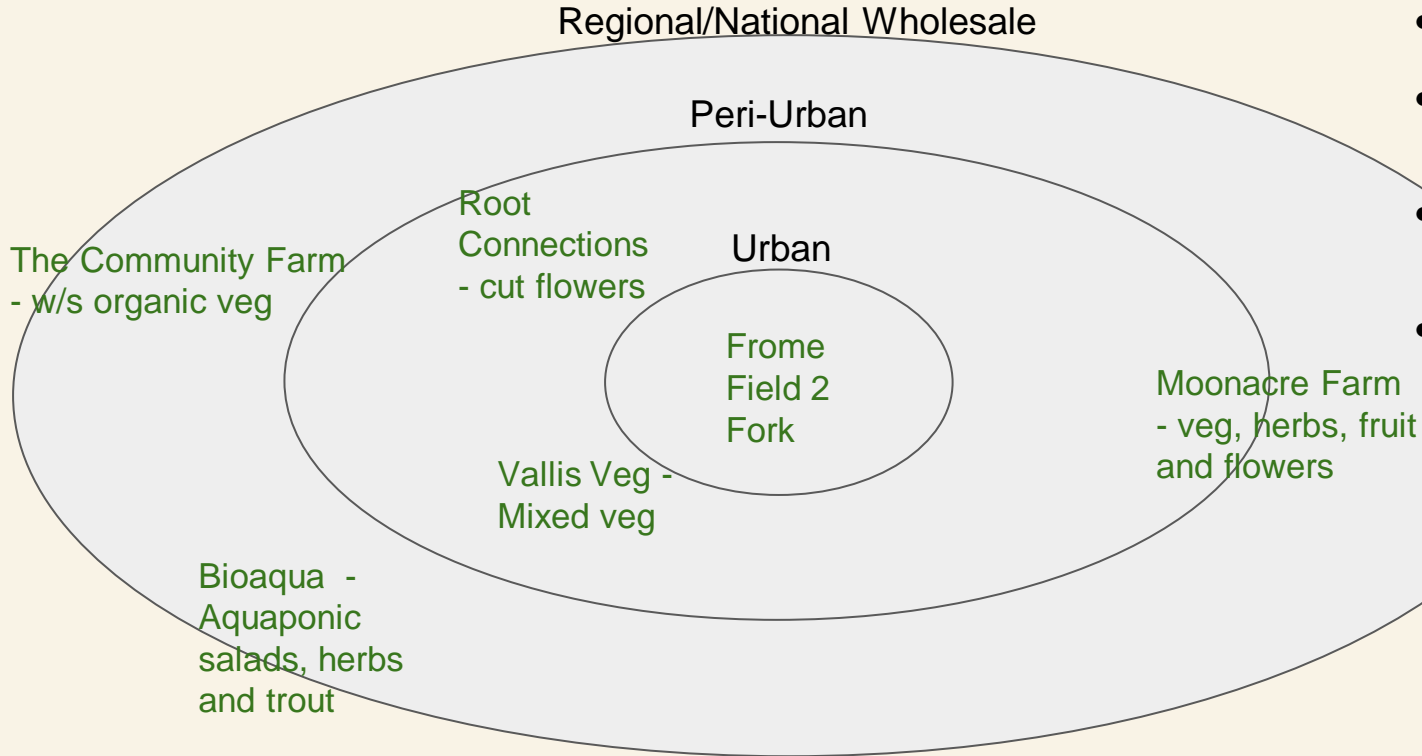
Sheffield Organic Growers
= 4 growers of seasonal
veg, orchard and soft fruit

**Organic North
Wholesalers**

Eg Bananas
& oranges

- **Community Enterprise Co-op**
- **650 produce boxes/wk**
- **Also sells local bread, dairy produce + more**

EXAMPLE 1: FROME FOOD HUB



- Rural market town
- 35 boxes/wk (up to 100 in lockdown)
- Potential for satellite drop-offs in villages
- Also sells local meat, baked products, fish and more.



WHY WE NEED MORE FOOD GROWN AROUND CITIES



- Food grown close to people
- Access to green space and nature
- Public engagement - school visits, open days, volunteering, courses
- Food understanding and connection
- Market support for agroecological production
- Physical, mental and dietary health from volunteering
- Community and connection