

Cardiff Good Food Strategy 2021-24

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Foreword

We are excited to launch the new Cardiff Good Food Strategy 2021-24. Thousands of people across the city have contributed to the plan - thank you.

We want to make sure that the strategy doesn't just sit on the shelf - we want it to inspire action across the city to make the food that we grow, buy and eat in Cardiff healthy, environmentally sustainable, empowering, thriving and connected. To do this we are getting to work on the actions straight away, but from your feedback we want to take a bit more time to make sure everybody can understand and take part.



PCostello

Pearl Costello

Food Cardiff Co-ordinator

The Cardiff Good Food Strategy 2021-24 fits in with other local and national plans and policies.

Locally: Cardiff Council's Cardiff Food Strategy, Capital Ambition, One Planet Cardiff (climate emergency response), Local Development Plan and associated Supplementary Planning Guidance, and Public Service Board (PSB) Move More, Eat Well (local obesity plan). Cardiff's Local Well-being Plan sets out the Cardiff public sector's 5-year priority actions, including "Support a city wide Food Partnership to ensure citizens have access to environmentally sustainable, healthy and affordable food".

Nationally: Healthy Weight: Healthy Wales delivery plan, Rights of Children and Young Persons (Wales) Measure 2011, The Environment (Wales) Act 2016, Animal Welfare Act 2006, the Socio-economic duty, the Wellbeing of Future Generations (Wales) Act 2015, Healthy Eating in Schools (Nutritional Standards and requirements) (Wales) Act 2013, New curriculum for Wales Agriculture white paper laying the way for Agriculture (Wales) Bill in 2021.

The Food Cardiff Vision

Food Cardiff is a city-wide partnership of individuals and organisations. It acts as a hub for connecting the people and projects working to promote healthy, environmentally sustainable and ethical food across the city; it acts as a voice for wider change.

Food Cardiff believes that the food we eat has a huge impact on life in Cardiff - not just on people's health, but on communities and businesses, farmers and food producers, and the environment too. Good food creates strong, healthy, resilient communities.

Food Cardiff was established in 2014 as one of the founding Sustainable Food Cities in the UK. During the last seven years, it has developed and grown significantly, making a recognisable impact at a city-wide level.

Beyond the City

Food Sense Wales was established in 2018, building on the success of Food Cardiff. It was established to drive forward the same holistic, cross-sector approach to the food system, but operating at a national level. Today, Food Sense Wales works with communities, organisations, policymakers and Government across Wales to create a food and farming system that is good for people and good for the planet.

Cardiff's **Good Food Strategy** 2021-24 focuses on taking a local, place-based approach to good food. However, we recognise that many issues need can only be solved at a Wales, UK or even global scale. By working with Food Sense Wales, Food Cardiff's influence will have a wider impact - beyond the city region – helping to co-create a better food system for Wales.

Food Cardiff Achievements to Date: A Timeline

2014: The Food Cardiff partnership is established – The Cardiff Food Charter and Fair Food Pledge are launched. [Find out more.](#)

2015: Food Cardiff pioneer environmentally sustainable fish in the city – A campaign which ultimately led to five million sustainably-sourced fish meals being served across the capital each year (and a commitment for all NHS Wales meals to use only sustainably-certified fish). [Find out more.](#)

2016: Food & Fun school holiday enrichment programme launched - An award-winning multi-agency programme to provide good quality meals, nutrition skills, sports education and enrichment activities to children in areas of need in Wales. Developed and piloted in Cardiff in 2015, Food and Fun has since been rolled out in schools across Wales, overseen by the WLGA and supported by Food Cardiff. [Find out more.](#)

2017: Food Cardiff helps develop the ‘Peas Please’ initiative – Led by Food Cardiff in Wales, the Peas Please initiative urges all organisations involved in the production, supply and consumption of meals to campaign to put more vegetables on our plates, to improve the health and wellbeing of the nation. This eventually led to the formation of Veg Cities. [Find out more.](#)

2018: Hosted two UK food conferences - Held in Cardiff in recognition of the city’s leadership in developing local food system solutions and the role it plays in informing national policy. [Find out more.](#)

2018: Launched Building Resilience: Food Security Plan – A five-year plan to tackle food insecurity in the city, building on the success of existing projects such as the School Holiday Enrichment Programme (SHEP).

2019: Supported Wales' first 'Your Local Pantry' -
An expanding network of pantries, co-ops and community fridges across the city. [Find out more.](#)

2019: Cardiff Council approved new Cardiff Food Strategy – Cardiff became one of the first UK councils to have its own food strategy; this was Food Cardiff influenced, and the plan contributes to the city's sustainable Food Places ambitions.

2020: Food Cardiff facilitated Cardiff's Covid-19 Food Response – Played a key role in coordinating food access and distributed 20,000 veg plants to communities across the city.

2021: Appointed the Food Cardiff Strategy Board and launched the Good Food Strategy for the city - The newly appointed Food Cardiff Board will focus on the partnership's strategic direction and offer guidance on how to further develop and enhance its success.

The Strategy Board discussions will complement the existing Food Cardiff network where partners can exchange and share ideas and knowledge as well as connecting with a wide range of people and organisations working within the food space in Cardiff. [Read the Terms of Reference here.](#)

The Food Cardiff Strategy Board

Carl Nichols	Chair, WRAP Cymru
Pearl Costello	Co-ordinator, Food Cardiff
Angelina Sanderson Bellamy	Food Systems Researcher, Cardiff University/UWE
Carrie Vanstone	Food Writer, Carrie On Cooking
Emma Holmes	Clinical Lead for Public Health Dietetics, Cardiff & Vale University Health Board
Kasim Ali	Founder, Waterloo Tea / Co-founder, Welsh Independent Restaurant Collective
Liz Lambert	Sustainable Development Group Leader, Cardiff Council
Rhiannon Urquhart	Principal Health Promotion Specialist, Cardiff & Vale Local Public Health Team
Sam Froud-Powell	Community Support Coordinator, Action in Caerau & Ely
Sebastien Vanoni	Head Chef and Trainer, The Clink
Shea Buckland-Jones	Food, Land Use & Nature Policy Manager, WWF Cymru
Steve Garrett	Founder, Riverside Market

2021 and Beyond

2021 sees Food Cardiff embark on the next step of its journey, as it works to become one of the top Sustainable Food Places in the UK. The new three-year, city-wide **Good Food Strategy** has been co-designed to reflect Cardiff's unique food culture, diverse communities and independent businesses.

The Consultation Process

To kick off the **Good Food Strategy** consultation process, almost 70 people living and working in Cardiff Capital Region came together virtually on the 7th November 2020, to collectively imagine the future of food in the area. As part of the ESRC Festival of Social Science 2020, the event was organised in partnership by the Sustainable Places Research Institute, Cardiff University and Food Cardiff.

The online event built upon a number of similar People's Assemblies on food and farming carried out across Wales since the start of the lockdown. People from the whole of the Cardiff Capital Region were welcome to join the discussion. The areas that make up the region include the ten local authorities of Blaenau Gwent; Bridgend; Caerphilly; Cardiff; Merthyr Tydfil; Monmouthshire; Newport; Rhondda Cynon Taff; Torfaen; and Vale of Glamorgan.

The event aimed to create space for public dialogue on the future of our food systems around one question: What would you like to see change in the Cardiff city region food system by 2040, and what are the main challenges?



The outcomes from this event, alongside a survey of **58 general public responses** and engagement with **40 stakeholders** at the Food Cardiff gathering informed the first draft strategy. You can read the full findings of the People's Assembly by [clicking here](#).

Further consultation invited both individuals and businesses to feedback on the first full draft of the strategy via two online surveys and a food business focus group. The consultation period remained open for one month, from 17th February – 17th March 2021.

Food Cardiff and Cardiff Council's Cardiff Research Centre worked in collaboration to develop the public survey, covering people's behaviour and attitudes both before and during the COVID-19 pandemic, as well as identifying priorities for the Good Food Strategy.

The survey was made available bilingually and promoted online to comply with restrictions for the Alert Level 4 pandemic lockdown, which was in place throughout the duration of the consultation, preventing any face-to-face engagement, or the use of community buildings to promote paper copies of the survey. A simplified version of the survey was also produced, aimed at students with English as a second language, excluding some questions, and using smiley face images rather than text.

Responses to the public survey were cleansed and validated, removing blank and duplicate responses, giving an overall sample of **2,349**. The stakeholder survey had **36 responses** with representation from **food businesses, community groups, the NHS, the local authority, universities, faith groups** and **charities**. A separate focus group invited **nine local food business owners** and producers to anonymously feedback on the strategy via a one-hour video consultation, conducted via Mentimeter.

Read the full [public consultation results](#) and the [stakeholder consultation results](#).

The Good Food Strategy: Five Goals

These five goals were developed prior to consultation and were subsequently re-ordered following feedback from the public and stakeholders regarding their priorities. By 2024 we want to see...

GOAL 1: A healthy Cardiff

We want to ensure everyone has access to, has choice over and can afford nourishing, healthy and culturally appropriate food.

GOAL 2: An environmentally sustainable Cardiff

We want the way food is produced, bought and consumed to benefit nature, tackle climate change and prevent food waste.

GOAL 3: An empowering food movement

We want to see communities working together to shape their local food system, and for people to have opportunities to learn and develop skills in growing, cooking and nutrition.

GOAL 4: A thriving local food economy

We want healthy, environmentally sustainable and resilient food businesses to be at the heart of our local economy, and people working in this sector earn a decent living.

GOAL 5: A fair and connected food system

We want to see food-related issues and solutions included across all local policies and to see people work together to ensure action is joined up, and fairly distributed across communities and areas of the city.

The Good Food Strategy: Desired Outcomes by 2024 (1)

Consultation revealed strong support for the 12 desired outcomes, with each receiving the support of more than 90% of respondents.

- 1. People in Cardiff will have more money available to spend on food** (e.g. by more employers paying the Living Wage, ensuring people have access to benefits)
- 2. People will have more opportunities to access a healthy diet** (e.g. through affordable food markets, food co-ops, more businesses accepting Healthy Start vouchers)
- 3. There will be more food produced sustainably in and around Cardiff** (e.g. by community gardens, local farmers & growers with lower food miles, and at home)
- 4. We will see a city-wide reduction in food waste** (e.g. personal, public and commercial)
- 5. Environmentally sustainable and healthy food standards will be embedded across the public sector** (e.g. in schools, hospitals and public sector catering)
- 6. There will be more food related activities in the city and more people will be aware of these** (e.g. Food markets, growing schemes, food co-ops, community meals)
- 7. People will have more opportunities to learn about growing, cooking and nutrition at all education levels** (e.g. embedded in curriculum, Summer Holiday Enrichment Programme, local food festivals)

The Good Food Strategy: Desired Outcomes by 2024 (2)

8. **There will be new opportunities for people to influence local food systems** (e.g. enable local neighbourhoods to co-develop food projects; develop opportunities for people to influence their food system)
9. **There will be more environmentally sustainable, resilient, local food businesses** (e.g. businesses who use local suppliers, offer healthy choices, support community growers etc, ensuring these businesses are commercially viable)
10. **There will be more food businesses with accredited sustainability credentials / awards** (e.g. Sustainable Restaurant Association, Green Key etc)
11. **We will further expand the Food Cardiff Partnership** (e.g. increase membership and awareness, and opportunities for collaboration for good food)
12. **All relevant local policies will include environmentally sustainable and healthy food practices** (e.g. health, planning, housing, environment etc)

On the following pages, we have outlined the **specific actions** which will help us to reach these goals over the next three years. Each action is designed to be achievable, and measurable, and has been examined as part of the consultation process - and following feedback, has been adjusted / expanded where appropriate; including more focus on food growing, and making absolutely sure that healthy food is accessible to everyone in the city.

Goal 1: A Healthy Cardiff

How do ensure that everyone has access, choice over and can afford nourishing, healthy and culturally appropriate food?

<i>The outcome:</i>	<i>How we will get there:</i>	<i>Lead Partners:</i>
<p>1. People in Cardiff will have more money available to spend on food</p> <p><i>Measured by: % of people experiencing food insecurity (Ask Cardiff)</i></p>	<p>a. Support Cardiff's ambition to become the first Living Wage capital city in the UK by 2022 (by promoting the living wage accreditation scheme to Food Cardiff members and the benefits of living wage to wider community)</p> <p>b. Between 2021-2024, embed a cash-first approach to tackling the food crisis in the city, recognising that the cause is a lack of money rather than a shortage of food. For example, by:</p> <ul style="list-style-type: none">Supporting Cardiff & Vale University Health Board to roll out food-related benefits training to frontline workers and volunteersWorking with partners (e.g. Cardiff Money Advice) to ensure people can access benefits / financial support	<p>a. Cardiff Council</p> <p>b. Food Poverty Working Group</p>
<p>2. People will have more opportunities to access a healthy diet.</p> <p><i>Measured by: % of people in Cardiff who are a healthy weight (Cardiff Well-being Assessment)</i></p> <p><i>% of people in Cardiff eating 5 portions of fruit and veg per day</i></p>	<p>a. By 2022 Roll out detailed mapping of fruit and veg availability, hot food takeaways and community food projects across the city. Use the results to inform planning policy and increase availability in under-served areas</p> <p>b. By 2024 Work to ensure every neighbourhood in the city has access to a food pantry, community fridge, food co-op, food club, farmers market or alternative affordable fresh food provision:</p> <ul style="list-style-type: none">In 2021 Develop a community food network to coordinate provision, share knowledge and support each otherIn 2021 Produce a 'how-to' guide for dignified, fair and destigmatised community food provision – highlighting models available and best practice	<p>a. Cardiff Council</p> <p>b. Food Poverty Working Group</p>

	<ul style="list-style-type: none"> c. Work with retailers to increase the acceptance and promotion of Healthy Start vouchers, especially in convenience stores, community food projects and markets d. Continue to roll out the School Holiday Enrichment Programme (Food and Fun) to ensure children have access to healthy food during the holidays, and support other holiday schemes to offer quality healthy food 	<ul style="list-style-type: none"> c. Food Cardiff (with support from Local Public Health Team and Public Health Dietetics) d. Cardiff SHEP Steering Group
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Goal 2: An Environmentally Sustainable Cardiff

How will we change the way food is produced, purchased and consumed to benefit nature, tackle climate change and prevent waste?

<i>The outcome:</i>	<i>How we will get there:</i>	<i>Lead Partners:</i>
<p>3. More food produced sustainably in and around Cardiff</p> <p><i>Measured by: The amount of food produced in Cardiff (acres of land under cultivation, multiplied by the average yield per land type)</i></p>	<ul style="list-style-type: none"> a. Support the development of the Edible Cardiff network, increasing the number of community gardens, number of people involved in growing and increasing knowledge-sharing and skills development by 2024 b. Work with Cardiff Council to develop a food growing plan for the city by 2022– enabling better access to land for growing by individuals, community and commercial growers c. Help establish at least 3 new commercial growing enterprises in the city boundary by 2024 to meet increased demand; connect supply with demand by researching what businesses / public organisations need and at what scale d. Support the roll outs of programmes such as Keep Wales Tidy’s Local Places for Nature, Edible Playgrounds and Orchard Cardiff to increase production within Cardiff by 2023 	<ul style="list-style-type: none"> a. Social Farms & Gardens, Food Cardiff and Grow Cardiff b. Cardiff Council c. Food Cardiff with support from Cardiff Council, Edible Cardiff & cross-sector procurement group d. Food Cardiff

	<p>e. Support the 'Deforestation Free Community' campaign, aiming to only source certified sustainable forest commodities such as beef, soy and palm oil (e.g. through public procurement, in local businesses)</p>	<p>e. Cross-sector procurement group (with support from Size of Wales, WWF, RSPB Cymru)</p>
<p>4. A city-wide reduction in food waste</p> <p><i>Measured by: tbc</i></p>	<p>a. Between 2021-24, work with businesses, organisations and settings such as schools to reduce, reuse, compost and recycle food and packaging waste (utilising initiatives such as Fareshare Cymru, To Good To Go, Love Food Hate Waste, Guardians of Grub)</p> <p>b. Between 2021-24 support individuals and families to reduce, reuse, home and community compost and recycle food and packaging waste, for example by incorporating Love Food Hate Waste into Community Food and Nutrition courses and the Veg Cities campaign</p> <p>c. Develop a mechanism for home and community growers to share surplus produce (e.g. online portal) by 2021</p> <p>d. Establish a network of community fridges in the city by 2021</p> <p>e. Between 2021-24 Support and promote schemes to encourage zero-waste behaviours e.g. reusables, refills, packaging-free</p>	<p>a. Food Cardiff & WRAP Cymru</p> <p>b. Food Cardiff & WRAP Cymru</p> <p>c. Food Cardiff, Community Food Retail Network and Edible Cardiff</p> <p>d. Cardiff Council</p> <p>e. Food Cardiff & WRAP Cymru</p>
<p>5. environmentally sustainable and healthy food standards embedded across the public sector</p> <p><i>Measured by: tbc</i></p>	<p>a. By 2021, set up a cross-sector procurement group including producers, suppliers and buyers; provide support for small businesses to become accredited to bid for contracts</p> <p>b. By 2022, develop healthy and environmentally sustainable procurement principles and "how-to" toolkit: embed across public sector</p> <p>c. By 2022, build on the Sustainable Fish Cities and Veg Cities campaigns to increase the amount of environmentally sustainable fish and vegetables served in the city</p>	<p>a. Food Cardiff and Cardiff Council</p> <p>b. cross-sector procurement group</p> <p>c. Food Cardiff</p>

	<p>d. By 2024, pilot an environmentally sustainable food procurement initiative to increase local supply in at least one public sector body (for example in the School Holiday Enrichment Programme)</p> <p>e. Between 2021-24 Promote environmentally sustainable menu choices linking to existing campaigns, e.g. Meat Free Mondays, Kale, Yeah!, Seasonarians, etc</p>	<p>d. cross-sector procurement group</p> <p>e. Food Cardiff Comms & Engagement Group</p>
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Goal 3: An Empowered Cardiff		
How can we help communities to work together to shape their local food system, and ensure people to have opportunities to learn and develop skills in growing, cooking and nutrition?		
The outcome we want:	How we will get there:	Lead Partners:
<p>6. More food related activities in the city, and more widespread awareness of them</p> <p><i>Measured by: % of people aware of and taking part in food-related activities</i></p>	<p>a. Establish Food Cardiff Comms & Engagement Group to focus on outreach, communications and engagement</p> <p>b. By 2021 Work with Edible Cardiff to build on the Good Food Autumn Festival with an annual festival of growing across the city; to include planting, seed libraries etc</p> <p>c. Between 2021-24 Develop and promote a programme of free or low-cost food-related activities in every neighbourhood (e.g. community suppers, food festivals, pop-up markets, plant shares)</p> <p>d. Between 2021-24 Promote good food events, projects and opportunities to the widest possible audience (e.g. through maps/directories, Food Cardiff newsletter, social media, local and national press)</p>	<p>a. Food Cardiff</p> <p>b. Edible Cardiff</p> <p>c. Food Cardiff Comms & Engagement Group</p> <p>d. Food Cardiff Comms & Engagement Group</p>

<p>7. More opportunities to learn about growing, cooking and nutrition at all education levels</p> <p><i>Measured by confidence in growing, cooking and nutrition</i></p>	<p>a. Between 2021-24 Further roll out the Nutrition Skills For Life programme (such as Community Food and Nutrition, Get Cooking) across the city; working with a range of frontline workers and the communities they work with, such as community retail projects</p> <p>b. By 2024 Embed a whole-setting approach to good food across early years, primary and secondary schools, colleges and universities, utilising programmes such as VEGPOWER, Edible Playgrounds, Healthy Schools, Veg Cities, Healthy and Sustainable Pre-Schools etc.</p>	<p>a. Public Health Dietetics</p> <p>b. Food Cardiff</p>
<p>8. More opportunities for people to influence local food systems</p> <p><i>Measured by: confidence in influencing local food system</i></p>	<p>a. By 2022, Pilot 'good food neighbourhoods' in two areas of the city, enabling local communities to co-develop food projects. Create a toolkit to roll out further in 2022-23.</p> <p>b. By 2022, Develop opportunities for people to influence their food system (e.g. Veg Advocates, Food For Life Get Togethers, Food Cardiff strategy board and working groups)</p>	<p>a. Food Cardiff</p> <p>b. Food Cardiff & Food For Life Get Togethers</p>

Goal 4: A Thriving Local Food Economy

How will we ensure healthy, environmentally sustainable and resilient food businesses are at the heart of our local economy, and those working in this sector earn a decent living?

The outcome we want:

How we will get there:

Lead Partners:

9. More environmentally sustainable, resilient, local food businesses

Measured by: number of food businesses registered in Cardiff

- a. Establish a Food Cardiff Business Network to engage with the agri-food business sector in the city
- b. By 2022, identify ways of supporting new and emerging food businesses to access start-up funding, idea incubation, training, commercial space etc; this could be through a brochure, business newsletter, Food Cardiff website.
- a. Between 2021-23, run a campaign to drive up awareness and market demand for environmentally sustainable and healthy, local food businesses.

- a. Food Cardiff
- b. Food Cardiff Business Network
- c. Food Cardiff Communications and Engagement Group

10. More food businesses with sustainability credentials / awards

(e.g. Sustainable Restaurant Association, Green Key, Healthy Options)

Measured by: % of food businesses with sustainability credentials

- a. In 2021, establish an environmentally sustainable business network for food businesses to share knowledge and best practice
- b. With the business network, support food businesses to achieve environmentally sustainable and healthy business awards, high food hygiene compliance, and fair work frameworks or accreditations by 2024; explore funding options to help them reach these goals
- c. Between 2021-23, work with training bodies (e.g. colleges, universities and professional bodies) to embed healthy and environmentally sustainable food principles into training

- a. Food Cardiff
- b. Food Cardiff Business Network
- c. Food Cardiff

Goal 5: A Connected Food System

How can we ensure food-related issues and solutions are integrated across all local policies and see partnership working to ensure action is joined up, and fairly distributed across the city?

The outcome we want:

How we will get there:

Lead Partners:

11. Further expand the Food Cardiff partnership, increasing opportunities for people in Cardiff to work together for good food

Measured by: number of Food Cardiff members

- a. In 2021, Establish a Food Cardiff Strategy Board with a varied, diverse and inspiring group of members
- b. From 2021-24, Hold regular networking meetings for Food Cardiff partners and interested people to share knowledge and work together; explore the most engaging formats and ensure a diverse membership
- c. From 2021-24, Continue to support joint projects (e.g. Cardiff Growing Together) to enable partners to pool resources and work together for bigger impact

- a. Food Cardiff
- b. Food Cardiff
- c. Food Cardiff

12. Environmentally sustainable & healthy food practices integrated into local policy

*Measured by:
% of major policies including food
Achieving Gold Sustainable Food Places Award*

- a. From 2021-24, Work with key partners (e.g. Cardiff Council, Cardiff & Vale Health Board, Public Services Board) to integrate good food into all major policies and take a holistic approach.

- a. Food Cardiff Strategy Board

Case Study: The Five Goals in Action

Veg Cities - healthy, environmentally sustainable, empowering, thriving & connected

Food Cardiff's **Veg Cities** programme is supporting people to deliver against all five of the Good Food Strategy's goals. Across Cardiff, 42 businesses and organisations have made Veg Cities pledges to grow, sell, cook, serve and save more vegetables. The goals interconnect and overlap and many of the activities, ideas and projects that have grown out of Veg Cities are working together to achieve positive outcomes through:

- **Promoting veg to contribute to better health** - supporting major promotional campaigns like Veg Power and Peas Please and developing materials for use by schools and parents.
- **Working with businesses to increase veg consumption** - through Food Cardiff's partnership with Castell Howell Wales' largest hospitality company, Brains shared Peas Please training with staff and increased the veg content of its children's meals from one to two portions.
- **Getting more veg into schools** - Cardiff Council pledged to offer an extra portion of veg free of charge in all school meals. Cardiff has also expanded the school holiday enrichment programme, Food and Fun, to ensure that children are eating two portions of veg at lunchtime at the same time as learning about preparing and eating a healthy diet. Food Cardiff worked with Trees for Cities to establish 5 new Edible Playgrounds in Cardiff schools.
- **Increasing access to affordable or subsidised** - Food Cardiff is working with Flying Start children's centres to explore the opportunities for optimising Healthy Start vouchers through increasing uptake and increasing opportunities to spend – for example, through fruit and veg co-ops.
- **Cutting the environmental impact of food by reducing veg waste** - companies and community groups have made Veg Cities pledges to increase action and education around food waste. During the Food Cardiff Autumn Festival Global Gardens, a community allotment in Gabalfa, worked with local chefs to create recipes to celebrate seasonal produce, distributed crops to projects across the city and hosted two apple-pressing workshops with Orchard Cardiff, rescuing 70kg of local apples.

- **Supporting growing and encouraging an interest in veg** - The Cardiff Growing Together programme in summer 2020 saw almost 14,000 plants, seeds and growing kits distributed across the city. A team of 70 volunteers across 16 projects reached more than 3,000 households with seeds or plants, with more than 100 people joining online growing classes.
- **Increasing the amount of food produced in the city** - Cardiff Council has published supplementary planning guidance to encourage developers to provide growing spaces. Edible Cardiff has brought together 30 food growing groups across the city to share knowledge and increase food production
- **Working with the public sector to get more veg onto plates and more local suppliers engaged** - Cardiff & Vale University Hospital Board has set up a veg stall at University Hospital Wales and are incorporating more veg in Y Gegin restaurant. Cardiff Metropolitan University catering has pledged that all meals will include 2 portions of veg and is offering 'how to cook veg on a budget' courses for students and staff.
- **Helping business to make Veg Cities pledges** - Food Cardiff has created a toolkit of ideas and resources to support workplaces to make a veg pledge. Eating veg can have a triple win: increased staff engagement, cost savings and brand reputation. One example is Wild Thing Café which is promoting local veg and running free community suppers made from surplus allotment veg.
- **Working with communities to support and celebrate growing through Food Cardiff Festivals** - Cardiff Salad Garden is a social enterprise growing and selling salad, particularly aimed at supporting people experiencing disadvantage in Cardiff. They have been working with South Riverside Community Development Centre to grow vegetables to include in parcels from the Wyndham St Pantry going out to families during lockdown. Four Cardiff residents are Veg Advocates, working with Peas Please to channel their experiences towards local businesses and organisations.

Veg Cities is one example of the many inspiring and impactful actions that are happening across the city to improve the health and sustainability of our food, ensure successful food businesses are at the heart of our city's economy and to bring communities together to shape the future of Cardiff's food system. To find out more visit foodcardiff.com/programmes/veg-cities.

Endorsements

Food Cardiff is grateful for the support and endorsement of the following organisations for the Good Food Strategy:

ACE	Edible Cardiff	Riverside Real Food
Al-Ikhlas Centre	Ffwrnes	Size of Wales
Amano Growers	Food for Life Get Togethers	Spirit Infusions
C3SC	Global Gardens	Splott Community Volunteers
Cardiff Foodbank	Green Squirrel	SRCDC
Cardiff Market	Grow Cardiff	Women Connect First
Cardiff Metropolitan University	NHS Dietetics	WWF Cymru
Cardiff University	noglü	

If you would like to add your organisation to this list, please contact us on foodsensewales@wales.nhs.uk.

Get Involved

The food we eat has a huge impact on life in Cardiff - not just on people's health, but on communities and businesses, farmers and food producers, and the environment too. If you feel the same, join Cardiff's good food movement!

As an Individual

- Join our mailing list to receive a monthly newsletter which will help you to keep abreast of the good food movement in the city.
- Come along to our monthly Food Cardiff meetings (currently online only due to COVID) to find out how you can take a more active role; these meetups are open to all, no matter of experience, background or prior knowledge of Food Cardiff.
- Follow us on social media [@GoodFoodCardiff](#) / [Food Cardiff](#) and join the conversation using #GoodFoodCardiff.
- Check out the useful tools on our website, at <https://foodcardiff.com/about-food-cardiff/useful-tools>.

As a Business

We know that most food & hospitality businesses already have so much on their plates after the last 18 months. But if you're doing anything connected to health, supporting local, celebrating diversity and looking after the environment, we'd love to share your story and help get your business the attention it deserves, so please do get in touch and let us know! You can also **sign up** to receive the monthly newsletter which will help you to keep abreast of the good food movement in the city.