



Our Vision:

A thriving and sustainable local food economy which contributes to a healthy lifestyle, healthy communities and a healthy environment.

What's the beef ?

Food affects everyone, we all need to eat.

The current climate and nature emergency requires us to urgently address how we get our food. Global events such as extreme weather, the pandemic and political turmoil all affect our food security and ensuring a resilient local food supply should be an important priority for all of us.

Food is pivotal to the three pillars of sustainable development: economic, social, and environmental.

ECONOMIC: Food and drink is the largest 'manufacturing' sector in the UK and the whole agri-food chain is worth £120billion to the national economy. In Herefordshire almost a quarter of all registered businesses are in 'agriculture, forestry and fishing', making it the largest industry in the county overall. The landscape and food offer are important factors in tourism and hospitality which are also important economic drivers locally.

SOCIAL: Food and drink has a major influence on our health. 'We are what we eat' and we are facing high levels of chronic diseases, many of which are caused or exacerbated by poor diet. e.g. heart disease, obesity and some cancers. Healthier food choices have a positive impact on personal well-being as well as relieving pressure on the NHS.

Food is culturally important, what and how we eat forms part of our identity and sense of place. However, with food and fuel prices rising, more people are finding even basic food unaffordable, making it increasingly difficult to live a life that is more than just surviving. Food banks and community larders have become a lifeline for many people.

ENVIRONMENTAL: Our landscape is shaped by the food we produce. How it's grown, transported, processed and distributed has major consequences for our environment, including air and water quality, climate change and the habitat of other species. Food is a significant contributor to waste streams and about a third of all food produced is thrown away. Around 70% of household waste is food and food packaging and much of it is not yet recycled.

What can I do ?

Join us and spread the word.
Sign the Food Charter and commit to one
or more of the suggested actions below.

Together we can influence the food system
for the benefit of people,
place and planet.

Individuals - a recipe for good food.

Grow it... for zero food miles grow your own
at home, at an allotment, join a community garden
or a community orchard.

Source it... source fresh, local and seasonal
food, from independent outlets or buy direct from
farmers markets or the farm gate. Connect to your
food by finding out where it comes from, who
produced it and how it was produced.

Choose it... make informed, healthy food
choices and choose certified foods such as Organic,
Red Tractor and Fair Trade.

Cook it... prepare and cook from scratch, learn
new recipes and new skills.

Eat it... avoid ultra-processed foods, eat more
fruit and vegetables and less meat and dairy. Look
for high quality, high welfare certification such as
pasture fed, free range, organic and MSC for fish.

Share it... connect with your community
through food, e.g. via markets and cook clubs and
influence others to engage with where their food
comes from. Use apps. such as Too Good to Go and
Olio to share any surplus.

Don't waste it... Waste less food by planning
meals, buying only what you need and using or
freezing leftovers. Compost what's left where possible.



Sign up to the charter
now at:

www.HerefordshireFoodCharter.org.uk

In partnership with



The Herefordshire Food Charter is an initiative
of the Herefordshire Food Alliance, a network
of individuals and organisations from across
the county involved in local, community and
sustainable food action.

The Alliance is a member of the national
Sustainable Food Places network and is
co-ordinated by New Leaf Sustainable
Development with support from Herefordshire
Council and Sustainable Food Places.

Contact us: hfdfoodalliance@gmail.com

For more information about the Herefordshire Food Charter and the Alliance go to:
www.HerefordshireFoodCharter.org.uk or www.HerefordshireFoodAlliance.org.uk