



Manchester Food Strategy

2023 - 2028

Foreword

By Councillor Tracey Rawlins, Executive Member for Environment and Transport and Chair of the Manchester Food Board

What we choose to eat impacts our individual health, our income, the health and well-being of our communities, and our planet. The way we grow, distribute and consume food has changed rapidly over recent decades and the cost-of-living crisis has made eating healthily and sustainably even more challenging for Manchester's residents. But food can also offer solutions to many of the city's issues including the climate emergency, the biodiversity crisis, health crises, food insecurity and food poverty.

Manchester's Anti-Poverty Strategy was launched in early 2022 and highlights the importance of addressing food poverty by maintaining a strong ecosystem of food provision which provides access to healthy, affordable and culturally appropriate food for residents facing food insecurity. But we must also focus our efforts on a longer-term holistic and preventative response across the whole system to increase food resilience. This encompasses a strong food culture, good education, strategic access to good food and a safety net of food aid where appropriate.

Manchester is an incredibly diverse city with up to 200 languages spoken and food is an integral part of the cultural life of the city. Our approach to food needs to recognise this diversity and ensure that we increase the representation of diverse voices in the food economy.

Manchester's geography means that it does not produce much food, but as a major city it generates demand for food within the wholesale, retail and hospitality sectors. Manchester's hospitality sector has continued to grow, driven by the city's growing population, thriving economy and tourism industry.

The hospitality sector supports thousands of jobs, but challenges remain around pay, with 22% of those working in the UK food sector paid the National Living Wage (or below) compared to 8% across the whole economy.

There are also environmental challenges within the food industry related to climate change and biodiversity loss which need to be addressed. Waste and Resources Action Plan (WRAP) estimate that the food system is responsible for 35% of the UK's greenhouse gas emissions.

This strategy recognises that issues in the food system are interconnected and require a joined-up and holistic approach to be effectively addressed. It combines actions from the public, private, voluntary and charity sectors to produce a better food system; one that is innovative, vibrant, diverse, resilient, sustainable and healthy.

Why Do We Need A Food Strategy?

Food intersects so many areas of our lives and it offers solutions to many of the issues we face, including the climate emergency, health crisis, food poverty, food security of supply, cost-of-living crisis. Events that have contributed to these wide-ranging and interconnected crises have highlighted the need for the reevaluation of the food system. Regional and local systems are currently underutilised in addressing these issues and therefore have scope to have much more impact.

This document sets out the next five years of work and impact for the Manchester Food Board and our partners. This strategy takes a systems approach which is needed to understand how actions feed through the whole system and the inevitable trade-offs that exist between goals.

These issues are interconnected and require a joined-up or systems approach to be effectively addressed. This strategy looks to produce recommendations across the regional food system as part of a holistic approach to the issues highlighted in this section.

It is the role of the MFB to show that sustainable food is viable and facilitate the transition to a more sustainable system.

The MFB understands that the current policy landscape and incentives around food insecurity are short-term and, to an extent, myopic solutions. Instead, a long-term holistic approach is needed to shift the culture of food provision to encourage food resilience.

As food intersects so many areas of our society it is difficult to create targeted food policy. There can be conflicting incentives and outcomes of policy. This strategy appreciates that the road to a better food future may be counterintuitive, but the negative effects can be limited through technical knowledge and collaboration.



MFB's Vision for the Food System

This document combines actions from the public, private, voluntary and charity sectors. The issues highlighted and policy recommendations are often interconnected and overlap. This reflects the complicated nature of the food system.

This strategy maps issues within Manchester's food system and produces a set of priorities and a body of work for the MFB coordinator over the coming years. At the heart of this strategy is a set of recommendations to produce a better food system – one that is innovative, vibrant, diverse, resilient, sustainable and healthy.



MFB's Vision for the Food System

Show that sustainable and healthy food is viable in Manchester

Advocating for sustainable food. The MFB recognised the multidimensional nature of sustainability in the food system and we take a holistic approach to this term.

The MFB advocates for: sustainable working conditions, sustainable and fair wages, a sustainable impact on the environment, a sustainable contribution to local wealth, healthy food that sustains people and keeps them in good health, and sustainable and reliable access to nutritious food even when experiencing food insecurity.

The MFB aims to showcase and work towards this holistic definition of sustainable food. We aim to shift perception and facilitate a transition to make sustainable food viable and the norm.

Shift the culture of food provision to create food resilience

There is an over-reliance on food aid which deals with the immediate provision of food insecurity, instead of a longer-term holistic and preventative response.

To reshape this dependence there needs to be a shift across the whole system to engender food resilience. This encompasses a strong food culture, good education, strategic access to good food and a safety net of food aid. The current model needs to be flipped so that food aid is a relatively small part of the system while these other aspects need to play a bigger role.

Show and address the conflicting nature of working towards a more sustainable food system.

Food policies are connected to multiple outcomes. Prioritising one outcome may have unintended impacts in other areas of the food system. Prioritising certain criteria might increase the chances of gaining a desired outcome.

As an example, increasing income within the hospitality sector can have consequences whereby more output per hour is required, creating less welfare. It is important but difficult to capture all these ancillary consequences. An increase in wages is a sufficient but not necessary condition for higher welfare.

The MFB works to find symbiotic and mutually beneficial solutions to these issues through collaboration and technical knowledge.

Our approach to Diversity and Inclusion

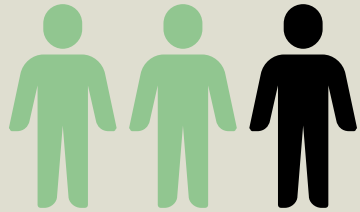
An estimated 43% of the population in Manchester are from ethnic minority backgrounds. For the food system and food economy to be resilient, every voice needs to be represented and a diversity of cultures and ideas shared.

The MFB recognises there are entrenched and structural causes of inequality and therefore want to play a part in tackling these. The MFB recognises the extent and depth of racial inequality and racial injustice in the food system. We want to be allies and support people and organisations leading the way.

One focus of the MFB strategy is to increase the representation of diverse voices in the food economy. This strategy looks to prioritise all disadvantaged groups to produce equality of outcome.



UK Food System Facts



Nearly two-thirds of people are overweight in England. It is estimated that obesity costs the wider economy £27 billion a year.



Only one in four state schools in England are known to be meeting school food nutritional requirements.



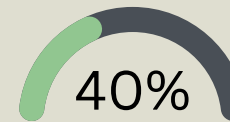
1 in 4 households with children experienced food insecurity in 2022.



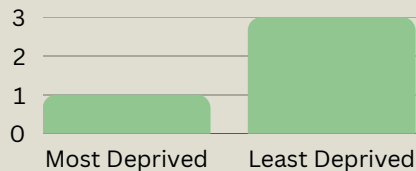
In 2022, almost a quarter of adults experience food insecurity.



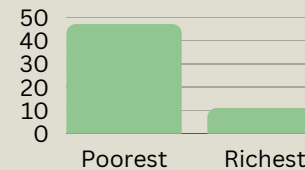
22% of the food sector are paid the National Minimum Wage or below compared to 8% across the whole economy.



Food systems account for up to 40% of total greenhouse gas emissions and significantly contribute to biodiversity loss.



Hospital admissions related to obesity are 3x higher in the most deprived areas than in the least deprived.



The poorest quintile of households would need to spend 47% of their disposable income on food to meet the government-recommended healthy diet.

Strategy Overview

- Food for Inclusive Economic Growth
- Food for the Planet
- Food for Healthy and Sustainable Diets



Economic Development

Guidance to put healthy and sustainable food at the heart of urban development.



Food Trading

Food businesses have with diverse trading opportunities and alternative routes to market for a resilient and thriving food economy.



Community Infrastructure

Community food infrastructure is protected, supported and invested in. Community-led food trade with diverse governance models are promoted.



Transform Procurement

Strategic procurement practices support the local economy and facilitate access to healthy sustainably-produced food.



Work, Learn and Participate

Across the supply chain, all employees have access to training opportunities. Residents have opportunities to learn about food systems.



Fair Wages and Conditions

Businesses provide fair wages, working conditions and training opportunities for all employees and incentivise fair wages across supply chain.



Food Resilience

Longer term food resilience is promoted while food aid becomes healthier and food aid providers signpost to antipoverty services.



Local Food Production

Organisations and planning policies incentivise the use of green sites for local food production by residents and community groups.



Nutritious Food For Everyone

Everyone has access to safe, affordable and nutritious food. Health services take a holistic approach to health, with food at the centre.



Healthy eating Opportunities for Young People

Young people have access to healthy food in public and private sector. They are given skills to grow, buy and cook healthy food.



Healthy Eating Opportunities for Older People

Older people have access to safe, affordable, nutritious food in all settings for all diet preferences. Social isolation is reduced through community projects.



Reduce Food Waste

Food waste is reduced across the supply chain, redistributed to the community and disposed of sustainably.



Sustainable Diets

Sustainable diets are promoted and accessible in all food outlets for all diet preferences.



Food Growing Spaces

Communities are supported with policy and finance to increase quality and quantity of urban growing spaces.



Sustainable F&B Operations

Businesses are supported to reduce their environmental impact and incorporate food into net zero strategies.



Shorter Supply Chains

Efficient supply chains that support local economy are facilitated by more strategic procurement practices.



Reduce Packaging

Unnecessary packaging is reduced and replaced with sustainable solutions.



Agroecological Food Production

Agroecological food production is supported financially and with policy. Agroecological practices and skills are shared.



Responsible Advertising

Healthy sustainably-produced food is promoted and advertisement of HFSS food is banned.

Food For Inclusive Economic Growth



The food economy employs 4.1 million people across the UK, and it is essential to keep up with progress in sustainability to achieve Manchester's net-zero agenda. The financial pressures on food businesses - including inflation, energy prices, and record food price increases - require the right support to ease the pressure and work towards a resilient and thriving food economy.

Community wealth building is a people-centred approach to economic development that requires investment in local food infrastructure and structures that allow wealth to recirculate through the local economy, benefitting local people.

Public procurement has the power to transform food production and consumption habits, and adopting progressive food procurement practices will add value to procurement contracts while also increasing opportunities for local SMEs and recirculating wealth into the economy.

Upskilling of workers is vital to improve the quality of Manchester's food offer. Knowledge sharing plays a crucial role in transitioning to a sustainable food system. The focus should be along the supply chain, from the conditions of production of produce to the wage in the food and hospitality sector in Manchester.

The MFB advocates for a higher standard of living and recognises that an increase in wages is a vital part of the equation.

Food resilience is about longer-term solutions that deal with the structural causes of poverty and food insecurity. In summary, the food strategy aims to create sustainable and healthy food options, provide support to food businesses, invest in local food infrastructure, adopt progressive food procurement practices, upskill workers, and improve the living standards of the food sector employees, leading to a thriving and resilient food economy in Manchester.

A1. Put healthy and sustainable food at the heart of urban development



Stakeholder Role

Public Sector

- **Align** with Manchester Local Plan to ensure that food is a part of planning strategies from the ground up
- **Consider** the use of discretionary rate reliefs for sustainable and healthy food offerings
- **Create** guidance detailing the role of new developments in supporting more healthy and sustainable food options

Private Sector

- Developers **prioritise** and expand their portfolios to include more organisations focused on sustainable food
- Landowners **provide** spare land for businesses and community food projects
- Landowners **offer** rent relief for food businesses offering sustainably-produced and healthy food

Voluntary/ Charity Sector

- **Advocate** for new developments to include sustainable food

Manchester Food Board

- **Produce** guidance for developers to improve capacity of Manchester's city centre to deliver viable Good Food retail
- **Align** with the various strategic regeneration frameworks to shape the offer that developers bring to a site

KPI

- Food systems and good food explicitly included in planning strategies

- No. developers supporting sustainable food in new and existing spaces
- No. landowners and developers offering rent reliefs for food businesses

- No. developers given and implementing guidance document

Relevant Regional Campaigns

- **Advocate**, during National Planning Policy Framework consultation, for a more detailed and joined-up approach to good food planning policies
- **Support** policy at a GM level for more sustainable food in existing in new developments (MFB City Centre Good Food Guidance for Developers).

Relevant National Campaigns

- **Advocate** for National Food Strategy policy, and mandatory reporting of sustainable food metrics
- **Advocate** for healthy, sustainable diets such as Glasgow Food and Climate Declaration

A2. Increase quantity, quality and diversity of trading opportunities across Manchester



Stakeholder Role

Public Sector

- **Align** Manchester Economic Strategy with MFB
- **Support** alternative routes to market including food hubs and infrastructure to shorten supply chains
- **Explore** opportunities for food-centred businesses to utilise any spare capacity within council resources
- **Advise** and **assist** F&B businesses

Private Sector

- **Establish** a role for sustainable food within Net Zero plans across all areas of the food system including production, sourcing, distribution and consumption
- Successful F&B businesses and entrepreneurs offer **mentoring and support**

Voluntary/Charity Sector

- **Advocate** for and show that sustainable food is integral to the future of the economy
- **Show** the benefit of sustainable food projects that utilise spare capacity in developments, businesses and organisations
- **Support** food entrepreneurs across the food sector by expanding training and skills pathways

Manchester Food Board

- **Share** research from MFB projects with organisations to ensure that sustainable food is a viable option
- **Support** businesses to transition to a more sustainable food offer
- **Identify** and **support** training opportunities across the food system
- **Advocate** for effective alternative routes to market for food businesses
- **Advocate** for structures that increase opportunities for SMEs, including dynamic procurement systems

KPI

- Policies dedicated to assisting F&B businesses
- Council resources integrated into the Digital Food Hub
- Guidance produced and food businesses supported

- No. net zero plans including food system
- No. businesses joined Sustainable Business Code
- No. food businesses and community projects given spare land

- Individuals and group engagement on social media
- Raise awareness of food access issues through social media
- Promote healthy eating clubs through social media channels

- No. training events promoted through MFB channels
- Share findings from MFB research and through MFB channel

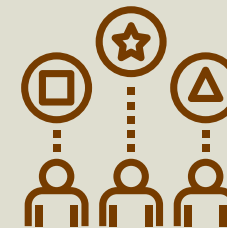
Relevant Regional Campaigns

- **Support** different requirements for sustainable operations in different food sectors

Relevant Regional Campaigns

- **Support** champions of local food infrastructure
- **Support** initiatives for more farmers' markets, food hubs and shorter supply chains.

A3. Protect and invest in food infrastructure and promote community-led food trade with diverse governance models



Stakeholder Role

Public Sector

- **Invest**, enhance, and develop food infrastructure across the regional food system
- **Seek** funding and **incentivise** investment into the local food economy
- **Create** policy to cultivate and drive local wealth creation
- **Promote** and assist the conversion of businesses to worker or employee-owned ventures

Private Sector

- **Invest** in local food infrastructure. Support regional food suppliers and look to hire from the surrounding community
- **Support** the integration of local food systems into your own supply chain

Voluntary/ Charity Sector

- **Promote**, support and utilise local food infrastructure where possible
- **Showcase** and procure local food from SMEs
- **Advocate** for healthy and sustainable food to feature on ESG agendas
- **Promote** investment in existing food infrastructure and community food projects

Manchester Food Board

- **Support** the Council to effectively shape public sector procurement policies
- Use the digital Food Hub to **map** any spare capacity and share resources and knowledge
- **Incentivise** investment in the local food economy, including hiring from local communities and not creating a reliance on the local voluntary sector
- **Understand** the barriers for communities to develop skills and knowledge in the food system and look to create more equitable opportunities
- **Advocate** for the provision of safe industrial space for food businesses with reasonable security of tenure

KPI

- Policies created that build community wealth
- Advertise support that is available for alternative work structures
- No. businesses converted to alternate work structures

- No. food businesses and community projects that are provided spare land as a base

- Social media posts promoting local food infrastructure
- No. organisations sourcing from local suppliers
- Quality of investment into local food infrastructure

- No. businesses signed up to Digital Food Hub
- Quantity and quality of investment into local food economy
- Create policies to engage marginalised communities in issues within the food system

Relevant Regional Campaigns

- **Support** campaigns that support local food infrastructure, community led food initiatives and regional food culture.

Relevant National Campaigns

- **Support** campaigns to fund and invest in local food infrastructure.

A4. Work with procurement teams to deliver a more strategic approach to food supply



Stakeholder Role

Public Sector

- **Allow** more opportunities for SMEs and local suppliers to bid for contracts
- **Integrate** dynamic procurement infrastructure
- **Maintain** the social value policy on procurement contracts. Add training and employment opportunities within contracts
- **Prioritise** food grown in 60-mile radius
- Nutritionists to **train** procurement teams, and those that design menus

Private Sector

- **Adopt** dynamic procurement systems to allow SMEs to bid for larger contracts
- **Prioritise** food grown within a 60-mile radius
- Nutritionists to **train** procurement teams, and those that design menus, on what good food looks like and together implement better buying policies

Voluntary/ Charity Sector

- **Adopt** procurement policies that facilitate a more strategic approach to food supply
- **Advocate** for businesses to buy from local food producers and suppliers

Manchester Food Board

- **Connect** caterers and procurement officers to produce higher nutrition standards and a more sustainable food offering
- **Advocate** that 75% of each dish is freshly prepared using whole foods, not ultra-processed
- **Promote** procurement from food producers that satisfy UK farming standards and if possible have additional accreditations including but not limited to: Assured Food Standards, Organic

KPI

- Social value maintained or increased in procurement contracts
- No. SMEs tendering for contracts
- More food (by weight) sourced within a 60-mile radius

- No. SMEs tendering for contracts
- More food (by weight) sourced within 60-mile radius
- No. businesses and procurement officers that have received training on nutrition

- Social media promoting the impact of sourcing local food

- No. connections made across catering, procurement and nutritionist groups
- Promotion of fresh whole foods in catering and procurement environments
- No. posts on agroecological and accredited food production

Relevant Regional Campaigns

- Work with Manchester City Council to **strengthen** public sector food procurement policies
- **Support** agroecological accreditation schemes and food businesses and growers to transition to these practices

Relevant National Campaigns

- **Support** campaigns to fund and invest in local food infrastructure
- **Advocate** for ring-fenced funding for public sector, especially school food procurement

A5. Provide a range of opportunities to work, learn, share and participate in the food economy



Stakeholder Role

Public Sector

- **Create** policy that engenders training opportunities across the food system including at a council level
- **Integrate** local employment, apprenticeships and training opportunities into food projects
- **Provide** training opportunities
- **Target** unemployed individuals in areas of deprivation with learning that will provide accreditation and opportunities to progress
- MCC offer security of tenure on their land with organisations that are involved in sustainable food
- MFB to **align** with the Work and Skills Strategy 2022-2027

Private Sector

- **Engage** with the local food system e.g. make use of volunteering days to visit and participate in local and sustainable food production and distribution
- **Invest** in the continued development of employees

Voluntary/Charity Sector

- **Invest** in the continued development of employees, and for volunteers, increase the opportunities for paid work
- Community cooking operations that **develop** communities' cooking skills
- **Produce** education and training workshops on the local food system and show the public conditions of food production

Manchester Food Board

- **Advocate** and facilitate the up-skilling of individuals and organisations from across the food system
- **Share** knowledge, events, and volunteering opportunities around sustainable food
- **Foster** close relationships with organisations offering opportunities to learn about sustainable food
- **Facilitate** knowledge-sharing opportunities and advertise upskilling opportunities for the food industry
- **Showcase** a range of skills and careers to make F&B industry more attractive to the workforce.

KPI

- No. training opportunities/events
- Advertise support that is available for alternative work structures
- No. spaces offered to food projects that up-skill community

- No. food businesses and community projects that are provided spare land as a base

- No. opportunities to work, learn and participate in food economy
- No. education and training workshops

- No. posts showcasing the range of roles and skills in the food system
- No. posts sharing the impact of upskilling workers in the food system

A6. Promote fair wages and working conditions across the food system



Stakeholder Role

Public Sector

- **Create** policy to support fair wages across the food system, from production through to plate
- **Promote** the use of food products within the public sector with accreditation to ensure adequate conditions of production. For instance, buying Fairtrade where available

Private Sector

- **Sign up** for the MFB Sustainable Business Code and through this commit to being a Real Living Wage employer
- **Support** Real Living Wage employers in the food industry
- **Buy** food products with accreditation to ensure adequate conditions of production. For instance, buying Fairtrade where available

Voluntary/ Charity Sector

- **Invest** in the continued development of employees
- **Increase** opportunities for paid work

Manchester Food Board

- **Support** and raise awareness of the MFB sustainability code for businesses and through this support businesses in being a Real Living Wage employer
- **Advocate** for fair wages (real living wage) and working conditions along the supply chain
- **Promote** businesses with strong commitments to these goals

KPI

- No. policies to support fair wages across the food system
- Procurement standards that specify accredited food products

- No. businesses signed up to the Sustainable Business Code

- No. posts showcasing the benefits of real living wage employment in the food and beverage industry
- Impacts of fair wages across the food system promoted

Relevant Regional Campaigns

- **Support** the Greater Manchester Good Employment Charter
- **Support** agroecological accreditation schemes and food businesses and growers that support sustainable working conditions.

Relevant National Campaigns

- **Support** policies and campaigns to strengthen commitments to the real living wage.

A7. Increase food resilience to reduce the need for food aid



Stakeholder Role

Public Sector

- **Create** a food poverty action plan that centres on reducing the root causes of food poverty and works to build food resilience
- Food redistributors are encouraged to **signpost** people to anti-poverty services
- **Use** policy to increase the quality of food redistributed for food aid
- **Maximise** income for residents through increased uptake of support schemes such as the Healthy Start scheme and other welfare support
- MFB to **align** with the Anti-Poverty Strategy
- MFB to **align** with Manchester's Green and Blue Infrastructure Strategy

Private Sector

- Companies involved in food redistribution look to **support** measures, such as anti-poverty campaigns or local infrastructure and initiatives that promote food resilience

Voluntary/ Charity Sector

- Food redistributors are encouraged to **signpost** people to anti-poverty services to create more food resilience
- **Prioritise** healthy food clubs to allow access to more nutritious food aid
- **Highlight** the good work being done across food banks and redistribution organisations

Manchester Food Board

- **Advocate** for food resilience through prioritising and investing in a strong food culture, good education, strategic access to good food and a safety net for food aid.
- **Encourage** and support research and analysis into the benefits and limitations of the current food-aid system
- **Advocate** for the linking of food poverty with food resilience
- **Work** to reduce the stigma attached to poverty and food inequality
- **Promote** solutions that preserve dignity and allow autonomy and choice

KPI

- Action plan produced or food resilience linked into other anti-poverty work.
- Increased uptake of Healthy Start Vouchers.

- No. food businesses and community projects that are provided spare land as a base.

- Promote healthy food clubs and why they can be a benefit to communities above food banks.

- Integrate these principals strategically through MFB work.

Relevant National Campaigns

- **Support** anti-poverty campaigns and organisations that aim to create food resilience

Relevant National Campaigns

- **Promote** policy that and initiatives that strengthen food culture, food education, access to food

A8. Increase quantity and quality of local, urban and community food production spaces



Stakeholder Role

Public Sector

- **Advocate** for disused spaces to be used for community food projects
- **Protect** best-graded and most versatile food production spaces
- Manchester City Council to **fund** Growing Manchester and develop new and existing successful food-growing projects
- Registered providers **increase** use of non-productive land, particularly by connecting community food projects to these spaces
- **Advocate** for security of tenure for community food growing projects through agreements that maintain their social value and outreach

Private Sector

- Owners of land that is currently idle but of viable production quality, to **make** it available for businesses or as a local growing space
- **Encourage** the provision of food growing spaces within new housing developments and use edible planting and pollinator-friendly planting as part of landscaping schemes
- Growing spaces **offered** as part of a new development or from businesses to be maintained by the provider over the lifetime of the project to incentivise the uptake of community food projects

Voluntary/ Charity Sector

- **Promote** community food projects that support issues of social isolation and engender wider community and social cohesion

Manchester Food Board

- **Link** businesses with growing/community groups to support and expand their service
- **Advocate** for regional planning and policy that promotes allotment spaces and the use of 'high-tech' farming methods in public sector spaces
- **Facilitate** collaboration and partnerships between anchors, and existing VCSE expertise and include new stakeholders into this agenda

KPI

- Policy to ensure reasonable security of tenure for food businesses
- No. food projects integrated into community spaces

- No. new developments using an F&B strategy or include food projects in development
- No. spaces offered to food businesses or community projects.

- Quality of investment into local food infrastructure
- No. organisations sourcing from local growers and suppliers

- No. of social media posts to promote the value of community food projects

Regional Campaigns

- Advocate and support the development of regional policy which increases the quality and number of urban food growing sites.

National Campaigns

- Support policy development nationally which increases the provision of and access to local food growing space.

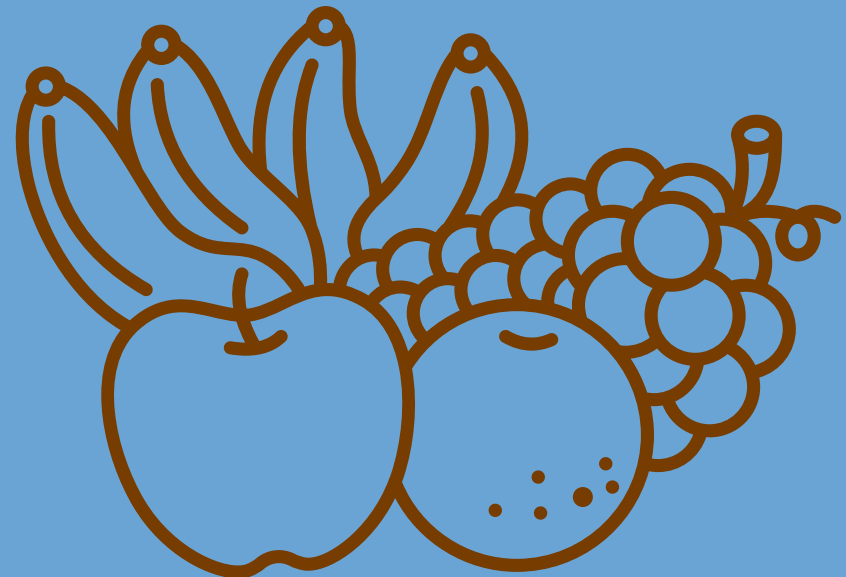
Food For Healthy And Sustainable Diets

The importance of healthy and sustainable food cannot be overstated in the face of the complex and interconnected determinants of poor health. The effects of food insecurity, malnutrition, and obesity are far-reaching and pose significant challenges to both individuals and the wider economy. With nearly two-thirds of people in England being overweight, and estimates of £27 billion being spent on obesity costs annually, urgent action is needed to promote healthier food choices. Similarly, the costs of malnutrition amount to £23.5 billion each year, with one in four households with children experiencing food insecurity.

These issues are exacerbated by factors such as poverty and the lack of access to affordable healthy food options. Even in state schools, only one in four is known to meet nutritional requirements.

Addressing these challenges requires a multi-pronged approach that involves promoting healthy and sustainable food choices, improving access to healthy foods, and investing in food education programs for children and young people.

Food also plays a key role in maintaining good health as we age, with over one million people in the UK over the age of 65 experiencing malnourishment. Manchester was the first Age Friendly City, it is essential to prioritise healthy eating opportunities for older adults. By implementing a comprehensive healthy and sustainable food strategy, we can work towards creating a healthier and more equitable society for all.



B1. Consume more nutritious food across general population



Stakeholder Role

Public Sector

- **Follow** the recommendations of the Healthy weight strategy
- **Provide** education on cooking and nutrition
- **Limit** advertising of high fat sugar and salt foods (HFSS)
- **Promote** sustainable food outlets and increase the number of these outlets to reduce 'food deserts'
- **Advocate** for green social prescribing and a holistic approach to Mental health, malnutrition and good health
- **Promote** the use of nutritionists to help design the food offer

Private Sector

- **Implement** a workplace nutrition policy and where possible include guidance from a nutritionist.
- **Take** a proactive approach to delivering healthier food through MFB sustainable business code
- **Invest** and provide opportunities for healthy eating across the population, including healthy meal clubs

Voluntary/Charity Sector

- **Provide** opportunities for healthy eating, including healthy meal clubs
- **Advocate** for access to whole foods including fresh fruit and vegetables
- **Provide** information on nutrition and provide access to nutritious foods
- **Provide** education on cooking and nutrition
- **Support** community dietitians as an alternative to NHS
- **Encourage** community projects around food

Manchester Food Board

- **Work with** local and regional stakeholders to investigate restricting advertising of HFSS food
- **Report** to come to MFB, MCCA and MCC Health and Wellbeing board
- **Use** MFB Sustainable Business Code to encourage food providers to take a proactive approach to delivering healthier food
- **Create** a caterers' network to allow knowledge sharing and support
- **Show** the detrimental impacts that poor quality food has on health

KPI

- No. food deserts
- No. sustainable and wholefood retail spaces
- Nutritionists assist design of food offers
- Increased provision of green social prescribing projects

- No. nutrition policies implemented.
- No. businesses signed up to the sustainable business code

- Healthy eating and healthy eating clubs promoted through social media channels

- Evidence base of negative impact of poor quality food
- No. organisations signed up to sustainable business code

Regional Campaigns

- **Support** local campaigns and movement to limit advertising and consumption of HFSS foods. Work with TFGM and MCC to restrict the advertising and sale of HFSS foods.
- **Promote** recommendations of Manchester Park Strategy 2017-2027.

National Campaigns

- **Support** campaigns to limit advertisement and consumption of HFSS foods
- **Advocate** for further restrictions on HFSS and brands
- **Advocate** for climate labelling on pre-packed food

B2. Create more healthy eating opportunities for infants and young people



Stakeholder Role

Public Sector

- **Provide** infant feeding support
- **Follow** Caroline Walker Trust guidance for under-5s where possible
- **Support** families breastfeeding or feeding with human milk
- **Increase** uptake of Healthy Start vouchers
- **Limit** the provision of takeaways close to schools and education facilities
- **Provide** healthy eating and nutrition education in schools. Introduce healthy tastes and textures in Early Years settings
- **Provide** cooking education
- **Create** whole family interventions, including communal meals, growing and food production

Private Sector

- **Develop** a healthy eating and nutrition strategy that goes beyond the minimum government requirements
- **Provide** more plant based and low carbon options on menus
- **Seek** opportunities for corporate social responsibility around partnerships with food providers

Voluntary/ Charity Sector

- **Promote** relevant nutrition guidelines including the Carline Walker Trust to third-sector childcare provision to ensure healthy and nutritious food is provided
- **Seek** opportunities for corporate social responsibility around partnerships with food providers

Manchester Food Board

- **Advocate** for current guidance on nutrition for infants, including the option of breastfeeding
- **Promote** the recommendations of the Manchester Healthy Weight Strategy
- **Support** third sector childcare to provide healthy and nutritious food

KPI

- Percentage uptake of healthy start vouchers

- No. businesses signed up to sustainable business code

Regional Campaigns

- **Support** local campaigns and movement to limit advertising and consumption of HFSS foods
- **Work with** TFGM and MCC to restrict the advertising and sale of HFSS foods

National Campaigns

- **Support** national free school meal campaigns
- **Support** calls for 'ring fenced' funding for sustainable and nutritious public sector food procurement

B3. Create more healthy eating opportunities for older people



Stakeholder Role

Public Sector

- All settings within public sector control **satisfy** good practice and regulatory requirements as outlined in the Health and Social Care Act
- **Ensure** that the guidance from Age Friendly Manchester is adhered to

Private Sector

- **Incorporate** the suggestions from Age Friendly Manchester and Age Friendly Cities into projects that incorporate food. Including, community and health care, housing, social participation, outdoor spaces and buildings, social inclusion, civic participation and employment and communication and information

Voluntary/Charity Sector

- **Reduce** social isolation and encourage community projects around food (growing and cooking clubs, community allotments)

Manchester Food Board

- **Promote** recommendations of the Manchester Healthy Weight Strategy
- **Promote** recommendations of the Manchester Park Strategy 2017-2027
- **Show** the detrimental impacts that poor quality food has on health and show how food impacts life expectancy
- **Support** community provision of nutritious food at the community level

KPI

- No. food deserts
- No. sustainable whole food deserts

- No. businesses signed up to the sustainable business code

- Increase offer of community projects that work to reduce social isolation, especially in older people

Regional Campaigns

- Work with regional campaigns and promote and advocate for policies that prioritise healthy eating for older people

National Campaigns

- Work with national campaigns to promote and advocate for policies prioritising healthy eating for older people

Food For The Planet



Manchester, like many other cities across the globe, is grappling with the challenge of transitioning to a more environmentally friendly food system, which involves every aspect from production, distribution, consumption, to waste management. The food system is estimated to account for nearly 40% of global greenhouse gas emissions, making it a significant contributor to climate change.

One of the primary reasons for transitioning to a more sustainable food system in Manchester is to reduce the city's carbon footprint, as the current system relies heavily on fossil fuels for transportation and storage, leading to high levels of carbon emissions. By adopting sustainable practices such as local and seasonal food production, promoting less and better meat consumption, and waste reduction, Manchester can substantially reduce its carbon footprint.

Another crucial reason for the transition is to ensure food security and resilience in the face of climate change, which can disrupt food production and distribution systems through extreme weather events such as droughts and floods, leading to food shortages and price hikes. By promoting local and regional food production and distribution, Manchester can guarantee access to healthy and sustainable food sources for its residents, even during crises.

This strategy promotes several measures to achieve these goals, including local and regional food production and distribution, reducing food waste through composting and food donation programs, and encouraging sustainable diets and healthy eating habits. It also includes measures to reduce carbon emissions and increase energy efficiency in food production and distribution.

Supporting agroecological farming practices, such as regenerative agriculture, is another crucial aspect of this strategy, as it improves soil health, biodiversity, and ecosystem services. This reduces the need for synthetic fertilisers and pesticides, promotes carbon sequestration, and enhances food systems' resilience to climate change.

This strategy also prioritises creating food-growing spaces in urban areas, such as community gardens and urban farms, to enhance access to fresh, healthy, and locally grown produce while enhancing social cohesion, reducing food insecurity, and improving the quality of urban life.

Finally, this strategy aims to build partnerships with community organisations, businesses, and academic institutions to create a coordinated effort towards a more sustainable and equitable food system. Sharing resources, knowledge, and expertise can promote innovation and create new opportunities for sustainable food production and distribution.

C1. Reduce food waste



Stakeholder Role

Public Sector

- **Introduce** and **implement** food waste reduction plans into procurement processes for catering services.
- **Provide** food waste collection in offices

Private Sector

- **Implement** food waste reduction plans
- **Work with** partners such as Too Good to Go and Olio to increase the amount of surplus food consumed

Voluntary/Charity Sector

- **Provide** training and support for local stakeholders to reduce their food waste
- **Promote** the use of food redistribution technology such as Too Good To Go and Olio

Manchester Food Board

- **Support** the development of tools and training to help public and private sector produce food waste reduction plans and offer guidance
- **Develop** a training course for VCFSE to deliver to support the community - look for funding to roll this out more broadly
- **Increase** the uptake of food tech redistribution

KPI

- Commitments/targets for food waste reduction and collection

- No. businesses implementing food waste reductions plans
- No. businesses participating in schemes such as Guardians of Grub

- No. training sessions a year
- Sign ups and usage of food tech redistribution services.

- Guidance produced, training delivered
- Sign ups and usage of food tech redistribution services

Regional Campaigns

- **Actively** contribute to the food waste strand of GMCA's sustainable production and consumption workstream
- **Ensure** food waste continues to be collected domestically and explore increasing the amount of commercial food waste recovered
- **Work with** food waste regional stakeholders to understand more about the problem and explore solutions

National Campaigns

- **Work with** WRAP on delivery of programmes such as the Guardians of Grub
- **Influence** food tech innovation to reduce food waste
- **Advocate** for national policy which reduces food waste in retail and national food catering and hospitality chains

C2. Consume more sustainable diets



Stakeholder Role

Public Sector

- **Implement** food sustainability policies that influence procurement and supply chain

Private Sector

- **Encourage** food sustainability business charters that encourage the consumption of veg
- **Increase** the quality and sustainability of meat and fish and encourage local, seasonably produced food

Voluntary/ Charity Sector

- **Provide** training and support for local stakeholders to eat more climate-friendly diets

Manchester Food Board

- **Promote** sustainable diets via social media and communications
- **Support** development of tools and training around sustainable food policies, procurement and supply chain practices

KPI

- Policies in place

- Peas Please engagement in Manchester

- Guidance produced, training delivered

Relevant National Campaigns

- **Advocate** for NFS policy, mandatory reporting of sustainable food metrics
- **Advocate** for healthy, sustainable diets e.g. Glasgow Food & Climate declaration

Relevant Regional Campaigns

- **Support** policy development at GM around healthier, sustainable diets

C3. Increase the quantity and quality of food-growing spaces



Stakeholder Role

Public Sector

- **Create** local policy mandating increased access to food growing spaces at local level

Private Sector

- Landowners **make space** for businesses, the community or individuals to grow food

Voluntary/ Charity Sector

- **Support and promote** growing your own food

Manchester Food Board

- **Integrate** food growing in relevant policy and specific food growing policy provision such as PAN

KPI

- No. food growing sites
- Policy e.g. G&B infrastructure strategy
- Local Plan includes food growing

- No. groups supported by private landlords (Growing Manchester)

- No. sites, tracked through planning

- Policy influencing

Regional Campaigns

- **Advocate** and support the development of regional policy which increases the quality and number of urban food growing sites.

National Campaigns

- **Support** best practice and policy development nationally which increases the provision of and access to local food growing space

C4. Work to increase the sustainability of food and drink operations



Stakeholder Role

Public Sector

- **Review** how public sector and anchor institutions procure, produce, market and promote their food offering to the consumer

Private Sector

- **Review** how businesses procure, prepare, produce, market and promote food to consumers so that it is more sustainable
- **Engage** in the MFB sustainable food working groups which will offer learning opportunities around sustainable food

Voluntary/Charity Sector

- **Review** how organisations procure, prepare, produce, offer food to consumers so that it is more sustainable
- **Engage** in the MFB sustainable food working groups which will offer learning opportunities around sustainable food.

Manchester Food Board

- **Facilitate** the sustainable food economy working group and associated programme of learning
- **Provide** guidance where needed and partner with organisations to provide learning opportunities
- **Provide** high level guidance on sustainable food operations across retail, catering and hospitality

KPI

- Contracts contain operational KPIs on sustainability.

- No. businesses making sustainability commitments
- Engagement with the MFB

- No. organisations making sustainability commitments
- Engagement with the MFB

- Learning opportunities created and delivered

Regional Campaigns

- **Work with** regional stakeholders, partners and public bodies to increase the sustainability of food and drink operations
- **Broaden** the knowledge around the requirements for different types of operations so that it is sustainable, diverse and inclusive
- **Influence** policy development that reflects these aims

National Campaigns

- **Support** best practice and policy development nationally which increases the sustainability and diversity of food and drink operations

C5. Develop shorter food supply chains



Stakeholder Role

Public Sector

- **Support** production and procurement of more local food produced in a 60 mile radius of Manchester
- **Review** logistics to increase efficiency and sustainability
- Collaborate with supply chain to **improve** understanding and drive efficiency
- **Consider** last mile delivery, consolidated distribution, logistics hubs and buying groups to achieve this aim

Private Sector

- **Support** the production and procurement of more local food produced in a 60 mile radius of Manchester
- **Review** logistics so that they are efficient and sustainable.
- **Collaborate** to improve understanding and drive efficiency
- **Consider** last mile delivery, consolidated distribution, logistics hubs and buying groups to achieve this aim

Voluntary/Charity Sector

- **Buy** more food directly from farmers/producers, or from independent retailers that source from local farmers within a 60 mile radius

Manchester Food Board

- **Support** the development of sustainable food policies across public and private sectors
- **Provide** support to explore more efficient supply chains and logistics
- **Explore** last mile delivery options, logistics hubs and buying groups where possible

KPI

- Food miles
- Supply chain length
- GBS
- Annual report to MFB

- Food miles
- Supply chain length
- No. working with sustainable food economy group

- Food miles

- Good practice shared through sustainable food economy group

Regional Campaigns

- Work with regional stakeholders, partners and public bodies to **explore** more sustainable supply chains
- Work with dynamic procurement models to **facilitate** shorter supply chains

National Campaigns

- **Support** best practice and policy development which helps to relocalise and shorten supply chains

C6. Reduce unnecessary product packaging and single-use plastics



Stakeholder Role

Public Sector

- **Commit** to reducing unnecessary packing from finished products and within their supply chain
- **Reduce** usage of single use plastics
- **Offer** water fountains

Private Sector

- **Commit** to reducing unnecessary packaging from finished products and within supply chain
- **Reduce** the usage of single use plastics
- **Offer** free tap water and avoid the sale of bottled water

Voluntary/Charity Sector

- **Provide** training and support for local stakeholders to avoid unnecessary packaging on products they buy-in or offer-out to communities
- **Avoid** the use of single use packaging

Manchester Food Board

- **Support** the development of tools and training to help public and private sector reduce unnecessary product packaging and single-use plastics and offer guidance
- **Develop** a training course for VCFSE to deliver to support the community - look for funding to increase participation
- **Increase** the uptake of food tech redistribution

More sustainable Packaging should be used, ensuring adequate waste disposal routes and excess packaging should be avoided

KPI

- Reduction targets in place

- No. businesses with reduction targets in place

- No. businesses with reduction targets in place

- Guidance produced and training delivered in collaboration with Sustainable Materials Innovation Hub

Regional Campaigns

- **Work with** GM on waste reduction, guidance to business through the Business Growth Hub

National Campaigns

- **Support** single-use plastic legislation, deposit return legislation and wider reforms of legislation which reduces unnecessary product packaging
- **Respond** to consultations and help our Manchester stakeholders prepare and adapt

C7. Support agroecological food production and management practices



Stakeholder Role

Public Sector

- **Implement** food sustainability policies in place that promote products sourced from producers using agroecological food practices

Private Sector

- **Collaborate** with supply chain to increase the amount of products sourced from producers using agroecological food practices

Voluntary/Charity Sector

- Community organisations **support** sustainable food growing activity
- **Promote** the knowledge and skills of agroecological practices

Manchester Food Board

- **Raise awareness** through MFB communications
- **Support** public and private sector with knowledge and access to resources

KPI

- Relevant policies in place

- No. businesses committed to responsible advertising

- No. relevant educational campaigns

- Resources and comms content

Regional Campaigns

- **Work with** regional bodies such as NFU NW to access information, **amplify** the challenges and help consumers and organisations support the transition to more agroecological food production and management practices

National Campaigns

- **Advocate** and lobby for UK food and farming standards to be included in all trade deals and not undermined by cheap imports
- **Advocate** for farmers producing food sustainably to be fairly compensated

C8. Responsible advertising, promoting healthy and sustainably produced food



Stakeholder Role

Public Sector

- **Consider** something similar to TFL ban on advertising junk food
- **Offer** healthy food options across all food categories in all food outlets

Private Sector

- **Support** the advertising ban in public places of HFSS food and drink
- **Offer** healthy food options across all food categories in all food outlets

Voluntary/Charity Sector

- **Support** the advertising ban in public places of HFSS food and drink
- **Do not** routinely offer HFSS in community settings

Manchester Food Board

- **Work with** local and regional stakeholders to restrict advertising of HFSS food
- **Report** to MFB, MCCA and MCC Health and Wellbeing board

KPI

- Relevant policies in place

- No. businesses committed to responsible advertising

- No. organisations committed to responsible advertising

- Resources and comms content

Regional Campaigns

- **Work with** TFGM and other regional stakeholders on advertising restrictions for food and drink high in salt, fat and sugar

National Campaigns

- **Advocate** for further restrictions on HFSS and brands
- **Advocate** for climate labelling on prepacked food

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