

FeedingManchester Programme.

Agenda:

- 9.30 am. **Refreshments.**
- 10.00 am. **Introductions.**
Housekeeping, introduction of participants, introduction to the event's agenda & aims.
- 10.15 am. **Session 1: Setting the scene – Manchester's unsustainable food system.**
Where does our fruit & veg come from? Conclusions of research into New Smithfield Market and the city's food industry, with a collation of the obstacles that organisations have come across when trying to source locally.
- 10.45 am. **Session 2: Food pioneers Introducing proven local solutions.**
Presenting a hundred sustainable food related projects from across Greater Manchester - Presentation of food mapping findings.
Brief presentations from sustainable food projects in Greater Manchester.
- 11.30 am. **Fifteen minute break.**
- 11.45 am. **Session 3: National inspiration – Best practice from around the country.**
Presentations from inspiring projects– talking about how they overcome some of the obstacles that you have identified:
 - Alan Schofield from Growing with Nature.
 - Simon McCabe from The Food Chain North East.
- 1.15 pm. **Forty five minute lunch.**
- 2.00 pm **Session 4: Delivering sustainable food – stepping up to the challenges.**
Workshops focused on three identified barriers:
 1. Increasing produce available & local growers.
 2. Sharing information of what exists & improving our marketing.
 3. Public expectations.
- 3.30 pm **Workshop Feedback.**
Workshop groups to feed back and pull out main actions to be worked on.
- 4.00 pm **Next steps.**
Looking at the practical ideas for moving forward and our role as a Greater Manchester 'local food movement' in putting these ideas into practice.
- 4.30 pm **End time** with opportunity to continue networking at the Bulls Head pub.

Purpose of the Event:

The event is for a relatively small number of individuals and groups and focused on partnership working and practical solutions. We hope this is the start of a series of events that aim to:

- 1) Bring together the growing number of enterprises & groups in Greater Manchester who are working on, providing and/or interested in local food issues.
- 2) Identify obstacles to people sourcing/providing local sustainable food, and solutions to those obstacles.
- 3) Develop a strategic way to increase the sourcing, provision of, & access to local sustainable food.
- 4) Define some practical ways to work towards this strategy, and steps to move forward.

Background:

Kindling has collated information on over a hundred & fifty sustainable food related projects across Greater Manchester, and carried out thirty in depth interviews. This forms the foundation of this first event and Session 4: Delivering sustainable food, with three afternoon workshops starting to discuss three clusters of related obstacles:

Workshop One: Increasing produce available & local growers.

Obstacles identified:

1) Lack of availability of produce:

- Not many growers.
- Climate in the North West of England.
- Variety, availability & consistency.
- Quality of produce.
- Price competition from imports & national enterprises (Able & Cole, Riverfords etc).

Practical issues identified by small producers:

- Transportation of produce.
- Surplus - how to sell it?
- Labour demanding - no holidays/sick leave.
- How to tap into larger contracts/markets.
- Lack of land available.
- Commercial viability of production.

Workshop Two: Sharing information of what exists/improving our marketing.

Obstacles identified:

- Lack of consumer awareness/education.
- Lack of marketing of local organic producers.
- Time consuming to source local/organic – *we don't know what's out there.*

Workshop Three: Public expectations.

Obstacles identified:

- Public expectations v's commercial viability of production.
- Wanting same produce all year round.
- Media lead demand.
- Perceptions that organic food is much more expensive.
- Perception that gardening and growing your own is expensive.
- Local being the 'in thing' - marketing tool and not always truly local.