A Sustainable Food Strategy for a Greater Manchester

Over one hundred community groups, charities, small businesses and public sector partners have been exploring the benefits of, and actions required, to transform Greater Manchester into a Sustainable Food City. Here is our ambition:

### 1. Support Healthy and Sustainable Diets for all

**Priority Outcomes:**

- **Public awareness is raised about healthy eating through the use of positive media messages, political leadership & community campaigns**
- **Food growing projects & food banks complement each other to work towards some of the aims, and work together to push for them**

**Actions:**

- Develop a food campaign involving local celebrities
- The buying, cooking & growing of food is added to school curriculums
- Develop a volunteer community time bank
- Enhance Manchester Food & Drink Festival to be even more accessible & sustainable

### 2. Build community food Knowledge, Skills and Resources

**Priority Outcomes:**

- **Food growing is more accessible, affordable & healthy options are encouraged & unhealthy eating options are discouraged**
- **All local authorities to adopt a Sustainable Food policy and develop, in partnership, strategies to support each other to work towards some of the aims, and work together to push for them**

**Actions:**

- Utilise social media & well devised positive messages to engage people
- All homes are built with good-quality growing spaces
- Place restrictions on developing on agricultural land

### 3. Ensure Food Equality for all by tackling food poverty and increasing access to healthy affordable food

**Priority Outcomes:**

- **Healthy food is more accessible, affordable & demanded than unhealthy food**
- **All local authorities to adopt a Sustainable Food policy and develop, in partnership, strategies to support each other to work towards some of the aims, and work together to push for them**

**Actions:**

- Offer food distribution schemes at work places
- New homes are built with good-quality growing spaces
- Place restrictions on developing on agricultural land

### 4. Support Sustainable Food Enterprises and a diverse and resilient food economy

**Priority Outcomes:**

- **A robust local food sector is created with convenient & accessible outlets**
- **Support an integrated approach to food to adopt food banks focusing on culture, growing & cooking**

**Actions:**

- Create community-owned shops, mobile shops & market stalls for neighbourhoods
- Support an integrated approach to food to adopt food banks focusing on culture, growing & cooking
- Establish a Greater Manchester ‘seed bank’ to store & exchange seeds & plants

### 5. Develop Sustainable Food Supply Chains in all sectors

**Priority Outcomes:**

- **Zero tolerance to Genetically Modified (GM) Food**
- **Greater Manchester is committed to buying & consuming fish that are sustainability sourced**

**Actions:**

- Support a campaign focused on the labelling of GM cooking oil
- Develop supportive retail strategies
- Develop a mechanism that offers land to communities as food growing spaces

### 6. Create a strong foundation for Sustainable Food Production at all scales

**Priority Outcomes:**

- **Support Incredible Edible groups to introduce food growing in public spaces**
- **Lobby the Association of Greater Manchester Authorities to adopt a Sustainable Food Strategy for Greater Manchester**

**Actions:**

- Support Incredible Edible groups to introduce food growing in public spaces
- Develop a high-profile campaign with Stockport Council leading by example

No one organisation can achieve all of the aims of this ambitious strategy, but we can agree that this is the food system that we aspire to have in Greater Manchester. We can support each other to work towards some of the aims, and work together to push for them all. This is just the start – a foundation to build on and act on to transform Greater Manchester into a Sustainable Food City.
Why Sustainable Food?

Only one in five of us are eating the recommended 5 portions of fruit & veg a day.

20,000 jobs could be created if we produced more of our food on Greater Manchester’s Green Belt land.

We throw away a third of our food as waste.

1 in 3 meals eaten outside the home is funded by our taxes.

Nearly 90% of food businesses are Small & Medium sized Enterprises.

Food prices have gone up by 18% over the last four years and 1 in 10 Mancunians suffer from food poverty.

Why a Strategy and what next?

Many volunteers & organisations have create this Strategy as inspiration and a guide. It is a work-in-progress and will be refined & improved again in the summer of 2015.

Over the coming months we will be developing an action plan to promote this strategy and launch a Charter for individuals & groups to sign up to.

If you’d like to get involved, please contact us at: mail@kindling.org.uk

For more information please visit: www.feedingmanchester.org.uk

Sustainable Food for a Greater Manchester

Imagine a Greater Manchester where Sustainable Food is at the heart of policy and action to create: jobs & training opportunities; good health & well-being; green neighbourhoods; diverse high streets; and strong local economies.

Good food means different things to us all, but sustainable food can help make our City more resilient to climate change & help address our present & future health and economic challenges.

Sustainable Food is:

- Local & Seasonal
- Fair-trade-certified
- Low Carbon & Organic
- Reducing waste and packaging
- Minimising animal products & maximising welfare standards
- Healthy & promotes well being
- Excluding fish species identified as at risk
- Increasing choice and food democracy

By working together we can transform Greater Manchester into a Sustainable Food City.

A Sustainable Food City would:

Support Healthy and Sustainable Diets for all

Support Sustainable Food Enterprises & a diverse & resilient food economy

Build community food Knowledge, Skills and Resources

Develop Sustainable Food Supply Chains in all sectors

Ensure Food Equality by tackling food poverty & increasing access to healthy affordable food

Create a strong foundation for Sustainable Food Production at all scales

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