

# MOSI EVENT GOOD FOOD GM

## Leave Behind

Corporations

Chicken shop owners

Dieticians  
(Changing Evidence Base Research)

## Wish list for the Good Food Board

- Influence Planning to support growers
  - Community + guerrilla
  - Commercial producers
- Educate the Local Authority
  - What's healthy?
  - What's sustainable?
  - Long term and effective not just quick...
- Encourage public food procurement
- Get John Rouse on your side.

## Take with

Independents/co-op

Kepler

Growers

Seed Bank

Public Health

## WHAT IS GOOD

- ❖ Unicorn Grocery
- ❖ Connected Consumer – Supplier
- ❖ Sustainable Fair Trade

## LEAVE BEHIND

- ❖ Supermarkets
- ❖ Syngenta + Monsanto (herbicide/pesticide toxic)
- ❖ Processed meats industry

1. + Schools +Home
2. Stop offers 2:1 on food
3. ? Aimed at kids

## TAKE

- ❖ Grow it local
- ❖ Develop cooking skills
- ❖ Train more Chefs

## WINS

- ❖ Better Procurement
- ❖ Community Eating (taking social isolation)
  - In homes/community groups
- ❖ Get to know your elderly neighbour

## LEAVE

- ❖ Mass production
- ❖ Rubbish packaging
- ❖ Non – seasonal produce i.e. strawberries in December

## TAKE AWAYS JSNA

- ❖ H+W Board – see how they can influence related groups.
- ❖ Guild for quick wins regarding sustainable food.
- ❖ Case studies
- ❖ Networks
- ❖ Social prescribing Food in widest sense/.....

1. Seed

Water

Light

Skills

Knowledge

Transport

Diversity/access to food

Co-operative/community

Supermarkets

Land + Green Spaces

Communities

Appreciation

Local food

2. Take Aways

Processed

Cars Food

Corporate greed

Food inequalities

Hunger

Food banks

£?

1. Education for **coning**/growing
2. Bad food tax. Junk food  
Community/Social
3. LOB more enterprise! Use mentoring
4. Remove processed food
5. Use waste food – Start real junk Food

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Intercept more food waste

## Take With

/Short Supply chain

Local Models /Small scale

Diverse Farming

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Strawberries

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Enthusiasm about good food + cooking

+food events /festivals

Season      Eating      Habits

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Preservation Skills

## Leave Behind

Bad Fast Food

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AURO – Food Companies

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Leave behind avoidable  
waste

Artificial

Additives

+ Preservatives

## Take Aways

- Do the quick wins
- Brand awareness  
/company partnerships work together
- Annual celebrations/review
- Make it engaging to everyone
- Make it influence Policy

## 5 Quick

1. Stop food business wasting food where it wastes them money
2. Focus on packs like flats /..... .....? For food waste
3. Teach children to cook/grow to prevent fast food addiction old skills presentation
4. Advertise the good – not just processed/crap food Social marketing
5. Start farming apprenticeships.

## What Works Well

Less intensive Farming

Small format Stores

Food Education

Communication Technology

Compulsory household management

Well designed homes/communities to facilitate healthy lifestyles

	Huge/hyper supermarkets	
Advertising Crap	<b>Leave Behind</b>	Crap planning depts.
Crap fast food		Poor land use production
Unhealthy processed food		Shorten agri practices
Legislative bureaucracy	Unrealistic role model	Factory intensive farming

	Bring in a competitive element `race to be the best`	
Make food fun – engage children	<b>Quick Wins</b>	Showcase good practice
Access to land		Work together
Opt out not in systems		
Community growing/cooking	Good public sector/institutional catering	Food education for all
		Celebrate positives



- ❖ Encourage public sector/institutions to provide good food + set examples
- ❖ Joined up approach across different depts.
- ❖ Sharing info to get senior leaders to realise + harness potential of good food culture.
- ❖ Joint procurement in the public sector + make available to private enterprise.
- ❖ Make food system links – avoid silo thinking across the city.
- ❖ Case studies/showcasing/sharing good practice.

# 5 Things Good Food GMcr Can Do

1. Engage with social housing providers (I am from Bolton at home)
  - We have people/I and + a permacultures.
2. Share good practice ASAP. Lets stop reinventing wheel – can some of us linkup?
3. Support development of employment opportunities avoid food/growing horticulture.
4. Healthy fast food production.
  - Make it accessible/fun + attractive too.
5. Food festivals to promote good things.

# Quick Wins

1. Reducing meat consumption
2. Increase fair trade food shops/kitchens/companies  
Towns/Cities
3. Teaching how to cook/grow/value food
4. Engage/investing in communities grow/cook/eat well
5. Talk about food .....don't scare people ..... Nutritional advice is scare. Give simple messages in media.

To go	To Keep
Unsustainable Packaging	Fruit & Veg
Refined Sugar	Treats as part of a health balance diet
Unhealthy food targeted at Children	Soil/Nutrients
Food guilt	Social aspects of food
Chemical fertiliser and pesticide	Delicious, colourful, flavour, texture
Factory Farming	
Lack of appreciation of food production	
Recipes & experimentation	
Regional varieties	

## Networks

Health Education

Social Care

Continual Communication

Shared Resources

Local Connections

Awareness/Advertising

Use Food Produced	Food Policy
Social Food	Sharing
	Intergeneration
Recycle Food	Less
	Effective Packaging
Grow More	Yourself
	In the Community

Mushrooms	Factory Production	
Wine	Excessive Packaging	
Growing Knowledge Diverse	Processed Foods	
Year of the Pulse	Advertising	
Original Allotments	Co-op	Community Growers
Scoop and Save		
Cooking Teachers	Tasting Class	

# What can GFGM take away and do?

Gathering good practice

Creating a GM wide Network

Funding and Land

Talk to other Sectors (at GM level)

e.g. Health Sector (NHS) and Education Sector

Partnerships with these Sector.



# What would you take with you?

Orchards + Bees

Seed Banks

Cooking + Growing in Schools

Allotment Land and **Rotoruator**

Local Markets

## What would you Leave behind?

Air Freight Food

Supermarkets

Unproductive Meaningless Jobs

Income Poverty

Non – Organic Pesticides

Commodity Trading Food

# Quick Wins

- Teach your kids to grow and cook gorilla grafting (free)
- Sharing, Households, Orgs, Initiatives, The food relate social media games
- Food procurement (sharing good practice probably easiest win)
- Awards for good food to celebrate local Orgs + schools doing well
- Events e.g. Big Dig or Urban Food week for people to get behind + to promote across GM
- Map of good food growing/cooking/eating in GM

(start with existing Big Dig Greater MCR site it is already running)

## Keep

Local Choice

Appropriate packaging with utilisation/presentation

Responsible sourcing and production

Seed banks

## Leave

Over processed food  
Angel delight (sugar, salt etc.)

Waste /"surplus"

Excessive packaging

MRM/Spam etc.

Donald Trump

## Take Aways

1. Harnessing interest/knowledge
2. Use Networks/contacts
3. Inc. Engagement with Fare Share
4. Social Supermarkets
5. Collecting data to drive policy

## Quick Wins

1. Reduce Packaging
2. Reuse/redistribute
3. Reduce sugar, salt, additives
4. Change advertising
5. Engage Children – where food court forum

As consumers taking creative interest in sourcing of food

## Take With

- Sustainable Farms
- Organic Production
- Earn the right to have more  
New planet, new regime, new etc.  
System W.  
Sustainability in mind

- Design food education w. nutrition + healthy diet in mind.

- Price of food linked to Carbon footprint

- Bees

## Leave Behind

Meat 75% agreement!

Neonicotinoids (Insecticides)

Artificial fertilizers

## Quick Wins

-Recipe for success  
engage with business  
More engagement w.  
food businesses

(Michael Hadfield) Bus.  
Growth Hub

- Address catering college courses re plant based nutrition.

- Address skills shortages for food industries

## Take Aways

Task Groups

Put together an offer to put to F + D  
business that they would engage with  
(e.g. recipe for success)

<b>Take</b>	<b>Leave</b>
Local Produce/Seasonality Seeds	Over processed food
Darren got technical (contaminated) Learning/skills	Heston celebrity chefs
	Takeaway foods milk + meat mobile phones

## Summary Captions

1. We all stay plus sort it out like grown ups
2. We send all celebrity chefs ( ....and then sort it out like grown ups)

## Take Aways

1. Reduce the no. of takeaways taking away the need to come together over food.
2. Create a movement – raise visibility (cohesive)

# Quick Wins

## Trade

1. Seasonality + local produce/support local farming skills.
2. Supporting policy to reduce mass production + return to traditional methods of production.
3. Supporting policy to incorporate greening + ....? growing in communities.
4. Investing in communities to be `greener`.

## QUICK WINS

- Getting Planning systems to understand food growing needs to be near people.
- More use of urban space, roof tops etc.
- Give permission to communities to grow (should be integral to Devo Manc we can decide how we use land in GM).

## TAKE AWAYS

- Action – Focus not strategy so much.
- Connecting projects/business agencies/communities.
- % of airport receipts relating to food air-freight (from GM Local Authorities) funding for GM food projects.

## TAKE

Allotments, community gardens  
Water (clean)  
Seeds - ? Potatoes, rice, soy  
Gardeners/growers  
Biodiversity – soil organisms/insects/ecosystems  
Tinned food for 10 years  
Rabbits!  
Sense of curiosity and willing to adapt.  
Vegans! Flexitarians

## LEAVE

Advertising  
Monsanto – Agri business  
Corn syrup  
Mass meat production  
[don't eat the locals]