What should be the primary objective of the food industry?
What is the business model?

What should be the primary objective of the food industry?

To nourish people of course.
Problems we face in Cambridge
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• Too expensive for small food businesses
  (Key issue 4: Promoting a vibrant and diverse sustainable food economy)
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  (Key issue 4: Promoting a vibrant and diverse sustainable food economy)

• Very little sustainable food being used in institutional catering
  (Key issue 5: Transforming catering and food procurement)
Problems we face in Cambridge

• Too expensive for small food businesses
  (Key issue 4: Promoting a vibrant and diverse sustainable food economy)

• Very little sustainable food being used in institutional catering
  (Key issue 5: Transforming catering and food procurement)

• A widening gap between those who can and cannot afford healthy/sustainable food
  (Key issue 2: Tackling food poverty, diet-related ill health and access to affordable healthy food)
What will there be at the Food Hub?
What will be at the Food Hub?

- Storage and Distribution
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- Storage and Distribution
- Incubator kitchen
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- Shop and Café
What will be at the Food Hub?

- Storage and Distribution
- Incubator kitchen
- Shop and Café
- All in a building that exemplifies sustainability and enhances well-being
Financing

Total project cost inc. contingency: £1.5M

- Developer contribution: 50%
- Grant funding: 40%
- Crowd funding: 10%
What have we been up to?

Endorsements

Swim the Cam

Events

Viral video

Talks

Local media
What Impact will the Food Hub have?
What Impact will the Food Hub have?

A lot more sustainable food throughout Cambridge
What Impact will the Food Hub have?

Better prospects for small food businesses
What Impact will the Food Hub have?

Good Food for All
What Impact will the Food Hub have?

Education
What Impact will the Food Hub have?

• Reduced Food Miles
• Lower emissions
• Less traffic in the city
What Impact will the Food Hub have?

A positive future for food-everywhere
Cambridge Sustainable Food Hub
A positive future for food in Cambridge

We are trying to create something significant, ground-breaking and worthwhile in Cambridge

Will you help us?