Feeding PEOPLE Fairly
What’s the problem?

Oxford’s food is...

Unhealthy

❖ A banana costs twice as much in a corner shop as in the nearest supermarket. One third of children and half of adults are overweight or obese

Unfair

❖ Half of the people we spoke to in two areas of Oxford experienced some form of food poverty

❖ Land being consolidated into a few hands. Farmers and food workers lowest paid sector

Unsustainable

❖ GHG emissions from Oxford’s food system are equivalent to twice the annual emissions from all of Oxford’s cars
Sustainable Food Cities
The Oxford Good Food Charter

This Charter sets out a vision for a vibrant food culture in Oxford – for healthy people and environment, lively communities, and a prospering local economy.

Oxford’s Good Food Vision:

1. **Good for the Planet**
   - Reducing greenhouse gas emissions at all points in the food cycle, from field to fork.
   - Supporting practices that preserve and enhance ecosystems and promote higher animal welfare.
   - Committing to cut packaging and food waste, and increase recycling and composting.

2. **Good for People**
   - Ensuring all people have access to affordable, healthy and tasty food, regardless of income.
   - Helping people gain and pass on the knowledge and skills to grow, cook, eat and enjoy food.
   - Demanding that all food workers receive a fair wage, and work under safe, fair conditions.

3. **Good for Community**
   - Encouraging a diversity of local, independent shops and enterprises that provide jobs and livelihoods.
   - Providing space for food growing projects that promote good health and community spirit.
   - Bringing people together to celebrate Oxfordshire’s regional food heritage and our diverse food cultures.

Here are **five simple things** you can do today to make the food you eat better for you, better for the planet, better for your pocket and better for other people:

1. **Eat more plants**
   - Enjoy lots of delicious, unprocessed fruit and vegetables – five or more a day.
   - Affordable, tasty and good for you!

2. **Waste less food**
   - Incredibly, 1/3 of all food produced is never eaten. Cutting waste saves money and reduces our environmental footprint.

3. **Quality not quantity**
   - Meet and dairy are responsible for a high proportion of emissions. Reduce the amount you eat, and buy from trusted, high animal welfare suppliers.

4. **Cook!**
   - Enjoy cooking and eating food together, using fresh, seasonal ingredients.
   - Start simple – ask around for recipes and share your favourites.

5. **Know your food**
   - Ask where your food comes from and how it was produced, get to know producers at local markets, and choose trusted labels like MSC for fish.

**GOOD FOOD OXFORD FOR BUSINESS AND ORGANISATIONS:**

- Sign up to the Charter, put it on display and promote the actions to your staff, customers or members.
- Encourage volunteering with local food projects as part of your community engagement.
- If you sell or serve food, get in touch with us to learn about how you can make it healthier and more sustainable.
- ...Happy bellies – happy people!

Find out more: www.goodfoodoxford.org

Good Food Oxford is a network of public, private and community organisations working together to make Oxford a Sustainable Food City. We are proud to be part of the UK’s national Sustainable Food Cities network.

Visit our website to find out more or email us on mail@goodfoodoxford.org
Our Strategic Priorities

- **Good Food Businesses**: Building Oxford’s sustainable food economy
- **Good Food For All**: Ensuring everyone is able to eat well every day
- **Changing Our Ways**: Driving behaviours for healthy and sustainable food use, starting with food waste
Our unique approach

Funding

❖ Seed funding: £50,000 per year for two years. Enabled us to develop our Strategic Priorities.

❖ Now finished, continuation funding approx. £30,000 per year

Low carbon agenda

❖ Initiated by Low Carbon Oxford (Oxford City Council) and Low Carbon Hub (community energy – let’s develop a food strand

❖ FoodPrinting Oxford measured the GHGs, land, water and packaging required to feed Oxford

Collective Impact

❖ 130 network members

❖ Not needing project funding enabled us to work along the lines of a backbone organisation
Collective impact is...

"THE COMMITMENT OF A GROUP OF IMPORTANT ACTORS FROM DIFFERENT SECTORS TO A COMMON AGENDA FOR SOLVING A SPECIFIC SOCIAL PROBLEM."

- **Common Agenda**
  - Keeps all parties moving towards the same goal
- **Common Progress Measures**
  - Measures that get to the TRUE outcome
- **Mutually Reinforcing Activities**
  - Each expertise is leveraged as part of the overall
- **Communications**
  - This allows a culture of collaboration
- **Backbone Organization**
  - Takes on the role of managing collaboration
Backbone Organisation
As opposed to project delivery...

Sorry, I've just got too much on my plate!
As a Backbone Organisation, we strive to...

- Guide Vision and Strategy
- Support Aligned Activities
- Establish Shared Measurement Practices
- Build Public Will
- Advance Policy
- Mobilize Funding
Guide vision and strategy

“What does Bad Food Oxford look like?”

“Food access”
“The right to good food”
Support aligned activities
Establish shared measurement

Total number of food bank beneficiaries per month

- July 2017: Sharing Life Trust Foodbank Thame, Carterton Community FoodBank, Wantage & Grove Foodbank, Faringdon Food Bank (Faringdon Family Centre), The Community Emergency Foodbank, Abingdon Emergency Foodbank, Witney & West Oxfordshire Food Bank, Banbury Foodbank
Build public will
Advance policy

City Council
❖ Health plans for regeneration areas; Barton Healthy New Town
❖ Corporate Strategy – food access; Children & Young People’s Strategy
❖ Clean Green Oxford, Low Carbon Oxford, Sustainability Index
❖ Vision for 2050 – local food production

County Council
❖ Director of Public Health annual report 2016-17
❖ Health & Wellbeing Joint Strategic Needs Assessment

NHS Clinical Commissioning Group
❖ Health Inequalities Report

Local Enterprise Partnership
❖ Strategic Environmental Economic Investment Plan
❖ Creativity, Culture, Heritage and Tourism Investment Plan
Mobilise funding

Value Generated - £71,775

- Intern (7.64%)
- Volunteers (8.57%)
- Student Consultancy (20.90%)
- Grant funding (62.70%)
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Good Food Businesses

MAKE ONE MEAL LOCAL

Take on the #harvestchallenge and make one of your weekly meals entirely locally sourced.

- reduce food miles
- help protect the environment & soils
- keep our local farmers farming

Share your locally sourced meals online @cultivateoxford
Good Food For All
Changing Our Ways

SUGAR SMART
Oxford

PLEDGE FOR VEG

One third of the food we grow is wasted. It could feed 3 billion people for a year.
So what?

- Shared vision – articulated by partners e.g. “food access”
- Partners work together more cohesively even without our involvement – “sorry I didn’t get in touch with you but...”
- Partners value the data and are committed to measuring progress – “we need 100% of foodbanks to report on this 100% of the time”
- Food crops up all over policymaking – 16 times recently
- People are proud of Oxford’s food culture – e.g. community eating
- Funders come to us for guidance on what needs funding – e.g. food processing; dignity re: food poverty
Continuation

❖ Our Strategic Priorities will always be fundable, particularly Equity and Behaviour Change

❖ Developing services as part of our Business strand:
  ❖ Facilitator Finder
  ❖ Away Days
  ❖ Good Food Consultants?

❖ Full cost recovery to account for backbone function

❖ It’s not very measurable – number of interventions rather than value in sterling or tonnes of CO2e saved

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Collective Impact
The power of the network