

A close-up photograph of Swiss chard leaves. The leaves are a vibrant green color with prominent, dark red veins. The stems are also a bright red color. The lighting is soft, highlighting the texture of the leaves and the contrast between the green and red.

# Action Plan 2017 - 2020

**CAMBRIDGE  
SUSTAINABLE FOOD**



# FOOD FOR CHANGE

**Food** is something which brings people together, something which everyone needs and shares. Food that is good for our health is often also better for the planet. We believe in food and agriculture practices that enhance the health and welfare of people and animals, improve the working and living environment, enrich society and culture, and promote equality. Our current global supply chains often do none of these things.

**We believe** that campaigning for and promoting sustainable food can drive positive change in our communities. Our beliefs are at the core of our work, strategy and policies.

**Our vision** is for a different, fairer and more sustainable food culture. To achieve this we seek to inspire change through positive action advocating healthy food for the wellbeing of the community and the environment.

**MANIFESTO** Three key issues have helped guide us in developing this Action Plan for improving food culture in Cambridge.

## **A: PEOPLE**

- Promoting opportunities for anyone to learn about healthy and sustainable food
- Collaborating with others to tackle food poverty, diet related ill health and access to local, seasonal and affordable food
- Supporting the rights of workers throughout the food chain to fair pay and safe working conditions

## **B: COMMUNITY**

- Creating a vibrant network for food activists to share knowledge, skills and projects
- Encourage the success of businesses and organisations that inspire best practice
- Providing support for community food growing projects and other food related activities

## **C: THE PLANET**

- Reducing greenhouse gas emissions by supporting food production that protects natural resources and ecosystems
- Reduce the ecological footprint of our food system through awareness of food waste, packaging, composting and recycling



# FOOD FOR CHANGE

**This action plan** shows what the partnership wants to achieve between April 2017 and March 2020 for each of the areas outlined in our manifesto. A review document will be published in 2019 leading to a City wide consultation for the action plan 2020 - 2025.

The work of CSF is overseen by the Cambridge Sustainable Food Partnership board and carried out by Cambridge Sustainable Food CIC. To find out more about our Charter and the work of Cambridge Sustainable Food please visit:

**[www.cambridgesustainablefood.org](http://www.cambridgesustainablefood.org)**

If you want to give us any views about what we do or want to contribute any way, please contact us, using the addresses provided in our website.



# PEOPLE: ONE

**ENSURING THAT ALL PEOPLE HAVE ACCESS TO AFFORDABLE, NUTRITIOUS, SUSTAINABLY PRODUCED AND TASTY FOOD, PREPARED TO HIGH HYGIENE STANDARDS, REGARDLESS OF INCOME**

## OUR PRIORITY ACTIONS

Achieve the Silver Award from national Sustainable Food Cities Network to gain national recognition for Cambridge as a Sustainable Food City	<b>2019</b>
Run a World War 2 Rationing Challenge campaign in June and July 2017, focusing on eating a healthy, low-cost diet with reduced animal protein, reduced sugar; local, seasonal vegetables and fruit, with minimal food waste.	<b>2017</b>
Run the year-long Sugar Smart Campaign (with funding from Sustainable Food Cities), to be launched in September 2017.	<b>2017</b> <b>2018</b>
Establish a local cross-sector food procurement group to improve the sourcing of sustainable food on a larger scale.	<b>2017</b> <b>2018</b> <b>2019</b>

## OTHER ACTIONS

Contribute to the priority areas set out in the Cambridgeshire Healthy Weight Strategy, aligning our projects where possible to achieve the outcomes sought.	<b>2017, 2018, 2019</b>
Continue to promote the Healthier Options Scheme in Cambridge, encouraging local food businesses providing eat-out food to offer healthier choices, including the scheme as part of our Sustainable Business Pledge	<b>2017, 2018, 2019</b>
Promote the City Council's Free Holiday Lunch project in our cookery workshops for low income families and other events and promotional material.	<b>2017, 2018, 2019</b>
Participate in Anti-Poverty events and work with the City Council's Neighbourhood Community Development Team to convene Food Poverty Action Group meetings in Cambridge.	<b>2017, 2018, 2019</b>
Develop the Good Food For All scheme as a part of the Cambridge Sustainable Hub project to provide subsidised fresh fruit and vegetables for people on low incomes, in addition to improving access for all Cambridge residents to locally grown sustainable food.	<b>2019</b>
Hold a workshop looking at a local application of the Institute of Manufacturing's Value Mapping Toolkit	<b>2017, 2018</b>
Support a local Food Mapping project and monitoring of the availability of good food for vulnerable people, such as meals on wheels services and lunch clubs.	<b>2017,2018</b>
Continue to promote the local Food for Life Partnership in schools, funded by Cambridgeshire County	<b>2017,2018,2019</b>



# PEOPLE: TWO

**HELPING PEOPLE GAIN AND PASS ON THE KNOWLEDGE AND SKILLS TO GROW,  
PREPARE, COOK AND ENJOY FOOD**



# OUR PRIORITY ACTIONS

<p>Collaborate with the City Council's Neighbourhood Community Development team to run the Thyme to Cook project, a programme of 40 local cooking skills project per year for low-income families and other vulnerable groups, funded by the Anti-Poverty Strategy fund.</p>	<p><b>2017,2018</b></p>
<p>Run the Arbury Cookery Club, with funding from the People's Health Trust, from November 2015 to December 2017 (44 sessions per year).</p>	<p><b>2017</b></p>
<p>Take up stalls at local community events in Cambridge, such as local carnivals and festivals, to promote the Cambridge Sustainable Food Charter to raise awareness of food issues related to health and sustainability (reduced meat and dairy, local, seasonal veg) – working with local partners including neighbourhood community development and Recycling Champions (Love Food, Hate Waste campaign)</p>	<p><b>2017,2018,2019</b></p>

## OTHER ACTIONS

Support and promote (in particular via the CSF website) local community groups that give practical experience of food growing	<b>2017,2018,2019</b>
Encourage local growing groups to participate in the Big Dig in 2018	<b>2018</b>
Use social media such as Facebook, Twitter and the CSF website to promote messages about sustainable food	<b>2017,2018,2019</b>
Run local radio and press campaigns to promote the projects CSF is involved with, including: WW2 Rationing Challenge (2017), Love Food Hate Waste campaign (ongoing), annual Pumpkin Festival; Sugar Smart (2017/18); Sainsbury's Waste Less, Save More Campaign (2017/18)	<b>2017,2018,2019</b>
Stage local events, such as evening talks involving external speakers, film shows and activities to help local people gain knowledge of food issues and appropriate skills (e.g. Pumpkin Festival events)	<b>2017,2018,2019</b>
Provide speakers from CSF to promote our work and initiatives at events organised by others, including the national Sustainable Cities annual conference, EAT Cambridge Festival and Earth Optimism Day, as well as talks to local groups, such as WIs.	<b>2017,2018,2019</b>
Investigate the feasibility of setting up a Sustainable Food Tourist Trail for Cambridge	<b>2018</b>
Investigate setting up a local skills-share programme to allow local food activists to come together to discuss the way they deliver their programmes, liaising with CCVS to provide the skills required to do so.	<b>2018</b>



**PEOPLE: THREE**

**SUPPORTING THE RIGHTS OF WORKERS THROUGHOUT THE FOOD CHAIN TO  
FAIR PAY AND SAFE WORKING CONDITIONS.**

## OUR ACTIONS

<p>Encourage local employers in the food related sector to become Living Wage employers, accredited with the Living Wage Foundation, working with the City Council's Living Wage Coordinator, in particular by including the Living Wage as part of the Cambridge Sustainable Food Pledge for Businesses and inviting the Living Wage Coordinator to speak at business events where relevant.</p>	<p><b>2017, 2018</b></p>
<p>Encourage the adoption of Fairtrade principles across the local food chain, in particular by including Fair Trade as part of the Cambridge Sustainable Food Pledge for Businesses and inviting Fair Trade representatives to business events organized by CSF.</p>	<p><b>2017,2018,2019</b></p>



# **COMMUNITY: ONE**

**ENCOURAGING A DIVERSE RANGE OF INDEPENDENT ENTERPRISES THAT PROVIDE SUSTAINABLE, LOCAL FOOD AND EMPLOYMENT.**

# OUR PRIORITY ACTIONS

<p>Continue to work with local businesses and independent enterprises to get them to sign up to the Cambridge Sustainable Food Pledge for Businesses and to seek funding to continue signing up businesses to the pledge post March 2018, when current funding finishes.</p>	<p><b>2017,2018</b></p>
<p>Continue to work towards establishing a Sustainable Food Hub in the Cambridge area to provide a local distribution service and food enterprise incubator</p>	<p><b>2017,2018,2019</b></p>

# OUR ACTIONS

Support any possible national roll-out of our Sustainable Food Business Pledge, working with other organisations to achieve this as appropriate	<b>2017,2018,2019</b>
Continue to bring different groups of people together who have an interest in sustainable food, ensuring that the CSF committee represents a wide range of views and covers different economic sectors, including independent enterprise. Ensure a smooth transition from the current structure of CSF (unincorporated association) to a more suitable structure as it develops	<b>2017,2018,2019</b>
Run an annual Pop-up Farmers' Market to promote local sustainable food producers and suppliers to the public	<b>2017,2018,2019</b>
Continue to engage with local councils and other public bodies to ensure that sustainable food is included in all relevant policies and to promote the adoption of Sustainable Food Policies by the councils along the lines of that developed in 2016/7 by Cambridge University, as well as encouraging councils to take advantage of planning regulations to make growing food for local use easier. To encourage the City Council to create a local food procurement policy and to set up a multi-agency food procurement group.	<b>2017,2018,2019</b>
Promote local sustainable food businesses through inclusion in CSF's online Sustainable Food Directory	<b>2017,2018,2019</b>
Encourage interest in the Food Hub and work with others to promote the approach in other localities	<b>2017,2018,2019</b>
Work with local independent enterprises through the Cambridge Sustainable Food Pledge for Businesses to promote legal compliance on food hygiene matters, food allergen information, product description and to attain a Food Hygiene rating of 5 stars.	<b>2017,2018,2019</b>



# **COMMUNITY: TWO**

**Bringing communities together to celebrate the culinary traditions of our diverse population**



## OUR ACTIONS

Look to achieve consensus across different community groups and agencies to ensure that the priorities for Cambridge Sustainable Food are the right ones for Cambridge and its diverse communities.	<b>2017,2018,2019</b>
Run and promote local community events, such as bring and share meals and grow-your-own workshops, which bring communities together.	<b>2017,2018,2019</b>
Hold a bring-to-share meal focusing on the use of local ingredients and reduced (or no) dairy, where different ethnic communities can share food and food culture.	<b>2017,2018</b>



# **COMMUNITY: THREE**

**PROVIDING SUPPORT FOR COMMUNITY FOOD GROWING PROJECTS AND OTHER FOOD RELATED ACTIVITIES**

## OUR ACTIONS

Identifying local food enterprises and other local initiatives to help understand what is going on locally and to make connections with them to promote their work with the wider public.	<b>2017,2018,2019</b>
Promote the Queen Edith's Abundance project in running swap-and-share fruit and vegetable stalls and other projects including Fruit Harvest and Growing Spaces.	<b>2017,2018,2019</b>
Support the City Council's take-up campaigns for allotment sites in the city, including grow-your-own promotions and incentives such free soil improver.	<b>2017,2018,2019</b>
Lobby for the incorporation of food growing into the new developments around the city and the take-up of non-growth community garden sites.	<b>2017,2018,2019</b>
Support local LEAF Open Farm events to help connect local people to local producers.	<b>2017,2018,2019</b>



# PLANET: ONE

**REDUCING GREENHOUSE GAS EMISSIONS FROM FIELD TO FORK**

## OUR PRIORITY ACTIONS

Continue to campaign for a local Food Hub in Cambridge that brings together sustainable food producers and retailers.	<b>2017,2018,2019</b>
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# OTHER ACTIONS

Emphasize in our Business Pledge measures that reduce greenhouse gases through consumption of meat and dairy products and reduce food waste	<b>2017,2018</b>
Run campaigns at stalls at public events that raise awareness among the public of the important of reducing meat and dairy consumption and reducing food waste as a way individuals can contribute to reduced GHG emissions through games and info leaflets	<b>2017,2018,2019</b>
Local food related businesses who sign up to the Business Pledge achieve additional status for committing to buying a proportion of their ingredients locally.	<b>2017,2018</b>
Promote the adoption of sustainable food policies by public bodies (e.g. Cambridge University's 2016/17 policy to colleges) and other institutions including the City Council	<b>2017,2018,2019</b>
Support local LEAF Open Farm events by blogging about them and promoting in the Events section of the CSF website to help connect local people to local producers.	<b>2017,2018,2019</b>
Support and promote local organic food businesses (e.g. COFCo), using the Sustainable Food Directory and by giving points for organic food in the Business Pledge	<b>2017,2018</b>
Encourage public agencies and independent businesses to procure sustainable food and to obtain sustainable catering accreditation, such as Food for Life Partnership and the Sustainable Restaurant Association that will promote healthy eating and the preservation of the environment and reduction in food-related greenhouse gases.	<b>2017,2018,2019</b>
Promote the Sustainable Fish Cities pledge to local caterers and retailers and work towards Cambridge achieving a second star as a Sustainable Fish City, as part of the business pledge.	<b>2017,2018,2019</b>



# PLANET: TWO

**REDUCING FOOD WASTE AND PACKAGING**

## OUR PRIORITY ACTIONS

Support the delivery of a local “Love Food Hate Waste” campaign (2016/17) in particular the use of recipes for leftovers and leaflets about how to waste less food; Sainsbury’s Waste Less, Save More campaign (2017/18); annual Cambridge Pumpkin Festival to encourage local people to think about uses for the food they would otherwise throw away.

**2017,2018,2019**



## OTHER ACTIONS

<p>Promote the work of FoodCycle and other groups seeking to use food that would otherwise be thrown away; support Fareshare to establish itself locally; work to encourage businesses to sign up to the OLIO app in order to increase its use locally (2017/18); establish a Community Fridge as part of the Sainsbury's Waste Less, Save More campaign (2017/18)</p>	<p>2017,2018,2019</p>
<p>Run food waste events for local businesses and develop the food waste section in the Cambridge Sustainable Food Pledge for Businesses to give more detail on how to reduce food waste and increase the weighting given to this section to incentivise businesses to do more to reduce their waste, working 1-1 with local food businesses using WRAP materials.</p>	<p>2017,2018</p>



# PLANET: THREE

**INCREASE COMPOSTING AND RECYCLING**

## OUR ACTIONS

<p>Support the delivery of a local “Love Food Hate Waste” campaign, especially the recycling element through distribution of compost caddies at public events.</p>	<b>2017,2018,2019</b>
<p>Promote the understanding of the food waste hierarchy with the aim that no food waste ends up in landfill as part of the food pledge for businesses, encouraging businesses to sign up for the City Council’s commercial waste scheme or other such schemes.</p>	<b>2017,2018,2019</b>



[www.cambridgesustainablefood.org](http://www.cambridgesustainablefood.org)



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