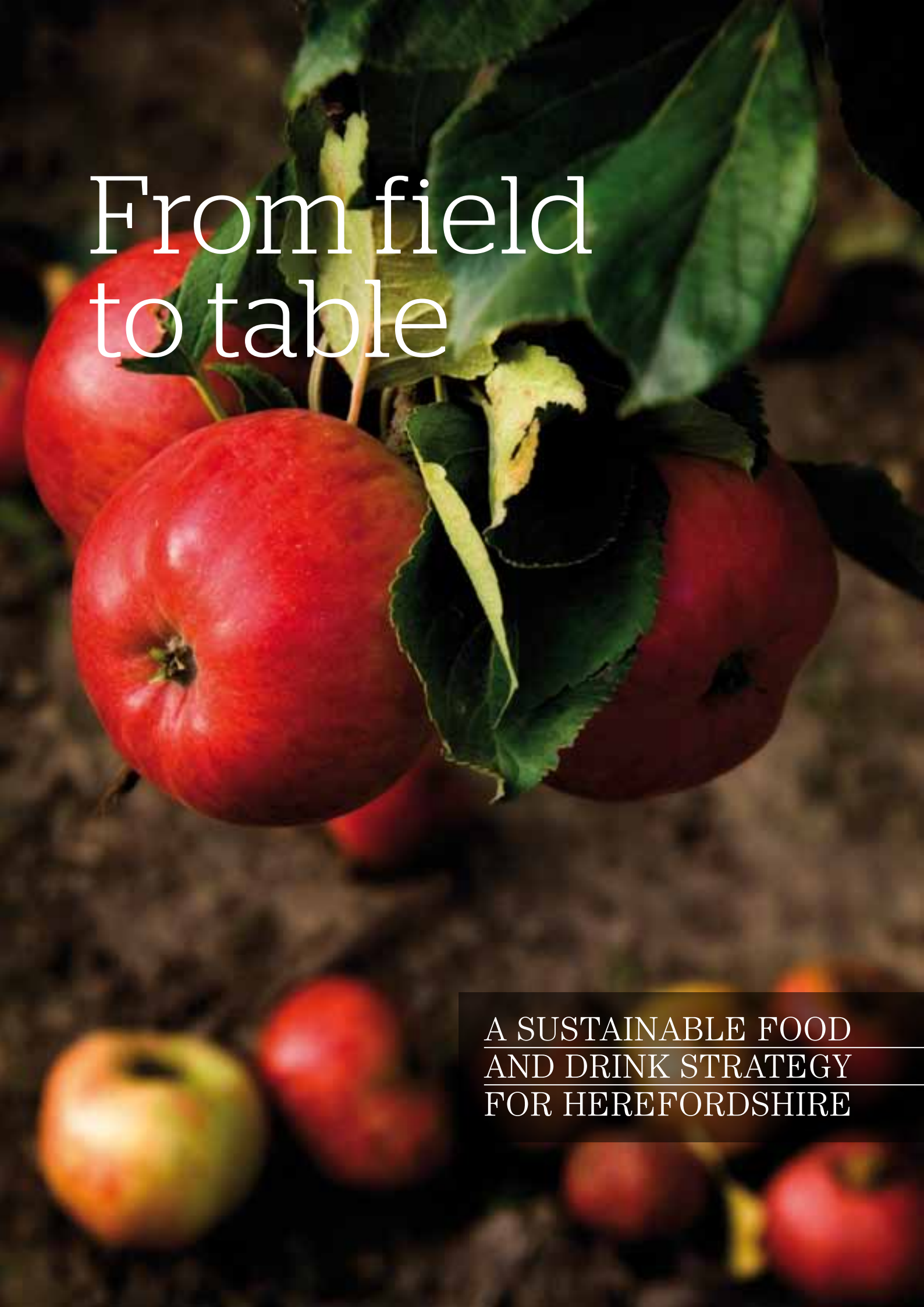




From field to table

A SUSTAINABLE FOOD
AND DRINK STRATEGY
FOR HEREFORDSHIRE



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	By His Royal Highness The Prince of Wales
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CLARENCE HOUSE

I was delighted to be asked to contribute a short foreword to this important report, which is an excellent example of a local community developing the ideas that will support a truly sustainable future. My knowledge of the early stages of this strategy goes back to the Duchy of Cornwall Local Food Partnership, which was formed in 2007 with the intention of assisting the broader farming community in gaining access to new public sector markets for their primary produce. This has now been incorporated with a number of other initiatives to form the Herefordshire Food Partnership. The purpose of this document, to provide support and direction, resource and commitment to the strategy, could not be more important if these goals are to be achieved. I would like to take this opportunity to pass on my warmest congratulations to everyone involved in the Herefordshire Food Partnership. You are an inspiration to us all.

A handwritten signature in dark ink, appearing to read 'Charlie', followed by a long, horizontal, slightly wavy line.

Summary



A Sustainable Food and Drink Strategy for Herefordshire has been created to provide a response to the challenges and opportunities which lie behind the production of food and drink in the County, now and into the future.

There is considerable scope for growth in the food and drink sector in Herefordshire – the kind of growth that will lead to more jobs, higher incomes and increased prosperity for a broad range of organisations and individuals throughout the County.

Food is also a major factor in human health. The encouragement of responsible production of wholesome food in Herefordshire is likely to measurably improve the well-being of its population. At the same time, we need to reduce the negative environmental impact of the food supply chain as it currently operates.

*The purpose of the **Strategy** is to bring about an integrated, County-wide approach to activity in the food and drink sector through co-operation between Local Government, Health Service, business and community partners.*

It is important to nurture a sense of place and pride in our farming end product. Farming has always played an important part in the prosperity of Herefordshire and will continue to do so in the future.

A handwritten signature in black ink, reading "Adrian Blackshaw".

Adrian Blackshaw,
Chairman of the Herefordshire Food Partnership

The broad aims of the strategy are identified by six themes where we believe an integrated approach to food and drink production could have a real impact. More specific aims are set out under each of the theme headings.

The dynamism and sustainability of the local economy

- a) To develop a sustainable, profitable and competitive local food economy.
- b) To support local food production and create more opportunities for residents and visitors to access responsibly produced local food.
- c) To improve the contribution of the local food sector to economic prosperity in the County.

The health and quality of life of those who live in the County and its visitors

- a) For the community of Herefordshire to be actively engaged in healthy living, through an understanding of the connections between food and health, and for rural and low income communities to have access to healthy food.
- b) To ensure that food is safely produced in the County, minimising risks to the health of producers, processors, retailers, consumers and the wider environment.
- c) To help bring about a reduction in the number of residents across the County suffering from diet-related ill health.
- d) To encourage and support the development of Care Farming in Herefordshire.

The landscape, the wider environment and the causes of climate change

- a) To promote and support food production systems which conserve and enhance the environment, reducing the pollution caused by farming and food production.
- b) To develop Herefordshire as an exemplar County for sustainable food and farming.
- c) To encourage farming and food businesses to use water resources efficiently.
- d) To enable the local food supply chain to become more resilient to global fluctuations and crises.

- e) To increase levels of recycling of food waste.
- f) To decrease CO₂ emissions generated across the local food supply chain.

The characteristics of the County as a whole and its individual localities

- a) To develop enhanced community cohesion around food in the County and build a tangible shift in attitude towards local, good quality food, where it is no longer regarded as a niche but as a norm.
- b) To build on Herefordshire's Fair-Trade status, applying the principles of social justice to local farmers and producers as well as for imported products.

The capacity of the County in broad food related skills

- a) To build skills and capacity in the food and drink sector and to encourage links between different sub-sectors in the food industry.
- b) To provide networking opportunities and exchange of information, support and advice for individuals and organisations working in the food sector.
- c) To promote land based industries as viable, attractive career paths.

Local, regional and national policy influence

- a) That the importance of food and its interconnectivity with other areas is recognised as one of the 'golden threads' which runs through all County policies. Wherever possible public sector policies should become 'food-proofed' (i.e. that their impact on food production and consumption is considered).
- b) To ensure mutual links to national and regional policies and strategies and create dialogue with relevant organisations on implementing these at a local level.

These aims are further developed into a set of objectives which form the basis for the Action Plan (see appendix f, page 35). Activities and initiatives identified in the Action Plan will continue to evolve over time.

In common with much of South-Central England, there is plenty of evidence of agricultural activity in what is now Herefordshire, as far back as five millennia in the late Stone Age. This activity increased during the Iron-Age Celtic occupation of Britain, then under subsequent Roman rule and Saxon populations. In the Domesday Book substantial arable cultivation in the County is recorded.



History

There are extensive records of livestock farming in mediaeval times, detailing oxen, cows, pigs and sheep. Wool was the premium commodity and in the 16th Century the fleeces of the Ryeland sheep from the Leominster area became known as 'Lemster Ore' – an indication of its worth. During the late Middle Ages population pressure is evidenced by payments being made for 'disafforestation' of land and the 'freedom to cultivate'. This continued up until the 18th Century, by which time the majority of Herefordshire's 'forests' were enclosed or farmed.

Cider grew in popularity after the arrival of the Normans until by the 17th century Herefordshire had gained a reputation as the premier cider producing region in the Country, assisted by the initiatives of Lord Scudamore of Holme Lacy, and the 'Red Streak' apple variety. In 1664 John Evelyn wrote that Herefordshire 'has become, in a manner, an entire orchard'. At this time it was customary for farm workers to be paid a part of their wages in cider – effectively a form of currency.

In 1811 the eminent horticulturalist Thomas Andrew Knight published the famous 'Pomona Herefordiensis', the first and definitive scientific, colour illustrated book of apples and pears. During the 18th Century, Hereford cattle began to gain a distinct identity. Benjamin Tomkins of Kings Pyon is widely credited with establishing the characteristics of the breed from about 1742. 'Herefords' went on to win the Smithfield show in 1799 and by 1839 had a class of their own for the Royal Show. As a result of extensive exports over the years Hereford cattle are now considered to be the most famous breed of cattle worldwide.

At the time of the Napoleonic Wars in the 1800's, a period of shortage and high cereal prices, around 60% of the County was recorded as arable. By the 1840's this had reduced to less than half. The repeal of the Corn Laws in 1846 then saw a period of increased investment in agriculture in order to absorb an expected decline in prices. Herefordshire was cushioned against the 'Great Agricultural Depression' of the last quarter of the 19th Century by the variety of its crops, notably cider apples, hops and horticulture which was significant in the east of the County at that time.

Profits from agriculture gradually improved up to the start of WWI through a combination of expanding livestock markets and the contribution of orchards and hops, which came to characterise the current agricultural profile of the County.

More recently, the production of poultry, potatoes and soft fruits have become significant elements of the County's agriculture and horticulture.

In 2000 the Herefordshire Partnership commissioned the Herefordshire Farming Study to examine and consider the future role of agriculture in the economic, environmental and social development of the County. The emphasis of the study on the importance of diversification (i.e. non farming activity which includes food processing and retailing), further necessitated by the foot and mouth crisis of 2001, has influenced County policy and thinking ever since, with diversified activity now generating 10% of total farm incomes.

The most recent farm business survey of 2008/09 shows improvements in average farm incomes since 2006/07, apart from for those specialising in horticulture and poultry. It also shows that the majority of farms in Herefordshire are now classed as 'other' holdings, which are those that do not fit easily within mainstream agricultural definitions. The largest proportion otherwise are defined as 'lowland grazing livestock', followed by 'mixed', 'cereals' and 'horticulture'.

Introduction

*This document has been produced by the **Herefordshire Food Partnership (HFP)** and **Food and Drink Working Group (FDWG)**. The aim of the Strategy is to connect people and activities at all stages of the food chain to assist them in delivering the greatest benefit to the County and the surrounding region. The intention is to strike a balance between achievable short term aims and longer term aspirations.*



Page 9 footnotes:

- 1 DEFRA, Food Statistics Pocketbook, 2009.
- 2 Herefordshire Council, State of Herefordshire Report, 2008.
- 3 Herefordshire Council, figure derived for 2008 using Scarborough Tourism Economic Activity Model, 2009.
- 4 WRAP, The Food and Drink We Waste, 2009.
- 5 DEFRA, The validity of Food Miles as an Indicator of Sustainable Development, 2005.
- 6 Herefordshire Council, Outline Water Cycle Study, 2009.
- 7 Cabinet Office Strategy Unit, Review of Food Policy, 2008.
- 8 Local Area Obesity Prevalence, Public Health Directorate, NHS Herefordshire.

Importance of food

Starting with the obvious..... without food and drink, we die. They are also key sources of personal pleasure and the background to much of our social interaction. They represent strong elements of the cultural diversity of peoples all over the world, but the structures of global and national food supply chains as they now exist have distanced many communities from the source of their food. The link between a carton of milk in an urban school canteen and a cow is long and tenuous.

Food security

Several indisputable factors have affected the security of our food supply, as well as the price and availability of food throughout the world. Population growth has put a strain on supplies, along with increasing wealth and lifestyle expectations in developing nations. The rising price of oil and other commodities, competition for land from bio-fuels, failing harvests and loss of productive land through climate change have all affected supplies and driven up prices.

Food, farming and the economy

In the UK, although we produce only 60% of what we eat, 'Food and Drink' is listed by DEFRA as the largest 'manufacturing' sector in the country, employing 3.2 million people and contributing £80 billion annually to the national economy¹. Herefordshire Council has established that food and farming remain major industries here, with nearly 7% of the population employed in farming and forestry (compared to a 1.5% nationally), with a further 4.8% in the hotel, B&B, restaurant, pub and catering trades². There is also a significant number of food-related jobs in the processing and packaging sectors. Tourism is estimated to add over £415 million³ per year to the County's economy, and studies show

that landscape and the quality of local produce are key attractions for visitors.

Landscape, the environment and climate change

The landscape in rural Britain has been and still is extensively shaped by agriculture. The orchards of Herefordshire, for example, exist essentially for economic reasons. It is a fact that food production can have a dramatic, sometimes devastating effect on levels of bio-diversity, pollution and visual appeal. Food and food packaging are responsible for 70% of household waste and 10% of the commercial waste stream⁴. In addition, an estimated one fifth of greenhouse gas emissions come from agriculture and a quarter of HGV miles are calculated to be transporting food⁵.

Water

Water supply is a major issue in relation to food production. Although apparently abundant in Herefordshire, the County's raw water supply is defined as 'fully licensed' and 'no water available', meaning any increase in demand will need to be met through a combination of increased efficiency of use and the careful management of abstraction licences⁶. Agriculture accounts for 70% of water use throughout the world. The amount used to produce food exported to the UK is exacerbating water shortages in the developing world. The knock-on effect of world water shortage is likely to be a significant rise in global food prices, and would be catastrophic for nations already suffering acute water stress.

Health and well-being

A large proportion of the chronic diseases now affecting society – for example heart disease, obesity and some cancers – are caused by poor diet. With growing demands on public health facilities, improvement in the national diet could prevent as many as 70,000 deaths per



year (1 in 10), as well as saving billions of pounds in treating the damage done by poor nutrition⁷. In Herefordshire nearly a third of 10-11 year olds and 60% of adults are overweight or obese⁸, making the promotion of healthier food choices a key priority of the *Herefordshire Health Improvement Plan*.

Local food consumption

Re-establishing sources of food closer to end consumers would redress some of the negative impacts of the globalised food system. This could be done by direct sales through local markets, box schemes and village shops; through sourcing local produce for schools and hospitals, and through the development of community food and farming schemes, such as community supported agriculture and food co-ops.

Reconnecting with our food

Reconnecting people with food produced locally can result in a deeper understanding of the value of food and its impact on the environment. A shift in food culture could actively deal with some of the County's key health problems and current recommendations for a healthy diet match closely the criteria for a more sustainable food system.



Background

The Herefordshire Food Vision conference, organised by the Bulmer Foundation in 2008, brought together a number of different organisations involved in farming and food production in the County. It recognised a need for a joined-up and inclusive Food Strategy for the County.

The Herefordshire Food Partnership (HFP) and Food and Drink Working Group (FDWG) were established to promote a network of interested organisations, businesses and individuals to implement this work. The intention is that this partnership will work towards creating a more sustainable food system in the County. It now incorporates a number of previous initiatives, such as the School Meals Steering Group and the Duchy of Cornwall Local Food Partnership.

To inform the Strategy and subsequent Action Plan, Herefordshire Food Links carried out a mapping exercise with support from Government Office West Midlands and English Farming and Food Partnerships (see appendix a, page 20).

During the autumn and winter of 2010/11 members of the community were consulted over their views on the aims and objectives of the strategy outlined here. The results of the consultation will inform the priorities of the Action Plan (see appendix f, page 35).



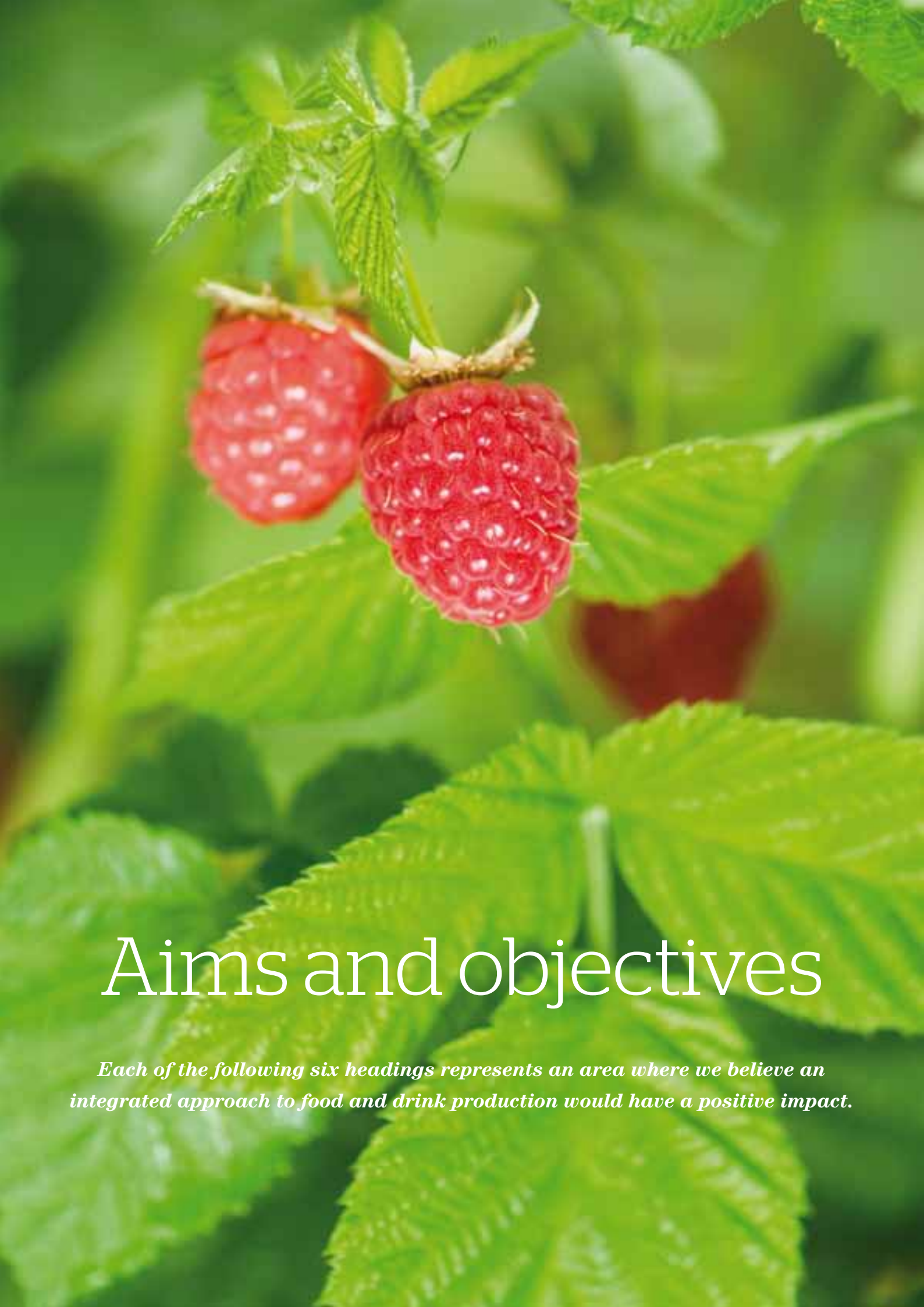
Strategy

We plan to develop further a partnership among those working in all food-related areas to bring maximum benefit for the County and the wider region.

This will be achieved by first identifying Strategic Objectives with regard to food and assessing the County's ability to deliver them. The Strategy is aimed at all those engaged in farming and food production, processing, retail, catering and hospitality as well as the Council and the health and voluntary sectors.

These Strategic Objectives form the basis for an Action Plan, which will support and add to existing initiatives. Through the **Sustainable Food and Drink Strategy**, we aim to make the most appropriate use of resources and make sure that work in the County is co-ordinated. The Action Plan will also identify who is best placed to deliver against particular priorities and by when it should be achievable.

By linking to national, regional and local policies we will align ourselves with their priorities and wider strategic objectives. We will also ensure that we are up to date with current thinking and best practice in relation to sustainable food development.

A close-up photograph of two ripe, red raspberries hanging from a green stem with serrated leaves. The background is a soft-focus green, suggesting a lush garden or field. The raspberries are in sharp focus, showing their characteristic bumpy texture and small white seeds.

Aims and objectives

Each of the following six headings represents an area where we believe an integrated approach to food and drink production would have a positive impact.

The dynamism and sustainability of the local economy

Aims

- a) To develop a sustainable, profitable and competitive local food economy.
- b) To support local food production and create more opportunities for residents and visitors to access responsibly produced local food.
- c) To improve the contribution of the local food sector to economic prosperity in the County.

Objectives

- 1) To support and promote the development of opportunities for purchasing and consuming locally produced food.
- 2) To raise the profile of local Herefordshire food to visitors across the County.
- 3) To recognise the contribution of the local food system to economic prosperity and build upon it.
- 4) To support and promote local producers and food businesses across the County.
- 5) To introduce procurement policies within public institutions, such as schools and hospitals, which encourage and incentivise the use of local food.
- 6) To support the development of localised short food supply chains.
- 7) To promote and develop schemes and initiatives which encourage local restaurants and tourism providers to use a high proportion of locally sourced produce.
- 8) To ensure that Herefordshire has sufficient food processing facilities in order to add value at source.
- 9) To encourage retailers to stock and promote more lines of locally sourced products.
- 10) To enable local producers to supply vulnerable groups with fresh prepared quality food.

Indicators

- 1) Number of: farmers markets; producer markets; community food schemes; outlets stocking local food.
- 2) Number of visitors coming for the County's food offer.
- 3) Number of: food related jobs in the County; increase in the added value of the food sector.
- 4) Number of local food promotion initiatives.
- 5) Number of: schools signed up Food for Life scheme; evidence of procurement policies being written into contracts; public procurement training events; schools adopting food policies.
- 6) Number of local producers with access to local and regional supply chains.
- 7) Number of: outlets signed up for Flavours of Herefordshire Awards; Herefordshire Food Links directory; Savour the Flavour scheme.
- 8) Specific gaps in infrastructure requirements identified and met (e.g. food business incubator units, packing plants).
- 9) Number of: "meet the buyer" events; evidence of local supply chain development; local lines stocked by retailers.
- 10) Number of local producers and food businesses tendering for contracts (e.g. in care homes).

The health and quality of life of those who live in the County and its visitors

Aims

- a) For the community of Herefordshire to be actively engaged in healthy living, through an understanding of the connections between food and health, and for rural and low income communities to have access to healthy food.
- b) To help bring about a reduction in the number of residents across the County suffering from diet-related ill health.
- c) To encourage and support the development of Care Farming in Herefordshire.

Objectives

- 1) To improve the provision of healthy food and drink in schools and early years settings.
- 2) To encourage an increase in the consumption of fresh food, in particular locally grown fruit and vegetables.
- 3) To provide opportunities for residents to become involved in growing and producing food by improving access to land for growing.
- 4) To ensure schools have access to farm visits and food growing projects.
- 5) To encourage public sector organisations to provide healthy, seasonal, locally sourced and responsibly produced food.
- 6) To promote the benefits of fresh, balanced, nutritious and seasonal food.
- 7) To reduce the consumption of food and drink high in sugar, fat and salt within the County.
- 8) To support the aims of the local Community Safety Strategy in promoting safe and responsible levels of alcohol consumption.
- 9) To support Care Farms and eco-therapy as an integrated approach to health and well-being and land use.
- 10) To maintain high levels of food safety across the food sector.
- 11) To encourage and support community food initiatives.

Indicators

- 1) Number of: schools and early years settings adopting a food policy; gaining Food for Life awards.
- 2) Number of: events and projects promoting healthy eating, food origins, seasonality and use of fresh ingredients; accessibility of fresh food outlets in the County.
- 3) Number of County residents with access to allotments and community gardens.
- 4) Number of schools: taking farm visits; in Adopt a Farmer scheme; with own gardens or access to growing areas.
- 5) Number of public body catering organisations: adopting standards which at least meet the 'Government Buying Standards'; using local suppliers.
- 6) Number of: healthy eating / seasonal food promotional events; number of people taking part in Fit 4 Life food initiatives.
- 7) Evidence of the provision of healthy alternative options to unhealthy foods in public places (e.g. leisure centres, early years settings).
- 8) As per local Community Safety Strategy and related initiatives.
- 9) Number of: Care Farms in the County; farmers trained in Care Farming; users benefiting from Care Farms.
- 10) Incidence of food-borne infection and illness.
- 11) Number of: public spaces which include areas for food, e.g. fruit trees in schools / parks; community food initiatives.

The landscape, the wider environment and the causes of climate change

Aims

- a) To promote and support food production systems which conserve and enhance the environment, reducing the pollution caused by farming and food production.
- b) To develop Herefordshire as an exemplar County for sustainable food and farming.
- c) To encourage farming and food businesses to use water resources efficiently.
- d) To enable the local food supply chain to become more resilient to global fluctuations and crises.
- e) To increase levels of recycling of food waste and food packaging.
- f) To reduce CO₂ emissions generated across the local food supply chain.

Objectives

- 1) To increase the availability of food produced from environmentally sustainable methods, particularly from local and regional sources.
- 2) To encourage farms to adopt environmentally sustainable practices.
- 3) To reduce the use of garden and agro-chemicals in food produced on farms, in allotments, gardens and public spaces.
- 4) To reduce waste and packaging created by the food chain and increase recycling rates.
- 5) To encourage household, community and work place composting (through the Love Food Hate Waste campaign).
- 6) To support the development of local facilities to turn domestic and commercial food waste into power and organic fertiliser.
- 7) To reduce greenhouse gas emissions across the food and drink supply chain.
- 8) To support local Water Resources Management Plans.

Indicators

- 1) Number of: holdings signed up to ELS, HLS, Organic, LEAF and equivalent schemes; community food growing schemes; peer to peer training events.
- 2) As above.
- 3) Number of training opportunities in sustainable land management and food growing (for farms, community gardens, allotment associations, parks management).
- 4) Number of food companies: composting and recycling food waste and packaging; percentage of food waste and packaging going to landfill; food businesses signed up to food waste reduction targets.
- 5) Levels of composting of food waste from households and businesses; reduction in household food waste going to landfill.
- 6) Percentage of food waste being used to generate power and provide fertiliser / compost.
- 7) Measurable reduction in CO₂ equivalent emissions at least in line with Government and County targets.
- 8) Number of training and awareness raising initiatives.

The characteristics of the County as a whole and its individual localities

Aims

- a) To develop enhanced community cohesion around food in the County and build a tangible shift in attitude towards local, good quality food, where it is no longer regarded as a niche but as a norm.
- b) To build on Herefordshire's Fair-Trade status, applying the principles of social justice to local farmers and producers as well as for imported products.

Objectives

- 1) To raise awareness of and celebrate food and farming as one of Herefordshire's key assets.
- 2) To introduce and promote a 'Herefordshire Food Pledge' or charter mark, detailing a set of sustainable food principles.
- 3) To continue to support Herefordshire's Fair-Trade status and build awareness of 'fairness' for local producers.

Indicators

- 1) Number of: outlets signed up for Flavours of Herefordshire Awards; members of Herefordshire Food Links directory; HEFF Savour the Flavour scheme; visitors to Flavours of Herefordshire Food Festival; other food festivals and events.
- 2) Development of pledge / charter mark. Number of: organisations signed up to a pledge; level of consumer awareness of pledge.
- 3) Number of organisations committing to the use of Fair-Trade products and local 'fair' produce.

The capacity of the County in broad food related skills

Aims

- a) To build skills and capacity in the food and drink sector and to encourage links between different sub-sectors in the food industry.
- b) To provide networking opportunities, support and advice for individuals and organisations working in the food sector.
- c) To promote land based industries as viable, attractive career paths.

Objectives

- 1) To encourage sharing, exchange and linked working across different areas of the food chain.
- 2) To increase employment opportunities through building capacity and skills within the land and food sector.
- 3) To support and develop apprenticeships in farming skills.
- 4) To support the sharing of traditional food skills (e.g. in preparation, cooking, preservation etc.).
- 5) To promote food preparation and cooking skills in schools, further education and through 'lifelong learning' routes.
- 6) To support training and develop training infrastructure in food related activity.

Indicators

- 1) Effective activities of Herefordshire Food Partnership and its constituent partners.
- 2) Courses and qualifications available in the County in the land and food sector.
- 3) Number of: farm apprenticeships available; new entrants into agriculture.
- 4) Number of skill sharing initiatives and programmes.
- 5) Number of: schools teaching cookery / food technology; signed up to Food for Life awards; school gardens; courses in food preparation and cookery for children and adults.
- 6) Number of training opportunities available in the County in food related activity.

Local, regional and national policy influence

Aims

- a) That the importance of food and its interconnectivity with other areas is recognised as one of the 'golden threads' which runs through all County policies. Wherever possible public sector policies should become 'food-proofed' (i.e. that their impact on food production and consumption is considered).
- b) To ensure mutual links to national and regional policies and strategies and create dialogue with relevant organisations on implementing these at a local level.

Objectives

- 1) Raising awareness amongst policy makers of the inter-dependence of food, the economy, health and the environment.
- 2) Incorporating food production and accessibility measures into local plans and strategies.
- 3) Identifying food growing and food access in local planning policy.
- 4) Using national and regional policies and strategies to support local activity and vice-versa.

Indicators

- 1) Number of: training events for policy makers about the food system; level of integration evident in policies and strategies.
- 2) Number of: strategies referencing food and farming; food accessibility. Food security identified and considered in the Local Development Framework and Herefordshire Plan.
- 3) New planning developments to ensure provision for food growing and food access, (e.g. include gardens, community gardens, allotment provision, fresh food retail).
- 4) Cross reference of this strategy with other existing national and regional strategies; evidence of effective liaison with regional and national government.



Appendices

This section of the Strategy gives details of the source information on which the Action Plan is based and of the two bodies which are responsible for its development and implementation.



a. Herefordshire food mapping

The mapping is in the form of tables of known food and drink initiatives and activity within the County. It goes on to assess whether particular areas identified contribute to certain defined criteria which is set out in pie charts to give an overview of the current focus of provision.

Information was gathered through interviews with Food and Drink Working Group and Herefordshire Food Partnership members and other key people involved in food and drink in Herefordshire. It is not possible to say that all activity and relevant documents have been included and it is intended that this document be added to, improved and interrogated for further information. However, it does provide a useful starting point from which to identify particular areas of need.

Table of current known activity

Name of initiative or group	What they are doing	Other information
Herefordshire Food Partnership	Network	Co-ordinating local approaches to food.
Food and Drink Working Group	Network	Contributing to food strategy work.
Colwall Orchards Development Project	Community project	
Cooksyrd Café Farms	Commercial project	Set up café farms.
Herefordshire Food Links Directory	Network	Local food directory, contact the Bulmer Foundation www.herefordshirefoodlinks.org.uk
Grundtvig Food Preparation Project	Project	
Permaculture Gardening Project in Baron's Cross	Project	Contact PCT.
Skill Builders Children's Food Clubs	Education project	Shropshire Project, want to extend into Herefordshire, Graeme Perks.
Rainbow View CSA, Peterchurch	Community project	Contact Edi Hamilton.
Countryside Restoration Schools Programme	Farming education project	Awnells Farm, near Ledbury, hosting educational school visits free of charge if school provides transport.
Houghton Project	Farming education project	Farm working with vulnerable adults and children and supplies produce to local school, also adopted by Bodenham School – Tim James-Moore.
Flavours Of Herefordshire Awards	Awards scheme	Awards for local businesses using local produce. Businesses are judged on the amount of produce they source from within 40 miles of their business and the way in which they use this local food to create imaginative menus reflecting the distinctive cuisine of Herefordshire.
Savour The Wye Listings Project	Network	Producers and retailers selling local goods in the Wye Valley AONB and surrounding areas of Herefordshire, Monmouthshire and the Forest of Dean.
The Big Apple	Promotional food education campaign	Twice a year the parishes of the Marcle Ridge – Much Marcle with Aylton, Little Marcle, Munsley, Pixley, Putley and Woolhope celebrate their heritage of apples and pears, cider and perry.
Herefordshire Cider Route	Promotional campaign	Mapped cider route visiting cider producers.
Dragon Orchard CSA	Community project	Community orchard scheme.

Fabulous Food	Food industry training	Slow Food Herefordshire, Bulmer Foundation, Young Apprenticeship Scheme – Education project for 14-16 year olds.
Eco Schools and Sustainable Schools	Schools programme	One of the 7 doorways to Sustainable Schools is food and drink.
Young Apprenticeships Scheme – Aim Higher	Food industry training	Food and hospitality programme.
Herefordshire Fair-Trade	Promotional food education campaign	Promoting the use of Fair-Trade products in the County.
Adopt a Farmer	Schools programme	Rural Hub and Healthy Schools – 42 schools successfully linked with a farm.
Young Chef	Food industry training	Skill Builders, Ludlow. Training project for young chefs aged 16-25. Includes annual young chef awards.
The Foodies	Food education resources	Healthy Schools / Foodies Books. Every primary school in the County received a full set of books (one for every month) from Healthy Schools. Every 3, 4 and 5 year old in a playgroup, day nursery or school in the County had one free book to take home and keep between September and December 2007.
Growing a Healthy Food Economy	Research project, mapping the Herefordshire food chain	Bulmer Foundation 2005.
South Wye Healthy Living Community Activities	Food education project	5 a day project aims to improve access to fruit and vegetables, develop an allotment scheme and working in partnership with other South Wye initiatives to promote healthy eating and the 5 a day message.
5 a day promotion in nurseries	Food education project	5 a day project promoting 5 a day within nurseries, Herefordshire PCT. Aims are to increase levels of knowledge, improve understanding of fruits and vegetables and to change attitudes.
Wye Grow It and Eat Well	Community garden	Hinton Community centre / Bulmer Foundation healthy eating and growing project.
Care To Cook	Food industry training	To support 14-19 year olds with a care background to develop knowledge and skills in food hygiene and healthy eating. Food Standards Agency and PCT, practical workshops will include shopping, cooking and an opportunity to achieve an accredited qualification.
Fruit Tree Initiative	Growing project	Council initiative. The aim of the scheme is to encourage people to plant old apple varieties, either to restore an old orchard or in gardens to keep the bud stock alive for propagation in the future.
State of Herefordshire Report	Strategy	Strategic planning resource for all developments. Intended to provide a resource for those working for organisations involved in the Herefordshire Partnership, both reflecting and informing local strategic thinking.
Meet The Buyers	Commercial programme	HEFF programme. Linking producers to both retailers and foodservice businesses – one to one appointments between producers and buyers.
Buyers Choice Visits	Commercial support	HEFF programme. Taking buyers on farm visits.
Savour the Flavour	Commercial support programme	HEFF programme. Working with retailers and hospitality providers to increase their range of regional food and drink, providing equipment and point of sale material.
CHEFF in the Counties	Commercial support programme	Linking producers to chefs. A yearly event for chefs looking to source locally with best practice workshop / talk and opportunity to meet producers and sample their products, 1 Regional Event every February with events in each County every September.
The V Machine	Schools food programme	Healthy vending machines in schools. As well as generating income for the school the scheme aims to educate on seasonality, food miles and the benefits of eating healthy snacks.
The S bar	Schools food programme	HEFF. Smoothie bars in schools using seasonal fruit and vegetables.

Savour the Flavour vending	Commercial support programme	Vending machines full of local produce for offices, gyms, visitor centres, hospitals etc.
Trade show support from HEFF	Commercial support programme	Enabling SMEs to attend trade shows. Subsidised or supported places at top flight trade shows for local food SMEs, two key events are Speciality London and IFE / EXPO.
The HEFF Standard	Commercial support programme	Food hygiene support for producers. Working with producers to improve the hygiene and food safety systems within their business and to give buyers peace of mind.
Healthy Lunchbox courses	Schools food programme	Healthy schools and school nurses providing workshops on healthy lunchboxes in schools.
Cooking Box scheme	Schools food programme	Healthy schools – cooking boxes located at 4 holding schools throughout the County for other schools to borrow who do not have a kitchen or cooking facilities.
Healthy Eating Topic Box	School food programme	Resources for teachers – resource box full of games, lesson plans, visual resources etc. for schools to loan for healthy eating lessons in the classroom.
The Ark of Taste – Perry	Promotional drink education campaign	The Ark of Taste (Slow Food) aims to rediscover, catalogue, describe and publicise forgotten flavours, documenting excellent food and drink products that are disappearing. Three Counties Perry is one of the listed products.
Workshops for village shops	Commercial support programme	Workshops on sourcing and selling more local food, 2-3 times per year – through Parish Liaison.
Workshops on community pubs	Community training project	How to take on a village pub.
Herefoodshire Film Project	Food education campaign	Short video about local food challenge – producer, retailer and young cook at HCT, Ear To Eye learning film project.
Dietetic Service	Public service	Dieticians who provide dietary advice and support to treat, manage and prevent disease in hospital and community settings. Based at County Hospital. The service is provided by Hereford Hospital NHS Trust within the County Hospital, and to Herefordshire Primary Care Trust. Patients are referred by health care professionals.
Expert Programme	Public service	Food education components of support for patients with type 2 diabetes, co-ordinator Maggie Arter.
MEND programme	Public service	Programme for overweight children and their families.
Radio Information	Public service	Regular input from community dietician on food and health issues on BBC Radio Hereford and Worcester.
Herefordshire Seed Swap	Networking event	Annual seed swap.
Herefordshire in Transition	Network / community group	Working towards a system where trade and lifestyles locally support a low carbon economy, includes local food issues. Transition Hereford, plus groups in Ledbury, Leominster and Kington.
HEFF Cookery Theatre	Food education resources	Demonstration kitchen attends minimum of 10 events a year.
Food for Life local programmes	School food programme	Orleton have met bronze standards and most of silver and ran a stall at Ludlow Food Festival. Fownhope St Mary's have met bronze standards and have most of silver. Hereford Academy and Kings Cople have joined scheme.
Artwell Plate	Food education project	Healthy Schools and Arts / Cultural Services with the Green Eyed Monster co. Children in 5 libraries built 5 foot wide collages of the Eatwell Plate using empty food packaging, which were displayed in libraries with labels for each section about Herefordshire producers of each food group.
Shobdon Food and Drink Festival	Festival	
Mortimer Country Food Fair	Festival	
Hay Food Festival	Festival	

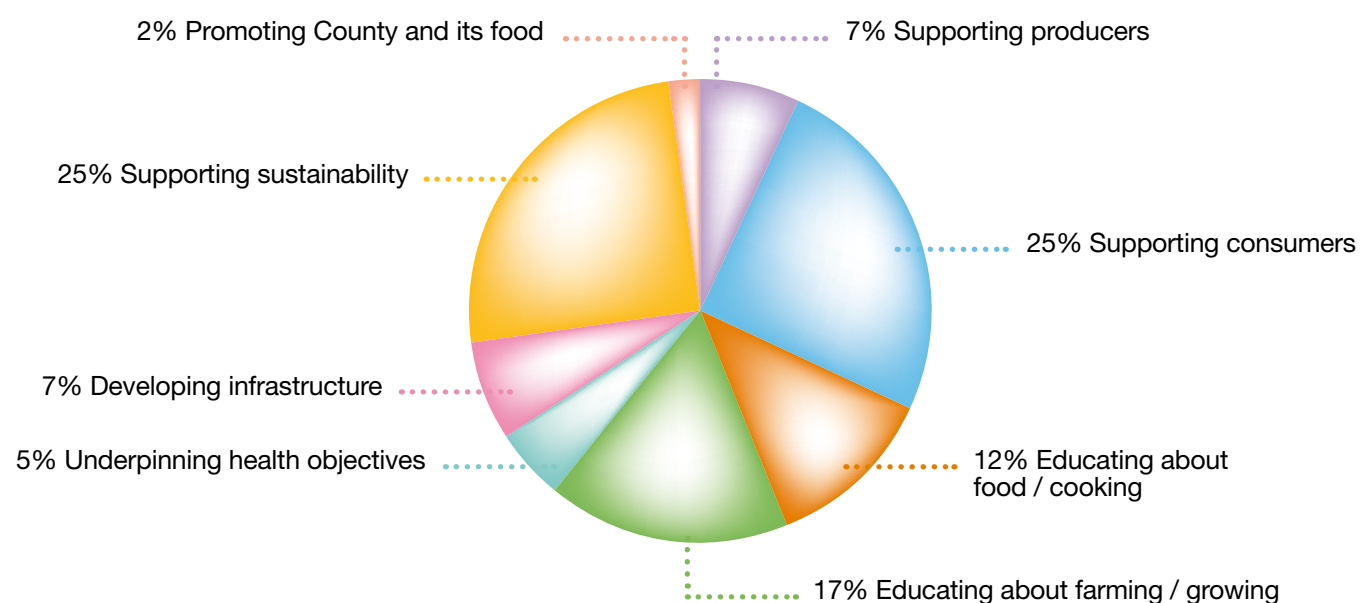
Flavours Of Herefordshire Food Festival	Festival	Major food festival in Hereford showcasing local produce held at the racecourse in October, contact Visit Herefordshire.
Mill Race Food Fayre	Festival in Ross-on-Wye	At the Mill Race pub in Ross-on-Wye.
Green Party Apple Fair	Festival	
The Big Apple	Festival	Celebration of orchards and apples in the Marcle Ridge parishes.
CountryTastic	Festival	Three Counties family event. Food and farming related stalls and activities.
British Food Fortnight	Campaign	
Ledbury Food Festival	Festival	The Festival is primarily to raise the profile of Ledbury, its primary and secondary producers and traders. Started 2009.
School Food Spring Event	Festival	
Hellens Garden Festival	Festival	
Herefordshire Country Fair	Festival	
Kington Show	Festival	
Wye Vale Garden Centre Christmas Fair	Food fair	Local producer market at the Wyevale store.
CAMRA (Hereford Beer Festival)	Festival	
National Apple week	Campaign	
Relish Events	Food event	HEFF Relish club – minimum 4 events per year.
West Midlands tastiest sausage competition	Awards scheme	Part of farmhouse breakfast week – Herefordshire “sizzle off” leg competition – final in Birmingham.
West Midlands tastiest apple juice competition	Awards scheme	Part of farmhouse breakfast week.
FIND	Conference	Regional trade conference – HEFF.
Cider Making Festival	Festival	At the Hereford Cider Museum in October.
Fungus Walks	Food event	3 days of guided walks with Marches Fungi and National Trust, to learn how to forage.
Staunton-on-Wye School / Pre-school	Growing project	Food project / kitchen growing area.
Lord Scudamore Primary School	Growing project	Creating garden – including kitchen garden, vegetable chequer board and composting, received funding from Awards for All.
Lord Scudamore Primary School	Healthy eating project	Cookery book with recipes by the community.
Ledbury Allotments Association	Growing project	Community scheme and land purchase.
Kingstone Schools Partnership	Farming education project	YOFF film project, 5 schools, film project with Catcher Media, year 5 and 6 pupils.
Shelter	Healthy eating project	
Leominster Junior School	Growing project	
National Apple Orchard at Berrington Hall	Preservation project	National Trust.
Damson Orchard at Brockhampton	Preservation project	National Trust.
National Apple collections	Preservation project	Near Leominster.
Red House Farm Tillington Orchard Project	Preservation project, community project	Restored derelict orchards and developing PYO / CSA scheme.
Yarpole Village Shop	Community shop project	Selling local food and drink.
Mortimer Country Store	Community shop project	Local shop set up as community enterprise.
Hereford Cathedral café	Community café project	Aiming to be local food venue, with catering kitchen.
Whitbourne Community Shop	Community shop project	
Bishops Frome Village Shop	Community shop project	Equipment project.

Initial findings of the mapping exercise

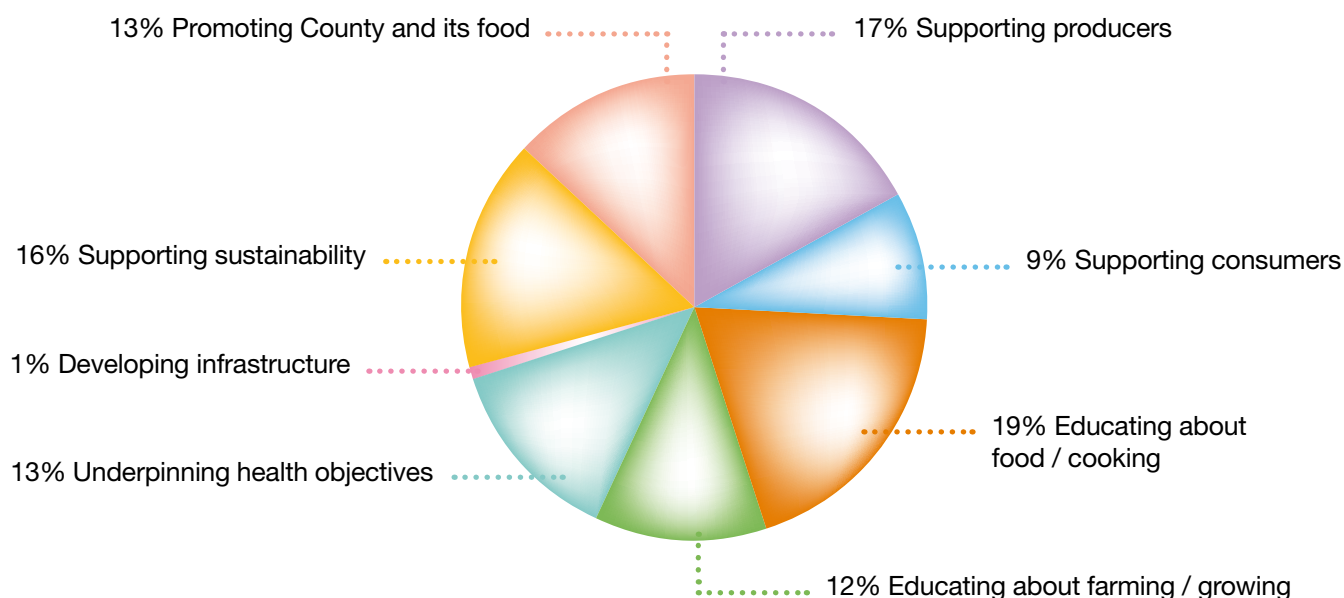
The following graphs indicate whether the identified activities in the food mapping list contribute to:



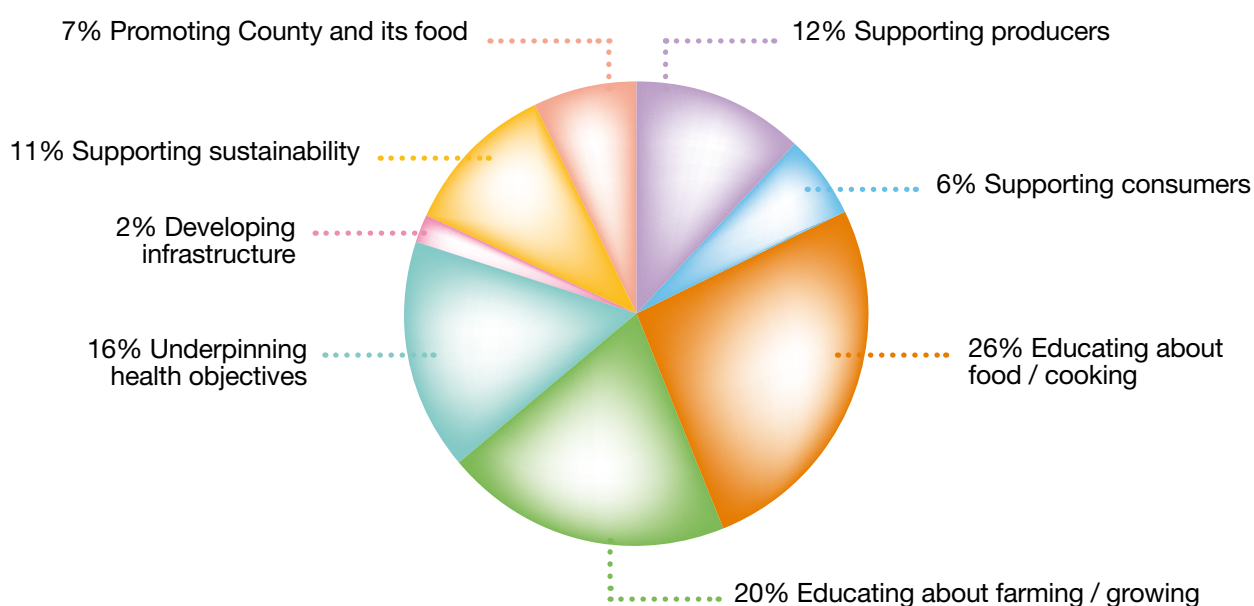
Individual local projects – Focus of individual local projects



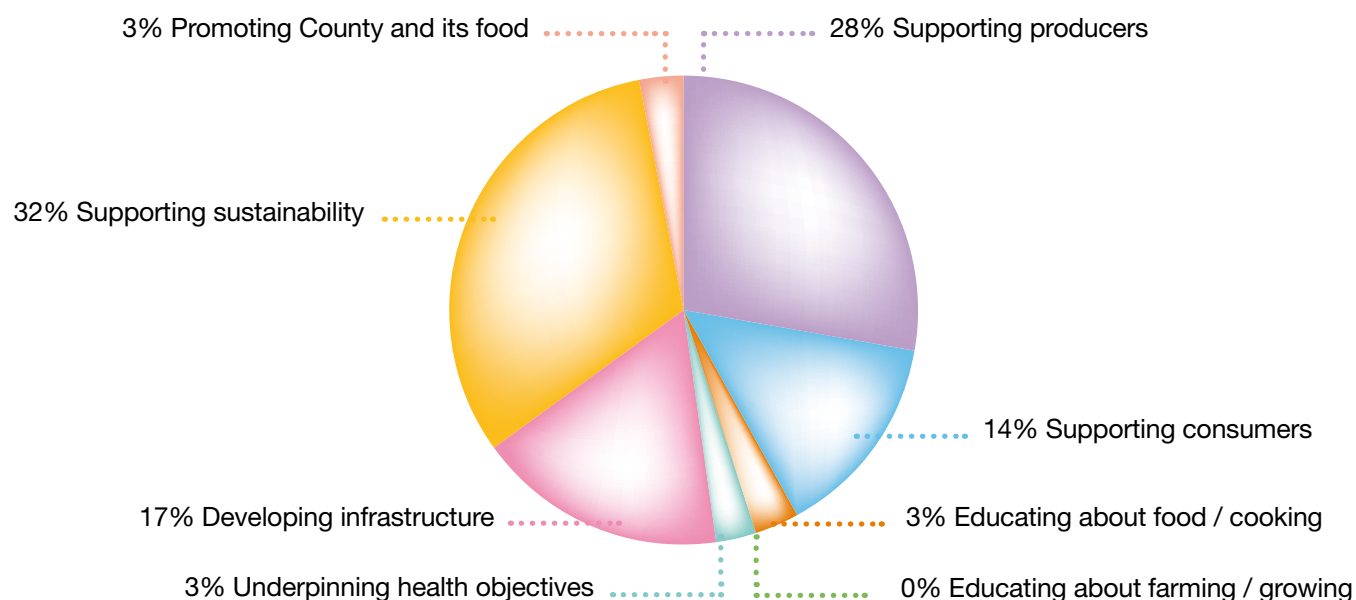
County initiatives – Focus of County projects and initiatives



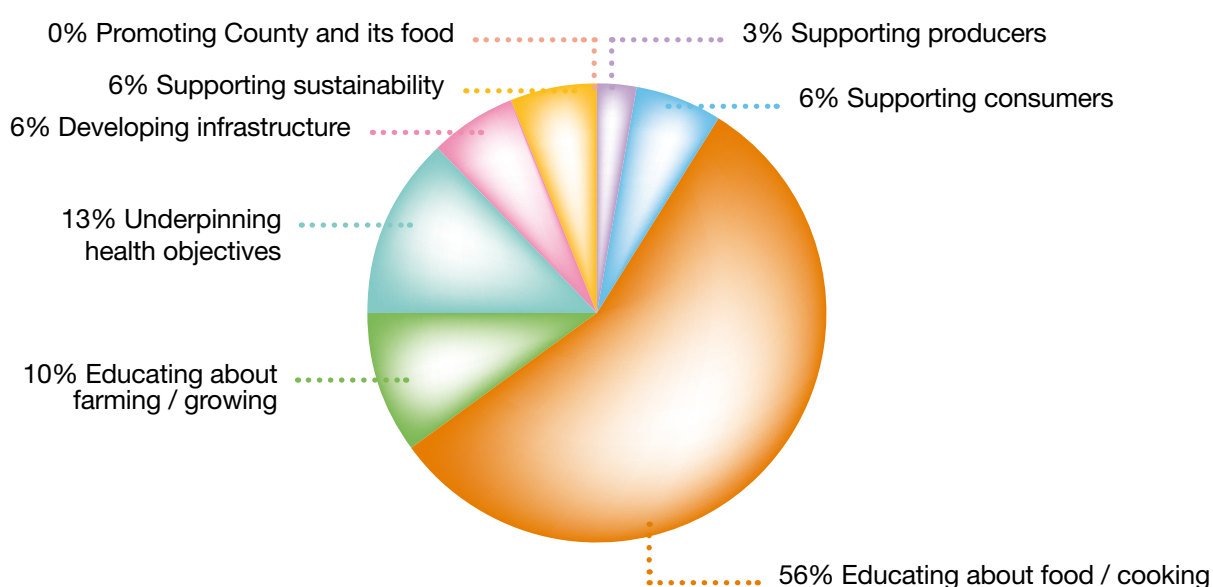
National and regional initiatives – Focus of regional and national campaigns and initiatives



National and regional papers and strategies – Focus of regional and national research and policies

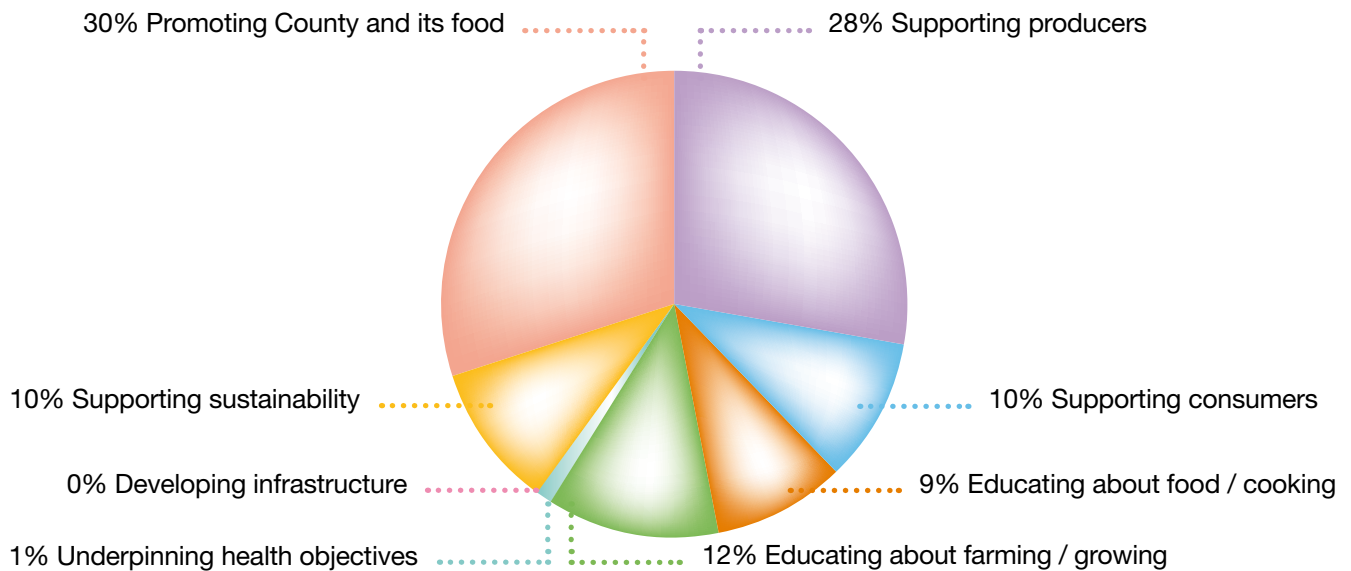


Training providers – Focus of training provision



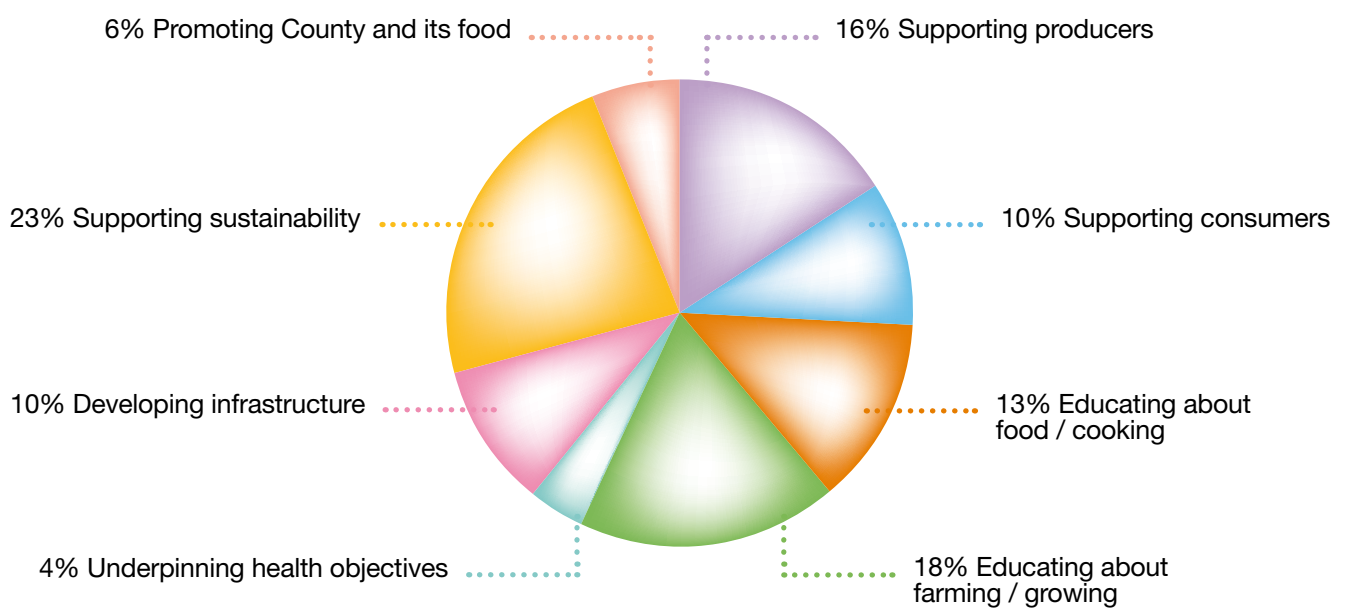
Events –

Focus of food events



Organisations (includes local, regional and national) –

Focus of listed support organisations

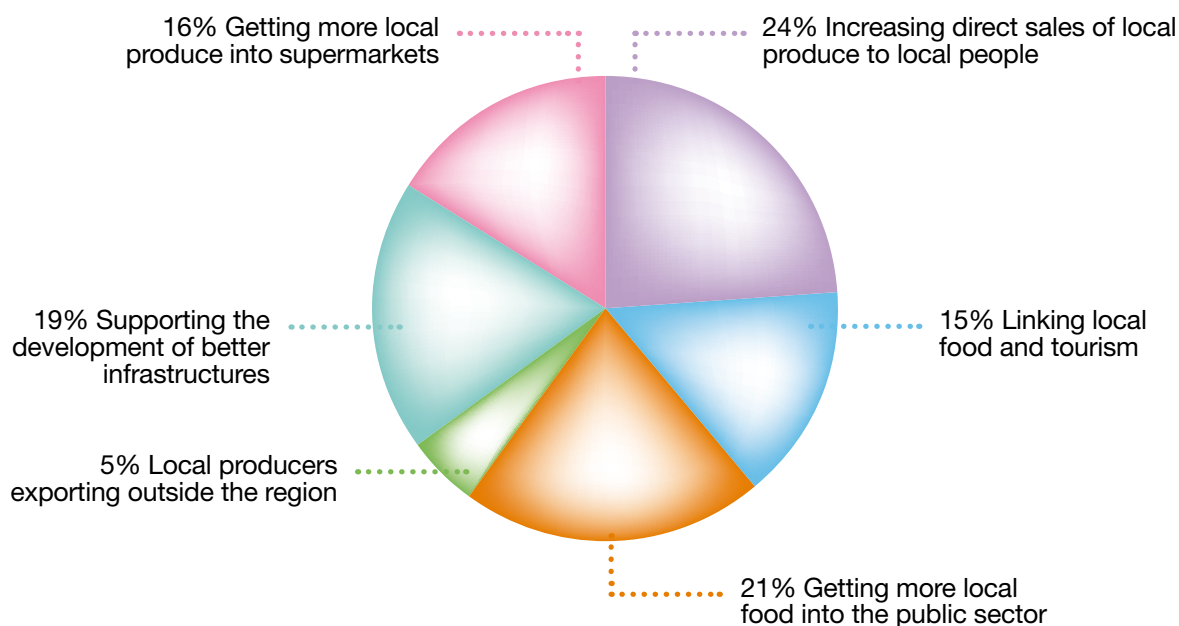


b. Public consultation

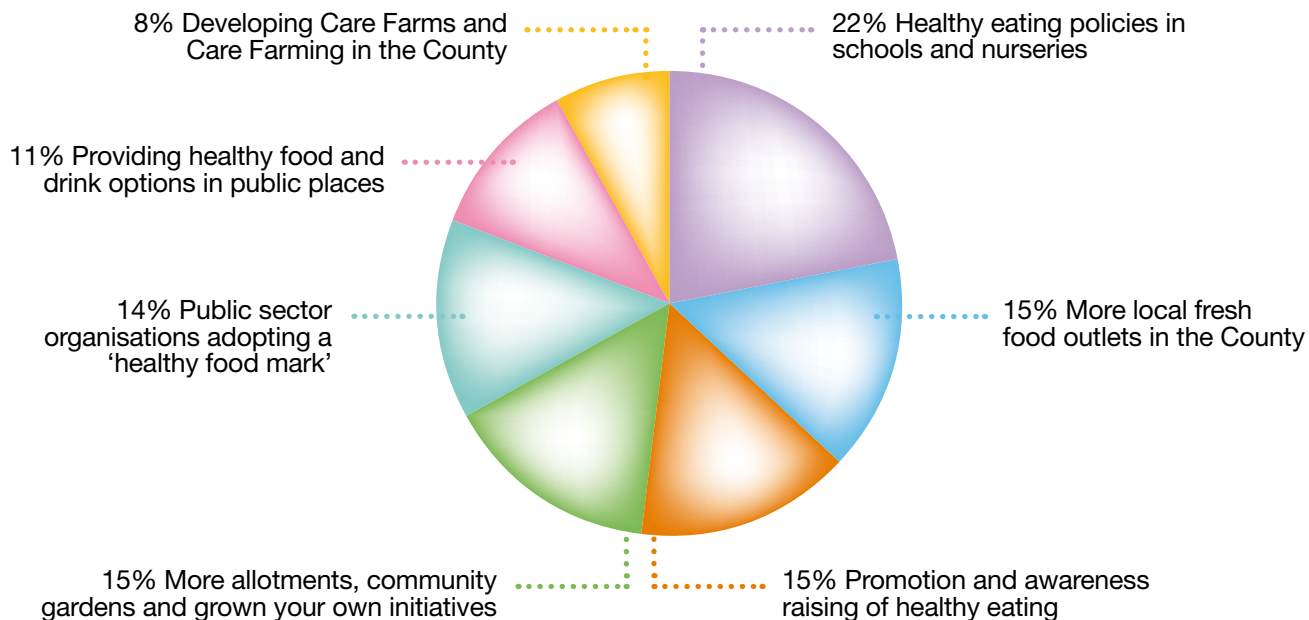
During the autumn and winter of 2010/11 consultation events took place across the County where the public were briefed about the Food Strategy and asked for their feedback on the main themes in the document. Specific events took place in Ledbury, Leominster, Ross-on-Wye, Hereford, and Kington. There was also an information stand at the Flavours of Herefordshire Food Festival 2010 where questionnaires were given out. A consultation event was also held in Hereford on 12th October 2010 as part of 'h.Energy' week. Some consultation responses were also received via email for those that could not attend any of the events.

The charts shown below are a summary of the feedback received from the consultation, particularly relating to the prioritisation of the identified aims in the strategy.

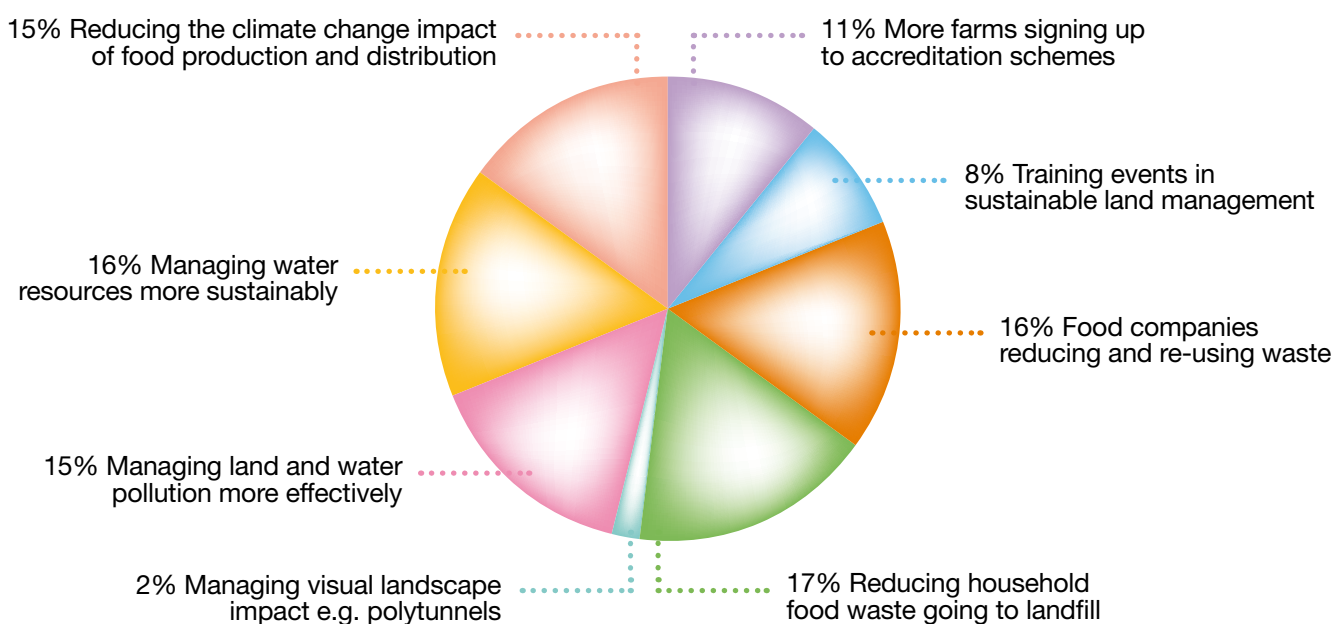
What are the priorities for developing the 'Local Food Economy' in the County?



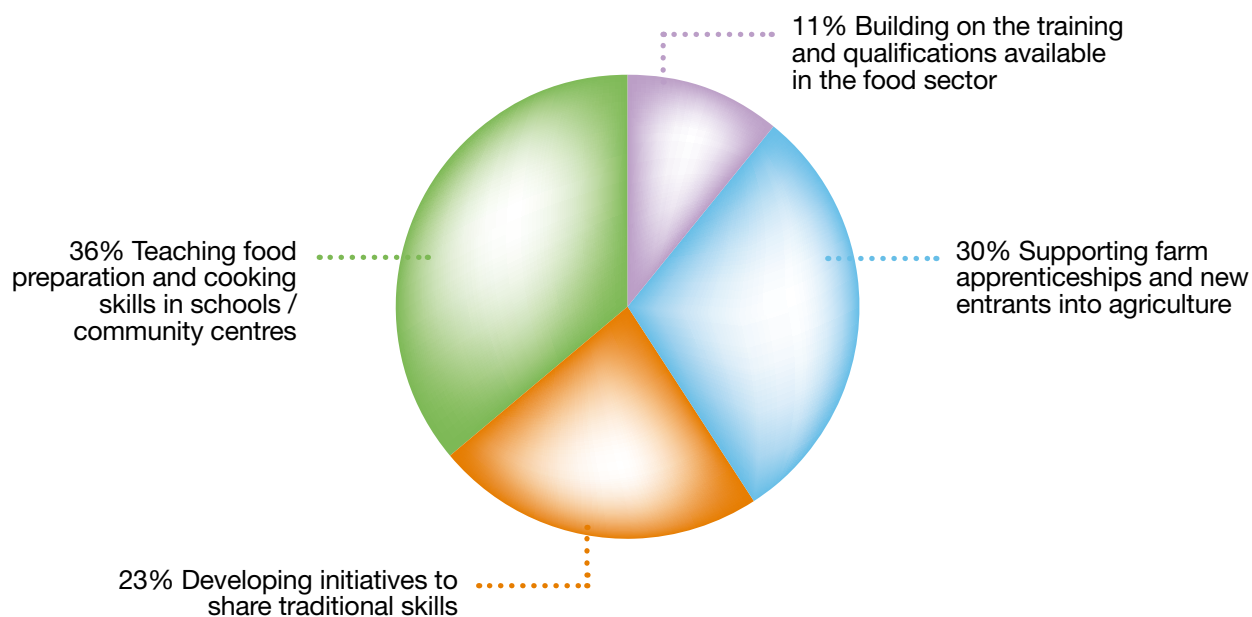
What are the priorities for addressing health issues through food and drink?



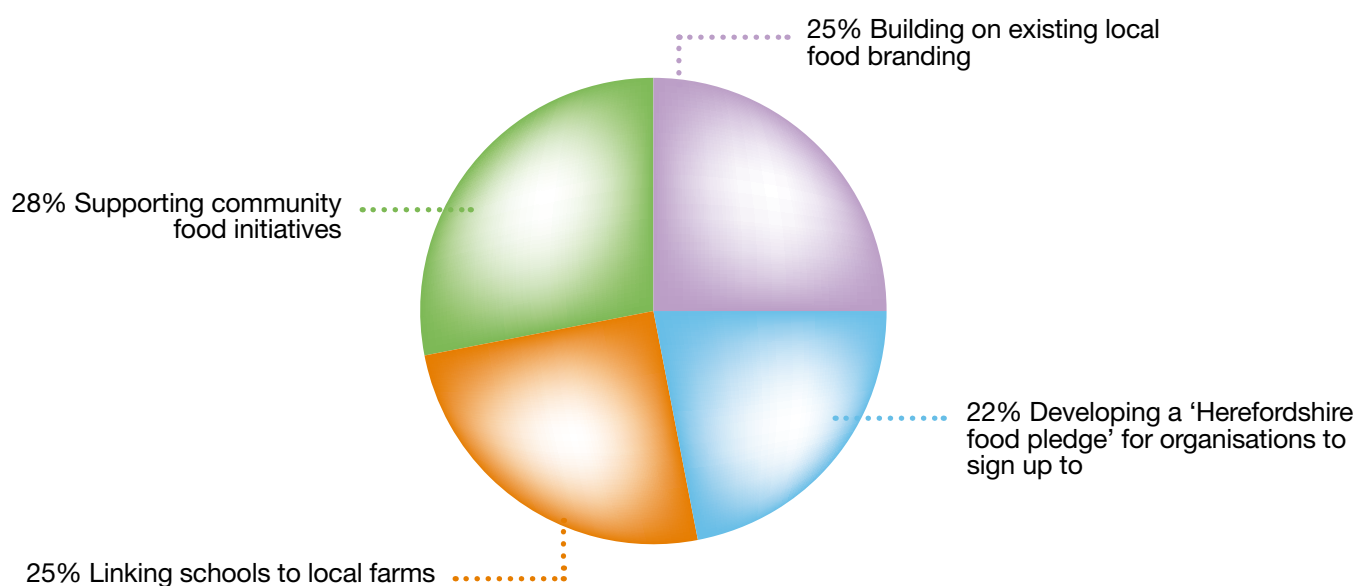
What are the priorities for addressing the environmental impacts of the food sector?



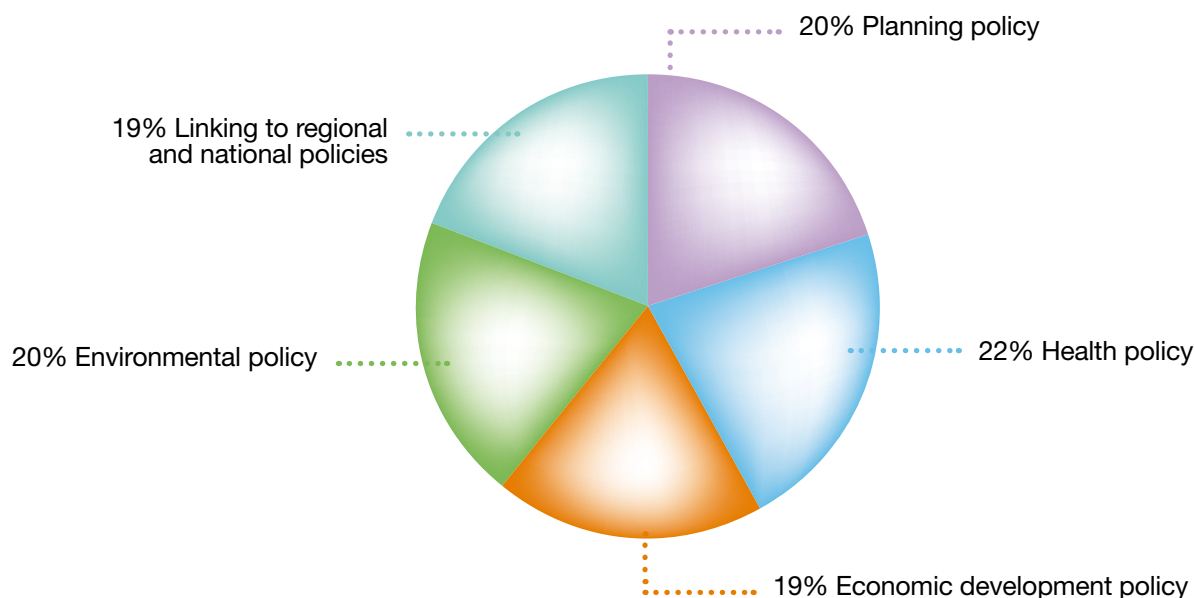
What are the priorities for skills and training in the food sector?



What are the priorities for enhancing 'local distinctiveness' through food and drink?



What are the priority policy areas in which impact on the food system should be considered?



c. National, regional and local strategies and reports

Future of Food and Farming, Foresight Report, January 2011.

Food 2030 Strategy, DEFRA, January 2010.

UK Food Security Assessment, DEFRA, 2009.

Sustainable Farming and Food Strategy, DEFRA, 2002.

West Midlands Food and Drink Cluster Plan, 2008/11, Advantage West Midlands (AWM).

West Midlands Farming and Food: Our Shared Priorities, 2009/11, AWM / Government Office West Midlands (GOWM).

Herefordshire Economic Development Strategy, Herefordshire Partnership.

The Community Strategy for Herefordshire, Herefordshire Partnership.

Healthy Herefordshire Plan, Herefordshire Primary Care Trust.

Carbon Reduction Plan for Herefordshire, Herefordshire New Leaf.

Alcohol Integrated Needs Assessment, NHS Herefordshire.

d. Terms of reference for Herefordshire Food Partnership

Membership

Herefordshire Council	Councillor Adrian Blackshaw (Chairman) / Geoff Hughes / Andy Dawson
Herefordshire Primary Care Trust	Dr. Sarah Aitken / Mike Pigrem
Bulmer Foundation / Herefordshire Food Links	Rob Garner / Peter Norton
Heart of England Fine Foods	Karen Davies
National Farmers Union	David Morgan / Lesley Whistance
Herefordshire Rural Hub	Cathy Meredith
Duchy of Cornwall	David Curtis
Diocese of Hereford	Nick Read
Country Land & Business Association	Jo Hilditch
National Association of Cider Makers	Helen Thomas

Purpose

To provide strategic support and direction for the development and implementation of the Herefordshire Sustainable Food Strategy and Action Plan.

To champion and support the work of, and help secure resources for, the County Food and Drink Working Group.

To deliver organisational and strategic partnership commitment to the Sustainable Food Strategy and Action Plan.

To link with key strategic bodies in the area of food and drink in Herefordshire and the region.

To communicate and promote County food and drink activity, and food and drink related issues, both within the local authority and externally with local, regional, national and cross-border stakeholders.

Frequency

The Partnership will meet four times per annum with additional meetings convened if necessary.

Chairman

Herefordshire Council, rotating through mutual agreement.

Secretariat

Herefordshire Council / Bulmer Foundation.

Admin Support

Herefordshire Council.

e. Terms of reference for County Food and Drink Working Group

Membership

Herefordshire Food Festival	Jenny Beard
Community Food Practitioner	Mo Burns
Herefordshire Council, Parish Liaison Officer	Anthony Bush
The Big Apple	Jackie Denman
Herefordshire Council	Councillor Mark Hubbard
Slow Food Herefordshire	Liz Lloyd
Heart of England Fine Foods	Jon May
Herefordshire Rural Hub	Cathy Meredith
Bulmer Foundation / Herefordshire Food Links	Peter Norton (Chairman)
Diocese of Hereford	Nick Read
Herefordshire Council, Economic Development	Alan Ronald
Herefordshire Primary Care Trust	Rebecca Stanners
Herefordshire Council, Childrens' Services	Marjorie Bevan
Woodland Trust	Mike Townsend

Purpose

To be responsible for developing, commissioning and monitoring a Herefordshire Food Strategy and Action Plan.

To guide the Herefordshire Food Partnership in securing resources and commitment to deliver the Strategy and Action Plan.

To engage with community stakeholders including food and drink producers.

To help co-ordinate and cohere food and drink activity in the County.

To communicate and liaise with the Herefordshire Food Partnership and the Herefordshire Partnership theme groups.

Frequency

The group will meet four times per annum with additional meetings convened when necessary.

Chairman

Bulmer Foundation.

Secretariat

Bulmer Foundation.



f. Action Plan

This Action Plan is a working draft and is the current focus of activity of the Herefordshire Food Partnership. Some of the initiatives identified are already underway and others are in development. The Action Plan will be regularly updated as it progresses.

KEY TO ABBREVIATIONS:		HEFF	Heart of England Fine Foods
HFL	Herefordshire Food Links	VH	Visit Herefordshire
HC	Herefordshire Council	DoC	Duchy of Cornwall
PCT	Herefordshire Primary Care Trust	Amey	Amey Wye Valley
RH	Herefordshire Rural Hub	BF	Bulmer Foundation
HFMG	Herefordshire Farmers Markets Group	HCT	Herefordshire College of Technology

The dynamism and sustainability of the local economy

What / Objective

To support and promote the development of opportunities for purchasing and consuming locally produced food.

Who / Lead organisation

HC / HFMG

How

Increase the frequency of Hereford Farmers markets to weekly; develop the Hereford Buttermarket as a centre for local food.

HEFF

Promotion through HEFF's Regional Food Guide.

HFL

Publish Local Food Directory.

Country Markets

Co-operative producer markets – Ledbury, Bromyard, Leominster, Ross-on-Wye.

Independent village markets

Bosbury, Brockhampton, Clifford, Much Birch, Eaton Bishop, Fownhope, Garway, Kington, Vowchurch, Woolhope.

HC (Economic Development)

Offer out of County food selling opportunities.

RH / HC (Parish Liaison) / HFMG / HFL

Widespread promotional campaign for farmers markets, village markets and independent village shops.

HC (Parish Liaison)

Training event for local village shops.

To raise the profile of local Herefordshire food to visitors and locals and across the County.

HC / VH

Deliver Flavours of Herefordshire Food Festival, Herefordshire Walking Festival and Herefordshire Food Week.

Independent festival organisers

Shobdon Food Festival; Mortimer Country Food Fair; CAMRA Hereford Beer Festival; Cider Making Festival; CountryTastic Three Counties Showground; Herefordshire Country Fair; Kington Show; Mill Race Food Festival; Ledbury Food Festival; Ross-on-Wye Cider Festival; The Big Apple.

HC (Economic Development)

Review how the new livestock market can be utilised to promote HFP objectives.

HC / VH / Trading Standards / New Leaf

Review of proposed 'Herefordshire Brand' developing accreditation criteria.

To recognise the contribution of the local food system to economic prosperity and improve upon it.

HFP / CPRE

Link to Mapping Local Food Webs project (Ledbury).

To support local producers and food businesses across the County.	RH	Membership of the Herefordshire Business Board / Tourism Forum and Herefordshire Food Partnership representing producers and food businesses.
	HC	Establish business park 'incubator units' for food processing.
	HEFF	Business support services under Research and Technology and Supply Chain Development. Provide regular sector information to 200 businesses.
	Village markets / RH / HFL	Convene meeting to bring together village markets, farmers markets and food links members.
	DoC	Continue to encourage Duchy of Cornwall estate farmers to provide locally grown produce for local consumption.
	RH	Circulate information on initiatives. Organise training and knowledge transfer to ensure that businesses are supported and have the opportunity to develop.
	Chamber of Commerce	International Trade promotion and support for local businesses.
To introduce procurement policies within public institutions, such as schools and hospitals, which encourage and incentivise the use of local sustainable food.	HC	Represent the sector on the Business Board.
	HC / PCT / Amey	Monitoring of School Catering Contracts (Food for Life Partnership targets written into all new school catering contracts); investigate the inclusion of the criteria in wider public sector contracts.
To support the development of localised short food supply chains.	HEFF	Promotion of HEFF Delivery Service to public sector buyers.
	HC / Schools / School Caterers / NHS	Ensure that menus reflect the use of seasonal produce through school meals monitoring.
	HFL / DoC	Sub-group of HFP to review the development of a local short supply chain.
To promote and develop schemes and initiatives which encourage local restaurants and tourism providers to use a high proportion of locally sourced produce.	HEFF	Promotion of HEFF Delivery Service to trade.
	HC / VH	Flavours of Herefordshire Awards scheme.
	RH	Information link between local producers, local food markets and the tourism sector.
To facilitate a cohesive approach to food promotion in the County, including culture, heritage, quality and health.	HEFF	Promotion through HEFF's Regional Food Guide.
	RH	Representation on Herefordshire Business Board / Tourism Forum and HFP.
	HFL	Through Local Food Directory.
To ensure that Herefordshire has sufficient food processing facilities in order to add value at source.	HC / HEFF	Build on experience from the management of Shropshire Food Enterprise Centre.
	RH	Provide information and support for grant applications for this sector.
	Diocese / RH	Sub-group of HFP to explore the re-establishment of a County abattoir.
	HC	Establish business park 'incubator units' for food processing.
To encourage supermarkets and other retailers to stock and promote more lines of locally sourced products.	HEFF	Supply chain development programme.
	HC / DoC	Meet with supermarket regional buyers.
To enable local producers to supply vulnerable groups with fresh prepared quality food.	HC / Schools / School Caterers	Link to breakfast clubs, after school clubs and free school meals provision (see Food for Life targets).
	Diocese	Investigate links to charitable sector food banks.

The health and quality of life of those who live in the County and its visitors

What / Objective	Who / Lead organisation	How
To improve the provision of healthy food and drink in schools and early years settings.	HC / Schools / School Caterers	Networking event between schools, school caterers and producers.
	HC / PCT (Public Health)	Rolling out of Food Trust pilot to nurseries in the County and develop method to monitor school meals catering.
	HC / HFP	Training event for school governors and early years providers.
To encourage an increase in the consumption of fresh food, in particular locally grown fruit and vegetables.	HC / Schools / NHS / PCT / School Caterers	Change for Life campaign; investigate developing 5 a day scheme to supply fruit to all year groups. Networking event for schools, local producers, school caterers.
	HFP	Link to South Wye Healthy Living initiatives.
To provide opportunities for residents to become involved in growing and producing food by improving access to land for growing.	HC	Identify gaps in allotment provision.
	BF / Hinton Community Centre	Develop Community garden in South Wye.
	HALC / HC (Parish Liaison) / DoC / Diocese.	Identify and challenge barriers to allotment development.
To ensure schools have access to farm visits and food growing projects.	HC / Schools	Encourage Schools to apply for Food for Life Partnership Awards.
	'Growing Local'	Linking local box scheme to school growing programme.
	RH	Co-ordinate Adopt a Farmer scheme and Open Farm Sunday.
	Countryside Restoration Trust (CRT)	Educational visits for schools to CRT farms.
	Kingstone Schools Partnership	Develop community farm on school grounds; deliver NVQ in horticulture.
	Steiner Academy Hereford	Academy specialism 'land and environment'.
	DoC	Encouraging Duchy of Cornwall farm tenants within Herefordshire to facilitate school visits.
	Herefordshire College of Technology (HCT)	Encourage schools to access the College farm for visits.
	BF	Investigate community transport scheme for farm visits.
	RH	Linking schools to farms through the Adopt a Farmer scheme.
To encourage public sector organisations to provide healthy, seasonal, locally sourced and responsibly produced food.	HC / PCT / NHS / Amey	Include Food for Life standards in school catering contracts; develop criteria for Staff Restaurant and Hospital catering contracts.
	HC	Build standards into HC procurement policy.
To promote the benefits of fresh, local, balanced and nutritious food.	HC / Schools / Hospitals / Leisure Facilities	Promotional campaign in schools, hospitals, staff restaurants, and leisure centres; ensure provision of healthy and local alternative products available in public venues.
	HC (Cultural Services)	Deliver 'Artwell Plate' – food education project.
	BF / Hinton Community Centre	Deliver community cookery and healthy eating courses.
	The Foodies Books	Series of books linked to school curriculum, produced in Herefordshire and available to all primary schools.
	Transition Hereford	Support and promote existing small scale initiatives.

To reduce the consumption of food and drink high in sugar, fat and salt within the County.	HC / PCT / Schools / School Caterers	Following the School Food Trust Food and Nutritional Standards.
To promote safe and responsible levels of alcohol consumption.	Safer Herefordshire Partnership	Developing and implementing local alcohol strategy.
To improve the levels of food safety in the County.	HC (Environmental Health and Trading Standards)	Undertake a risk based premises inspection programme for food standards and food hygiene; implementation and promotion of a food hygiene rating system; promotion of the 'Home Authority / Primary Authority Principle' and provision of business advice and support; sampling programme covering animal feed, food standards and food hygiene for County importers, manufacturers and suppliers; participation in co-ordinated regional and national sampling initiatives.
To encourage and support community food initiatives.	Colwall community orchard	Community orchard.
	BF / Hinton Community centre	Community garden.
	Sustain	Regional support for developing community food co-ops.
To support Care Farms and eco-therapy as an integrated approach to health and well-being in the County.	Houghton Project	Farm working with vulnerable adults and children.
	Care Farming West Midlands	Supporting Care Farms in the County.
	RH	Promotion of and signposting of Care Farming.
	HCT	Providing the educational verification of assessment support to a Care Farm Project; use of Pound Farm as a resource for foundation studies courses; encourage and assist people to enjoy the therapeutic benefits of horticulture through the Herefordshire Growing Point project based at Holme Lacy Campus.

The landscape, wider environment and the causes of climate change

What / Objective	Who / Lead organisation	How
To increase the availability of food produced from environmentally sustainable methods, particularly from local and regional sources.	RH	Actively promote Entry Level, Higher Level and Organic Level environmental stewardship schemes. Work closely with Natural England / LEAF / Environment Agency to promote and support their events in the County.
	VH / Local Enterprise Partnership / HEFF / Business Board	Work with Visit Herefordshire to raise awareness of sustainable food within tourism.
To reduce the use of chemicals in food produced in allotments and gardens.	Diocese	Establish code of practice, currently available to Allotment Association / Gardening Clubs; establish model clauses.
To encourage farms to adopt environmentally sustainable practices.	RH	Actively promote Entry Level, Higher Level and Organic Level Environmental Stewardship schemes; work with Natural England / LEAF / Environment Agency to promote and support their events in the County.
	BF / Bulmers (Heineken)	HONE – research and knowledge transfer project and network focusing on sustainability for cider fruit growers.
	DoC	Encourage best practice on estate farms by networking with organisations such as FWAG and LEAF.
	RH	Organise training events on environmental issues, in particular soils and nutrient management.
	HCT	Use Pound Farm's organic status as a demonstration farm for training purposes by organisations such as Soil Association and Institute of Organic Training and Advice (IOTA).
	RH / NFU	Encourage farms to sign up to the Campaign for the Farmed Environment.
To reduce waste and packaging created by the food chain and increase recycling rates.	HC / Schools / School Caterers / Amey	Eco schools scheme; Food for Life Partnership; recycling points in schools, staff canteens, council offices.
	HC	Liaise with Environment Services to examine domestic food waste collection.
	HFP	Examples of good practice identified by HFP and promoted throughout the County.
	RH / HEFF / HFL	Identify and promote more sustainable types of packaging.
To encourage household, community and work place composting.	HC / Schools / School Caterers	Eco School scheme; Food for Life Partnership.
	HC	Love Food Hate Waste campaign.
	HC (Parish Liaison)	Develop schemes as part of parish plans.
To reduce greenhouse gas emissions across activities in the food and drink supply chain.	HC / Schools / School Caterers	Train staff to use equipment correctly and efficiently in production kitchens and in awareness of wider environmental issues.
	HEFF	Development of HEFF Delivery Service – to build on 2.4 million road miles saved in first 12 months of service.
	HR / Land Based Carbon Reduction Group	As a member of the Carbon Reduction Group helping to identify and co-ordinate the key players in the land use sector in order to develop a programme; submit bid to DEFRA for land based carbon reduction scheme.
	BF / Ecohere / New Leaf	h.Energy Week – cross-reference with Food Strategy; promote RHI and feed in tariff to farmers and producers.

The characteristics of the County as a whole and its individual localities

What / Objective	Who / Lead organisation	How
To raise awareness of, and celebrate, food and farming as one of Herefordshire's key assets.	HC / Schools / School Caterers	Networking events, school curriculum development, presentations, promotion boards in public buildings, schools, canteens, newsletters.
	HEFF	Promotion through HEFF's Regional Food Guide.
	Independent festival organisers	Festivals and events.
	HC	Fruit Tree initiative; 'Pommunity Herefordiensis' (free local variety apple trees for community groups).
	VH / RH	Flavours of Herefordshire Awards and Food Festival; develop Flavours awards more widely.
	HFP / VH	Ensure food and drink is represented in proposed Herefordshire Brand.
	Diocese / HC	Liaise with C of E schools on awareness raising of farming.
	HFP	Use HC PR team to focus on pro-active promotion campaign – pick up on local awards and achievements, Partnership to encourage members to apply, share / celebrate successes.
	HC / RH	To investigate improving the way the Council communicates with its tenant farmers.
	HFP	Introduce and promote a 'Herefordshire Food Pledge'; challenge food users to reach the pledge benchmark.
	HC / Schools/ School Caterers / Amey	Write proposed 'Food Pledge' into Service Level Agreements and Contracts.
	HFP	Develop a 'food challenge' based on the pledge benchmark – identify local food users and challenge them to reach the benchmark.
	HEFF	Promotion through HEFF's Regional Food Guide.
	HFP / VH	Work with Flavours of Herefordshire to develop / spread the Flavours Awards scheme.
To continue to support Herefordshire's Fair-Trade status and apply the principles of social justice to local produce.	HC / Schools / School Caterers / Amey	Write into contracts and service level agreements that Fair-Trade products must be used where possible and encourage the adoption of Food for Life Partnership standards.
	HFP / NFU / CLA	Liaise with proposed supermarket ombudsman about ethical practice with regard to local suppliers.

The capacity of the County in broad food related skills

What / Objective	Who / Lead organisation	How
To encourage sharing, exchange and linked working across different areas of the food chain.	HEFF	Through current Research and Technology and Supply Chain Development programmes.
	RH	Working in partnership with key organisations to ensure that the messages are disseminated to food and farming businesses.
	RH / HFL	Pilot a potential food / farming and tourism database, co-ordinate with other organisations.
To increase employment opportunities through building capacity and skills within the land and food sector.	HEFF	Work with IMPROVE, LANTRA and National Skills Academy.
	HCT	Continue to develop initiatives through the lead educational centre in the County for land based and food sector training.
	RH / HCT / CLA / HC (Young Enterprise)	Develop a sub-group of the partnership to explore this area in more detail.
	HFP / HC	To encourage HC to maintain sufficient land for small tenancies through council owned farms.
To support and develop apprenticeships in farming skills.	HCT	Maintain a full apprentice programme for the agricultural sector at Holme Lacy Campus.
	HFP	Encourage work experience programmes.
	HFP / RH	Work with the Business Board on apprenticeships within food and farming.
To actively develop the sharing of traditional food skills (e.g. in hedgerow foods and preservation).	Forest Schools	Training in forest management, wild food and wild harvesting and cooking.
	Colwall community orchard	Through activities of community orchard.
	Marches Fungi / National Trust	Fungus walks.
	RH / HCT	Explore the development of training courses in this area.
To promote cooking skills in schools, further education and through 'lifelong learning' routes.	HC / Schools / School Caterers	Introduction of after school cookery clubs into schools.
	FEAST Programme	Schools running BTEC, NVQ's and Diplomas in cookery.
	Food for Life Partnership (FFLP)	Encourage schools to apply for FFLP.
	Care to Cook	Food industry training for 14-19 year olds from care background.
	HCT	Identify courses at HCT.
	Range of private cookery teachers	Identify independent cookery courses.
	HC (Aim Higher)	Link to Young Apprenticeship scheme food industry training.
	HFP	Link to Skill Builders 'Young Chef'.
	HFP / HC	Work with the Education Department to explore resources and activities related to cooking education.
	HC / Schools / Colleges / School Caterers / HCT	Link Hereford College Catering Department to the FEAST programme.
To invest in training and training infrastructure in food related activity.	HEFF	Promote HEFF Hygiene and Food Safety Standard. Deliver food safety, legislation and accreditation workshops.
	HFP / Chamber	Encourage businesses to co-ordinate their training opportunities.

Local regional and national policy influence

What / Objective	Who / Lead organisation	How
Raising awareness, amongst policy makers, of the inter-dependence of food, the economy, health and the environment.	HC / School Governors	School Governor Training Events.
	HEFF / HFP	To conduct meetings with DEFRA, BIS and ERDF.
	RH	Disseminate information on policy via communication systems.
	HFP / RH / HC / DoC	Sub-group to develop connections to rural LEP.
	HFP	Work with Business Board on training in food Procurement.
	HFP	Work with CLA and NFU on national policy.
Incorporating food production and accessibility measures into local plans and strategies.	HC	Align the Food Strategy to other Herefordshire Council strategies.
Identifying food growing and food access in local planning policy.	HC	Involve HC Head of Planning in HFP meetings to explore what role the Strategy can have in developing planning policy.
Using national and regional policy and strategy to support local activity and vice-versa.	RH	Disseminate information on policy via communication systems.

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Photographs courtesy of Jo Hilditch British Cassis, Westons Cider, Heart of England Fine Foods, Dragon Orchard, Peter Norton, Elmore Farm Foods, Monkland Cheese Dairy.

Glossary

5 a day – NHS campaign to encourage the consumption of at least five portions of fruit and vegetables each day.

Care Farming – The therapeutic use of farming practices to provide health, social or educational care services.

Greenhouse gas emissions – Emissions of gases that contribute to the ‘greenhouse’ effect causing the warming of the earth’s surface and lower atmosphere. These are primarily carbon dioxide, methane, nitrous oxide and ozone.

DEFRA – Government department for environment, food and rural affairs.

Diet-related ill health – Negative effects of food on human health.

Eco-therapy – Direct experience of nature as a therapeutic activity.

Fit 4 Life – Part of the NHS Change 4 Life social marketing campaign to encourage people to live a healthy lifestyle.

Food for Life – A Lottery funded programme, run by four food focused charities, to help a network of schools and communities transform their food culture.

Food security – The availability and accessibility of food; not living in hunger or in fear of hunger.

Food supply chain – The interconnected system of activities, organisations, people and technology which functions in order to supply our food.

Local Development Framework (LDF) – Local spatial strategy to determine future planning for the county.

Public procurement – Procurement of goods and services on behalf of a public authority.

Sustainability – The ability to meet the needs of the present without compromising the ability of future generations to meet their needs.

Well-being – Refers to the quality of life of individuals and society. Incorporates a variety of measures and can relate to health, happiness, and/or development.



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