



Food Sense **Wales**  
Synnwyr Bwyd **Cymru**

Part of Cardiff & Vale Health Charity, RCN 1056544

# Impact Report

2018 - 2021

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# Introduction

## Food Sense Wales:

Co-creating a food system for Wales that's good for people and the planet.

**Food Sense Wales** works with communities, organisations, policymakers and Government across Wales to create a food and farming system that is good for people and good for the planet. We want to influence and impact on how food is produced and consumed in Wales, to ensure that sustainable food, farming and fisheries are at the heart of a just, connected and prosperous food system.

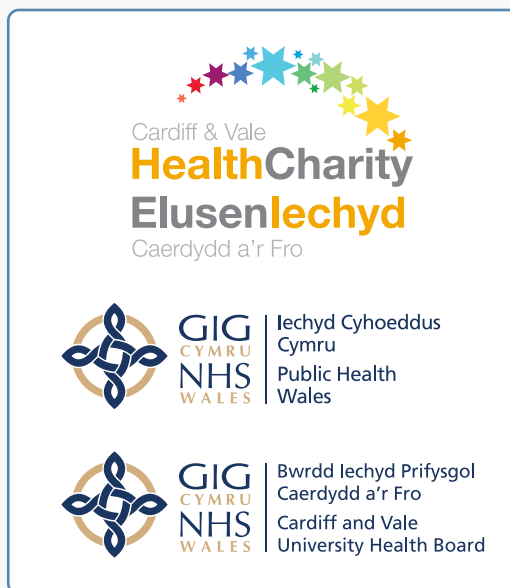
To achieve this, we believe that the environment; health and wellbeing; social justice, and the economy should be integrated in all policy thinking in Wales.

**We believe that this "food in all policies" approach can be achieved through research, cross sector collaboration and by mobilising citizens and stakeholders as part of a "Wales Good Food Movement".**

Delivering a number of food-related programmes across Wales – many as part of UK partnerships – Food Sense

Wales is helping to increase participation, awareness and engagement in food related policy and activity. Food Sense Wales takes a systems approach to food and farming, forging strong working relationships with public, private and civil society organisations operating in and cutting across the food space in Wales and the UK.

Food Sense Wales is a fund within the Cardiff & Vale Health Charity and hosted by the Cardiff and Vale Public Health team.



## Values

**Through activities and advocacy, Food Sense Wales promotes:**

- 1. Collaboration** Forging positive working and strategic relationship with other actors and agents both within Wales and across the UK, enabling us to help shape and co-creating a more sustainable and prosperous food system for our nation using a holistic approach - reiterating the importance of considering the food system as one whole.
- 2. Inclusivity** Bringing communities of interest together from all parts of Wales; removing barriers and actively encouraging participation in our projects, programmes and campaigns.
- 3. Integrity** Promoting a fair, just and prosperous future for Wales and its people; determined to ensure all people of all ages in Wales have dignified access to healthy, good-quality food.
- 4. Agility** Being responsive to changes in society as well as any changes to areas of policy where food and food systems touch upon; being fleet of foot and being prepared to take action to make a difference to people's lives.
- 5. Drive** Inspiring and influencing people and communities across Wales to engage with food; raising awareness of

food issues and promoting innovative food related activities to drive and grow a Good Food Movement in Wales.

Food Sense Wales was established during 2018 building on the success of [Food Cardiff](#). It was established to drive forward the same holistic, cross-sector approach to the food system fostered by Food Cardiff but operating at a national level. Hosted by Public Health Wales and Cardiff & Vale Health Charity we have grown from one, to a team of five. We are also fortunate to be supported by a range funding partners – including The National Lottery Community Fund and the Esmée Fairbairn Foundation – and we sincerely thank all of them for their continuing assistance.

Food Sense Wales is leading on four major UK programmes of work in Wales; we are represented on two Ministerial boards; are founding members of Food Policy Alliance Cymru; are active members of the Anti-Poverty Coalition and continue to support the development of the School Holiday Enrichment programme (conceived through the Food Cardiff partnership in 2015) sitting on the Wales Local Government Association (WLGA) Advisory Group.

As we reflect on our achievements to date in this report, the scale of the challenge ahead looms large.

There is much to be done, but there is also an insatiable appetite by those working in Wales' food system to drive the change needed for our communities and our planet.

As a team we feel enormously privileged to work in a space, both within Wales and with our UK stakeholders, where such passion, energy and relentless drive really does bring about hope and change – no matter how big the challenge.

**As we move into 2021, we will continue to advocate for a collective vision for Food in Wales – one that links production, supply and consumption for the benefit of people and planet.**

**We will build on our programmatic work developing solutions and the evidence base as we go.**

**We will continue to support the development of the infrastructure needed in Wales to make our food system the most sustainable in the world and we will be part of the ground swell that is the emerging Wales Good Food Movement.**





## Team Food Sense Wales

### **Katie Palmer** *Programme Manager – Food Sense Wales*

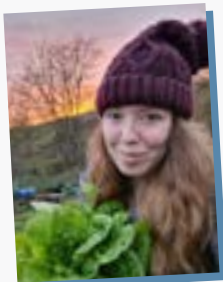
Katie is Programme Manager for Food Sense Wales. Katie has an MSc in Nutrition from Kings College London and in Food Policy from City University. She has worked in the world of food for over 20 years with experience in both the private sector (Volac International), and third and public sector (including 6 years on Food Standards Agency's Welsh Food Advisory Committee).



Katie is currently a member of the Food and Drink Wales Industry Board; the Healthy Weight, Healthy Wales Implementation Board and is a founding member of the Veg Power Board. She also sits on the WLGA's School Holiday Enrichment Programme Advisory Group and was one of the team of four who created the multi award winning Food and Fun programme in Cardiff in 2015.

### **Pearl Costello** *Sustainable Food Places Co-ordinator – Food Cardiff*

Pearl is a sustainability change-maker and is leading Cardiff's Sustainable Food City programme through Food Cardiff. Pearl also sits on the Peas Please Project Board to support local place-



based action through Veg Cities and facilitate and empower the people's voice on veg.

Pearl previously led an ambitious and transformational sustainability programme at the Royal Agricultural University, winning multiple awards including the Guardian University Award for Sustainability Project in 2016. She also developed innovative engagement and behaviour change programmes with the National Union of Students. She holds a First-Class BSc in Marine Biology and Social Ecology (specialising in animal behaviour) and a MSc (Distinction) in Environmental Design of Buildings (specialising in human behaviour). She is also a Practitioner member of the Institute of Environmental Management and Assessment.

### **Louise Shute** *Programme Manager – Food for Life Get Togethers*

Louise is an experienced Programme Manager with knowledge of the health, housing, charity and education sectors. She is the Wales Programme Manager for Food for Life Get Togethers which involves working with communities and food system stakeholders across Wales to connect people through good food and share best practice. She is experienced at co-producing community led solutions that inform policy and strategic work and enjoys co-designing innovative approaches to ensure good food is accessible for everyone.



### **Siân-Elin Davies** *Communication & Engagement Manager – Food Sense Wales*

Siân-Elin joined Food Sense Wales in October 2020 as Communications and Engagement Manager. Having worked in the fields of Communications, PR and Events for over twenty years, she most recently worked as a Principal Communications and PR Officer at the University of Wales Trinity Saint David. Prior to her time in the University sector, Siân-Elin spent six years as an Event Producer at BBC Wales and before that, enjoyed several years as a Press Officer at ITV Wales. Siân-Elin started her career working for a theatre company, Theatr na n'Og, as a Marketing and PR Officer and is still as passionate she was then about engaging and communicating with a range of diverse communities and audiences in creative, relevant and innovative ways.



### **Bron Davies** *Project Officer – Food Sense Wales*

Bron joined the team in September 2020 as Project Officer. Before this she worked in the arts industry, first as an assistant for Festival of Voice, and then as Assistant Producer at Wales Millennium Centre where she curated a number of large-scale art installations. The child of a South Wales sheep farmer this may be Bron's first job in the food sector, but she's excited and intrigued to see how the food landscape could change in Wales.



# Programmes we deliver

**Food Cardiff:** Founding member of the Sustainable Food Places Network (a partnership programme led by the Soil Association, Food Matters and Sustain).



**Food Cardiff** believes that the food we eat has a huge impact on life in Cardiff - not just on people's health, but on communities and businesses, individual farmers and growers, and the environment too.

Good food creates strong, healthy, resilient communities. It acts as a hub for connecting people and projects working to promote healthy, sustainable and ethical food; acts as a voice for wider change as well as being the catalyst for changing the local food system in Cardiff.

During the last two years **Food Cardiff** has further developed and grown significantly and its impact at a city-wide level is now is very evident. Here are some of the many highlights:

In September 2019, **Food Cardiff** successfully renewed its **Sustainable Food Places Bronze Award**, continuing its long tradition of innovative, inspirational initiatives. A founding member of the Sustainable Food Cities Network, Food Cardiff has led the way for the project in Wales, designing and piloting a wide range of initiatives that have successfully been rolled out across the city and, in many instances, across Wales.

In November 2019, Cardiff Council announced that it was implementing a new Food Strategy with **Food Cardiff** playing an integral role in its development. The strategy aims to celebrate Cardiff's food culture; address health and inequality issues; contribute to decreasing the city's carbon footprint and, via **Food Cardiff**, is working to help the city achieve Silver and ultimately Gold Sustainable Places Status.

When the Covid-19 pandemic forced the UK into a lockdown in March 2020, **Food Cardiff** acted swiftly to convene a **Covid Task Force** made up of partners from across the city to support vulnerable people and to promote the positive changes. **Food Cardiff** brought together actors and agents from across the city to form the Covid-19 Food Response Task Group, which in turn, set up a network of Anchor Organisations and Food Response Partners. Members of the Group included Cardiff Council, Cardiff 3rd Sector Council, Fareshare Cymru, Trussell Trust and Cardiff and Vale University Health Board. **Food Cardiff** was also instrumental in developing a new online food information hub to connect initiatives. Read more in **Food Cardiff's Covid-19 Food Response Report**.

The coronavirus pandemic may have disrupted normal food supply chains but **Cardiff Growing Together**, a city-wide project facilitated by **Food Cardiff** helped thousands of families in the city to grow their own food at home.



Nearly 14,000 plants, seeds and growing kits were distributed to families across Cardiff and a team of 70 volunteers from 16 community groups came together to help grow and hand out plants and seeds to more than 3,000 households, care homes, and foodbanks. They also taught people how to their own food with online classes.

As a result of first Cardiff Growing Together, **Food Cardiff** achieved funding worth £7,200 to deliver an Autumn Festival. Food Cardiff also worked with **Social Farms and Gardens** and **Grow Cardiff** to successfully apply for Lottery People and Places funding for 3 years to support an Edible Cardiff co-ordinator role for 2-days a week, as well as funding for an annual Spring Growing festival.

During the autumn of 2020, thousands of people across Cardiff took part in **Food Cardiff's** first **Good Food Cardiff Autumn Festival**. Community groups, gardens, local businesses and schools organised 45 events and activities in the last two months which attracted around 4,000 attendees and distributed more than 5,000 vegetable plants grown by Cardiff Council's Bute Park Nurseries to encourage people to start growing at home. **Food Cardiff** developed a toolkit to support community groups with Covid-secure event planning and promotion. This free guide can be downloaded and used by any food or growing groups **here**.

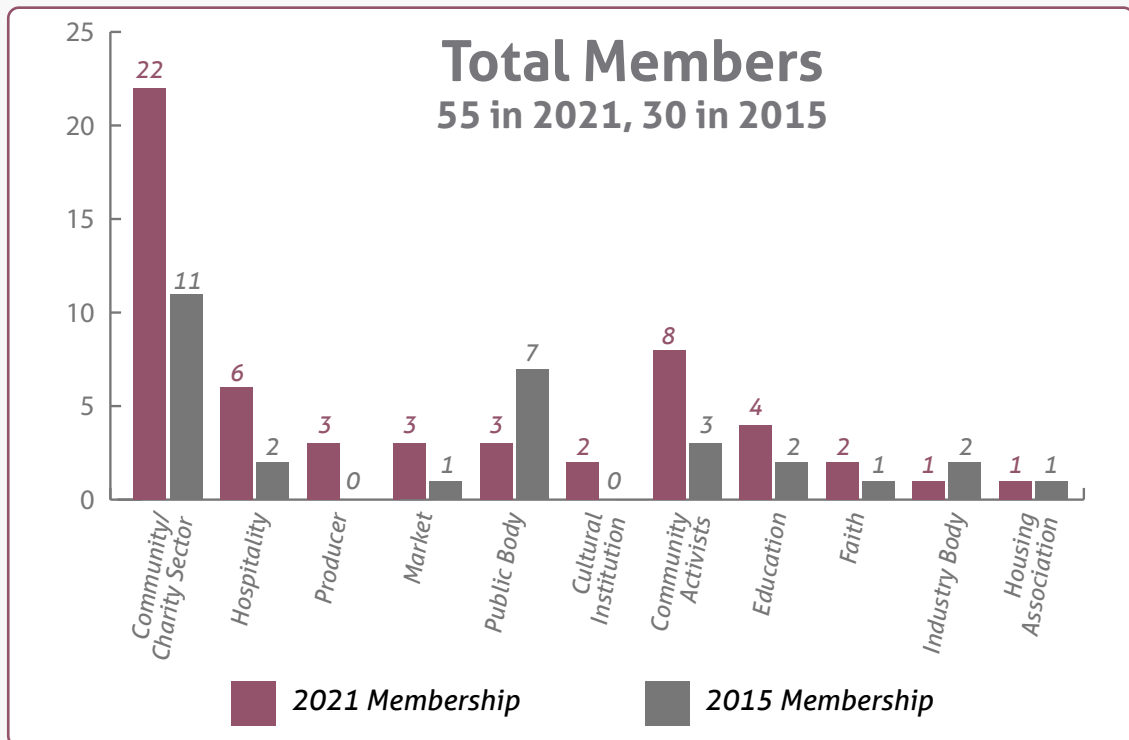




## Next Steps

- **Strategy: Food Cardiff** will publish its draft 3-year strategy in April having undertaken a full consultation process. The draft will include findings and discussions originating from a recent People's Assembly event which **Food Cardiff** was a key partner in delivering. The People's Assembly was organised by a team of strategic partners – including Cardiff University's Sustainable Places Institute – and was held in November 2020. Almost 70 people attended the online discussion during which delegates explored the key changes needed as well as the challenges facing the food system within the Cardiff Capital Region. The findings from the People's Assembly have been published as a [report](#) and have also been captured in this [video](#) and have gone on to help inform the basis of the **Food Cardiff** strategy.
- **Food Cardiff Partnership:** The partnership has experienced significant growth during the past six years, illustrated by the following graph. Although the graph illustrates a decline in public body membership, in fact, in 2021, Food Cardiff continues to work with the 7 public body members, but only 3 are Cardiff-based members (rather than national focused).

- **Food Cardiff** is now embarking on the next step of its journey as it works to achieve Silver and ultimately Gold Sustainable Food Places status. In order to accomplish this, **Food Cardiff** is in the process of recruiting a varied, diverse and inspiring group of people to sit on its Strategy Board.
- **Food Cardiff** has secured over £192,200 in 2020 from 7 different funding streams. This funding continues to be invested during 2021 in the partnership, project activities and sustainable food research and infrastructure in Cardiff.





## Case Study

### **Food for Life Get Togethers and Food Cardiff work in partnership to deliver 'Growing Together'.**

In response to Covid-19, **Food for Life Get Togethers** adapted its small grant offer to provide grants of £1000 to enable communities to respond quickly to support people with accessing food. In Cardiff, four organisations applied to provide growing kits and tips to people in different parts of the city. Louise Shute, Wales Programme Manager for **Food for Life Get Togethers**, identified the potential for joining these projects together and looked at how **Food Cardiff** could support with the collaboration.

From initial discussions with Pearl Costello, Sustainable Food City Coordinator for **Food Cardiff**, they identified that there were other organisations also planning similar activities, some of which had received funding from other organisations. Through collaboration and effective partnership working, they delivered Cardiff Growing Together, engaging with a huge number of families and household, and encouraging participation throughout the city.

### **Inspiring people to grow food across the city**

Nearly 14,000 plants, seeds and growing kits were distributed to families across Cardiff during lockdown to encourage people to grow their own fruit and vegetables at home.

A team of 70 volunteers from 16 community groups came together to help grow and hand out plants and seeds to more than 3,000 households, care homes, and foodbanks. They also taught people how to look after and maintain growing their own food with 31 different online classes. Some of the activities involved how to cook with the food grown, including 4 weeks of salad growing leading to creating a meal using the produce.

**Over 75% of the people who engaged with the project, had never grown food before. Many did not have a garden and were now able to grow food on windowsills, balconies and in communal areas.**

### **Impact**

*Cardiff Growing Together* helped people learn new skills whilst increasing the amount of fresh produce people had available. It also led to an increase in wellbeing during a difficult lockdown period. Its participants have maintained engagement with the organisations involved, with one organisation supporting 100 families on a Whatsapp group sharing growing tips.

### **Building on the momentum**

The project led to Bute Park nurseries being used more by a variety of groups. It supported part of an Edible Cardiff funding bid which has since been successful.

Positive media coverage led to funding for a Good Food Cardiff Autumn festival to build on the momentum generated. Funders approached Food Cardiff to see how Cardiff Growing Together could evolve and the Autumn Festival was born. Edible Cardiff is now building on this work with a city-wide Spring Festival of Growing in 2021.



# Food for Life Get Togethers

Led by the Soil Association and funded through the National Lottery Community Fund.



**Food for Life Get Togethers** is a programme of regular community activities that connect people from all ages and backgrounds through growing, cooking and sharing good food.

It is a 4-year National Lottery Community Fund programme that started in June 2019 and is led by the Soil Association Food for Life charity and delivered in Wales through Food Sense Wales.

**Food for Life Get Togethers** supports settings by inspiring them to become involved and through offering a range of resources, recipes, training, event planning tips, small grants and funding opportunities. Here are some of Food for Life Get Togethers' key achievements since the programme was established in Wales:

**Food for Life Get Togethers** has commissioned local partners to help deliver activities and test innovative approaches to share best practice and build the capacity of other community organisers.

Working primarily across 3 Health Board areas – Cardiff and Vale, Aneurin Bevan and Betsi Cadwaladr – the programme has been supported by dietitians in each of those areas, helping to deliver appropriate activities and content suitable to the communities in which they operate.



Despite the Covid-19 pandemic - **Food for Life Get Togethers** in Wales achieved most Key Performance Indicators and would also have exceeded them if many events hadn't been postponed and / or cancelled. The team spent time consulting with communities and adapting the programme's offer so that it could deliver socially distanced and online activities where possible. There was also a shift away from being purely intergenerational towards household interaction and engagement rather than being community-led face to face events.

Since its inception, **Food for Life Get Togethers** in Wales has actively engaged with both diverse and disadvantaged communities, with 54% of the programme's activity in Wales being delivered in the top 30% of the nation's deprived areas.



Halfway into Year 2, and despite further challenges and restrictions, all of the **Food for Life Get Togethers** local partners are continuing to deliver activities and we have seen inspiring work from settings across Wales, including recipe bags, food growing and sharing events and virtual 'cookalongs'. **Food for Life Get Togethers** has also strengthened its strategic partnerships including with dietitians, local authorities as well as with other programmes delivered by Food Sense Wales.

**Food for Life Get Togethers** has commissioned 7 local partners and awarded fifty grants of £150 to communities across Wales. The programme has also delivered training on Nutrition Skills for Life, Growing Food as well as offering Intergenerational activities. In order to bring together all **Food for Life Get Togethers** key stakeholders and local partners in Wales, a steering group was established and the programme has delivered virtual networks across the 3 health board areas. **Food for Life Get Togethers** also features in the Move More Eat Well plan.

As we enter Year 2 of the project in Wales, **Food for Life Get Togethers** will focus on Plant & Share growing events in the Spring as well as The Big Lunch in June.

**Food for Life Get Togethers** is now looking at the legacy of the programme in Years 3 and 4 and is developing an academy that will build the capacity of community organisers to become 'Good Food' ambassadors in their communities. The programme has also appointed a Policy and Influencing Officer as part of the Food for Life Get Togethers team across the UK who will also help support the development of strategic relations in Wales.

#### The main Key Performance Indicators (KPIs) achieved by Food for Life Get Togethers in Wales thus far are:

Outcome	Total to date
Settings receive information and best practice materials	1,796
Matchmaking/ signposting/support given	140
Event leads registering event/activities (actual Get Togethers)	111





## Case Study

### **Food For Life Get Togethers** partnering with Health Board Dietitians.

**Food for life Get Togethers** in Wales has a unique partnership with dietetics in the three Health Board areas in which it operates - Cardiff and Vale University Health Board, Aneurin Bevan University Health Board and Betsi Cadwaladr University Health Board.

They have supported the programme from inception and have been swift to adapt and take part in ongoing partner programme boards. As key stakeholders, they advise on various elements of **Food for life Get Togethers** in Wales such as evidence based food and nutrition resources and accredited training to ensure that the programme links to existing provision. They attended intergenerational training alongside community organisers and advised on content for the Intergenerational guide to good food which is a key programme document.

They have also been instrumental in expanding the work and sharing best practice through their networks and community contacts, particularly in the areas that are new to **Food Sense Wales** and the Soil Association. Each health board area has a lead dietitian and the wider team have been involved to support **Food for life Get Togethers** event leads. This includes advising settings on healthy food ideas for cooking and sharing events and helping to plan and attend events.



**Food for life Get Togethers** local partners were joined by dietitians in each area at their induction to the programme and have continued to build links and access support at steering groups and virtual networks. This has led to collaborations on successful funding bids to expand healthy food projects and developing new online content to meet community needs. Local partners have attended **Nutrition Skills for Life™** training and are using these skills to build capacity in their own organisations and through volunteers to widen access to nutrition and cooking courses and initiatives in their communities.



## Peas Please

UK partnership led by the Food Foundation and funded through the National Lottery Community Fund.



**Peas Please** is a UK-wide initiative that has a very clear mission: to make it easier for everyone in the UK to eat more veg.

**Food Sense Wales** leads on the **Peas Please** work in Wales and engages with actors and agents across the food system to help implement a shift in diet and to address our stagnating vegetable consumption. Other UK project partners involved in this initiative are The Food Foundation, Nourish Scotland, Food NI and Belfast Food Network.

Focusing specifically on veg, **Peas Please** bring together farmers, suppliers, retailers, restaurant chains, caterers, processors and government departments with a common goal of making it easier for everyone to eat veg.

**Peas Please** improves the levers along the supply chain which have the potential to increase vegetable consumption in a sustainable manner and recognises that, to date, education programmes have not had the desired impact. This project therefore focuses on the wealth of opportunities afforded in the supply chain to improve vegetable intake.

### Here are some of the projects highlights:

The 2020 Peas Please Progress Report celebrated achieving 162 million cumulative additional portions of veg that have been served or sold since the programme's inception in 2017.

Although this is an impressive statistic, we need to continue doing more as the rate which we are increasing our cumulative portion total has slowed compared to the increase reported in the 2019 Peas Please progress report.

Data from Kantar also shows a slowing of progress in the retail sector, with the percentage share of UK grocery retail sales that are veg down 0.1% on 2018 – 2019, despite the large increase in overall sales volumes for food and drink in the retail sector following the closure of the Out of Home sector in March 2020.



Across the UK, 95 Organisations have already pledged to play their part to help everyone in Britain eat an extra portion of veg a day. These pledges are known as Veg Pledges. In Wales, we are currently managing 8 national pledgers, 24 local pledges through Food Cardiff and the 25 Veg city pledgers in partnership with Sustain/Sustainable Food Places. One example is Cardiff and Vale University Health Board which continues to innovate with its Healthy retail and restaurant standards and flagship Y Gegin restaurant as well as a hospital veg stall.

**Peas Please** has recruited 170 people from across the UK to become **Veg Advocates**, working as individual agents of change in their local communities and drive the enormous changes needed in our quest to get everyone eating more veg. 21 individuals from across Wales have already committed to becoming Veg Advocates with more continuing to sign up to be a part of the scheme.

The first **People's Veg Report 2021** was also published recently examining people's experiences of accessing fruit and veg during the first Covid-19 lockdown and what they said needs to be done to increase consumption and ultimately improve our health.

In December 2020, **Food Sense Wales** along with partners **Social Farms & Gardens**, awarded five grants of between £2,500 and £5,000 to assist smaller edible horticultural businesses operating in Wales. These small capital grants are being delivered as part of the **Peas Please** project and are being run by Food Sense Wales in partnership with Social Farms & Gardens. This funding is available to research and pilot the difference that small capital investments can make to small scale horticulture businesses. The projects' progress will be tracked throughout 2021 with research findings published in December.

Food Cardiff co-created the **Veg Cities** campaign with **Sustainable Food Places** as part of the wider Peas Please initiative and is

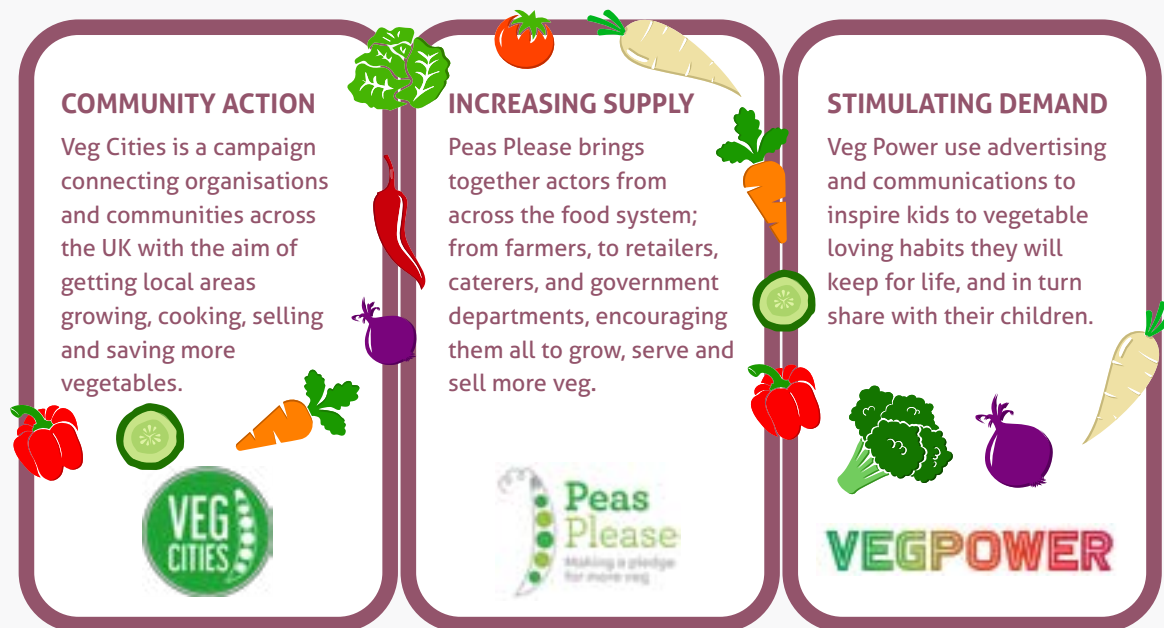
now a feature campaign of Sustainable Food Places with 25 places across the UK taking action to drive up veg consumption. In Wales, Cardiff was declared a Veg City in 2017, providing an umbrella structure for much of the amazing food work being developed in the city. As part of the Food Cardiff Veg Cities campaign, 38 organisations have registered on the Veg Cities dashboard; 24 have made a pledge and it is estimated that 123,000 additional portions of veg will be served per year in Cardiff if all those pledges are met. Restaurants have been working collaboratively, for example on reducing **veg waste** and **Farmers Markets** have been expanding their veg offer and their market locations. From 2019 onwards, children

in Cardiff schools were also receiving an extra portion of veg with their lunch for no additional cost.

**Food Sense Wales** also supports the work of Veg Power in Wales, an initiative that was founded in 2018 as a result of the work of Peas Please in a bid to increase children's veg consumption in the UK.

Food Sense Wales is now looking forward to engaging with the wider food sector in Wales to champion the work of the Peas Please initiative and to help drive that change.

You can find further information about the Peas Please Commitments Framework [here](#).



*\*This illustration demonstrates how Peas Please, Veg Cities and VegPower work together to achieve the overall aim of encouraging people to eat more veg.*



## Case Study

### Peas Please pledger **Lantra**, supporting Welsh Horticulture.

One of the Peas Please pledgers in Wales is Lantra, on behalf of **Tyfu Cymru**, which has **pledged** to produce an Action Plan for Commercial Horticulture for Welsh Government. This will look at how we can protect but also develop and grow the horticulture industry in Wales in an innovative and sustainable way.

Led by Tyfu Cymru, a project managed by Lantra, and with funding from the Welsh Government Cooperation and Supply Chain Development scheme, this Action Plan for Wales outlines a multi-stakeholder, whole supply chain approach to develop and sustain the commercial production of edible and ornamental horticulture produce in Wales for the long term.

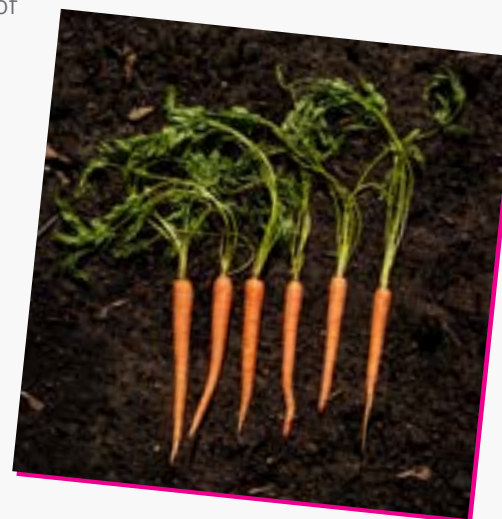


Boosting horticulture farming is key to the Welsh Government's plans to emerge from the coronavirus pandemic and is identified by their Green Recovery Taskforce as a route to accelerating Wales' transition to a low-carbon economy and a healthier, more equal nation. This Action Plan for the Commercial Horticulture Industry in Wales provides a roadmap and recommends actions to build in-line with Welsh Government strategic objectives.

This particular Peas Please pledge draws on Lantra's experience of building the skills necessary to enhance the capacity and capability of the industry. It aims to scale-up proven achievements that will continue to benefit Welsh horticulture businesses. It also responds to both immediate needs and provides leadership to equip businesses with the knowledge and practical skills for green and inclusive growth supported by applied research and appropriate use of technology.

### Lantra's Pledge aims to:

1. Identify skills needs of Welsh commercial horticulture businesses and then provide training and skills development for the sector to enable businesses to be more productive, profitable and prepared for challenges ahead.
2. Prepare growers and producer owned horticulture companies across Wales to adapt to commercial challenges and position them to capitalise on market opportunities for business development and growth.
3. Ensure existing markets are protected and emerging markets can be capitalised upon.



## FOOD POWER

Led by Sustain and Church Action on Poverty, funded by the National Lottery Community Fund.



**Food Power works with local communities across the UK to strengthen their ability to reduce food poverty and tackle its root causes.**

Food Sense Wales worked with Sustain and Church Action on Poverty as part of a successful bid to what was then called the UK Big Lottery (now the National Lottery Community Fund) to develop solutions to food poverty through local alliances and people powered change. Since December 2017, Food Sense Wales has been responsible for co-ordinating and developing alliances in Wales in a partnership contract worth £20K over 4 years. The mutual support, learnings, cross fertilization of ideas and further funding

opportunities that have emerged as a result of being part of this UK-wide network have been invaluable. The inaugural **Food Power conference** was held in Cardiff in June 2018 with attendees from over 44 partnerships across the UK and included a key note address from the (then) Minister for Finance and Local Government. It was during this conference that Food Cardiff launched its **Building Resilience Action Plan**.

### Here are some of Food Power's projects highlights In Wales:

With support secured through Food Power a number of alliances were launched across Wales, including the **North Wales Food Poverty Alliance**; **South Wales Food Poverty Alliance**; Food Cardiff Food Poverty Alliance, Merthyr Food Alliance and Good Food Flintshire.



With funding secured from Food Power, Oxfam Cymru - with support from Food Sense Wales - housed the South Wales Food Poverty Alliance. **"Food Poverty in South Wales: A Call to Action"** was launched detailing a number of findings resulting from the group's collaborative mapping work across South Wales. The document made a series of recommendations to Welsh Government for tackling food poverty and was sent to Chief Executives and Council Leaders in the South Wales region. Meetings were held with several local authorities to discuss data specific to their local area, including Swansea, Neath Port Talbot, Vale of Glamorgan, Swansea, Blaenau Gwent and Pontypridd Town Council within Rhondda Cynon Taf.

People in Cardiff are now able to access affordable healthy food, thanks to a project initiated by the Food Cardiff Poverty Alliance. ACE (Action in Caerau & Ely) set up the **Dusty Forge Pantry** in July 2019 which is run and used by people living in the Ely and Caerau areas of Cardiff. The project is part of the **Your Local Pantry** network and was the first of its kind in Wales. Cardiff now has a network of three pantries with **Wyndham Street Pantry** opening in May 2020 and **Llanrumney Hall Pantry** which opened in September 2020.

After conducting a piece of research into the uptake and spending potential of Healthy Start vouchers, it became clear that awareness of the scheme was low with some frontline staff. Through partnership working with the Cardiff and Vale Public Health Team, Cardiff Council's Money Advice Team and the Cardiff and Vale University Hospital Board dietetic team, the Food Cardiff Poverty Alliance developed a **training package** to support frontline staff to raise awareness and uptake of food schemes, adopting a train-the-trainer approach to maximise reach. This is now being developed as a digital module within the Nutrition Skills for Life Programme nationally across Wales.



In December 2020, Food Cardiff's Food Poverty Alliance received **£17,000 worth of funding** to support children and families at risk of food insecurity during the coronavirus pandemic, as part of the Food Power for Generation Covid initiative. The funding received will be used to train and support community volunteers to cook and deliver pre-cooked nutritious meals to vulnerable families in Cardiff – including Christmas lunches. 100 pre-cooked meal packs will be prepared and distributed weekly, supporting a total of 200 families during the next three months. This funding will also allow SRCDC and ACE to work alongside other Alliance members to provide a range of additional support for families, including clothes for families through school uniform exchanges; the creation of bundles for children and the provision of mobile creches and parent and under 5 classes. They'll also be signposting to advice services, providing mental health support as well as offering support with grants; offering free tablets for digitally excluded and delivering exercise and wellbeing activities. Peer support groups; phone a friend services and gardening and growing projects will be offered and a range of other activities, from creative family learning groups to language cafes will be provided too.

During 2020, Food Cardiff delivered a series of three workshops for groups interested in setting up "community food retail projects" such as pantries, co-ops and food clubs. Almost 100 people registered and were given access to the recordings, the vast majority from Wales. Approximately 30 people attended each session.

Through Food Power, Food Sense Wales supported the UKRI funded research project – **Food Vulnerability During Covid** - which mapped and monitored responses addressing concerns about insufficient food access during the COVID-19 outbreak across the UK. This saw both Swansea and Food Cardiff providing key evidence.





## Case Study

### **Food Power and the South Wales Food Poverty Alliance.**

During 2018, Food Sense Wales helped to secure funding from Food Power which enabled Oxfam Cymru to become the convener, host and chair of the **South Wales Food Poverty Alliance**. As one of its first actions, members of the alliance agreed that it would be extremely valuable to bring together all of the data around food and poverty at a local authority level.

The subsequent mapping report published in 2019 was used to engage with local authorities in order to illustrate some of the findings at a local authority level. Food Sense Wales met with Aneurin Bevan University Health Board (ABUHB) and Chief Executive of Tai Calon as representatives of the Blaenau Gwent Public Service Board to go through food poverty data specific to Blaenau Gwent.



*Representatives from Food Sense, Oxfam Cymru and Menu for Change who organised the stakeholder event.*

Aneurin Bevan University Health Board, Tai Calon and partners decided to carry out further asset mapping, and built a case for Sustainable Food work to present to the Public Service Board, its purpose being to highlight the problem of food poverty in Blaenau Gwent. The report brought together a range of evidence on the scale and the impact of food poverty across the Blaenau Gwent local authority area and emphasised some of the existing initiatives trying to address the problem. In line with the Well-being of Future Generations Act, the report made recommendations for a sustainable food programme approach to preventing food poverty.

As a direct response to this work, Food Sense together with Oxfam Cymru and Menu for Change organised an event for more than 40 interested stakeholders from across the Blaenau Gwent, Torfaen, Merthyr Tydfil and Rhondda Cynon Taf areas hosted by Tai Calon in Blaenau Gwent.

The event enabled representatives from local authorities, food banks as well as other community organisations to discuss how the outcomes and learning from A Menu for Change could be applied in South Wales.

#### **Several key themes were highlighted during the discussion which included:**

- **stating the importance of a place-based approach**
- **placing the voice of lived experience at the heart of any response**

- **a need to identify where people can access advice and the need to make those spaces safe**
- **a need to increase the levels of trust of advice provided by authorities**
- **exploring what can be done in the business sector e.g. supporting new start-ups**
- **working with local authorities to address food waste**
- **addressing the urgent need for decent work in the area**
- **helping people that are facing in-work poverty**
- **reducing the need for food banks.**

As a result of this event and the work that had been researched and presented by the South Wales Food Poverty Alliance, projects from both the Rhondda Cynon Taf and the Blaenau Gwent local authority areas have gained momentum and have secured funding to move forward with a **Sustainable Food Places** approach. Blaenau Gwent's **Sustainable Food Programme** is a Public Service Board sponsored project involving Tai Calon Housing Association, the Blaenau Gwent County Borough Council, Aneurin Bevan University Health Board, Natural Resources Wales, and organisations such as GAVO and food banks. It will join the cohort of 3 other new places in Wales and together with Food Vale and Food Cardiff will help to develop the Sustainable Food Places network and approach in Wales.

## Sustainable Food Places



**Sustainable Food Places (previously Sustainable Food Cities) is one of the fastest-growing social movements today and we're very proud that Food Cardiff was one of its founding members.**

Its network brings together pioneering food partnerships from towns, cities, boroughs, districts and counties across the UK that are driving innovation and best practice on all aspects of healthy and sustainable food.

A UK-wide partnership programme, Sustainable Food Places is led by the Soil Association, Food Matters and Sustain: the alliance for better food and farming, and is funded by the Esmée Fairbairn Foundation and The National Lottery Community Fund.

Food Sense Wales is Sustainable Food Place's national partner in Wales and has an ambition to see a food partnership in every local authority in Wales, creating a network that would form the foundation for developing the vision, infrastructure and action needed to make Wales' food system fit for Future Generations.

## Here are some of the programme's key achievements to date; the key drivers for its development and Food Sense Wales' aims for the programme in Wales:

Food Sense Wales is continuing to support the on-going development and growth of **Food Cardiff**, as well as supporting the progression of the more recently established **Food Vale**, both delivering effective and impactful collaborative food work within their areas.

As one of the founding member and one of the UK's first Sustainable Food Places, **Food Cardiff**'s pioneering cross-sector partnership led to the development of the **School Holiday Enrichment Programme**, demonstrating the power of placed based collaborative working to enable access to good, healthy, sustainable, affordable and tasty food.

During February 2021, it was announced that Food Sense Wales would be supporting the development of a further four Sustainable Food Places in Wales. Monmouthshire, Rhondda Cynon Taf, and Powys secured grants directly through Sustainable Food Places while Blaenau Gwent received funding from Natural Resources Wales – all with the aim of developing new food partnerships to create healthy, more sustainable and more equitable local food systems.



The importance of establishing new Sustainable Food Partnerships in Wales was recognised in 2020 by the Welsh Government's **Green Recovery Task and Finish Group**, with both Food Sense Wales and Sustainable Food Places given priority one status to develop local food partnerships in each Local Authority in Wales. 'Good Food' partnerships seen as progressive enablers that help contribute to a green and just recovery, driving positive changes to people's health; to the economy and the environment. The recently awarded grants therefore not only enable additional areas in Wales to start their own good food partnerships, but also allow them to be part of a collective vision for placing health and sustainable food at the heart of communities and helping to further develop a 'good food movement' in Wales.

The Welsh Government is also committed to developing a strong Foundational Economy in Wales, made up of the everyday goods and services that we all use and need. With food being one of main components of a Foundational Economy, good food partnerships will help to bring local partners together to benefit both health and prosperity.

Food Sense Wales and Sustainable Food Places are also both members of **Food Policy Alliance Cymru** – a coalition of organisations and stakeholders building and promoting a collective vision for the Welsh food system – calling for investment in local, regional and national food infrastructure and communities.

With an established food partnership in Cardiff; a progressing partnership in the Vale of Glamorgan and a further four projects receiving funding to develop new partnerships in Powys, Monmouthshire, Rhondda Cynon Taf and Blaenau Gwent; Food Sense Wales is pleased to be part of such a significant drive to establish and grow place-based infrastructure, contributing to the development of a 'good food movement' that will ultimately benefit the health, economy, sustainability and social prosperity of communities across Wales.





# Programmes we support

**School Holiday Enrichment Programme** – Delivered through the Welsh Local Government Association and funded by Welsh Government.



**The School Holiday Enrichment Programme, Food and Fun is an award-winning multi-agency school-based education programme that provides healthy and good quality breakfasts and lunches, food and nutrition education sessions, structured physical activity and enrichment activities to children living in areas of need in Wales.**

Developed and piloted in Cardiff in 2015, Food and Fun is now being rolled out in schools across Wales overseen by the WLGA with Food Sense Wales a key steering group member.

In 2016 the WLGA worked with Food Cardiff to pilot the SHEP model nationally in 10 schools, working with 5 local authorities and 3 local health boards. Cardiff University provided the evaluation and recommended 'Further scaling up of the model to understand the educational and health benefits to children and their families in different contexts.' The Welsh Government part funded the programme in 2017 to 38 Food and Fun clubs in 12 local authorities and all 7 local health boards. Continued Welsh Government funding has enabled the programme to grow to 77 schemes in 21 local authorities offering nearly 4,000 places to pupils in 2019.



In the Welsh Government's draft budget published in December 2020, an additional £2.2m had been allocated to the School Holiday Enrichment Programme, almost doubling its investment to £4.9m in 2021-22. This will provide opportunities for up to 14,000 children to be more active, eat healthily, and develop friendships whilst also making the most of local school facilities in disadvantaged areas during the summer holidays.

Food Sense Wales is an advisory board member and continues to support the development of the programme nationally including the development of a Quality Assurance Framework.

## Children's Future Food Inquiry leading to the Children's Right to Food Campaign

Led by the [Food Foundation](#)



The Children's Right2Food Campaign is a nationwide initiative that was set up to ensure that every child in the UK can access and afford good food.

It was shaped by the findings of the Children's Future Food Inquiry that was led by Young Food Ambassadors from across the UK and coordinated by the [Food Foundation](#).

The campaign calls on Governments to tackle children's food insecurity and inequalities in childhood obesity, and puts forward its vision in the Children's #Right2Food Charter.

The [Children's Future Food Inquiry](#) was launched in 2018 as the first attempt to speak directly and systematically to children, young people and those who live and work with them about children's experience of food and how it affects their lives. The Inquiry was spearheaded

by a cross-party parliamentary committee and supported by partners in each of the devolved nations: Food Sense Wales, Children in Wales, Children in Scotland and Children in Northern Ireland.

This Inquiry established that there are **160,000 children** living in Wales who are unable to afford the Government recommended diet. An initial report was subsequently published, entitled "[What young people say about food](#)" which featured a series of recommendations. In Wales, in May 2019, Food Sense Wales, along with the Young Food Ambassadors from Prestatyn High School, presented the Inquiry's findings and their [Children's Right2Food Charter](#) to the First Minister. This outlined a plan to tackle children's food insecurity and protect every child's right to food through targeted policies.

### In summary, the Charter calls for the following:

- **A Children's Right to Food**  
**Commission:** to monitor and improve children's food
- A nutritious start in life for every child: investing children's nutrition from an early age
- A healthy lunch every day: including expanding Free School Meal eligibility
- Stopping the stigma attached to food poverty
- Ensuring that children's health comes before the profits of big business: by making healthy food more affordable and stopping advertising of unhealthy food



The Covid-19 pandemic has plunged millions of children further into food insecurity, many of whom were already struggling to secure a decent diet. Given the scale of the challenge and the importance of children's health and diet, the provisions set out in the [Children's Right2Food Charter](#) have been updated to provide an evidence-based road map for the government to ensure that every child has access to a healthy diet. The Charter is accompanied by a [new briefing](#), supported by Food Sense Wales, which points to areas where policy across all four UK nations needs urgent attention.

The Charter also informs the work of the End Child Food Poverty Task Force – a coalition of businesses and charities spearheaded by footballer Marcus Rashford. Since September 2020, the Taskforce has campaigned for the Government to expand and improve children's food programmes in line with recommendations from the National Food Strategy Part 1. Although progress has been made, the call on Government to expand the eligibility of Free School Meals to more disadvantaged children is still unanswered.

Food Sense Wales continues to support the work of the Children's Right to Food campaign in a UK context and to influence and advocate Welsh Government regarding the need to implement changes to policy that will ensure children in Wales are given the best possible start in life in conjunction with the Wales Antipoverty Coalition.





## Veg Power

Veg Power's main aim is to increase veg consumption among children across the UK - an initiative that was founded in 2018 having developed from the work of Peas Please.

The logo for Veg Power, featuring the words "VEGPOWER" in a bold, sans-serif font. Each letter is a different color: V (green), E (yellow), G (orange), P (red), O (purple), W (blue), E (green), R (yellow).

**Food Sense Wales works closely with Veg Power to support its activity in Wales.**

80% of our children in the UK are not eating enough vegetables, with a third eating less than one portion a day. Veg Power works in close partnership with Peas Please and aims to use advertising and marketing to increase consumer demand and perceived value of vegetables.

In 2018, Veg Power formed a key partnership with ITV and together created the Eat Them to Defeat Them campaign, which was first delivered in 2019, making veg fun for kids.



In 2020 ITV and Veg Power were joined by Channel 4 & Sky for a bigger second advertising campaign and the launch of the campaign schools' programme.

Collectively, the 2019 and 2020 campaigns saw the TV advertising campaign feature on ITV, Channel 4, Sky, Channel 5, & Nickelodeon reaching 46 million people.

During the last two years, the Eat Them to Defeat Them campaign has featured as an outdoor media campaign; has created and curated press and online content; has worked with ITV on editorial content and has pioneered what is thought to be the world's first veg only ad break during an episode of The Voice.

To date, 1,500 schools from across the UK have engaged with the Eat Them to Defeat Them campaign, from 107 local authorities reaching 425,000 pupils.

During both the 2019 and 2020 Eat Them to Defeat Them campaigns, Food Sense Wales helped to facilitate considerable support from Welsh Government, Welsh Local Government Association, City of Cardiff Council, Caerphilly County Borough Council and the Vale of Glamorgan Council to deliver activities in Wales.

With funding from WLGA and Welsh Government, bilingual school assets were produced, and a Welsh language section created on the www.eatthemtodefeatthem.com website.

With the generous support of **Castell Howell** – during both 2019 and 2020 campaigns - bilingual resources were distributed to 249 primary schools across 20 local authority areas in Wales, reaching over 50,000 children.

The 2020 School Report noted that in Wales, 66% of children agreed that the campaign made eating veg seem more fun and that 57% of children agreed that they'd eaten more veg than usual at home in the weeks following the activities – with Wales respondents being more positive than the UK average. Here's a lovely **video** capturing some of the Eat Them to Defeat Them activity at Ninian Park Primary School in Cardiff in 2020.

To date, the **Eat Them to Defeat Them** campaign has had a 2.3% positive impact on vegetable sales in the UK.

Econometrics analysis of retail sales data shows the campaign has generated an additional £63m in vegetables sales, equivalent to over 500m children's portions.



In 2020, Veg Power also delivered a social media campaign to encourage more people to buy and cook seasonal vegetables. Having built an educational website packed with celebrity recipes, Veg Power reached out to its social media influencer network for support and has since reached more than 11 million people.

The 2021 **Eat Them to Defeat Them** campaign is set to be the biggest yet with a £3m TV advertising campaign and its largest schools programme for 500,000 children across the UK including bilingual resources for 55,000 children in Wales.

# Policy and Advocacy work

## Food Policy Alliance Cymru

**Food Sense Wales** is a founding member of **Food Policy Alliance Cymru**, a coalition of organisations and stakeholders building and promoting a collective vision for the Welsh food system. Food Sense Wales was instrumental in the formation of the group, which started life as a trio of organisation - **RSPB Cymru**, **WWF Cymru** and Food Sense Wales – exploring ways of raising the profile of the food system with the Future Generation Commissioner.

The emerging group supported WWF Cymru when it commissioned Cardiff University's **Sustainable Places Institute** to research what a **"Food System Fit for Future Generations"** would look like. Meetings were held with the Commissioner and the food system was included in the **2020 Future Generation's Report** in which it made a key policy recommendation **"to develop a food system strategy for Wales linking together all parts of the food system from farm to fork"** (p227).

The group also supported the Future Generations Commissioner with her subsequent calls on Welsh Government to deliver a **Green Recovery budget** – specifically, on the call to

**"Invest in nature and prioritise funding and support for large-scale habitat and wildlife restoration, creation and connectivity throughout Wales – including for natural flood defences, to implement the new national forest, and to ensure land use management and agriculture supports secure local food chains and distribution."**

Food Policy Alliance Cymru is now directly influencing key stakeholders and recently received significant **media** coverage linked to its 'Food For Public Health' ask, both in Wales and across the UK. A debate was also held in the Senedd in December 2020 directly responding to many of the priorities outlined by the Alliance in the group's 2021 manifesto. The manifesto was officially presented during the Senedd's Cross Party Group on Food, also in December.

Food Sense Wales provides Food Policy Alliance Cymru with the **Secretariat** and also provides the group with Communications support.

### Through collaboration, engagement and research the Alliance aims to:

- Co-produce a vision for a food system in Wales that connects production, supply and consumption and gives equal consideration to the health and wellbeing of people and nature.
- Advocate for policy change to address climate and ecological emergencies, the public health crisis and the rise in food insecurity.
- Ensure Wales is linked to UK policy, research opportunities and the broader global system.

In December 2020, Food Policy Alliance Cymru published its **Manifesto** which presents a collective vision for developing a food system that is unique to Wales and fit for Future Generations.



# Food Policy Alliance Cymru

## Food System Commission

Within its first year of office, the next Welsh Government should appoint an independent, cross sector Food System Commission. This commission should be tasked with developing a roadmap to deliver a 'Food System Fit for Future Generations', aligned with the principles of agroecology. The roadmap should consider the following six priorities:

### 1. Food for all

Wales becomes the first nation to eliminate the need for food banks by 2025. Everyone in Wales has access to the food they need in a dignified way, in order to live a healthy life.

### 2. Food for public health

75% of Eatwell's recommended vegetable consumption is produced sustainably in Wales for Wales by 2030.

### 3. Net zero food system

Develop a plan by 2022 to deliver a net zero food system to ensure swift assessment and implementation of actions for Wales. The target is for Wales to have a Net Zero Food System by 2025.

### 4. Farming for nature and climate

Create a roadmap by 2022 to adopt agro-ecological principles across the whole food system, including 100% agro-ecological production by 2030 on all farms in order to halt and reverse loss of nature and increase climate resilience.

### 5. Sustainable seafood

Setting catch limits (without further delay) which enable fish stocks to be restored and maintained above biomass levels that deliver the Maximum Sustainable Yield.

### 6. Sustainable food sector jobs and livelihoods

Everyone who earns their living within the food system receives, or is enabled to receive, at least the living wage or a fair return for their work. Work, whether on land or sea, is free from exploitative practices, and is varied, engaging and empowering.



## Boards and Group Membership

Food Sense Wales has representation on a number of food systems related Boards and Groups - across Wales and the UK. Here's a snapshot:

### Wales Food and Drink Wales Industry Board

### Healthy Weight Healthy Wales Implementation Board

Healthy Weight Healthy Wales Communications Group

Human Rights Stakeholder Group – which also feeds into the Senedd Cross Party Group on Human Rights

Antipoverty Coalition – which also feeds into the Senedd Cross Party Group on Poverty

Attend and contribute to the Senedd's Cross Party Group on Food

Veg Power Board

UK Food Poverty Alliance



## Case Study

### Measuring and Monitoring Food Insecurity

Food Security means being sure of your ability to secure enough food of sufficient quality and quantity, to allow you to stay healthy and participate in society. It is a measure of severe material deprivation.

Food Sense Wales is part of the UK Food Poverty Alliance and as part of that coalition, has been advocating for a National Food Insecurity measure, just one of the recommendations noted in the South Wales Food Poverty report [“A Call to Action”](#) that was published in February 2019.

During the same time, it was [announced](#) that the UK Government’s Department of Work and Pensions had agreed a National Food Insecurity measure, a reflection of the power of collaboration demonstrated across the four nations. This was a welcome development. However, without Wales specific data, it is difficult to understand the extent of food insecurity across the geography of Wales or indeed whether interventions to mitigate the impact of Covid 19 on food insecurity are effective (e.g. shielding parcels during the first lockdown). This is especially pressing as the evidence on the links between Covid-19 outcomes and health inequalities continues to build.

### We therefore need to be measuring and monitoring food insecurity at a Wales level to ensure:

1. National (UK and Wales) safety nets are adequate to prevent people falling into food insecurity
2. Local authority responses are optimal in ensuring benefits and schemes are taken up by those eligible
3. Those with protected characteristics are not disproportionately affected as currently indicated by the data, hence widening inequalities

During 2020, Food Sense Wales worked with Welsh Government in response to the Covid pandemic to secure additional Food Insecurity questions in the Wales National survey. The latest results from September 2020 suggest that 10% of people were food insecure.

This work now needs to be built upon to ensure meaningful longitudinal data is available, and that it can be interrogated at a local authority level to help monitor and respond to the changing situation. Indeed, as a result of this work, Food Cardiff integrated the National Food Insecurity measure locally in [Cardiff Council’s Ask Cardiff survey 2020](#).

Ask Cardiff is Cardiff Council’s annual resident’s survey conducted by Cardiff Research Centre. The 2020 survey ran from 12th October to 22nd November 2020 and included three questions around food insecurity.

**The results show that 11.5% of respondents reported they had eaten smaller meals or skipped meals completely because they could not afford food in the last 6 months. The number of people identifying as disabled experiencing food insecurity in the last 6 months needs highlighting with 16% reporting that they’d eaten smaller meals or skipped meals as they could not afford food, and 18.7% stating that they could not access food.**

These results emphasise the need for local authorities to measure and monitor food insecurity at a local level.

**A full breakdown of the report can be found [here](#).**



# Next steps

## Striding into 2021/2022

### Food Sense Wales will:

Support the development of the Sustainable Food Partnership approach in Wales. In 2021 we will facilitate the development of a Wales Sustainable Food Places Partnership Board, ensure a minimum of 6 new places formally become part of the Sustainable Food Places Network and support 4-6 places to secure 2 year Sustainable Food Places Co-ordinator grants. It is our long-term goal to have a sustainable food partnership embedded in every local authority in Wales evidenced through local policy integration and delivery (e.g. through Wellbeing Plans) and good food communities.

We will continue to advocate for a Wales-wide plan to transition to an equitable food system and to eliminate the need for Food aid. For example we will continue to build the case for measuring and monitoring food insecurity at a local level, for expanding eligibility of Free School Meals - linking to opportunities within the Foundational economy, and for the true cost-benefit of healthy and sustainable local food economies to be reflected in policy making through adopting the principle of Wellbeing economics.

Endeavour to achieve Silver Sustainable Food Places status for Food Cardiff and begin to deliver a strategy that will set the Capital on the path to Gold.

With the broader Food For Life Get Togethers team, we will co-create an exciting new phase of the Food for Life Get Togethers programme which will build on the learnings taken from 2020. This work will link strategically with our Veg advocate programme and Sustainable Food Places approach to support the development of a good food movement in Wales.

Continue to develop our Peas Please work and to support the delivery of Veg Power in Wales. In particular, we will publish the results of the Horticulture pilot and use the results to push for change in horticulture policy. As part of the wider Peas Please team will publish and promote Veg Facts, the Peas Please School Food Report and the Peoples Voice report alongside our work to renew and secure new pledges. We will also deliver a Wales Vegetable Summit alongside events in our partner nations.

Continue to build momentum and support for a collective vision for food in Wales through our work with Food Policy Alliance Cymru. Communication and secretariat support have been key in driving forward the early work of the alliance and we will capitalise on this further during 2021. In particular we will continue to influence decision makers through consultation responses, meetings, presentations, research and publications and seek to increase opportunities to listen to voices from all aspects of the Food System. Key opportunities include COP 26, supporting the development of Food Foundational economy work in Wales, the Food Systems summit, responding to consultations on the future of Agriculture in Wales and building a blueprint for a Food Systems Commission to present to the next Government.

Be a part of the development of a Wales Good Food Movement through both our programmatic work and by wider collaboration with stakeholders in Wales.

Continue to build the case to expand eligibility of Free School Meals linked to the Foundational economy and wellbeing economics.

Explore how Food Sense Wales can best evolve to meet our ambitions. We will begin this journey by appointing an “Expert Group” to advise and guide our development.

Develop the Food Sense Wales brand and create a new, dynamic website to help raise our profile further, enabling us to highlight the positive impact our programmatic and advocacy work is having on communities across Wales.

For more information or to talk to any member of the team, please contact [foodsensewales@wales.nhs.uk](mailto:foodsensewales@wales.nhs.uk)

You can also follow Food Sense Wales on Twitter and on Facebook [@foodsensewales](https://www.facebook.com/foodsensewales)



# Glossary

## 1. Agroecology:

Agroecology is based on applying ecological principles to optimize the relationships between plants, animals, humans and the environment, as well as strengthening the aspects of a sustainable and fair food system.

Through building these relationships, agroecology supports food production, food security and nutrition, while restoring the ecosystems and biodiversity that are essential for sustainable agriculture. Agroecology can play an important role in adapting to climate change.

Agroecology is grounded in place-specific design and organization, of crops, livestock, farms and landscapes, conserving cultural and knowledge diversity, with a focus on women's and young people's roles in agriculture.

To harness all the benefits from adopting agroecological approaches, the right conditions are required, adapting policies, public investments, institutions and research priorities. Agroecology is the basis for growing food systems that are equally strong in environmental, economic, social and agronomic dimensions. (Adapted from [UN FAO](#) 2019).

## 2. Food Citizenship:

Food Citizenship explores the idea that we are not just consumers at the end of the chain, but participants in the food system as a whole ([Food Ethics Council](#)).

## 3. Food Hub:

Food hubs are entities that sit between people who produce food and people who use it, gathering food from growers and distributing it either to commercial customers or directly to consumers. Often, they focus on helping small-scale suppliers find markets, and operate within an explicit ethical framework. They can fill gaps in local food infrastructure, help consumers find locally sourced produce, support new forms of food retail, incubate food enterprises, or create a space for community education and action. ([Food Research Collaboration Food Policy Discussion Paper](#)).

## 4. Food Insecurity:

A situation that exists when people lack secure access to sufficient amounts of safe and nutritious food for normal growth and development and an active and healthy life. (Food and Agriculture Organisation of the United Nations).

## 5. Food Partnership:

A cross-sector group of organisations and individuals, such as local authorities, health boards, food businesses, community groups and charities, who work together to improve the local food system.

## 6. Food Systems:

By food system we mean: all the actors and relationships involved in growing, producing, manufacturing, supplying and consuming food. It encompasses agriculture, fisheries, food manufacturing, retail, food service, consumption and waste. It includes the social and economic drivers of choices and dynamics within the system and cuts across all scales and aspects of policy, including the economy, environment, business, education, welfare, health, transport, trade, planning and local government.

## 7. Foundational Economy:

The services and products within the foundational economy provide those basic goods and services on which every citizen relies and which keep us safe, sound and civilized. Care and health services, food, housing, energy, construction, tourism and retailers on the high street are all examples of the foundational economy. The industries and firms that are there because people are there. Estimates suggest they account for four in ten jobs and £1 in every three that we spend. In some parts of Wales this basic 'foundational economy' is the economy ([Welsh Government](#)).



## 8. Good Food Movement:

According to Sustainable Food Places, driving a shift towards healthier and more sustainable food requires high public awareness of food issues and widespread participation in food-related activity, by both individuals and institutions, as part of a growing movement of active food citizenship. Key to achieving this are: communications and events that can inspire people about the role, importance and joy of good food; practical engagement opportunities such as growing, cooking and sharing food in every community; and a facilitated network through which food actors of every kind can connect and collaborate on-line and in person as part of a local good food movement. ([Sustainable Food Places](#)).

## 9. Pantry:

Pantries go beyond the food bank model, creating a sustainable and long-term solution to food poverty. Members pay a small weekly fee, typically £3.50, for which they can choose at least ten items of food each week, along with additional opportunities of volunteering and training.

Members have reported improved financial positions, improved health and well-being and reduced isolation. The 2018 Social Impact Report also found that for every £1 invested that Pantries have generated a £6 return in social value. [Read the report here](#).

The Your Local Pantry project, run jointly by [Foundations Stockport](#) and [Church](#)

[Action on Poverty](#) is now being rolled out nationwide, with communities invited to set up their own affiliated Pantries ([Your Local Pantry](#)).

## 10. Public Food Procurement:

Public procurement has been commonly used as a tool to pursue social, economic and environmental outcomes. Governments in all parts of the world use their market power to drive different policy goals. In a similar vein, public food procurement can also be an instrument to foster agricultural development by directing government food demand to domestic suppliers, particularly smallholder farmers. ([Food and Agriculture Organisation of the United Nations](#)).

## 11. Wellbeing Economy:

An economy that is designed with the purpose of serving the wellbeing of people and the planet first and foremost; in doing so, it delivers social justice on a healthy planet. ([Wellbeing Economy Alliance](#)).

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