

# Impact Report

May 2021 – May 2022

# Contents

3	<a href="#"><u>Foreword</u></a>
4	<a href="#"><u>About Food Sense Wales</u></a>
5	<a href="#"><u>Building a Good Food Movement</u></a>
7	<a href="#"><u>Peas Please</u></a>
9	<a href="#"><u>Sustainable Food Places</u></a>
15	<a href="#"><u>Food Cardiff</u></a>
17	<a href="#"><u>Food For Life Get Togethers</u></a>
20	<a href="#"><u>Veg Power</u></a>
22	<a href="#"><u>Children's Right2Food Campaign</u></a>
24	<a href="#"><u>Food and Fun</u></a>
25	<a href="#"><u>Good Food Advocacy</u></a>
26	<a href="#"><u>Food Policy Alliance Cymru</u></a>
28	<a href="#"><u>Healthy Weight: Healthy Wales</u></a>
28	<a href="#"><u>Healthy Start</u></a>
29	<a href="#"><u>Wales Anti-poverty Coalition</u></a>
30	<a href="#"><u>Boards and Group Membership</u></a>
31	<a href="#"><u>Next Steps: Striding into 2022 / 2023</u></a>

# Foreword

**Our mission of co-creating a food system good for people and the planet has never been more relevant or challenging against the current backdrop of global events. But whilst forces outside our control continue to challenge and expose the weaknesses in our food and farming system, the good food movement in Wales has continued to build momentum and is finding innovative ways to address those challenges which are within our control.**

Seven local authority areas in Wales now have a Sustainable Food Partnership, each building a collective vision for Good Food in their place. Food Cardiff has been recognised as one of only a handful of Silver Sustainable Food Places across the UK and it's also been confirmed that Food Vale will be awarded Bronze status in June 2022. We have seen 13 good food champions supported and developed through the Food for Life Get Togethers My Food Community programme and a total of 90 grants distributed to community Food projects across Wales. We've also been working with 22 Veg Advocates and our Peas Please pledgers to support the Wales effort to drive up Veg consumption – seeing a UK collective 636 million vegetable portions served since Peas Please began. This year also saw Welsh Government funding Veg Power's 'Eat Them to Defeat Them' schools initiative, ensuring that all primary-aged school children in Wales could benefit from the campaign.

And there has been much progress on the Policy context too. Through our membership of the Anti-poverty coalition, our leadership on Food Policy Alliance Cymru and membership of the Food and Fun Advisory Group, Food Sense Wales has contributed to the collective effort to secure key Programme for Government and Coalition Agreement commitments such as Universal Primary Free School Meals, the Community Food Strategy and the continued expansion

of Food and Fun. Collectively, these commitments provide a strong foundation for building a more resilient food system for Wales. However, we will continue to advocate the need for an overarching vision and plan for our Food system in Wales – even more urgent in the face of the cost of living crisis and deepening public health crisis, growing threats of food shortages due to global events and the continued need to tackle the climate and nature crisis.

We are also delighted that Dr. Angelina Sanderson Bellamy, Diane McCrea, Dr. Amber Wheeler and Professor Simon Wright have agreed to be members of our Food Sense Wales Advisory Group and we are grateful to them for their time and expertise – especially as we move towards the next phase of our work.

Reflecting on last year's impact and the work undertaken over the last year, it's heartening to note that we have achieved all we set out to do. Moving forward, we will need to be even more ambitious if we want to meet the scale of the challenges ahead.

**Katie Palmer, Programme Manager, Food Sense Wales.**



Food Sense Wales Team



# About 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 read more about Food Sense Wales, including information about our team, our values and our mission, please click [here](#).

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



# Building a Good Food Movement

## Programmes we deliver and support

Food Sense Wales is helping to develop a Good Food Movement in Wales by delivering and supporting a number of food-related programmes across Wales.

These projects help increase public awareness of food issues and encourage participation in food-related activities creating a nation of active food citizens.

Here's some more information on the programmes that we currently deliver or support in Wales.



# Building a Good Food Movement

A snapshot of programmes we deliver







## 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 brings together farmers, retailers, and restaurant chains, caterers, processors and government departments with a common goal of making it easier for everyone to eat veg. Other UK project partners involved in this initiative are [The Food Foundation](#), [Nourish Scotland](#), [Food NI](#) and Nourish NI.

A ground-breaking programme focused specifically on veg, Peas Please aims to secure commitments from industry and government to improve the availability, acceptability (including convenience), affordability, and quality of the vegetable offer in shops, schools, restaurants and beyond, and in turn stimulate increased vegetable consumption among the UK public, particularly children and those on a low income.

Since the project launched four years ago, Peas Please has delivered 162 million additional portions of vegetables into our food system working across the UK. More than 100 organisations have also 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, 46 local pledges from 26 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 also recruited 22 people from across Wales to become Veg Advocates, working as individual agents of change in their local communities and helping to drive the enormous changes needed in our quest to get everyone eating more veg.

And in a bid to increase local production, Food Sense Wales along with partners [Social Farms & Gardens](#), recently awarded five Peas Please grants of between £2500 and £5000 to assist smaller edible horticultural businesses operating in Wales (see case study below for more details).

# Peas Please

## Here are some of the project's recent highlights:

- [Peas Please](#) released VEG FACTS 2021 Report in June 2021. This major report showed that lack of veg in our diets is associated with 18,000 premature deaths a year in the UK. Read the report in full [here](#).
- During the same month, Food Sense Wales organised 'Ffres! Wales's first Festival of Veg' celebrating growing, eating, on the ground action and enjoyment of all things veg in Wales. Co-ordinated by Food Sense Wales, the festival highlighted the incredible work taking place across Wales' gardens, farms, communities, organisations and businesses. It also brought together projects and partners from across Wales – from community growing projects to edible horticulture businesses; food writers to restaurateurs; and social media influencers to wholesalers – providing an opportunity to showcase the excellent work being undertaken to promote the growing and eating of vegetables. Food Sense Wales organised the Wales Peas Please Summit as part of the Ffres! festival which consisted of two events – the first focusing on horticulture policy and investment, with the second exploring the food environment. Read more [here](#).
- During the Summer of 2021, Wales made its mark at the second annual Peas Please Prize Ceremony. With five nominations in total, Peas Please Pledgers from Wales went on to win two of the seven categories – with Cardiff taking the top spot in the Veg City Prize and Cardiff and Vale University Health Board winning the Veg-O-Meter Prize.
- During September 2021, Peas Please published its Feeding Our Future report on school food. School children are a particular focus for the Peas Please initiative given the low levels of vegetable consumption in this age group, with school food providing a real opportunity to support improved nutrition and veg intake among kids. This report takes a candid look at the UK's school food system, picking out examples of good practice from across the four nations, identifying opportunities for positive change, and making recommendations for policy and decision makers. Read the full report [here](#). The report was accompanied by a State of the Nation report which provides more detail about school food provision in Wales. Read the Wales State of the Nation Report [here](#).
- Peas Please published its annual Progress Report in December 2021, revealing that it had delivered 636 million vegetable portions across over 105 major retail, manufacturing and hospitality businesses. To read the 2021 Progress Report in full, please click [here](#).
- In March 2022, Food Sense Wales published the findings of a recent [pilot study](#) that showed investment in a small-scale horticulture grants scheme could significantly increase the amount of veg produced in Wales. Further details of this pilot scheme can be found in the following case study.



## Peas Please

- In April 2022, Peas Please held its first People's Veg event in Manchester attended by Veg Advocates from Wales and England and provided opportunities for the advocates to discuss their plans for their Small Grant Activities (where they each can receive £200 to run activities in their local communities) in small workshops; reflect on their experiences of being a Veg Advocate so far; network and share experiences and present what they have been working on regarding veg.
- Photo exhibition – Veg Advocates also participated in some Food Policy research at City University to understand their experiences of the food system through their interactions with their local food environment. Through photography, the Veg Advocates documented barriers and facilitators to accessing veg in their communities. [See the results of the photo exhibition here.](#)
- Food Sense Wales continues to support 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. You can read more about this campaign later in this report.



## Case study

# Peas Please

**5** successful applications chosen for funding

**Investment in a small-scale horticulture grants scheme could significantly increase the amount of veg produced in Wales.**

Evaluation of a recent [pilot study](#) undertaken by [Food Sense Wales](#) has shown that small-scale investment can have a significant and positive impact on horticulture businesses, with sales of veg increasing on average by 74.5%.

[Food Sense Wales](#), with funding from the [Peas Please](#) initiative and facilitation by [Social Farms and Gardens](#), ran a pilot of small grants to fund equipment for small scale horticultural growers in Wales – growers who previously had minimal opportunities to access capital investment grants.

To read more, click [here](#). You can also read the report in full [here](#) and to hear more about the pilot study, listen to a recent Food Sense Wales podcast presented by Dr Amber Wheeler [here](#) that features some of the grant recipients as they further discuss the project's results and impacts.







## Sustainable Food Places

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

Sustainable Food Places (previously Sustainable Food Cities) is one of the UK's fastest-growing social movements. 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.

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.

Food Sense Wales is supporting Wales' seven current members – [Food Cardiff](#), [Food Vale](#), the [Monmouthshire Food Partnership](#), [RCT Food](#), [Blaenau Gwent Food Partnership](#), North Powys Food Partnership and [Bwyd Sir Gâr Food](#) in Carmarthenshire. Read more about the seven partnerships [here](#).

We are also supporting new projects in other parts of Wales to help them become fully-fledged members of the UK Sustainable Food Places Network. Food Sense Wales encourages areas and communities across Wales to join in and to help lead the way in establishing and growing place-based infrastructure, contributing to the development of a 'good food movement' and wider community food strategies that will benefit the health, economy, sustainability and social prosperity of communities across Wales.

# Sustainable Food Places

**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 7 Sustainable Food Places in Wales. In October 2021 Monmouthshire, Blaenau Gwent and Rhondda Cynon Taf were awarded membership, and most recently, in March 2022, membership was awarded to North Powys and Carmarthenshire.
- 4 of the 7 places have received 2 year co-ordinator grants from Sustainable Food Places
- Food Sense Wales is supporting the development of further food partnerships in Wales by working with places, including Torfaen, to develop their vision, strategy and action plan
- In March 2022, Food Sense Wales delivered an in-person workshop for the Sustainable Food Places Coordinators in Wales. As this was the first time the group had come together, the focus was on relationship building and knowledge sharing. Food Sense Wales is now developing this group into a peer support network and the SFP Coordinators are trialling a Whatsapp group as a way of communicating and engaging with each other.
- In June 2021, **Cardiff celebrated achieving a Silver Sustainable Food Places Silver Award**, becoming the first place in Wales and one of only six places in the UK to achieve the prestigious accolade, recognising the city's pioneering work in promoting healthy and sustainable food.



# Sustainable Food Places Bronze and Silver Status



## Food Cardiff

[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 the environment too.



## Food Vale

[Food Vale](#) is a partnership of dedicated individuals, community groups, organisations and businesses working together to build a thriving, healthy and sustainable food system in the Vale.

# Sustainable Food Places New members

## Monmouthshire Food Partnership

Having grown and developed from local community action, the Monmouthshire Sustainable Food Partnership is a continuation of the good food movement already fostered by previous food partnerships and activity across the county.

## RCT Food

RCT Food is a new food partnership hosted by Rhondda Cynon Taf County Borough Council. Its vision is that all people living, working in or visiting Rhondda Cynon Taf (RCT) have access to healthy, tasty, affordable food that's good for the environment and for the local economy.

## Blaenau Gwent Food Partnership

Blaenau Gwent Food Partnership was established in May 2021 with the aim to set in motion an ambitious strategy that addresses the challenges and opportunities within Blaenau Gwent's food system. The Partnership will play a pivotal role in coordinating local action on issues such as food access, land use and the development of a 'Good Food Movement'.

# Sustainable Food Places

## New members

### North Powys Food Partnership

The North Powys Food Partnership is at the early stages of its collaboration between Cultivate, Powys County Council, Neath Port Talbot Group Newtown Campus and Powys Teaching Health Board. Having become a member of SFP in Spring 2022, the partnership has already fostered a strong, collaborative way of working.

The North Powys Food Partnership is currently developing a food hub at Cultivate's site in Newtown and from September, the hub will pilot a trial supplying local grown fresh produce to some Primary schools in Newtown, linking supply from farms and growers with the demand from the public sector. This will also allow for a conversation to develop around where food is grown, its journey to the plate and the importance of a nutritional balanced diet.

### Bwyd Sir Gâr Food

Empowering communities through a co-productive approach, Bwyd Sir Gâr Food's vision is to enable social, cultural, environmental, and economic regeneration. It aims to work in a culturally sensitive, forward-thinking and inclusive manner through education, communication, and access to opportunity, for the promotion of a thriving, resilient and nutritious local food system supportive of nature recovery, as well as health and wellbeing. The partnership is supported by Carmarthenshire County Council, Carmarthenshire Association of Voluntary Services, Hywel Dda Department of Nutrition and Dietetics, Public Health Wales, Carmarthenshire Public Services Board and Carmarthenshire Food Network (CFN).

Read more about Wales Sustainable Food Partnerships [here](#).





## Food Cardiff

### Founding member of the Sustainable Food Places Network sitting within Food Sense Wales' portfolio of programmes

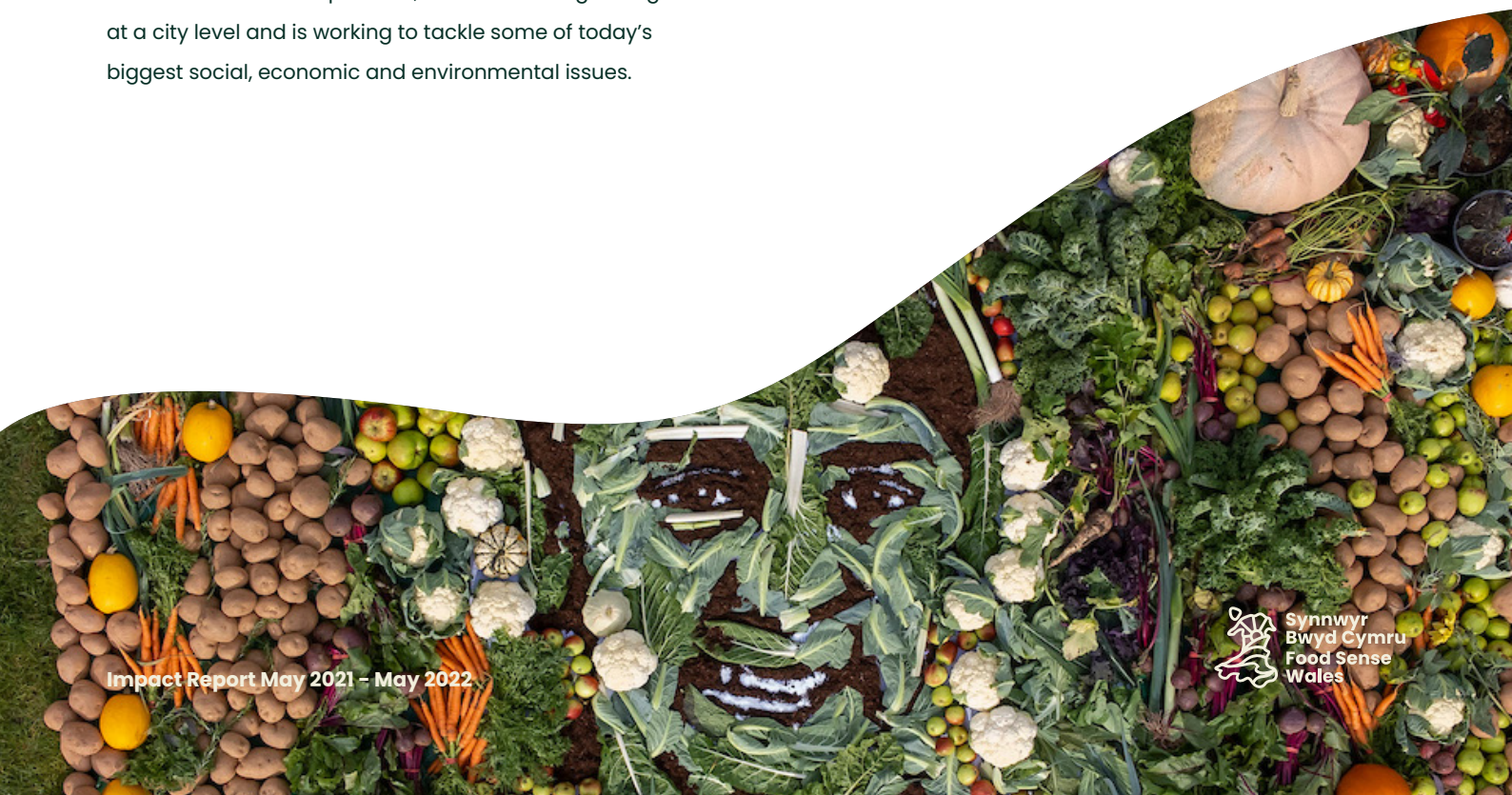
Food Cardiff believes that the food we eat has a huge impact on life in Cardiff – not just on people's health, but on communities and businesses, individual farmers and growers, and the environment too.

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.

Food Cardiff now comprises 203 individuals across 95 organisations and has a strategy board that includes a range of members, including Cardiff Council, Cardiff & Vale University Health Board, Public Health Wales, Action in Caerau and Ely (ACE) as well as many others. Through this network of dedicated partners, Cardiff is driving change at a city level and is working to tackle some of today's biggest social, economic and environmental issues.

In June 2021, Food Cardiff was awarded Sustainable Food Places Silver Status, becoming the first place in Wales and one of only six places in the UK to achieve the accolade and recognising the city's pioneering work in promoting healthy and sustainable food. In July 2021, Food Cardiff's achievements were also recognised at the annual Peas Please Prize Ceremony, with Cardiff winning the [Veg City Prize](#). This award acknowledged the city's impactful and integrated place-based approach to increasing veg uptake at a local level.

And most recently, Food Cardiff launched a campaign asking people from all walks of life to 'make a pledge' and take action, to help Cardiff achieve [Gold Sustainable Food Places](#) status by the year 2024.





# Food Cardiff

**Food Cardiff is continuing to evolve in response to the city's growing 'good food movement' and its impact across the capital is now is very evident. Here are some of the many highlights:**

- **May 2021:** Cardiff was awarded Silver Sustainable Food Places status
- **June 2021:** Cardiff wins the Veg City Prize at the annual Peas Please awards ceremony
- **March 2022:** launch of a new campaign that hopes to set Cardiff on the path to becoming one of the UK's most sustainable food places, asking people from all walks of life to 'make a pledge' and take action, to help Cardiff achieve [Gold Sustainable Food Places](#) status by the year 2024.
- **October 2021:** Food Cardiff's delivered the second Autumn Festival which featured a programme of good food events happening across the city, centred on nutritious food, sustainability and connections. The partnership co-ordinated a large-scale public artwork, made with fruit and vegetables collected from local allotments, community gardens and local growers; which was then utilised in the events throughout the festival with the event featuring on [ITV Wales](#). Food Cardiff distributed £150 small grants to 13 organisations. In total there were 23 events, attended by 1,195 people who shared 464 meals. The festival culminated in a Food Summit to launch the new [city-wide Good Food Strategy 2021-2024](#) and bring together leaders, businesses, organisations, community groups and activists to kick-start action to create a better food future

- In 2021/ 22, Food Cardiff was also awarded a grant of £150,000 from the Welsh Government's [Food Poverty Grant](#) – a scheme introduced to help local authorities and organisations work together to tackle food poverty and food insecurity. This funding helped develop, deliver and add capacity to a range of engaging food-based projects.

## Key deliverables included:

1. Developing a new [fully-bilingual website](#) and brand refresh, with a supporting [digital media campaign](#)
2. Partnering with Cardiff Council and public health dietetics to run three [Healthy Cooking Challenges](#), reaching 150 households.
3. Enabling Cardiff Council to extend the Together for Cardiff Discretionary fund to support 103 households with financial hardship
4. Building capacity across the Cardiff Community Food Retail Network which now includes 28 individual members representing 23 groups/organisations. The network worked with Cardiff Business School to co-design and publish a how-to brochure. The Network also hosted a [visit](#) for the Minister for Social Justice, Jane Hutt
5. Developing 'Plot to Pantry' which aims to increase the amount of produce grown in the Cardiff local authority region and supplied into community food retail projects (e.g. co-ops, community fridges, pantries, FOOD Clubs).

Cardiff Council, one of Food Cardiff's strategy board members has also now published its Climate Strategy: One Planet Cardiff which includes substantial action around food and references its partnership work with Food Cardiff. Cardiff Council has also hired a Food Officer to deliver its own food strategy, which further supports the aims of the overall partnership.

You can read more about Food Cardiff and its work by visiting [www.foodcardiff.com](http://www.foodcardiff.com)

## 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 community organisers to run good food activities, by providing resources, online

training and small grants, and connecting them to one another to share ideas through network events. Since its inception, Food for Life Get Togethers in Wales has actively engaged with both diverse and disadvantaged communities, with 38.7% of groups engaged with the programme in Wales located in the nation's 10, 20 and 30% least deprived areas.

Food For Life Get Togethers also runs [My Food Community](#) – a network for good food champions to learn, connect and take action. It's a programme of activities to bring together people who champion good food – food that is good for climate, nature and health. The first cohort started the course in Sept 2021 and many have been awarded grants to progress projects in their communities. We're currently recruiting for the next intake who'll start in September 2022.



# Food For Life Get Togethers

## Here are some of Food for Life Get Togethers' key achievements in the last 12 months:

- Food for Life Get Togethers (FFLGT) has commissioned local partners to help deliver activities and test innovative approaches to share best practice and build the capacity of other community organisers. These include [Cultivate](#) based in Newton – an organisation that is also the driving force between the North Powys Food Partnership, one of Sustainable Food Places' newest members.
- To date, Food For Life Get Togethers has primarily worked across 3 Health Board areas – Cardiff and Vale, Aneurin Bevan and Betsi Cadwaladr Health Boards. In 2022, funding was secured to work with a fourth – Powys Teaching Health Board. The programme has been supported by dietitians in each of these areas, helping to deliver appropriate activities and content suitable to the communities in which they operate.
- The Wales Community Food Manager role has enabled stronger relationship building across different programmes, in particular Food For Life Get Togethers and Sustainable Food Places. For example, 3 of the 7 Sustainable Food Places Coordinators in Wales are members of the Food for Life Get Togethers My Food Community cohort. There's also been a Food for Life Get Togethers Small Grant awarded to a project in every Sustainable Food Place in Wales.
- Plant and Share Month takes place between May and June every year, encouraging people to come together, to reconnect with where their food comes from and support the environment. In Wales, 69 Plant & Share activities were registered across the 2021 and 2022 campaigns with 20 grants awarded to groups in Wales during the 2022 Plant & Share 2022 campaign.
- Cook and Share Month took place between October 16th and November 16th 2021 with 11 cook and share grants awarded to groups in Wales.
- As part of the My Food Community project, 9 Community Action Project grants worth £1,000 each have been awarded to members of the 2021 cohort in Wales, enabling them to apply the skills and ideas they've developed during the programme to address good food issues in their community.
- In March 2022, Food Sense Wales delivered a core session of the My Food Community programme to the Welsh cohort. This policy focused session was delivered in person by the FSW team. Due to the crossover with other programmes, SFP Coordinators and Veg Advocates were also invited for a wider networking opportunity. Read more about the events [here](#).
- A key focus area for Food For Life Get Together in Year 3 of the programme is the co-designing of the second My Food Community pilot. Evaluation and feedback from the first pilot programme will inform the delivery of year 2. An increase in physical meet-up sessions as well as a new online delivery platform has been agreed. The 2021/2022 cohort will also act as mentors for the new intake with recruitment starting in May 2022 and delivery starting in September 2022. The aim is to recruit 100 people onto the second cohort with Food Sense Wales playing a key role in promoting the opportunity through Welsh partners and stakeholders
- Another key area of focus for the next 12 months of Food For Life Get Togethers is the programme legacy. Sharing and imbedding learning through thematic reports, case studies and stories from partners will be part of this process.



## Case study

# Food For Life Get Togethers

## Cardiff Salad Garden project blossoms thanks to support from Food For Life Get-Togethers

Last summer, Food for life Get Togethers supported Cardiff Salad Garden to create a beautiful and inspiring 6 metre living salad mobile workshop. During its residency in Cardiff's Bute Park, the Salad Circle welcomed more than 150 participants to learn more about planting, growing, harvesting and cooking salad leaves.

Cardiff Salad Garden commissioned The Bottega Project to create the living salad circle, a mobile structure that consisted of several modular growing walls that contained floor to ceiling planting of shallow rooted plants including salad and a range of other edible herbs and flowers. The living walls were interactive and changeable, with workshop participants having the opportunity to plant seeds and harvest them. This project received a grant worth £10,000 from Food For Life Get-Togethers as part of its work to test innovative approaches and to further develop its existing initiatives which bring people from different generations and backgrounds together through food.

Continue reading this case study [here](#).





## Veg Power

**Veg Power's** main aim is to increase veg consumption across the UK – an initiative that was founded in 2018 having developed from the work of Peas Please. Food Sense Wales works closely with **Veg Power** to support its activity in Wales.

Currently in the UK 80% of our children are not eating enough vegetables, with a third eating less than one portion a day and only a third of adults achieving the 5-a-day target.

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.

**Eat Them To Defeat Them** is a campaign from Veg Power. Its approach to inspire kids to eat more veg, combines the power of advertising with a schools' programme. It brings together a huge alliance including TV advertising, celebrities, supermarkets, chefs, schools, communities and families.

### In partnership with ITV, Eat Them to Defeat Them 2022:

- Ran from February to April 2022
- Supported by a £3.5m advertising campaign led by ITV, Channel 4 & Sky
- Schools programme went out to 3,845 primary and special schools including every primary school in Wales thanks to the support of Welsh Government

- Over 1 million children took part with activities in schools, tasting events and reward charts and sticker pack
- 57% of parents of children who participated in the schools' programme said their children ate more vegetables as a result with 37% say they also ate more vegetables as a result.

### Other UK-wide Veg Power campaigns include:

- **Stir Fry Frenzy** – a social media campaign in February 2022 reached over 1 million people with support including Ken Hom, Ching He Hueng, and many more chefs and food influencers.
- **Raw Veg** – a handy guide for parents and carers to get more raw vegetables into their children's diet went out to parents via 1,000 primary schools in May 2022.
- **Breakfast in Colour** – a social media campaign that launches in June to inspire people to add veg to their breakfasts.
- **Simply Veg** – A major new project rallying parenting, food & cooking experts to help make it as easy as possible for parents to get more veg into their families. Launches in September with a national poster campaign.





## Case study

# Veg Power

Welsh Government funding ensures all primary-aged school children in Wales were able to benefit from the Eat Them To Defeat Them campaign

The award-winning 'Eat Them To Defeat Them' campaign to increase children's vegetable intake, returned for its fourth year in February 2022. The Welsh Government supported the campaign by funding a bilingual schools' programme for all primary and special schools across Wales, reaching up to 275,000 children, out of a total of 1 million across the UK.

Currently vegetable consumption levels in the UK are not meeting government recommendations. According to the National Diet and Nutrition Survey, almost a third (29%) of primary school aged children are eating less than one portion of veg a day. Recent Veg Power survey data found 49% of Welsh children want to eat more veg than they currently do and 43% claim their parents struggle to get them to eat more veg.

Continue reading this case study [here](#).







## 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.

In 2021, the Children's Right2Food Campaign published [A Year of Children's Food](#), a progress review of policy to address inequalities in children's access to food across the four UK nations 2020–2021. Katie Palmer, Programme

Manager at Food Sense Wales contributed to the report providing expert commentary on the situation in Wales.

Food Sense Wales continues to support the work of the Children's Right2Food campaign in a UK context as well as influencing and advocating Welsh Government and key stakeholders regarding the need to implement changes to policy that will ensure children in Wales are given the best possible start in life.

In February 2022, Food Sense Wales arranged for two of Wales' Children's Right2Food Ambassadors to present to Senedd Cymru's \_ and to share their thoughts on children's access to food. This led to a further opportunity for the Ambassadors to meet directly with the Minister for Social Justice.

## Case study

# Children's Right to Food Campaign

## Wales' Children's Right2Food Ambassadors share their thoughts on children's access to food in Wales

In February 2022, during a meeting of Senedd Cymru's [cross-party group on poverty](#), two of Wales' [Children's Right2Food](#) Ambassadors, Beth and Fayeth, addressed the group and shared their opinion, knowledge and experience on Food Poverty, specifically, free school meals.

In a blog written after the event, Katie Palmer, Programme Manager at [Food Sense Wales](#) outlined the current situation in Wales in terms of people's access to food and explores some of Beth and Fayeth's concerns – and their aspirations – linked to the Welsh Government's commitment to roll out of free school meals in primary schools in Wales.

Continue reading this case study [here](#).



Beth



Fayeth



## Food and Fun

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 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 an advisory group member.

A total of 137 schools in 21 council areas delivered Food and Fun to 193.5 cohorts in 2021, providing 7,740 places for children. Welsh Government has committed a £4.85 million grant fund for the scheme in 2022.

In May 2022, Food and Fun won the [Good Society Award](#) at the annual Peas Please Prizes, recognising efforts in decreasing inequities in accessing vegetables for children and gives a child a healthy start in life.





## Policy and advocacy work

Food Sense Wales takes a systems approach to food and farming, forging strong working relationships with public, private and civil society organisations. We advocate for positive changes that will help to improve people's health and social outcomes as well as benefiting the environment too.

You can find out more about the campaigns and the groups that we're involved with in the pages that follow.



# Food Policy Alliance Cymru

[Food Policy Alliance Cymru](#) is a coalition of organisations and stakeholders building and promoting a collective vision for the Welsh food system. As a co-founder 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.

Food Policy Alliance Cymru has continued to build momentum and support for a collective vision for food in Wales. Communication and secretariat support have been key in driving forward the work of the alliance. The alliance has continued to influence decision makers

through consultation responses, meetings, presentations, research and publications and has increased opportunities to hear voices from all aspects of the Food System.

During the last 12 months, a series of pledges and priorities have been announced in Wales that will have a significant impact on our food system – specifically the Welsh Labour and Plaid Cymru Co-operation Agreement’s commitment to give all primary school children in Wales free school meals within three years and the proposed [Food \(Wales\) Bill](#) which aims to establish a more sustainable food system in Wales to strengthen food security, improve Wales’ socio-economic well-being, and enhance consumer choice. Food Policy Alliance Cymru has been discussing, responding and advocating on these policy areas, working with colleagues and actors across Wales to ensure these developments create a more resilient, diverse and connected food system for communities across Wales. Key opportunities included COP 26 events; responding to consultations on the future of Agriculture in Wales; building a blueprint for a Food Systems Commission as well as TV and Radio interviews.



## Case study

# Food. Climate. Change? A new series of podcasts exploring food and climate change

During COP26, Food Sense Wales on behalf of [Food Policy Alliance Cymru](#) brought together a number of individuals from a range of organisations to take part in a podcast series called Food, Climate, Change?

Presented by Aled Rhys Jones, the podcast series featured people who work across Wales' food system, giving them the opportunity to discuss and explore a range of subject areas linked to food and climate change.

As part of a wider global initiative called the [Fork to Farm Dialogues](#), Food, Climate, Change? brought together people – from farmers, producers and wholesalers; to retailers, consumers and policy makers – to have open conversations about food and farming in the context of climate change, nature loss and nutrition.

The outcomes of these Fork to Farm conversations were highlighted during [COP26](#) and [Food Sense Wales](#) worked with its partner, [Nourish Scotland](#) to facilitate a presence for food and farming at COP, helping to ensure that diverse Welsh voices were heard at the conference.

You can continue reading about the series [here](#) and can listen to the podcasts [here](#).





Llywodraeth Cymru  
Welsh Government

## Healthy Weight Healthy Wales

Healthy Weight: Healthy Wales is the Welsh Government's long term strategy to prevent and reduce obesity in Wales.

### As part of its ambition, Welsh Government wants:

- The people of Wales, and our future generations, to have the best start in life and live longer, better and happier lives
- Support making the healthier choice the easy choice and for people to feel enabled to make positive lifestyle choices to sustain or maintain a healthy weight.

Food Sense Wales is one of the organisations working in partnership with Welsh Government to implement and communicate its strategy effectively with individuals and communities across Wales. Food Sense Wales is noted as a lead partner in the strategy's [2022 – 2024 Delivery Plan](#) and Peas Please is noted in the plan's National Priority Area 1.



## Healthy Start

[The Healthy Start](#) scheme is a Government initiative that provides eligible families with vouchers worth £4.25 every week to spend on milk, fresh, frozen, and tinned fruit and vegetables, fresh, dried, and tinned pulses, and infant formula milk.

The scheme supports families in receipt of certain benefits, specifically helping pregnant and breastfeeding mums, and children under the age of four. Women and children receiving Healthy Start food vouchers are also given vitamin coupons to exchange for free Healthy Start vitamins, specifically designed for pregnant and breastfeeding women and growing infants and pre-school children.

In December 2020, the Welsh Government [announced](#) that it would be increasing the value of the Healthy Start vouchers in Wales, in line with the UK Government, from £3.10 a week to £4.25 to provide support with nutritional intake amongst children and families on low incomes. This increase came into effect in April 2021. The scheme was also digitised in 2022 and Food Sense Wales is working closely with Welsh Government colleagues to support its work around Healthy Start and are actively supporting its communications effort. Food Sense Wales is also a member of the UK Healthy Start Working Group which is jointly convened by Peas Please and Sustain and sit on the All Wales Healthy Start Network.

# Anti-Poverty Coalition

Food Sense Wales is a member of the Wales Anti-Poverty Coalition, an alliance of leading civil society organisations and professional bodies across Wales. Since its inception in 2019, the Coalition has been instrumental in outlining ongoing concerns for people living in poverty in Wales and has been especially active throughout the Covid-19 pandemic.

In May 2021, the Bevan Foundation and the Wales Anti-Poverty Coalition commissioned Policy in Practice to conduct research on extending the provision of Free School Meal (FSM) in Wales. The [report](#) focuses on assessing the financial cost to the Welsh Government as well as the impact on low-income household

In February 2022, Food Sense Wales arranged for two of Wales' [Children's Right2Food](#) Ambassadors, Beth and Fayeth, to address the Senedd's Cross Party Group on Poverty where they shared their opinion, knowledge and experience on Food Poverty, specifically, free school meals.





# 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:

- [Food and Drink Wales Industry Board](#)
- 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 School Food Working Group
- United Nations Development Agency
- Conscious Food System Alliance





## Next steps: Striding into 2022 / 2023

The year ahead will see exciting developments with the publication of the Agriculture Bill and a draft Food Bill presented to the Senedd. Food Sense Wales will be holding its first Food in Communities conference in July.

### Food Sense Wales will:

- Support the development of the Sustainable Food Partnership approach in Wales ensuring a third of the local authority areas in Wales have a cross sector food partnership by March 2023. We will continue to build the case for Food partnerships to form the foundation of the Community Food Strategy so that every part of Wales has a vision for its local food system that reflects local need and helps to deliver Welsh Government priorities.
- Work with the UK Peas Please partnership to develop a phase 2 strategy and secure funding to continue the push to drive up veg consumption in the face of strong headwinds. Continue to advocate and find innovative solutions to drive up horticulture production as part of the Wales Horticulture Alliance.
- We will build on the Food for Life Get Together My Food Community Programme aiming for a further 20 Wales based community Food Leader graduates in 2022/3.

We will continue to integrate and build connections through Sustainable Food Places, Food for Life Get Togethers and Peas Please

- Continue to build momentum and support for a collective vision for food in Wales through our work with Food Policy Alliance Cymru. In particular we will take opportunities to respond to any consultations relating to the Food (Wales) Bill, the Community Food Strategy and Welsh Governments consultation on the Food Environment.
- Support Welsh Government with the roll out of Universal Free School Meals, in particular through building the connections between food standards, procurement, production, local food infrastructure and education.
- Work with our newly appointed expert group to develop our future strategy beyond 2023.

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

Find out more about our work by visiting our website  
[\*\*www.foodsensewales.org.uk\*\*](http://www.foodsensewales.org.uk)

Follow Food Sense Wales on social media:

Twitter [@foodsensewales](https://twitter.com/foodsensewales)

Facebook.com/FoodSenseWales

With thanks to:

