

Session 1) Updates

Brief updates were presented by:

- Trafford Organic Growers Network
- Manchester Creative Collective
- Hulme Community Garden Centre
- Manchester organic growers & buyers group
- Sustainable Fayre

The update wall (with news from a number of groups) has been typed up and is at the end of these minutes.

Session 2) Feeding Manchester website & database

The website proposal has been funded by Making Local Food Work and Food Futures. The proposal is posted on the Kindling website:

<http://kindling.org.uk/projects/FeedingManchester/feedingmanchester-5>

Comments included that this is very exciting as it was something that was highlighted as needed at the very first Feeding Manchester, so it's great that it has actually happened. A big thanks to Matt for all his hard work on setting up the database.

Criteria discussion.

Potential issues with the minimum requirements for enterprises/projects wanting to be listed on the database/website (responses are noted in brackets):

Organic:

- Criteria says organic or Climate Friendly Food – what are the different certification standards?
- What about things like the 'Wholesome Food Association'? (Organic & CFF are standards that are monitored, whereas the WFA is just a pledge – no one monitors whether they are actually doing it)
- Will people be confused about all the different labels? Should there be an actual percentage rather than just saying a proportion of the farm/produce should be organic?
- Can you include anything non organic under sustainable food?

Local:

- Does there need to be more accountability – labelling at source?
- Is the 30 mile radius for primary and secondary producers too limiting?
- Does the agricultural suppliers mean that we are saying growers have to buy everything from within 30 miles of Greater Manchester? (no it's just that we won't list suppliers on the website unless they are within that radius as that is the focus of the site – otherwise the map will be huge).
- What about using the Growing Communities Food Zones as a way of looking at what we mean by local, rather than a fixed radius? It would be possible to integrate this into the directory (Matt thought) by using proximity search. (see <http://www.growingcommunities.org/start-ups/what-is-gc/manifesto-feeding-cities/explore-food-zones/>)

- needs further thought - there will be more discussion on the forum about this.

Community projects

- What about community projects who are working on health and access to fresh food but not the other issues – will we scare them off with these minimum requirements even with the little exemption note for community projects – will they feel a bit second rate even if they are included?
- What about projects that recycle/redistribute food that would otherwise be wasted where do they fit in to it as they aren't organic/ fairtrade etc.? (through the exemption note). Does this

need a specific mention re resourcefulness?

General

- What about people who want to meet these criteria but don't yet (that is what the website is for to point them to resources to help them, they just can't be listed on the website if they don't meet the minimum requirements).

Conclusions or summaries of small group discussions about the issues:

We are using the summaries provided by each group for this section of the minutes, and the idea is that the discussions will continue on the forum. So please add any questions and comments (asked on the day or that you have thought about since) to the forum.

1) The '30 mile' limit for producers signing up to the website.

Essentially the group agreed there needed to be a limit and that a 30 mile radius seemed appropriate; however, discussion suggested it be a 'bit fuzzy' so that a good organic farm, for example, just beyond the limit could be included. Caroline suggested using the word 'approximately.'

It was also noted that for consistency we should have a geographical limit for the community projects (as there isn't one currently).

2) 'Freedom Food is this too low a standard?'

The group made the following comments:

- We need more information about the Freedom Food standard before we can make a recommendation
- We could set our own animal welfare/ meat production standards and then find a national standard that matches it
- We have a dilemma between food democracy and holding on to the notion of sustainable food. In some cases the two objectives appear to be in contradiction. Particularly in the area of 'healthy eating' Eg. Non organic food is usually cheaper and is more available but in the long term is not sustainable. Eg. Freedom food appears to be an improvement in production standards and is cheaper than organic hence more accessible to more people.

Action : To find out what the 'Freedom Food' standard means and discuss further on the forum

3) Organic

The bit our group discussed was the 'organic issue' i.e. the criteria that should be used in deciding an organisation's suitability or otherwise in being included on the directory. Discussion points included:

Firstly the discussion concentrated primarily on growers and hence some of the following issues arose -

Should there be a percentage of land/produce devoted to organic production to make that grower eligible for the directory. This of course raises the issue as to whether a growing space can be divided as such and would having a section of land utilizing inorganic production methods affect the Soil Association Certification of the part of the land that is deemed organic. The group largely felt that the former would have a negative impact on the latter.

The topic of certification developed into a separate discussion with its own unique issues. Some of the questions raised included whether Soil Association Certification was the right benchmark and that we should be open to exploring other certification bodies and routes. One such alternative is CFF Certification and it was debated as to whether the various levels of this type of certification, less costly, less time intensive and generally less onerous, suffice in themselves (although this therefore excludes organic as a distinct standard) or could be meaningful as a progression route

for grower organisations. In short a grower would qualify for inclusion on the directory if the first level of certification but would need to demonstrate a commitment to moving towards the higher levels of certification. This raised further questions around whether an organisation should therefore be ultimately aiming to be (fully certified) as organic, how progress along any progression route would be measured, what would be fair and practicable timescales and how any progress or baseline standards would be measured and perhaps more importantly monitored – also, who then would undertake this monitoring: should it be self regulation, an independent assessor or the Kindling Trust itself. Clearly any imposition of arbitrary standards or mandating of remedial action becomes fraught with difficulty.

There was, however, a broad consensus that a minimum requirement for being featured on the directory was that any land used for growing should be managed sustainably and that the alternative certification mentioned above was a fair indicator of this. Some doubt remained as to what actually constitutes sustainable and the group agreed that some investigation into the standards that constitute this certification needs to be undertaken to ensure it is rigorous enough and complies with ethics, values and definitions held by the Kindling Trust.

A broader question was then asked by the group, namely, can growing be actually considered as sustainable if it is not organic. The group felt that although this was a valuable discussion which would need to be held - the scope of this working party would not allow for it.

Two conclusions came out of the above discussion. Although these conclusions were themselves open to further debate they made a good starting point in developing a way forward and a means of assessing the suitability of an organisation to feature on a Sustainable Food Directory. Specifically:

Primary Producers (Growers) – Land should be used sustainably managed and the grower should be working toward CFF Certification (as a minimum) and Organic certification as an ideal.

Secondary Producers (or retailers, processors) – Need to have a robust, sustainable and ethical procurement policy.

4) Community

Notes from discussion flip pad:

- Improving health: increasing fruit and veg consumption.
- Sign posting to other health promotion services.
- Provide opportunities to grow food locally.
- Increase access to local and/or fresh produce.
- Offer opportunities to learn about food e.g. growing, cooking etc.
- Increase social interaction/inclusion through food.
- Divert food that would otherwise go to waste safely back into the food chain to feed more vulnerable people.
- Compost or pursue other sustainable methods to dispose of any waste reduced.

Proposals:

- Community projects should acknowledge and aim to recycle as much waste material as possible at every stage of their operations, and not just those visible to the public. For example, food waste from events and back-office paper waste.
- Community projects should provide opportunities for positive food education and experiences through an inter-generational approach to engagement.

Session 2 Actions:

Put links to the certification standards discussed (Freedom Foods & Climate Friendly Foods) on the forum for people to have a read through and discuss further.

People to write up the proposal/discussion by the small groups ASAP & send to Helen to add to minutes & put on forum for further discussion (helen@kindling.org.uk)

Session 3

A calendar of all the food related events that happen in Greater Manchester was created by the group (this will be created as a calendar on the *FeedingManchester* website once it is created). The group then split into small groups to discuss how these events could be used to promote sustainable food and to build the movement, as well as looking at what was missing. The groups then came up with a number of concrete ideas for how to address these questions:

- Get a coach load of “food-people-that-need-to-be-influenced” (e.g. school & restaurant chefs, council, decision makers, who else?), and drive them round organic farms in Greater Manchester (Glebelands, Dunham Massey, Glazebury etc.)
- Connection to food & drink festival in view of their BS8901 sustainable events (costs £3000 to get monitored as being sustainable - offer to monitor it?)
- Affecting change within 'In Bloom' – part of 'future Manchester' research on sustainable criteria.
- Publicise 'Manchester a Certain Future' food issues section
- Building an allotment in Town square event – lets repeat this! - 'Allotment roadshow'
- Sustainable curry in curry mile as part of the Food & Drink Festival
- Short You-tube length VIDEO aimed at the younger generation, youthful people and the like
- Marketing list (list of publications, journalists, etc. to send press releases/info to when we do anything)
- Marketing strategy
- Leaflet about sustainable directory
- Leaflets, stickers, t-shirts, hats

After lunch the group split into groups each taking a concrete idea and looking at how to move forward with making it happen. Each group came up with a plan of action (including a list of tasks for each person, a way of further communicating and date of next meeting if relevant).

- Food and Drink Festival sustainable food event
- Marketing list/strategy
- Food futures conference sustainable food angle
- Sustainable food art project

Food and Drink Festival sustainable food event summary:

To implement simultaneous hands on practical cooking sessions in and around Manchester for the ordinary public during the festival. These would be located in areas where communities would most benefit from being shown how to cook. The main crux of this proposal would be for a member of the community to co-ordinate each cooking session with the help of relevant community members/volunteers. Each event would consist of cooking something seasonal. This could be pumpkin risottos, stir fries, stews, currys, pasta sauces etc. etc. The community's ethnic group would be reflected in how the dishes would be chosen etc.

We would actively promote:

- Ugly veg (we love them, and so should you)
- Bins.. what's been thrown out and why? What can be salvaged – how and where?
- Second grade food – what's all this about?
- Gluts – what to do with them when you have them
- Fareshare – and the nature of the supermarkets' waste
- Good basic affordable cooking
- How to spice up your food without costing the earth
- Intergenerational cooking

Practicalities:

Cracking Good Food Manchester could potentially undertake a full risk assessment of each location, but this would of course be delegated to the co-ordinator of each existing area. All paperwork, templates for recipe sheets and check lists of what's required can be provided by CGFM but clearly they couldn't provide all the equipment for a simultaneous event. We have full public liability cover, although we would have to look into the likelihood of this covering such a huge event.

We would therefore have to borrow additional gas burners/tables/gazebos/cooking equipment for the majority of the sessions, although CGFM could provide almost enough for 2 areas.

We would have to look into:

- The need for CRB checked Cooking Leader and Assistants as appropriate
- Basic hygiene certification
- Public liability insurance
- Authorisation for the use of public spaces
- Full risk assessments for each area
- Borrowing gazebos from Manchester Markets (Christine Raiswell said she'd talk to them)

We would require from Manchester Food & Drink Festival:

- Full marketing and publicity/recipe printing/ website promotion – we would like a unified flag/poster or something to link all these simultaneous events together
- Funding for these events

Caroline from Merci will talk to Manchester Food & Drink Festival people once this has been written up.

Comments very welcome from everyone as well as a commitment to get involved.

Marketing notes & ideas

If we were to create a leaflet-about the directory- we should create a link with Love Food Hate Waste & ask them to have our leaflets as part of their market stall offer.

Get Feeding Manchester on Twitter-need a volunteer to do this-regularly!!

Those of us who have a facebook page could link to the directory & mention it often instead of creating FM's own facebook page, which someone would have to manage...

Rowena is attending a Social Media master class-said she would feedback any good tips.

Can we encourage all the people listed in the directory to update their link to give the directory plenty of info?

Could Helen write us a paragraph to send out with our link to the directory-in preparation for the launch in Feb?

At the next FM-could Mat tell us if the directory has had much web traffic from our links thorough getting the traffic diagnostics from Google Analytics?

Could Mat email everyone on the directory & ask them to link directory to their existing websites?

Every person to come up with a list of marketing contacts.... any is good!

Debbie to co-ordinate this list.

Jules to look into designing a logo for FM.

Idea for a flash mob on Feb 14th-

Invite people to get dressed as farmers & 'Manchester tarts' (pun intended) &

all congregate on Albert sq-with leaflets about FM directory-launch date & then telling people about Food Futures event the following day too.

Meeting about this & other FUN marketing things on 1st Dec at 4pm at HCGC.

We shall also be looking at-

'Who are we marketing to?' & 'How do we reach them?'-Possibly-new members & the public.

What should the logo say?

Strap line ideas?

Action: someone from each group to summarise what the group is working on and send it to Helen to add to the minutes.

- Food and Drink Festival Event (Adele)
- Marketing group (Beth)
- Food futures conference sustainable food angle (Christine/Abby?)
- Sustainable food art project (Fiona/Penny?)

Session 4b. Planning for the Manchester a certain future conference on 30th November.

Caroline (MERCi) & Raichel (MEEN) have received an invite, Debbie Ellen, Rowena (Harp), Jamie (HCGC) and Rob Andrews (Food Hub Co-ordinator) would like to receive an invite.

FeedingManchester proposals for the 30th of November event:

- 1) Show the sustainable food video - definitely make sure this happens.
- 2) Have a comments box next to the video as way of people interacting with it.
- 3) Low carbon buffet at the event (local organic produce, veggie & vegan)
- 4) Show case work of the different organisations involved in FeedingManchester and FeedingManchester itself (for people who don't know about it it).

Suggested template for the summary of each organisation:

Make it really practical, about the models of different organisations (e.g. have an example of a community café, Manchester or Trafford abundance, a local organic retailer, a market garden etc.). So each example would be a paragraph or two about the organisation and their model, say this is a model that can be expanded or replicated (in capital letters along the bottom of the write up), and then a little bit about what is needed to make that happen. So each example would just be a couple of paragraphs long, with a photo.

- Bite - Rowena
- Allotments project - Beth
- Unicorn - Rob
- Herbie - Simon
- Grub - Rob
- HCGC/Debdale - Jamie
- Growers & Buyers group - Helen
- Glebelands - Rob
- Abundance - Nicola
- Anyone else who wants to do one

Everyone to write their paragraphs and send them with a photo to Helen (helen@kindling.org.uk).

Session 5 – Where next for FeedingManchester

Thinking about everything we've talked about today – the forum and website, the 2011 events and planning meetings for those etc. we now want to look at where FM should go from here in terms of these events.

- 1) Will you use the forum? – yes: 13; 3 would like to but unsure due to busyness

- 2) Would you want to get emailed to tell you something's been posted on the forum? Yes: 10; No: 6
- 3) Would the forum fulfil the networking element of FM? Yes: 2; Not sure: 14
- One comment was this would need to be evaluated post forum use...
- 4) Should they be – Social: 4; Strategic: 5; Both: 7
- 5) Should they be – Annual: 0; Biannual: 4; Three times a year: 8; Quarterly: 5
- 6) Should we have them in different parts of G Mcr (Oldham, Bolton etc.) and if they were would you go to them? In other parts of Gtr Manc and would attend: 7; In other parts of Mcr: 6; In Mcr (central) 3 (but would go to other areas of Gtr Mcr if they were held there).
Comment: would be good to visit projects in other areas of Greater Manchester.
- 7) When do we want them – Weekday: 15; don't mind:1; 5
- 8) Should they last - 1 day: 6; half a day: 10;
- comment if held in other area of Greater Mcr should be a whole day (to make it worth going).
- 9) Would you come to evening events 5 yes, 3 more would be happy to if held in the evenings

Update wall:

Headline & Organisation	Latest news
Busy, Busy, Busy - Riverbank	<ul style="list-style-type: none"> • Converting unused land into market garden • Converting derelict building into a community cafe • Recruiting now for a grower/trainer • Planning lots of training/workshops
Cracking Good Food Gets Cooking - Cracking Good Food	Have run dozens of cooking workshops with community groups and general public in and around Chorlton. Cooking with the elderly, Bail Hostel, Allotments & Nell lane estate residents in particular but other too. Promoting seasonal food that's affordable & easy to cook.
Growing Sustainable Schools? - MEEN	Training for teachers about food and sustainability/ growing schools network development.
Growing Manchester supports more groups Food Futures	<ul style="list-style-type: none"> • More training commissioned and delivered • financial support to two groups • developing evaluation • sign posting groups to other support and advice available
Cider with B5M - MERCi	Partner identified to make pear cider at B5M
GRUB: Gardening, Redistribution & Urban Boxes - Manchester Creative Collective	Offering workshops on our community allotments with HCGC. Lets market – well attended – 40 new people signed up to our local currency. Piloted a fruit & veg box scheme with basked goods (situated on Leaf Street, Red bricks).
Urban Ag	We've been working with Liverpool vision to develop a food alliance for merseyside.
Growing Levenshulme Lydia	Library, church & schools want to start off with a map of growing land.
Hulme Grown (sorry!) and still Growing HCGC	<ul style="list-style-type: none"> • Expansion of site (+ 1 acre) • Building our own eco-class room • New compost loo • Growing Manchester • Debdale merger

	<ul style="list-style-type: none"> Working towards a partnership with Garden Organic towards formal education.
Debdale Eco Centre (DEC) and HCGC are merging - DEC	Delivering local food programme funded by Big Lottery
DIG DIGS DEEP - DIG	We at DIG are working with our local growers and producers to work more closely – personal relationships are the key!
Simply governance & Simply finance handbooks out in January Free! - Co-ops UK (MLFW)	<p>Developing 2011 training courses - Simply governance & Simply legal – every 3 weeks free to community enterprises. Publishing free resources for community food enterprises:</p> <ul style="list-style-type: none"> From conflict to co-operation 5 illustrated guides to support CFEs to be more sustainable. Simply governance Simply finance
History of food growing in Ashton Moss - Forgotten Fields	Intergenerational interviews to find out more about history of the Moss since 1800 to 2010. Starting with Irish immigrants draining the Moss for cultivation and ending with Pakistani family growing (commercially) coriander.
Trafford needs organic growers. - Trafford Organic Growers Network (TOGN)	<ul style="list-style-type: none"> Working to set up TOGN Working on community orchard at Seymore Grove Allotments Set up Abundance Trafford
Market Garden - Glebelands	<ul style="list-style-type: none"> Yurt for outdoor class room has arrived Veg! More veg.....
Mobile Greengrocer in East Manchester - Herbie	Continuing provide fresh, affordable fruit and veg to resident of E & N Manchester especially in areas where access to fresh produce is poor. Recently, we've also been involved with the Food & Drink Fest – giving out soup packs & recipe cards on the vans – very popular give away!
Architecture meets urban agriculture! Manchester School of Architecture.	Working with MCC, allotment societies & community groups to design & build growing sites, community centre & educational facilities.
School Opens Growing Garden - Green lane club – Heaton Norris	Norris Bank Primary School Stockport in association with their local allotments have opened a 'front of house' growing area.
Sustainable Soup hits school menus! Kindling	A year long pilot project serving soup made with fresh local organic veg (grown within 35 miles of the school & sourced through the local organic growers and buyers group) was launched in Brookburn primary at the beginning of September. A report has also been produced recommending ways to lower the carbon of Manchester Fayre's menus and to increase access to sustainable food through public sector procurement.