

# SHROPSHIRE GOOD FOOD PARTNERSHIP

## VISION

OUR VISION IS FOR  
REGENERATIVE FOOD,  
FARMING AND LAND-USE  
SYSTEMS.



## MISSION

OUR MISSION IS TO  
BRING PEOPLE TOGETHER  
TO CREATE A LOCAL  
FOOD SYSTEM WHICH IS:

GOOD FOR PEOPLE, PLACE AND THE PLANET.



WE SUPPORT THE WORK OF ORGANISATIONS ACROSS THE  
COUNTY, CATALYSE NEW INITIATIVES AND COLLABORATIONS,  
AND ENABLE JOINED-UP, INNOVATIVE THINKING TO IMPROVE  
ACCESS TO GOOD FOOD AND REIMAGINE FARMING AS A  
PARTNERSHIP BETWEEN PEOPLE AND NATURE.



# OBJECTIVES



Ensure everyone has access to sufficient nutritious affordable food



Build community, connecting people through food to each other and the land



Create livelihood opportunities, forging a strong local food economy



Enable environmental regeneration and a shift to net zero carbon in food and farming

## 2030 Vision

Farms and market gardens across Shropshire provide most of the county's food needs and are at the heart of a prosperous rural economy. Production is sustainable and resilient, based on practices that enhance biodiversity and ecosystem services. Everyone in the county has access to sufficient nutritious food, with food-related losses and waste effectively eliminated at all stages of production, distribution, wholesale and retail.

The change in farming practices has created healthier soils, able to sequester an increasing amount of carbon as well as absorb rainwater faster so reducing flooding across the county. It has improved air and freshwater quality and helped non-human species to thrive, enabling and promoting environmental regeneration.

Government policies, regulations and incentives have increasingly recognized farmers as guardians of the land and nature and have provided financial incentives to support this transformation. There is wider community engagement in food production and more consumption of locally sourced produce. People have a greater connection to the food they eat and the land it was grown on. There are less diet related diseases and wellbeing has improved.[1]

[1] Developed in partnership with Zero Carbon Shropshire



# PRINCIPLES

We are committed to Food Sovereignty, the right of people to healthy and culturally appropriate food produced through ecologically sound and sustainable methods[2]. Expanding on this framework, these principles inform the work we do:



## Earth Care:

We believe in working with the land to create ecological wellbeing and a regenerative food system. Food production and distribution systems should protect natural resources, reduce environmental impact and work in harmony with nature.



## Social Justice:

We are committed to intergenerational, gender, racial and socio-economic equity in the right to food[3].

We promote inclusion and cultural diversity in everything we do. We work to leave no-one behind and do no harm.



## Localization:

We think that rebuilding local economies and communities is key to future wellbeing, this means prioritizing local provision and short food supply chains. Our focus is on what we can achieve in our county, creating networks of place-based relationships which support our human desire for connection to each other and the earth.



## Thinking Systemically:

We consider an holistic approach and multi-disciplinary integrative perspectives essential to ensure change leads to regenerative systems for people and the planet. We acknowledge the complexity and interconnectedness of issues and connect people at all levels and across all parts of the food system.

[2] There are 6 pillars of Food Sovereignty adapted to reflect the UK context: Food is for people; Food producers are valued; Food systems are localized; There is democratic control over the food system; We build knowledge and skills; Our food system works with nature (La Via Campesina as referenced by the Land Workers Alliance).

[3] The right to food is a human right recognised under international human rights and humanitarian law in article 25 of the Universal Declaration on Human Rights and article 11 of the International Covenant on Economic, Social and Cultural Rights. The right to food sees access to food as a public good and aims to protect the rights of everyone to live free from hunger, food insecurity and malnutrition regardless of their income or social status.



# VALUES

We have a set of core values:



## Collaboration:

We work in partnership, encouraging cooperation, co-creation, shared learning and the emergence of collective wisdom and agency.



## Empowerment:

We bring people together across Shropshire to create practical build capacity of organisations to engage with opportunities and challenges, to take leadership, develop skills and access resources.



## Integrity:

We are committed to transparency and fairness, and to use our food system to help restore the integrity of social and planetary boundaries.





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# APPROACH

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We take a partnership approach to work with different sectors across the county



## Community:

We provide a go-to place for individuals and groups to access support and engage in networking on all aspects of setting up and managing community-based food growing, cooking and sharing initiatives.



## Business:

We are a resource for growing land-based enterprises and food businesses. We support innovation and create opportunities to access local markets. We engage across sectors to build an enabling environment for the local food economy.



## Local Government:

We play a convening function, bringing together a range of stakeholders from across the county to engage on policy and planning and to work in partnership with to deliver goods and services.

We seek to establish broad participation from across sectors and geography and to ensure that this is at a meaningful level. Accountability is key, that SGFP can be held to account by members and that we can track, monitor and evaluate commitments made by partners.

SGFP considers food ethics as an important foundation for the work we are doing to shift towards a fairer food system. A clear ethical framework must guide decision making in food policy and the food system. We are exploring how to put food ethics into practice, with a particular focus on harnessing the power of food citizenship.[4]

[4] See Food Ethics Council Report



# CHARTER

We take a partnership approach to work with different sectors across the county

## Shropshire Good Food Charter

Our Good Food Charter is our statement of intent for creating a local food system which is good for people, place and planet (see Annex 1). It outlines actions that can be taken as an individual and as a business, organisation or institution.

The Good Food Charter provides a basis for both personal and collaborative action. We will capture what is being done and produce case studies to inform and inspire others. We will track change to be able to provide evidence of impact, identify barriers to changing behaviour and highlight where there are win-win scenarios.

We will secure and manage funds to invest in local initiatives aligned to the Good Food Charter so that people on the ground can focus on what they do best, and the partnership can bring together small-scale projects to benefit from economies of scale in resource access and management.



**SHROPSHIRE GOOD FOOD CHARTER**

GOOD FOOD IS VITAL TO OUR QUALITY OF LIFE IN SHROPSHIRE

**WHAT IS GOOD FOOD?**

- HEALTHY**  
It provides nourishment and enables people to thrive
- GREEN**  
It is produced in a nature-positive way and not wasted
- FAIR**  
Everyone along the food chain has been treated well
- ACCESSIBLE**  
Quality food is available to all

If you believe that everyone should be able to enjoy good food, sign up to the principles in this Charter and commit to doing one thing to help make it happen.

We.....  
Sign up to the  
Shropshire Good Food Charter.

Please display your signed charter,  
and let us know at  
[www.shropshiregoodfood.org](http://www.shropshiregoodfood.org)

**THE PRINCIPLES OF GOOD FOOD**

**GOOD FOR PEOPLE**  
Everyone has access to local, affordable, quality food and the knowledge and skills to grow, buy, cook and enjoy good food.

**GOOD FOR PLACE**  
We are connected through food to each other and the land, there is a thriving local food economy supporting jobs with fair wages and creating a regionally distinctive food culture.

**GOOD FOR PLANET**  
Our food system enables environmental regeneration, working with nature, reducing carbon emissions, enhancing climate resilience, and minimising waste and packaging.



**SHROPSHIRE GOOD FOOD CHARTER**

**WHAT CAN YOU DO?**

**As an Individual**

- BUY** more of your food from local independent food enterprises and retailers.
- GROW** some of your own foods at home or in your community allotments, farm or orchard.
- COOK** great meals from scratch using fresh, seasonal, local and organic produce.
- EAT** more plants and sustainable meat and dairy.
- MAKE** the most of your food and minimise waste, compost or recycle any that you can't use.
- KNOW** your food, ask where it comes from and how it was produced. Choose fairly traded goods and trusted labels like MSC for fish.
- ASK** your workplace or school to serve only food that is good for people, place and the planet.

**As a Business/Organisation/Institution**

- PROCURE** healthy and sustainable food that supports local economic prosperity.
- PROVIDE** opportunities for people to grow, cook and eat food together.
- BE** responsible for reducing food waste and packaging. Commit to redistribution of surplus food.
- SERVE** only good food to your students or employees, patients or customers.
- PROMOTE** the Charter through communication channels & influence.
- KNOW** your supply chain, work with suppliers to reduce your carbon footprint.
- BRING** people together to celebrate Shropshire's regional food heritage.
- PROVIDE** leadership and advocate for regenerative food systems.



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# CONTEXT

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## Background

We are at a critical time of challenge and opportunity. The recently published National Food Strategy calls for an overhaul of the UK's food system. The establishment of Shropshire Good Food Partnership is a local response to this.

Shropshire already has a Food Poverty Alliance (SFPA), formed by a consortium of organisations in 2018, which was part of the national Food Power programme. The Shropshire Good Food Partnership (SGFP) builds on this foundation and create a wider network taking a systemic approach to food which brings together people and organisations working on public health and wellbeing, community services and social care, climate change and sustainability, business growth and enterprise development, commissioning and procurement. Initial funds were secured from Shropshire Council in April 2021 for a scoping initiative which led to the establishment of a Steering Group in July 2021 and the formal incorporation of the partnership as a CIC in November 2021. The extensive consultation and engagement process highlighted the importance of having a strong focus on land issues and has given us a high level of participation from producers.

Our times call for a paradigm shift in agriculture, from an extractive to a regenerative approach[5] and Shropshire is a perfect place to conceive, import and employ means and methods to do this. It calls for a change in our culture and philosophy as well as in principles and practices on the ground. Food is an important part of our relationship with each other and the Earth.

Making our food system work better for people, place and planet has an important part to play in achieving many of the UN Sustainable Development Goals, from ending poverty and hunger, ensuring food-related health and well-being, and securing decent work and economic growth, to enabling responsible consumption and production, and action on climate change. Food is an unavoidable aspect of human existence that touches everyone and which impacts many aspects of life, from the personal to the political, socio-economic and cultural.

Food policy needs to be clear and coherent at local to regional, national and international levels. It is currently very contradictory, a reflection of the polarities in society and conflicting narratives and interests. Power dynamics are an important part of the food discourse. Historically, and even today food is weaponised and may be used to exert power and control over people as citizens and populations. But it also exists as a primary place where people can reclaim power, by choosing what they eat and how it is produced and consumed. This is important for creating sustainable and equitable local food systems and also in the choices that we make about food sourced outside the UK, from across the globe. Building better local food systems can provide significant economic, environmental and social benefits (The Case for Local Food, 2021).

[5] As articulated in Paradigms of Agriculture by Ethan Roland Soloviev



## CONTEXT

Shropshire is a rural county, with just over half a million people in an area of 3,488km<sup>2</sup>. The county has two local unitary authorities: Shropshire Council covers 91.7% of the land area and Telford and Wrekin Council covers the major conurbation as illustrated by the key statistics[6]

	Population (2020)	Area (sq km)	Pop'n density (2020 people per sq km)
Shropshire total	506,737	3487	145
Shropshire Council	325,415	3197	102
Telford and Wrekin Council	181,322	290	635

In Shropshire 78% of the land is agricultural. A large area is upland and used for livestock farming, there is also significant arable and horticultural production, with both organic and conventional agricultural farming approaches. We have a rich food heritage and there are huge potential returns from investment in the local food economy. The county also faces challenges with food and energy poverty, as is the case in many rural areas.



Annex 2 provides a food system overview covering existing stakeholders and actions.

[6] Source: Population Estimates for UK, England and Wales, Scotland and Northern Ireland, Mid-2020. Office for National Statistics. June 2021



# OPPORTUNITY MAPPING

The following points summarize the current situation:

- Post Brexit supply chains are already disrupted and forthcoming changes in agricultural policy and food standards will create both opportunities and challenges.



- The shift in agricultural subsidies towards payments for ecosystem services and public good will impact the commercial viability of many farmers[7]. This creates both threats and opportunities for regenerative farming and diversified food production and land use. The government's stated intention of encouraging small-scale and traditional farmers to leave the industry, risks farm amalgamation in pursuit of agricultural productivity modelled on industrial farming methods. However, the rising costs of inputs and reduced support means farmers will have to work with natural processes and alternative business models may confer advantages.



- COVID brought awareness of the importance of local food production and the value of shorter more resilient supply chains. There is increasing demand for local food also fuelled by post-Brexit concerns regarding lowering of food quality from potential trade deals in particular with the US and the associated abandonment of EU food and agriculture related regulations.



- Food poverty is higher than ever due to longer term political trends increasing hardship and vulnerability and the impact of COVID on peoples' livelihood security. Food bank use is at an all-time high; however, there is increased awareness of children's food poverty and campaigns for free school & holiday meals.



[7]It is anticipated that in four years time, farmers across the county will face a combined reduction of \$50m in income per annum (pers comm), with many going out of business.





# OPPORTUNITY MAPPING

The following points summarize the current situation:

- Obesity is increasing and diet-related health issues continue to rise. There is growing recognition of the value of preventative health measures and of social prescribing for people with both physical and mental challenges.



- Rural unemployment and the low wage economy mean poverty levels and food insecurity is higher in rural areas. As a rural county we must focus on addressing this issue and find ways to increase access to nutritious seasonal local produce through innovative land access and food sharing models.



- There are economic opportunities for developing food markets both within Shropshire - linking local producers and consumers, and between Shropshire and the West Midlands, creating sustainable rural-urban connections. There is also huge potential for interaction with sustainable tourism in the county.



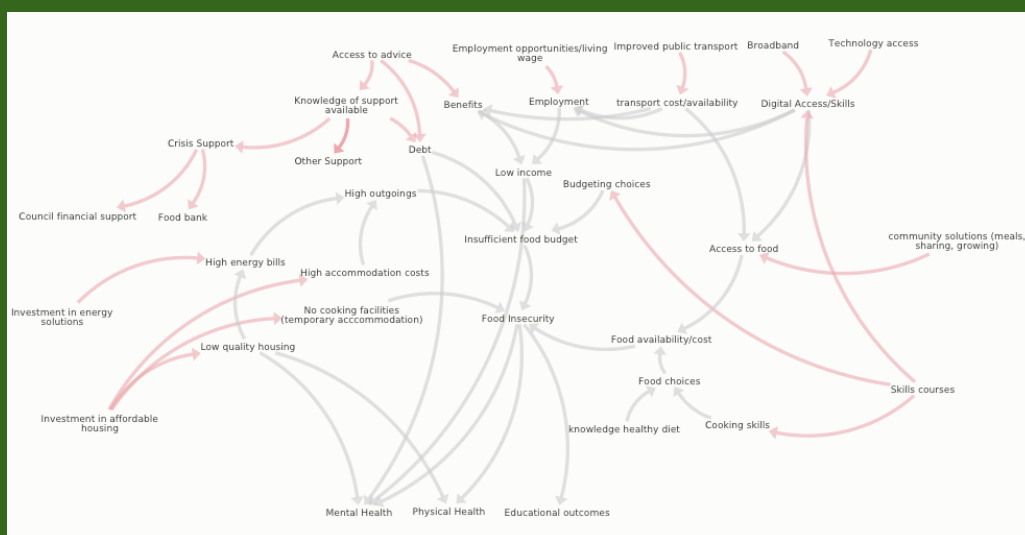
- Shropshire and Telford & Wrekin Councils have targets to meet for local sourcing, embedded in procurement KPIs, providing an opportunity for the partnership to help them achieve this.



# OPPORTUNITY MAPPING

- Community-owned food businesses can provide opportunities to put food supply in the hands of communities ensuring everyone has access to affordable healthy food. There are impressive examples of this from farm to retail level in Shropshire and scope to significantly increase the scale and reach of this business model.
- Digital platforms are available providing a range of tools for linking producers and consumers of local produce and for understanding provenance and so taking responsibility to ensure all our food choices contribute to creating good. There is growing internet access and digital literacy which can enable scaling of initiatives such as to connect people who have land and those who want a place to grow or people with surplus food and those who need it.
- There is increasing awareness about how intensive food production drives soil erosion, land and water pollution, biodiversity loss and climate change. There are commitments to reaching net zero carbon (albeit in differing time frames) and food and farming have an important role to play in driving this shift.

The following is a systems map of food insecurity in South West Shropshire produced by Shropshire Food Poverty Alliance. It identifies food insecurity issues and opportunities for change and can be considered to represent the situation across the County.



SGFP will expand this to consider how the other social, economic and environmental challenges and opportunities can be mapped and intersect to identify levers for policy change and action which will address food poverty alongside boosting the food economy and promoting environmental regeneration.










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# OPERATIONS

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Shropshire Good Food Partnership will act as a 'Foundational Organisation', convening and coordinating action across the county with a broad range of stakeholders. Core partnership activities include:

-  Governance, Management and Admin: To have an efficient and effective CIC.
-  Partnership Coordination: To create a dynamic partnership with strong member engagement.
-  Fund Raising: To secure resources to deliver on our strategy and workplan.
-  Communication: To raise awareness, bring visibility to good food initiatives and choices and to facilitate knowledge sharing across the county through website, social media and events.
-  Public Participation: To build a good food movement, using the Good Food Charter to engage people and working with town and parish Councils to identify local priorities.
-  Policy engagement: Working with the County Councils on development of County food strategies and to integrate food systems thinking into key policy and planning processes.
-  External collaboration: For engagement and networking with national and regional organisations on learning and joint initiatives.



Shropshire Good Food Partnership aligns itself with the Sustainable Food Places movement, a country-wide initiative to support the establishment of cross-sector food partnerships to transform local food systems which is managed by the Soil Association, Food Matters and Sustain[8]. We are applying for membership and working towards the Bronze Sustainable Food Place Award.

[8]Sustainable Food Places six key issues: Food Governance & Strategy, Good Food Movement, Healthy Food for All, Sustainable Food Economy, Catering & Procurement, Food for the Planet



# FOCUS GROUPS

We have identified priority areas of action which will be taken forward through six working groups.



## GROW LOCAL

Support growing initiatives to get more people producing & eating food locally.



## SUSTAINABLE FOOD ECONOMY

Connect local producers and consumers



## WISE LAND STEWARDSHIP

Promote agro-ecological approaches and nature-positive farming



## NATURE CONNECTION

Enable opportunities to be in nature and on the land



## REDUCING FOOD WASTE

Halve food waste in Shropshire



## HEALTHY FOOD FOR ALL

Tackle food poverty and increase access to quality food



# FOCUS AREAS



## GROW LOCAL

Support growing initiatives to get more people producing & eating food locally.

We will provide a coordination and support hub for people who are championing local growing in their communities. There are inspiring initiatives across the county, at all stages from conception to scaling up, ranging from community-supported agriculture schemes to street allotments.

As a partnership we will:



Establish growing projects in different settings: adult day/residential care facilities, community centres, food banks, public open spaces. Support Veg Patch Matches for linking gardens, growers & generations.



Create a Go To Hub for access to land, skills, resources and markets. We will provide practical advice and links to opportunities, helping both new and existing producers and promoting community growing.



Share knowledge, innovation and inspiration on growing with Nature, promoting local seed diversity and practices to improve soil quality and increase the nutritional value of produce.



Connect growers, facilitating peer learning events to bring people together and enable sharing and ongoing information exchange through our SGFP Local Growers Facebook page.





# FOCUS AREAS



## SUSTAINABLE FOOD ECONOMY

Connect local producers and consumers

There is demand for local, seasonal produce, and recognition of the importance of building local food resilience. We will explore a range of ways to connect local producers and consumers to contribute to the creation of a vibrant, prosperous and diverse sustainable food economy.



Increase awareness of Shropshire food producers and direct purchase opportunities for local fresh and value-added food and drink. Improve web and social media resources which signpost people to where to buy locally.



Support local food marketing hubs, enabling the creation of webs of hyper-localized food producers and consumers. Facilitate learning between local marketing initiatives to share experience and insights.



Explore opportunities for more local sourcing as part of public and private procurement contracts. Pilot a Dynamic Purchasing System (DPS) and work with supermarkets to increase retail space for local produce.



Map what we grow in Shropshire, when it is in season and how to use it, to encourage people to use more locally grown produce. Promote community-owned businesses along the food chain.



Celebrate the time and care that goes into growing and producing food. Capture the stories of farmers and food producers across Shropshire, enabling people to reconnect with what they eat.



Promote fair trade principles for all food and a connection to growers of produce sourced from other parts of the country or globally.



# FOCUS AREAS



## WISE LAND STEWARDSHIP

### Promote agro-ecological approaches and nature-positive farming

Given the critical importance of land issues to the food sector and the huge impact of food production on the environment, the partnership will lead on reimagining farming as a partnership between people and nature sensitive to the needs of both, and which respects the right of future generations to enjoy the undamaged and unharmed the food production resources on which we depend today. We will support 'land sharing' approaches that combines food production with biodiversity and environmental goods, encouraging connection with nature and building capacity for adaptation and resilience to climate change.

The partnership will work with Zero Carbon Shropshire , South Shropshire Climate Action, the National Trust, Natural England and the Stepping Stones initiative to provide county-wide community responses to the climate and ecological crises. We will:



Promote agro-ecological approaches and regenerative farming[9], through increasing awareness, sharing innovation and inspiration, and facilitating peer exchange so farmers can learn from each other how their business and nature can thrive.



Document and disseminate outcomes of the impact of farming with nature on business and the environment from the different landholdings and main production types found in the county.



Support nature-positive food production within protected areas, especially in the Shropshire Hills AONB (which covers a quarter of the land area in the county) and in the emerging Nature Recovery Network.



Build partnerships with the larger progressive estates and small farms to create collaborative approaches to sustainably manage soil, land and water resources at scale.



Take the lead in framing alternative pathways to land stewardship in a post-agricultural subsidy Britain, highlighting key challenges and opportunities in policy and practice.

[9] A Regenerative Agriculture paradigm leads to farming principles and practices that increase biodiversity, enrich soils, improve watersheds, and enhance ecosystem services and carbon sequestration. Practices include no/minimum till, composting, crop rotations, cover crops, integrated pest management, animal integration, perennial crops, silvo-pasture, agroforestry. In summary it is about improving the resources used for production rather than destroying or depleting them.



# FOCUS AREAS



## NATURE CONNECTION

### Enable opportunities to be in nature and on the land

There is a growing recognition of the importance of access to nature for everyone, people of all ages, including those who are mentally or physically challenged. Being on the land and able to engage in productive activities, or just be present with nature has multiple benefits on health and wellbeing. It also builds connection between people, their local landscape and food sources which can influence eating choices and engagement in wider environmental and place-based activities. The partnership will:



Link people who can provide land-based opportunities with service providers who work with those in need, to enable more and better green social prescribing.



Develop and share opportunities for nature connection and engagement in food production targeted at children, youth, elderly, and disadvantaged communities.



Develop innovative models for land stewardship that create public benefit, opening up access to land and nature, promoting inclusion and diversity.



# FOCUS AREAS



## REDUCING FOOD WASTE

### Halve food waste in Shropshire

To create a sustainable food system we must address the issue of food waste.

More than a third of all food produced is wasted and 70% of food waste happens in our homes. Tackling food waste is the most effective way to reduce greenhouse gases[10]. Partnership across the supply chain can reduce food waste and help people value food. We will:



Facilitate collaboration between suppliers and communities to get surplus food into use, building on existing models for gleaning of agricultural surplus and community redistribution.



Challenge people to reduce food waste in the home. Support peer-to-peer campaigns to increase food know-how, especially understanding food dates, storage and loving left-overs, and promote food sharing.



Change attitudes towards food, away from seeing it as a commodity to creating a culture where food is valued.



Promote circular economies. Recognize and encourage the successes of local producers, processors and retailers in reducing food waste.



[10]Project Drawdown



[WWW.SHROPSHIREGOODFOOD.ORG](http://WWW.SHROPSHIREGOODFOOD.ORG)

## FOCUS AREAS



### HEALTHY FOOD FOR ALL

Tackle food poverty and increase access to quality food

Everyone should have access to local, affordable quality food and the knowledge and skills to cook good food. We are closely aligned to Shropshire Food Poverty Alliance (SFPA), a multi-agency partnership, which leads on actions to tackle food poverty in the county. SGFP will:



Work closely with SFPA to support their work and create links to wider partnership initiatives.



Support local initiatives for food poverty related activities, seeking funds to provide community grants.



Develop initiatives to build cooking skills with vulnerable groups.





# ORGANISATION STRUCTURE AND GOVERNANCE

Shropshire Good Food Partnership is incorporated as a CIC by guarantee with a large membership. We have a small number of Directors, a Steering Group and large Membership. The roles and responsibilities of each are outlined here.



## Directors

There are four founding Directors who are responsible for ensuring appropriate organisation structure, systems and processes are in place. This includes:

- Oversight of financial management, review annual budget and accounts. Ensure compliance with regulatory requirements.
- Oversight of Human Resources, agree policies, employment and consultancy contracts.
- Responsible for ensuring the Steering Group is effective and representative, appoint new members as required.
- Sign off funding proposals and workplans.
- Agree membership of external bodies



## Steering Group

The Steering Group is made up of people from across the County representing different parts of the food system and who engage in one of these capacities:

- Leader (of focus area/working group)
- Expert (subject matter resource person)
- Ambassador (coordinate engagement from their area and/or sector)

The Steering Group meet monthly with a mandate to:

- Provide strategic direction, input to and approval of core documents e.g. strategy, good food charter, work group plans
- Provide technical advice, sharing expertise when and where appropriate.
- Champion Shropshire Good Food Partnership, facilitate links to resources, support funding proposal development, network and make connections to new people and places where possible.



## Members

Membership is made up of individuals, organisations, businesses, institutions and partnerships. Members must sign up to our Good Food Charter which summarizes the core commitments that we share. Their role is to:

- Take action in line with the Good Food Charter
- Promote Shropshire Good Food Partnership in their networks
- Engage at AGM and quarterly meetings to share ideas and experience
- Participate in Working Group activities relevant to their area of interest



# SHROPSHIRE GOOD FOOD PARTNERSHIP

**GOOD** FOR PEOPLE & PLANET  
**FOOD** FOR BUSINESS & COMMUNITY

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