Session 2: Breakout discussions

Two questions were addressed:
- What are the key barriers to more local production and consumption ?
- How can SHDC help?

The results are collated in below as Session 3

Session 3a: *What are the key barriers to producing and selling more ?*
SUPPLY SIDE

The full mind map can be seen here with the solutions shown in red.

Producer awareness, resources perceptions and skills	'Organic Hurdle'	'Organic may not be the answer'
	We don't know what's on the ground	This means there's little or no coordination and lots of waste
	Marketing, Technology and selling is not in my skill set	
	Understanding routes to market	
Resources	Access to land	Big landowners (eg church, DCC, MOD) Topography
	Labour availability	Brexit, Low wages and accommodation issues
	Infrastructure	Right scale machinery , planning permission and lack of processing facilities
	Money	Access to funding - big producers are favoured/and have resources to apply for grants
	Waste and recycling	Could this be a driver for change? (composting and surplus food). Need to build waste into solution from start
Competition	Large companies (and landowners) are in control	

Distribution	Distance and hence cost to market prohibitive	
	Physical space	Storage for harvest, processing and processed food
	Access to market is complex	
Policy	Politics	
	Local Plan	No supportive of what news to happen (ref Andy Johnson changes)
	Lack coordination	Policies don't align to support local food production (eg planning and need for accommodation, change of use, power generation)
	Waste	Commercial and non-commercial waste policies and costs are prohibitive for small business
	Anchor institution procurement	Present policy is 'buy easy and cheap'
Culture	B2B Lack Trust	Mindset of distrust, competition and scarcity between producers / organisations

Session 3a: *What are the key barriers to producing and selling more ?* DEMAND SIDE		
The full mind map can be seen here with the solutions shown in red.		
Consumer awareness, resources perceptions and skills	Consumer understanding poor	Seasonality Unfashionable / 'difficult' food Food miles Contributing to local economy to create jobs and vibrant communities Behaviour Value/importance of food Nutrition Health benefits Food Poverty
Accessibility	Price	Perception / reality that local food more expensive

for Consumers	Convenience	
Procurement Chaos	Public sector process and criteria not consistent	
	No coordination across organisations	
Systems and processes opaque and complex		

Session 3b: *How can SHDC help?* SUPPLY SIDE

The full mind map can be seen here with the solutions shown in green. The numbers refer to the number of votes an idea received.

Create a B2B Food Hub Network (14) **(Do a Liege)**	**Improve producer knowledge sharing (12)**	Establish a way to share knowledge around what's in the ground, existing vehicle fleets, etc Survey/ research to establish - what holds growers and farmers back - What's in the ground R&D around Adaptation and risk (climate change) Help producers sell Food and Farming Officer Role (with responsibility for demand and supply) Producer capability support (networking and signposting)
	Engage more farmers / producers	Build trust between producers Open decision making Link to Food and Farming Officer Storytelling and successes Social hubs for informal networking
	Help Access Funding (10)	Public loan board / create a loan board **Seed funding (2)** **Support creation of Cooperatives (5)** Link to **food and farming officer (5)**
	Share Physical Resources (6)	Develop hubs and spokes Training facilities Incubator spaces for offices Admin and warehousing Processing facilities Marketing - back success stories Measure progress Right scale machinery
	Shared Virtual Resources (7)	Back what's already there (Open Food Network) Explore EPIC (6)
	Boost Farmers Markets (4)	Use food surpluses to boost farmers markets Encourage producers direct access
Food and Farming Officer (6)	**Role- Help Access Funding (10)**	Public loan board / create a loan board **Seed funding (2)** **Support creation of Cooperatives (6)**
	Role - boost	**Networking signposting and training (5)**

	Producer Capability	
	Role - Get more Farmers/ Growers involved (4)	**Build Trust between producers Transparent decision making**
	Role - Create a Food culture (on demand side)	
Procurement coordination and collaboration	**Control Procurement contracts**	Grow the market by being more proactive around anchor institution procurement. Address convenience and pricing through standardised procurement
	Group Buying schemes	Can neighbours/ groups buy together ?

Session 3b: *How can SHDC help?* DEMAND SIDE

The full mind map can be seen here with the solutions shown in green. The numbers refer to the number of votes an idea received.

Create a Food Culture (34)	Super Food Markets (11)	Fun, buzzy, atmospheric markets which have a consumer centric focus. Abundant culture with multiple producers in any one category so that consumers have an adventure! Collective marketing. Masses of choice Favour local food (stall price, accreditation and EHO) Link to professional gleaners (ensuring no undercutting and reducing waste)
	Celebrate our Food (6)	Marketing campaign around success stories Food festivals Accreditation scheme for local food Cluster marketing
	Create a shared Vision (9)	Maximise engagement by asking consumers to imagine a future of local food. Ask What would good look like? Use open space technology
	Schools initiative (8)	Connect schools to farms Teach kids growing and cooking more Get kids gleaning food for schools Link with Community Kitchens Increase children's awareness and involvement Supply surplus food to schools Use professional gleaning (to ensure farmers are not undercut) Offer healthy snack eg soups and smoothies (Liege)
	Consumer Understanding	Recipe cards for seasonal food **Community kitchen** training sessions - how to use Increase children's awareness and involvement Link with Community Kitchens What's available, how to use it and the value of food? Work with peer groups Address perceptions around value and benefits of local food (health, environment, carbon) Health aspect via health professionals and fitness industry

Procurement coordination and collaboration	Control Procurement contracts	Grow the market by being more proactive around anchor institution procurement. Address convenience and pricing through standardised procurement
	Group Buying schemes	Can neighbours/ groups buy together ?

Session 3c: An idea for consideration- EPIC

Virtual B2B food hub network (John McKay) Refer to slides	Cllr John McKay introduced a concept of vehicle sharing for transport of goods enabled by route sharing software which could lead to significant reduction in vehicle movement. The idea was well received with requests to explore links with existing digital solution providers eg Ooooby and Food Data collective.