

Food Cardiff Good Food Strategy Stakeholder & Business Feedback

The stakeholder survey was conducted during March 2021 and received 36 responses with representation from food businesses, community groups, the NHS, local authority, universities, faith groups and charities. A separate focus group invited nine local food business owners and producers to anonymously feedback on the strategy via a one-hour video consultation.

Stakeholder Survey

All of the stakeholder responses agreed that the five goals of the strategy broadly encapsulated everything which needs to be achieved through the city-wide food strategy.

More than 90% of respondents agreed that the goals were easy to understand. Some concerns were raised over clarity of terminology and accessibility of language which have been taken into account in the final version of the strategy. Several people suggested the idea of a short, easy to understand, visual version of the strategy which will be taken forward.

Some stakeholders raised concerns over the use of language such as 'poverty' and 'food insecurity' in the draft document which were also addressed in the final strategy.

The majority of responses agreed that the 12 outcomes for the strategy covered everything which should be part of the strategy, and that the examples given are easy to understand. For example:

"Yes I think they are a comprehensive set of outcomes. Achieving all of these should be really beneficial for the people of Cardiff and for the environment."

Where respondents suggested additional issues, they included: consideration of UK welfare and benefits policy, greater focus on procurement, increased support for food businesses and selection criteria for promoting accreditation schemes.

Stakeholders had the opportunity to respond to the actions suggested for each of the 12 outcomes in detail. The majority of responses were supportive of the actions proposed and reiterated the importance of actions outlined elsewhere in the strategy.

Specific suggestions which have been reflected in the final version of the strategy include:

- Ensuring all actions are accessible and inclusive
- Clarity on cash-first approaches
- Promotion of healthy food options across vulnerable groups, including lunch clubs
- De-stigmatisation of subsidised food provision
- Consideration of global environmental impacts
- Greater connection between supply and demand of local produce - particular focus on supporting security of supply
- Ensuring food waste minimisation also includes other impacts such as packaging, litter

- The importance of composting
- Support for small businesses to become accredited (sustainability, food safety, Living Wage etc)
- Focus on access to land/opportunities to increase commercial growing in the city
- Broader education (pupils and teachers) around the whole food system

All but one of the respondents agreed that the actions in the strategy would be achievable though 30% raised the need for more measurable outcomes, which will be addressed in the final strategy.

Finally, respondents were asked if the actions went far enough. The majority agreed they did, and comments included:

“I think more focus could be attached to making space for food to be produced in the city itself, how can it be attractive/viable for young producers to start enterprises here”

“It seems very well written and thought through [...] Maybe some more focus on food waste prevention in point 4 rather than mostly what to do with excess. Would love to see bolder action in section 5 around reducing meat consumption.”

“Yes, I believe it is a robust strategy covering relevant issues.”

“I think the strategy is really good but I don't think it acknowledges or addresses significant food poverty. Many families are going without meals and struggling to feed themselves through poverty and the impact of the pandemic on jobs, etc. I think the case for 'food justice' must be made more strongly in the strategy”

“Just requires to link in larger food businesses, otherwise it reads as though they may not be included in this and it is community and small business orientated.”

“Main thing I would say is that it needs to be clearer and more ambitious about supporting the scaling of agroecological regional production eg the number of growers in the region and ways for local producers to work together.”

Business Focus Group

Three breakout sessions gave anonymous feedback at the business focus group meeting. The majority of that feedback closely mirrored the stakeholder feedback. Themes that came through the groups which have been reflected in the final strategy included:

- Increased influence across government policy areas
- Ensuring language used is accessible and inclusive
- Support for achieving relevant accreditations
- The need to connect supply with demand so that businesses have an ongoing cycle of crops which can be delivered at scale
- Ensuring access to land for growing
- Greater engagement with the business community and the need to share and amplify the good work which is already happening in the city
- Inclusion of case studies in the strategy to bring actions to life