



**Good Food
Cardiff**
Autumn Festival



**Bwyd Da
Caerdydd**
Gŵyl Hydref

10 Good Food Cardiff Autumn Festival Facts

1. Community groups, gardens, local businesses and schools organised 45 events and activities which attracted more than 4,000 attendees.
2. More than 5,000 vegetable plants grown by Cardiff Council's Bute Park Nurseries were distributed throughout the city to encourage people to start growing at home.
3. That means more than 20,000 plants, seeds and growing kits across Cardiff this year via the Good Food Cardiff Autumn Festival and summer Growing Together programme combined.
4. Food insecurity is on the rise in Cardiff - too many people are struggling to get access to the food they need. Growing your own food at home is a great way to inspire an interest in cooking, to encourage families to be more adventurous in what they eat and, of course, to provide low cost produce to supplement the weekly shop.
5. A third of weekday evening meals are eaten in isolation¹. Cooking together, sharing recipes and community growing are great ways to meet new people, learn new skills and make lasting friendships in the local area.
6. Alongside the Autumn Festival growing activities, online cookalongs, recipe swaps and cooking classes resulted in more than 1,300 meals being cooked and shared.
7. The Festival included celebrations for World Food Day Get Togethers (16 October), an annual event which brings people together to share a freshly prepared meal, enjoy good food, and connect with people from different backgrounds.
8. Making people more aware of the groups and support in their local area, and providing opportunities to connect with their neighbours will help to build more resilient communities in the long term.
9. Food Cardiff developed a toolkit to help community groups with covid-secure event planning and promotion. This free guide will remain [available for download](#) and can be used by any food or growing groups to organise events.
10. Several of the projects received funding and support from Food for Life Get Togethers, a National Lottery Community Fund programme that connects people of all ages and backgrounds through growing, cooking and sharing good food.

¹ Source: Dunbar, R.I.M. Breaking Bread: The functions of Social Eating. Adaptive Human Behavior and Physiology 3 (2017)



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Social media posts

When sharing content about the success and legacy of your event on Facebook, twitter or Instagram, don't forget to tag @goodfoodcardiff and/or use the hashtag #GoodFoodCardiff.

Where possible, please can you help us gather valuable feedback on the Festival by sharing the link to our participant survey:

Survey link: <https://foodsensewales.typeform.com/c/dILDckoW>

This year more than 20,000 plants have been given away through the @goodfoodcardiff events we've taken part in! If you picked one up, let us know how it's growing - we'd love to see some pictures. Tag us and use #GoodFoodCardiff

We really enjoyed being part of the @goodfoodcardiff Autumn Festival. We were delighted that **number** people attended our **name of event** event at **place**. Great to bring everyone together to grow, eat and share good food. #GoodFoodCardiff

What should you be planting to grow over the winter? We learnt lots of new things at our @goodfoodcardiff Autumn Festival event - and all our tips for growing your own food at home are now on our **website/blog/facebook page** at **LINK** #GoodFoodCardiff

Do you need a bit of kitchen inspiration? Want to try something new? Lots of local people shared recipe ideas from around the world as part of our @goodfoodcardiff Autumn Festival events. Check them out at **LINK** and share your cooking pictures with us via #GoodFoodCardiff

Were you among the 4,000 attendees at the Good Food Cardiff Autumn Festival? Did you join us at **our event name** at **place**? We loved it - we hope you did too and we'd love to hear your thoughts. Let us know via this quick online survey **LINK** #GoodFoodCardiff

What can you do to help people experiencing loneliness and isolation? Food is a great way to connect - whether that's swapping recipes, sharing produce or growing together. We've got lots of ideas for how to get involved and help others on our **website/blog/facebook page** at **LINK** #GoodFoodCardiff



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Template news release

Some tips for a good news release:

- Cover the main points of the story in the opening paragraph
- Make sure you cover the main points early on - what, who, how, where and why
- Keep the language factual and simple - avoid opinion or exaggeration
- Include quotes from the main people involved
- Don't forget to include your contact details

Here's an example you can follow the template by replacing the **highlighted** text with similar details for your own event

THOUSANDS TAKE PART IN GOOD FOOD CARDIFF AUTUMN FESTIVAL

Events including **organisation's name of event** - which saw **number** people taking part in **activity** at **place** - brought thousands of local people together for the first Good Food Cardiff Autumn Festival.

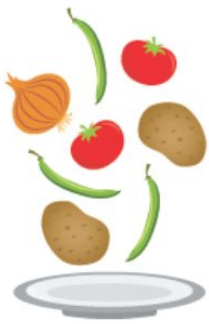
The **name of event**, was a **physically-distanced/virtual** get-together for people in the community to learn more about growing, cooking and sharing food. **Describe the impact of the event e.g. 50 local people shared recipes and food, learning new skills and meeting new people or more than 1,000 winter vegetable plants were distributed in the community to encourage people to try growing food at home.** It was part of the city-wide Festival, organised by Food Cardiff to tackle two major issues which have been exacerbated by Covid-19 - food insecurity and isolation.

Across Cardiff, community groups, gardens, local businesses and schools organised 45 events and activities in the last two months which attracted around 4,000 attendees and distributed more than 5,000 vegetable plants grown by Cardiff Council's Bute Park Nurseries to encourage people to start growing at home.

Alongside the growing activities, online cookalongs, recipe swaps and cooking classes resulted in more than 1,300 meals being cooked and shared.

Your Name is the **job title** at your **organisation**. She/He explained:

"Because of Covid-19 we've seen real issues in our community with food insecurity, loneliness and isolation. Taking part in the Good Food Cardiff Autumn Festival has given us a great opportunity to bring people together around growing, cooking and sharing food.



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“We know growing your own food at home can be a great way to inspire an interest in cooking, to encourage families to be more adventurous in what they eat and, of course, to provide low cost produce to supplement the weekly shop,” he/she said.

The Autumn Festival builds Food Cardiff’s summer Cardiff Growing Together programme which together have distributed more than 20,000 plants, seeds and growing kits across Cardiff this year.

Festival organiser and Sustainable Food Cities co-ordinator at Food Cardiff, Pearl Costello, added:

“This year has been so challenging for so many people. By making people more aware of the groups and support available in their local area, and providing opportunities to connect with their neighbours we are achieving two aims - ensuring people have access to the food they need right now, and building more resilient communities for the future,” she said.

Several of the projects received funding and support from Food for Life Get Togethers, a National Lottery Community Fund programme that connects people of all ages and backgrounds through growing, cooking and sharing good food.

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For more information contact:

Name:

Organisation

Title:

Email:

Mobile:



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Newsletter text

Based on our news release example here's some adapted text which is more suited to a website or e-newsletter. Once again, just adapt the **highlighted** sections to fit your event.

Last month we brought together more than **number** people to take part in **activity** at **place** - a fantastic growing/food-sharing/cooking event which was part of the Good Food Cardiff Autumn Festival.

The **name of event**, was a **physically-distanced/virtual** get-together for people in the community to learn more about growing, cooking and sharing food. **Describe the impact of the event e.g. 50 local people shared recipes and food, learning new skills and meeting new people or more than 1,000 winter vegetable plants were distributed in the community to encourage people to try growing food at home.**

We know growing your own food at home can be a great way to inspire an interest in cooking, to encourage families to be more adventurous in what they eat and, of course, to provide low cost produce to supplement the weekly shop.

Hosting our event as part of the Good Food Cardiff Autumn Festival meant that we were part of a huge city-wide programme with community groups, gardens, local businesses and schools working together to tackle food insecurity, loneliness and isolation.

Together, we organised 45 events and activities in the last two months which attracted around 4,000 attendees and distributed more than 5,000 vegetable plants grown by Cardiff Council's Bute Park Nurseries to encourage people to start growing at home.

Alongside the growing activities, online cookalongs, recipe swaps and cooking classes resulted in more than 1,300 meals being cooked and shared.

Describe any plans you have to follow up on the festival with other events or activities.

The Autumn Festival built on Food Cardiff's summer Cardiff Growing Together programme which together have distributed more than 20,000 plants, seeds and growing kits across Cardiff this year.

If you took part in our event, or any other Autumn Festival activity, we'd love to hear your feedback via [this online survey](#).