

# Local Action for Local Foods

There are many opportunities to celebrate local food and encourage their supply and demand to the benefit of farmers and the countryside.

**CPRE**



Your countryside  
your voice

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# Introduction

*'We believe that one of the greatest opportunities for farmers to add value and retain a bigger slice of retail price is to build on the public's enthusiasm for locally produced food, or food with a clear regional provenance. Increasing the market share of such food would have benefits for farmer and consumer alike'*

*Report of the Policy Commission on the Future of Farming and Food  
January 2002<sup>1</sup>*

CPRE has been campaigning for more support for local food for a number of years. These initiatives have now achieved an important stamp of legitimacy following the publication of the report of the Farming and Food Commission (the Curry Report), an independent, Government commissioned body, who have endorsed local food as a viable option for farmers and consumers. This is an important new opportunity for campaigners regionally and locally who are calling for the development of the local food sector in order that its wider benefits can be realised.

The Curry Report recommended increased support for local foods at a regional, local and national level to build on the work that is currently being undertaken and to capitalise on the emerging market opportunities. Local and regional campaigners can play a vital role in encouraging implementation of the many positive recommendations made by the Curry Report by using the endorsement of local food to lobby for policy changes, support arguments concerning local infrastructure, and foster increased interest and awareness of sustainable local foods. Work on local foods also presents excellent opportunities to raise CPRE's profile, attract new supporters to our cause and celebrate the success of our long running campaigns.

The Curry Report also argued that it is vital for farmers to reconnect with their customers and local foods are an important way of doing this. Consumers are interested and concerned about the contribution the food they buy is making to sustainable local economies, local communities, and the local environment and landscape. They want to be able to choose from a diverse range of local foods, and make judgements based on an understanding of how food has been produced and where it has come from.

## *Purpose of this campaign briefing*

*Local Action for Local Foods* is designed to build on, and be used in conjunction with, CPRE's *Sustainable local foods* campaign briefing, published in September 2001. Aimed at regional and local campaigners it offers:

- practical tips and suggestions for campaigning on local foods;
- campaign targets;

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- key players and processes to influence; and
  - further sources of information to help local and regional campaigners tailor a local food action plan to fit their skills, needs and resources.

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# Promoting Local Foods

Encouraging interest in local food amongst consumers, retailers, local authorities and local tourism interests means that more people will supply and have the opportunity to buy local foods. This section outlines some suggestions for generating enthusiasm for local foods with consumers and local businesses and increasing supply and demand. It is particularly useful for raising the profile of CPRE locally and promoting positive solutions and can be used in conjunction with the last section *Making your campaign work*.

## Re-usable bags

CPRE Somerset have devised an innovative way to demonstrate their support for local foods and shops, help the environment, and promote CPRE Somerset. They have produced the CPRE re-usable shopping bag which, avoids the need for plastic bags, portrays a simple but effective message, was printed locally, and is reasonably priced. Contact Mary Acland-Hood [maryah@cpresomerset.fsnet.co.uk](mailto:maryah@cpresomerset.fsnet.co.uk) for further details.

## *Support a local food directory*

**Key Tip**  
CPRE have developed a local foods display, which can be useful to put up at events, and can be loaned to CPRE groups from CPRE national office (020 7976 6433).

Is there a local food directory for your area? Local food directories are an ideal way to reconnect producers and consumers. A full list of UK directories can be found on the Foundation for Local Food Initiatives website at [www.localfood.org.uk](http://www.localfood.org.uk). If not, you could:

- **support an existing group who are aiming to set up a directory:** there may be a local food links project (eg East Anglia Food Link at [www.eafl.org.uk](http://www.eafl.org.uk)), or contact the Regional Food Group (eg Tastes of Anglia at [www.tastesofanglia.com](http://www.tastesofanglia.com)) – Food from Britain will have contact details at [www.foodfrombritain.com](http://www.foodfrombritain.com);
- **set up a partnership of interested organisations if no group exists:** consider farmers, local WI, regional food group, explore the potential benefits of such an initiative, and see if you can get funding from, for example, the local authority or RDA; and
- **contact FLAIR (Food and Local Agriculture Information Resource) about their standard database for local food directories:** FLAIR provide a model database to work from and, as this is in a standardised format, information can be used to contribute to national research on local food initiatives. Their website is [www.localfood.org.uk](http://www.localfood.org.uk).

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## *Events to celebrate locally distinctive foods*

There are lots of ways to celebrate local foods. For example:

- **hold or attend a local food festival:** consider and promote the culture and the taste of food, and its connections with the local landscape;

### **Frost Fair, Borough Market**

Frost Fairs were held on the frozen waters of the Thames until 1814 and included many food centered amusements. In keeping with this tradition, the producers of Borough Market held three days of feasting, talks, tastings and demonstrations.

- **organise a local food dinner or run talks on local food:** team up with another organisation such as the Rare Breeds' Survival Trust or the Campaign for Real Ale and feature locally distinctive food and drink;
- **promote local foods at events to celebrate CPRE's National Picnic weekend:** this is an ideal opportunity to explain how buying and eating locally produced food and drink benefits the countryside and helps support a sustainable future for farming;
- **contact the Slow Food Movement** for more ideas [www.slowfood.com](http://www.slowfood.com).

### **Slow Food**

Slow Food has grown into a large-scale international movement, with over 60,000 members in all five continents. The definition contained in its Manifesto conveys a very clear message: a movement for the protection of the right to taste. The Ark of Taste is a first step in this direction. The aim of this massive project is to identify and catalogue products, dishes and animals that are (alas increasingly often) in danger of disappearing. The operational offshoots of the project are the so-called Slow Food Presidia, through which the association provides economic support and a media back up to groups and individuals pledged to saving an Ark product.

## *Local food sourcing*

If we increase the supply of local foods in our shops and restaurants then more people have the opportunity to buy them as part of everyday life. Try the following:

- contact local retailers, restaurateurs and small and medium sized supermarkets to encourage them to source and market locally produced goods. Consider using the following arguments to support your case:
  - local food is one of the few dynamic parts of the food and drink sector at a time when the rest of the industry is predicted to grow only very modestly and is a significant opportunity – it now holds 4%

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of the market share;

- so far, many local shops have missed out on the opportunities brought by the growth in the local food market. Farmers markets' and local box schemes are growing rapidly, while 10 small shops are closing every day – this is at a cost to the individual business and is also a serious economic problem with loss of local cash flow. It has been estimated through recent work on the 'multiplier effect' that this rate of small shop closure is costing local economies about £550 million per year<sup>2</sup>;
- consumers are making choices about the food they buy on a number of criteria including origin, as well as price. The National Consumer Council have stated that 'it is wrong to assume that even consumers on modest incomes are concerned only with purchasing the cheapest possible food. They are very exercised about the quality and safety of the food they eat and the way it is produced'.<sup>3</sup>
- **use Business in the Community's free local sourcing guide to add corporate weight to your case:** contact Business in the Community at [www.bitc.org.uk](http://www.bitc.org.uk) for a copy.
- **consider contacting supermarkets to find out what their policies and targets are for local food sourcing:** how they define local food, and what practices they are changing to increase the benefits to farmers, to local economies, to consumers and to the environment.
- **raise awareness of useful sources of advice for farmers, retailers and processors who want to move into local foods:**
  - **Village Retail Services Association (VIRSA)** has helped many villages throughout England and Wales to keep or even restart their Village Shop. Their website is at [www.virsa.org](http://www.virsa.org)
  - **Small Business Service (SBS)** is an agency within the Department of Trade and Industry who champion the interests of small business and provide practical business information and advice through their Business Link website at [www.businesslink.org](http://www.businesslink.org).
  - **The Rural Development Service (RDS)** is delivered regionally by DEFRA and promotes and manages the England Rural Development Programme schemes. RDS staff are locally based, and provide a face-to-face service to farmers and other rural businesses wishing to take advantage of the agri-environment and rural economy measures covered by the ERDP. Contact them through your Government Regional Office or DEFRA at [www.defra.gov.uk](http://www.defra.gov.uk)
- **try to use locally sourced products whenever you hold an event.**

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# The Right Infrastructure in the Right Location

The development of the local food sector needs more than resources such as people and funds. A strong local food economy relies heavily on appropriate infrastructure such as abattoirs and local shops. This section outlines how to encourage appropriate infrastructure, both new and existing, and suggestions for how to contest the location of damaging new infrastructure.

## *Opposing inappropriate infrastructure*

Some new infrastructure proposals may have a negative effect on the local economy. If you are concerned about the impact of proposed development try the following:

- **encourage Council planners to resist granting planning permission to developments, such as a new out of town supermarket, that are likely to undermine the local economy:**
  - PPG 6 holds some scope for refusing applications for out of centre supermarkets because of the negative impact, not only on local shopkeepers, but on the whole local economy (Nichol 2001<sup>4</sup>),.
- **carry out CPRE's Local Food Webs Survey, *Mapping Local Food Webs*<sup>5</sup> to establish the impact of the proposed infrastructure on the strength of the local economy. This is an effective tool to assess the interdependent web of links that exist between local retailers, suppliers and processors by:**
  - building evidence to support a case demonstrating the potential impact on the viability of local services and the local food economy;
  - providing effective and powerful evidence of the importance of local food networks, of existing local infrastructure, and the mutual reliance of local business. A negative impact on even a few local services can have implications on a number of other business and on the health and strength of the local economy.

## *Encourage appropriately located and designed infrastructure*

*'We encourage city councils to provide suitable sites and facilities for markets in areas that are under supplied by retailers.'*

*Report of the Policy Commission on the Future of Farming and Food  
January 2002<sup>6</sup>*

Local infrastructure such as abattoirs, processing facilities and farmers'

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markets are vital to the development of the local food sector. Local authority development plans should recognise the importance of these facilities to the local economy. For example:

**Key Fact**  
**‘the average supermarket trolley contains goods that have travelled 3000 miles, of which perhaps a fifth (600 miles) consists of fruit and vegetables’.**

**This compares with, for example, a local box scheme which if it ‘serves 50 households with fruit and vegetables each week, this is saving 30,000 food miles a week’ or 29,950 if you count the 50-mile round trip.<sup>8</sup>**

- **there may be scope to incorporate into your local plan appropriately located and designed infrastructure that would facilitate the development of the local food sector;**
  - include in your argument the wider benefits of a local food economy. Use CPRE’s, *Sustainable local foods* Campaign Briefing<sup>7</sup>, for evidence to back up your arguments;
- **engage support from a number of different local authority departments for a proposed development which would benefit local foods:** in order that their advice can be included as part of proposals, such as Economic Development, Trading Standards and Environmental Health;
- **make sure local planners are aware of ‘food miles’ when they are considering the traffic implications of infrastructure for local food development:** ensure they are aware of the bigger picture and the benefits of reducing food miles – and are not only concentrating on customer miles alone.

## *Protect local services*

Access to local services is vital for a strong local economy and development of the local food sector. To protect local services try the following:

- **encourage the local authority to refuse change of use from shop or pub to residential use or even to a fast food that may adversely affect the viability of the local food sector. Consider using the following tools and arguments to support your case:**
  - carry out a local food webs survey<sup>9</sup> (see above) to obtain evidence to support your case;
- local shops and pubs are vital sources of local food and should be encouraged to adopt a local food sourcing strategy (see the section of this report *Promoting Local Foods*); and
- ensure your Regional Rural Affairs Forum monitors the extent of rural services and identifies measures to safeguard or enhance the availability of local services (see the section of this report *Influencing Regional Policy Processes* for more details on Regional Rural Affairs Fora).

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# Influencing Regional Policy Processes

There are a number of key players and forums at a regional level where opportunities exist to promote local foods. This section outlines some of these processes and how regional campaigners might seek to influence them.

## *The Regional Development Agency's (RDA) regional food strategy*

*'Each RDA should work with Food From Britain and other partners to devise a regional food component to their regional economic strategies'*

*Report of the Policy Commission on the Future of Farming and Food  
January 2002<sup>10</sup>*

To encourage the RDA to develop a regional food strategy, consider the following:

- **find out what steps the RDA is taking to include a regional food component to its Regional Economic Strategy, and what partners they have identified to work with;**

*'RDAs should consider how to overcome problems of distribution and availability of processing within their regional economic strategies and seek to encourage the networking and planning that are necessary for the development of these local initiatives'.*

*Report of the Policy Commission on the Future of Farming and Food  
January 2002<sup>11</sup>*

- **offer CPRE as a 'partner' or consultee to advise the RDA on what a Regional Food Strategy should incorporate, for example:**
  - **planning for local infrastructure:** RDAs, working with local authorities, are in a good position to plan distribution of infrastructure, where new facilities are needed, and help fund their installation;
  - **local processing and distribution networks:** RDAs are in a good position to facilitate local food processing and distribution networks for use by Local Authorities, restaurateurs and retailers;
  - **food deserts:** encourage the RDA to research and recognise 'food deserts' – places where local shopping facilities and transport networks are limited; and as the Farming and Food Commission<sup>12</sup> suggests, encourage and expand schemes such as local food-buying co-operatives to overcome the problems of access to affordable, healthy food;

- **Local Food Co-ordinator:** encourage the RDA to appoint a Local Food Co-ordinator to oversee and encourage the strategic development of the local food sector;
- **protecting food names:** a small number of local and regional foods in Britain, and many more in France, Italy and Spain, are protected under EU legislation called ‘protected designation of origin’ (PDO). This is what allows Stilton to be made only in, and with milk from, Leicestershire, Nottinghamshire and Derbyshire and makes it illegal to claim cheese from any other country or region as that type. The advantage is that consumers can be confident that products attributed to particular places, such as Cornish clotted cream, are not imitations and are from that area. Contact DEFRA for more information – [www.defra.gov.uk](http://www.defra.gov.uk).

RDA should be starting to identify other local and regional products that would be suitable for PDO protection, encouraging producers of traditional and local products to agree a common definition of the product, and help them begin the process of obtaining EU recognition.

- **suggest other possible partners the RDA should consult when developing a Regional Food Strategy, such as members of existing local food initiatives, local authorities and health promotion agencies.**

## *England Rural Development Programme (ERDP) consultation groups*

ERDP consultation groups are important because they advise on the implementation of the ERDP:

- **ensure that your regional ERDP Consultation Group is aware of the potential benefits of sustainable local food:** contact your CPRE regional representative (your regional group or CPRE national office [info@cpre.org.uk](mailto:info@cpre.org.uk) will have their details) to discuss how they are making a case for supporting local food initiatives through the implementation of England Rural Development Programme (ERDP) in the region. Use CPRE’s *Sustainable Local Foods* campaign briefing<sup>13</sup> for evidence to support your case.

### **ERDP Consultation Groups**

ERDP Consultation Groups (formerly Regional Rural Development Consultation Groups) have been set up to advise on the implementation of the England Rural Development Programme (ERDP) in each region. CPRE has a seat on all of the ERDP Consultation Groups in England alongside a wide range of organisations, statutory, voluntary and trade associations (such as the National Farmers Union). The ERDP is a national (England) programme, but is broken down into Regional Chapters, which set out the environmental, economic and social conditions of the rural areas of the Region and the priorities for action. The ERDP Consultation Group is important because it makes recommendations to the Regional Programming Group, responsible for strategic decision making and chaired by the DEFRA representative at the Government Office for the region.

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## *Regional Rural Affairs Forum*

- **CPRE is represented, either directly or indirectly, on each Regional Rural Affairs Forum (RRAF):** ensure these representatives are aware of the range of benefits associated with local foods (CPRE national office, 020 7976 6433, can give you contact details). For example, local food initiatives can help to tackle social exclusion in rural areas. See CPRE's *Sustainable Local Foods* campaign briefing, particularly the chapter entitled *Are local foods for the well off*, for further information.

### **Regional Rural Affairs Forum**

Each region is establishing a Regional Rural Affairs Forum with the purpose of bringing together rural stakeholders within the region, including regional Government Offices, RDAs, Statutory Agencies, Local Government, and community, business and environmental organisations, to inform and monitor the regional and local delivery of policy in rural areas. CPRE has its own seat on a number of the regional fora and is represented, on the remainder, by various regional environmental networks. Regional Rural Affairs Fora will submit quarterly reports and recommendations to the national England Rural Affairs Forum on which a cross-section of rural organisations (including CPRE's national office) are represented. Both the regional and national Rural Affairs Fora also have links with the ERDP Consultation Groups. Responsibilities of the Regional Rural Affairs Forum include:

- identifying issues of concern to rural people and businesses;
- acting as a focal point for regional views on national proposals affecting rural areas;
- reviewing service delivery to rural areas in the region;
- reviewing progress on implementation of the Rural White Paper and key rural policies;
- giving views on new regional proposals affecting rural areas; and
- providing a forum for sharing information on issues and initiatives affecting rural areas.

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# Influencing Local Policy Processes

There are key processes at a local level where opportunities exist to encourage and promote the development of a local food economy. This section outlines how local campaigners can aim to influence those processes.

## *Local authority*

The local authority is in a key position to develop a strategic approach to encouraging the supply and demand of local foods. For example:

- **Local Food Co-ordinator:** encourage your local authority to appoint a Local Food Co-ordinator to oversee and encourage the strategic development of the local food sector;
- **RDA funding:** encourage your local authority to approach the RDA to obtain funding for facilities that support the development of Local Food Initiatives;
- **local authority procurement:** examine the local authorities purchasing objectives and encourage them to support local food distribution and marketing networks to deliver local food to public bodies and other local outlets, efficiently and cost effectively.

*‘Such purchasing objectives can work within current Best Value requirements and therefore meet the cost concerns as well as health, energy minimisation and other local food goals. Local authorities can also specify organic supplies if they wish to.’*

*Report of the Policy Commission on the Future of Farming and Food  
January 2002<sup>14</sup>*

### **Local food procurement**

Since February 2000 Norfolk County Catering Services have set a number of local purchasing objectives. They require the main supplier to :

- use local produce as far as practically possible;
- use contractors who have depots or outlets within Norfolk;
- deliver at specific times with no minimum drop;
- respond to emergency demands for greengrocery and other fresh produce within one hour.

These objectives are in support of the County Council’s Best Value policy.

*Norfolk County Council 2001<sup>15</sup>*

### **Supporting local foods in Somerset**

North Somerset County Council has secured funding from the South West Development Agency to be targeted at a number of specific measures. These include advising local food producers of new business and marketing opportunities, expanding existing or setting up new farmers' markets, marketing a *Real North Somerset Breakfast* using local ingredients at tourist accommodation, updating the *Local Food Directory* and putting it on the council's website, and supporting new initiatives such as local business associations and produce groups.<sup>16</sup>

## *Local strategic partnerships*

Local strategic partnerships have been set up to bring together at a local level different parts of the public sector with private, business, community and voluntary sectors so that different initiatives and services support each other and work together. They aim to tackle social exclusion and renewal of deprived neighbourhoods:

- **consider offering CPRE as a representative on your local strategic partnership to:**
  - ensure that local food initiatives are recognised as an effective means of tackling social exclusion and they are part of initiatives addressing these issues. Use CPRE's *Sustainable Local Foods* campaign briefing, particularly the section entitled *Are Local Foods for the Well Off*, to back up your argument<sup>17</sup>); and
  - point out that the Curry Report is keen to encourage Primary Care Trusts, as part of Local Strategic Partnerships, to 'ensure that a food dimension is included in health improvement and community plans'<sup>18</sup>. Encourage proposals to be based on locally supplied, sustainable food.

### **Doncaster Local Food Network**

Doncaster Local Food Network supports community based food projects in the Doncaster Borough including support for community gardens and farmers' markets. The project is funded by Single Regeneration Budget under a community regeneration priority because these food projects are creating a focus for community activity and have multiple benefits. The Pear Tree allotment group, for instance, have cleared an area of derelict allotments and started to create a community garden growing vegetables. This has led onto cookery classes that have helped people learn about healthy eating and the net result has been a reduction in petty crime since several of the volunteers on the project were persistent offenders in the neighbourhood.

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# Making your Campaign Work

Campaigns on local foods can add colour and breadth to CPRE's work. Through farmers' markets, food fairs and other initiatives we can pursue a serious message in a way which reaches out to people who would not normally be interested in CPRE. This section gives some tips and suggestions that would add value to any local foods campaign.

Sustainable local foods encapsulate a number of CPRE's core values:

- a commitment to a beautiful countryside;
- the reconstruction of diversity as a positive feature;
- thriving rural businesses and communities; and
- concern for sustainable transport patterns.

We need to help potential members, supporters and volunteers make those connections and so value CPRE's contribution to this debate.

To add value to any campaigning work on local foods consider the following:

- **issue a press release** to raise awareness of any local food events or meetings to are involved in. Your CPRE Branch Press Officer or the Communications Team at national office may be able to help;
- **have a CPRE stand or recruitment presence at farmers' markets and food fairs.** You can give out CPRE literature on local foods, recruit new members and keep in touch with local developments. National office can provide both briefings and display materials on local foods;
- **write to local newspapers** giving details of your work on local foods and promoting them generally – always include contact details for CPRE and ask volunteers to help you if you need them; and
- **use language that people can relate to:** talk about local foods, what they are, how they contribute to a beautiful countryside, their importance for local shops and farmers and the fact that they mean fewer lorries on the road.

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# Useful Publications

## CPRE publications

### *Local food*

*Sustainable Local Foods*, September 2001, £3.50

*Mapping Local Food Webs: methodology and survey*, May 2002, £3.50

*Food Webs*, (reprinted) March 2002, free on receipt of a SAE

*Local Food in Britain: a research review for CPRE*, (MacGillivray) November 2001, free on receipt of a SAE

**If you are a member of CPRE you can access the CPRE Network – [www.cpre.org.uk/network](http://www.cpre.org.uk/network) – which provides resources for volunteers. Please phone CPRE for the password giving your membership number.**

### *Rural services*

CPRE, *Local Services: a framework for action*, September 1999, free on receipt of a SAE

CPRE, *Rural Services Charter*, 1998, free on receipt of a SAE

## Other publications

*Farming and Food: a sustainable future*, Policy Commission on the Future of Farming and Food, January 2002, [www.defra.gov.uk](http://www.defra.gov.uk) or DEFRA publications 0845 955 6000

*How can planning help the local food economy? A guide for planners*, Nichol, L., Oxford Brookes University, November 2001

*Promoting Local Food in Oxfordshire* F3, 2001, [www.localfood.org.uk](http://www.localfood.org.uk)

*Sustainable Farmers' Markets: developing good practice*, Local Government Association, 2001

*The LSP Guide: local strategic partnerships*, Community Development Foundation and Urban Forum, 2001

Sustain: the alliance for better food and farming – local food briefing papers, available at [www.sustainweb.org](http://www.sustainweb.org)

- Briefing 1 *Local Food; benefits, obstacles, and opportunities* (Sustain 2002)
- Briefing 2 *Public Sector Catering; opportunities and issues relating to sustainable food procurement* (Sustain 2002)
- Briefing 3 *Public Procurement of Sustainable Food; current, planned, and related initiatives* (Sustain 2002)
- Briefing 4 *The English Regional Development Agencies; what are they doing to support sustainable food economies?* (Sustain 2002)

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# Useful Websites

**Business in the Community** [www.bitc.org.uk](http://www.bitc.org.uk)

**Countryside Agency** [www.countryside.gov.uk](http://www.countryside.gov.uk)

**CPRE** [www.cpre.org.uk](http://www.cpre.org.uk)

**DEFRA** [www.defra.gov.uk](http://www.defra.gov.uk)

**Food from Britain** [www.foodfrombritain.com](http://www.foodfrombritain.com)  
(for details of their regional speciality food groups)

**Food Links** projects for example:

**Devon Food Links** [www.devonfoodlinks.org.uk](http://www.devonfoodlinks.org.uk)

**East Anglia Food Link** [www.eafl.org.uk](http://www.eafl.org.uk)

**Somerset Food Links** 01458 25743

**F3 – Foundation for Local Food Initiatives** [www.localfood.org.uk](http://www.localfood.org.uk)  
(for further contacts and details of FLAIR – Food and Local Agriculture Information Resource project and database)

**Friends of the Earth** [www.foe.org.uk](http://www.foe.org.uk)

**National Association of Farmers' Markets** [www.farmersmarkets.net](http://www.farmersmarkets.net)

**National Farmers' Union** [www.nfu.org.uk](http://www.nfu.org.uk)

**Rural Development Service** (formerly FRCA) [www.defra.gov.uk](http://www.defra.gov.uk)

**Slow Food Movement** [www.slowfood.com](http://www.slowfood.com)

**Small Business Service** (SBS) [www.businesslink.org](http://www.businesslink.org)

**Soil Association** [www.soilassociation.org](http://www.soilassociation.org)

**Sustain: The alliance for better food and farming** [www.sustainweb.org](http://www.sustainweb.org)

**Women's Institute** [www.womens-institute.co.uk](http://www.womens-institute.co.uk)

**Village Retail Services Association** (VIRSA) [www.virsa.org](http://www.virsa.org)

## Buying local food:

**Big Barn** [www.bigbarn.co.uk](http://www.bigbarn.co.uk)

**Farm Shopping** [www.farmshopping.com](http://www.farmshopping.com)

**Food Lovers' Britain** [www.foodloversbritain.com](http://www.foodloversbritain.com)

**National Association of Farmers' Markets** [www.farmersmarkets.net](http://www.farmersmarkets.net)

**Real Produce** [www.realproduce.co.uk](http://www.realproduce.co.uk)

**The Organic Directory** [www.theorganicdirectory.co.uk](http://www.theorganicdirectory.co.uk)

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- 4 Nichol, L, *How can planning help the local food economy? A guide for planners*, Oxford Brookes University, November 2001
- 5 CPRE, *Mapping Local Food Webs: methodology and survey*, May 2002
- 6 Policy Commission, as above, p.107
- 7 CPRE, *Sustainable Local Foods*, September 2001
- 8 Nichol,L. as above
- 9 CPRE, *Mapping Local Food Webs: methodology and survey*, May 2002
- 10 Policy Commission, as above, p.46
- 11 Policy Commission, as above, p. 45
- 12 Policy Commission, as above, p.106
- 13 CPRE, *Sustainable Local Foods*, September 2001
- 14 Policy Commission, as above, p. 104
- 15 Policy Commission, as above, p. 104
- 16 *Farmers Guardian*, February 22, 2002
- 17 CPRE, *Sustainable Local Foods*, September 2001
- 18 Policy Commission, as above, p. 103

## a CPRE campaign briefing

CPRE exists to promote the beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other natural resources in town and country. We promote positive solutions for the long-term future of the countryside and to ensure change values its natural and built environment. Our Patron is Her Majesty The Queen. We have 57,000 supporters, a branch in every county, eight regional groups, over 200 local groups and a national office in Westminster. CPRE is a powerful combination of effective local action and strong national campaigning. Our President is Prunella Scales.

Council for the Protection of Rural England (CPRE)  
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