MAPPING LOCAL FOOD WEBS TOOLKIT

INTRODUCTION
TOOLKIT

CPRE Campaign to Protect Rural England
Standing up for your countryside

LOTTERY FUNDED

Making local food work

food matters
creating sustainable, equitable food systems

Campaign to Protect Rural England
Standing up for your countryside

MAPPING LOCAL FOOD WEBS MATRIX

CORE MAPPING

THEMES	STEPS	TASKS	TOOLS
1: PLANNING	1. PLANNING MEETING	1. Meeting plan 2. Mind maps 3. Knowledge map 4. Introductory statement 5. Printing internet maps	1. Project scope checklist 2. Introduction template
2: RETAILERS	2. RETAILER MAPPING	6. Retailer survey	3. How to use the questionnaires 4. How to ask the questions 5. Retailer questionnaire 6. Caterer questionnaire
3: PRODUCERS	3. PRODUCER MAPPING	7. Producer survey	7. Producer questionnaire 8. Processor questionnaire
4: CONSUMERS	4. CONSUMER MAPPING	8. Action charts 9. Consumer survey	9. Line chart 10. Local food map 11. Street work checklists 12. Consumer coding sheet 13. Consumer questionnaire 14. Archive sheet
5: ANALYSIS	5. GROUP ANALYSIS 6. DATA ANALYSIS	10. Group analysis workshop 11. Spreadsheet analysis	15. Knowledge Map Spreadsheet 16. Data Collection Spreadsheet 17. Consumer Data Collection Spreadsheet
6: PRESENTING	7. REPORT WORKSHOP 8. MAKING MAPS	12. Report workshop plan 13. Generating maps	18. Report template

MORE MAPPING

MORE THEMES
MORE PLANNING
MORE ON RETAILERS
MORE ON PRODUCERS
MORE ON CONSUMERS

MAPPING FOR...

- Community food campaigns
- A supermarket threat
- Local food procurement
- Local food strategies

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This Toolkit is for anyone who has an interest in knowing more about the way food is produced, supplied, sold and consumed in the area where they live.

For instance, it is particularly useful for community groups focused on food issues and interested in supporting local food producers and retailers, but could also be used by local authorities and food partnerships that are developing local food strategies. It can also be used to feed into the preparation of neighbourhood plans.

The Toolkit provides you with the materials and guidance you need to map your local food web.

It contains meeting plans, questionnaires, workshop schedules and guidance notes designed to help you identify the information you need, show you how to gather it and explain ways in which to analyse and present it.

It offers different options for mapping your local food web:

- a straightforward **core mapping** process
- a wider and deeper **more mapping** process
- specialist **mapping for** specific purposes.

The option you choose will depend upon how many people are involved, how much time you have, how wide an area you want to map and how clear you are about what you want to achieve.

The Toolkit is the culmination of the Mapping Local Food Webs project led by the Campaign to Protect Rural England (CPRE) and funded by the Big Lottery. See: **Acknowledgements**.

WHAT IS A LOCAL FOOD WEB?

A local food web describes the links between local food producers, retailers and consumers.

A local food web consists of:

- **producers** - local farmers, growers, and makers of food and drinks
- **retailers** - the retail outlets and businesses they supply who sell local produce, including local food shops, farmers' markets and box schemes
- businesses and institutions who buy local produce and use it to provide food as meals for their clients and customers, including **caterers** in pubs, restaurants and cafés, hotels and guest houses and **providers** in institutions such as hospitals, schools and prisons
- **consumers** - the people who buy and consume local food and drink.

In a strong local food web these different components are interconnected, dependent upon each other and mutually beneficial to each other.

The concept of the local food web goes beyond simply understanding the way in which food gets from A to B – it also tries to capture the social, economic and environmental dimensions of these relationships.

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WHY IS IT IMPORTANT?

Understanding your local food web helps to protect and strengthen it.

Mapping a local food web helps to increase people's knowledge of where food comes from and how it is produced, distributed and sold.

It can also help to strengthen and, in some instances, establish new links between different components of the food web.

This can help to build awareness among local people of the importance of their local food web and can encourage them to behave in a way that helps to protect and strengthen it.

Better understanding of the local food web can also help to raise awareness of the issues elsewhere.

Thriving local food webs have many advantages for people, places and the countryside.

A thriving local food web can help to:

- create new jobs and small businesses
- ensure that more money is spent and stays in the local economy
- reduce food miles and food related waste
- provide a viable living for farmers and growers
- secure better access to fresh, healthy, affordable food
- provide a greater choice of where to shop and what to buy

HOW CAN MAPPING IT HELP?

Mapping local food webs helps to promote the benefits to the local community.

The information gathered from mapping local food webs can be used to promote the benefits of sustainable local food production, shopping for food locally, and fresh, affordable, high quality food.

This will encourage policies that secure local food networks.

WHO IS THIS TOOLKIT FOR?

For example, the Toolkit could be used by:

- Transition Town Food groups
- supporters of local food shop projects
- a supermarket threat
- supporters of new farmers' markets
- local food procurement policy campaigners
- local produce promotion groups
- groups developing food strategies or neighbourhood plans
- individuals who want to understand their own food system

... and many others

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The Toolkit can be used by groups of any size, but assumes that at least a small core group of people has come together because of concerns or interests in local food issues.

The explanations, advice, guidance and examples can be used in many different ways, depending on the specific interests and concerns of the group who uses it. It also acknowledges that many users may not have a clear focus – for such groups mapping the local food web could help to start the process of deciding what action to take.

The Toolkit can help to develop baseline evidence to:

- provide a focus for a new food group
- help set the scene for planning new local food initiatives
- identify gaps and obstacles in the local food web
- create strong arguments for local food initiatives
- support policies in neighbourhood plans to strengthen local food webs
- add authority to arguments supporting local food policy
- provide arguments against proposals that threaten local food webs

CORE MAPPING

The Toolkit offers a straightforward **CORE MAPPING** process for groups who want to gain a clearer understanding of their local food web and who are as yet undecided about what action they might take.

It will guide you through a simple mapping process which can be geared to the capacity and interests of your group and will avoid overloading you with too much detail.

The local food web mapping process will help such groups establish a foundation upon which decisions can be taken and initiatives could be built. This may include a more detailed or wider mapping process.

MORE MAPPING

The Toolkit also presents an additional, detailed **MORE MAPPING** process for groups to use if they want to dig deeper into specific parts of the food web or explore particular issues that the core mapping process has identified.

A decision to carry out this more detailed process may come about after completing the core mapping, while doing it or even instead of it.

MAPPING FOR...

The Toolkit also offers suggestions of how you could map the local food web for specific purposes including **MAPPING FOR...**

- community food campaigns
- a supermarket threat
- local food procurement
- local food strategies (includes notes on neighbourhood planning)

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HOW TO USE THE TOOLKIT

The Toolkit is presented as a matrix. You can enter the Toolkit at whatever point you wish through the grid itself by simply selecting the cell that interests you. The THEME and STEP columns provide explanations and context for what you are going to do and why (especially useful for project organisers). The action starts in the TASK column – this provides instructions on how to use the tools. The guide will also tell you the TOOLS you will need to use and these can be selected from the final column. Printable versions of the TOOLS are also available in the same website section as the toolkit PDF. This makes it possible to print and email each one separately.

When planning your food web mapping project, you may decide to establish a smaller organising or steering group who will help to explain the process to a larger team of mappers who will be involved in gathering information. The organising group should try to read the whole toolkit and fully understand the explanations in the THEMES and STEPS. The mapping team may want to skip to the practical guidance and forms contained in the TASKS and TOOLS - but this is up to you.

The **CORE MAPPING** matrix presents a sequence of six THEMES leading you through the STEPS and TASKS associated with planning your mapping project, carrying out the surveys and analysing and presenting the information you will collect. You can follow the suggested sequence or at any point dig deeper into the food web by selecting the **MORE MAPPING** steps in the right hand column. You can also select the **MAPPING FOR...** selections if you have a clear aim for your mapping project.

It is suggested that the explanations and background, the THEME, STEP and TASK pages can be read from your computer screen and the TOOLS can then be printed out for your use when carrying out the mapping surveys of other suggested activities.

The grid is an interactive PDF (iPDF) which will automatically appear on your screen in 'full screen mode'. Press 'Esc' on your keyboard (top left key) to see the grid on a normal PDF screen. In full screen mode your cursor will appear as a hand with a

downward pointing arrow. A left click takes you to the next page and a right click to the previous page (or you can scroll up and down with your mouse wheel). If your cursor

appears as an upward pointing hand, you can jump to the page indicated.

By selecting the printer icon on each TOOL you can jump to a print-friendly version.

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DEFINITIONS

Food web	A way to describe the connections between **food producers** (farmers, food growers, food processors), the **food retailers** who sell their food (shops, farmers' markets, box schemes, food cooperatives etc.), **caterers** (such as restaurants, pubs, caterers and hotels and guest houses) other **food providers** (institutions such as hospitals, schools and prisons) and the **consumers** in the community who buy and eat their food. Food webs also try to capture the idea that local food supply systems can have social, economic and environmental attributes which go beyond simply getting food from A to B.
Local food	**Raw food** (fruit, vegetables, meat, eggs, milk, fish) that is produced or grown close to the place where it is sold and **lightly processed food** (sausages, pies, drinks, jams, chutneys, dairy produce and baked goods) where the main ingredient is supplied from nearby. The definition of close, nearby and local can vary according to who you ask. Some people say local means British, others say it means regional (the south east, the north west etc.). In its earlier work on local food web mapping, the Campaign to Protect Rural England used a definition based on a 30-mile radius around a core study area of 2.5 miles in the centre of the town or city being mapped. Users of the Toolkit could adopt this definition or their own definition of local, according to their interests and needs. Whichever definition you choose, make sure it is clearly stated to those businesses and individuals you engage with.

Local food web mapping	Researching (through surveys, interviews, community engagement and group workshops), recording and analysing the information needed to build an understanding of the Local Food Web. This could be presented as a map, descriptive charts and tables, reports and case studies or a combination of all of these.
Food producers and processors	Producers of primary produce (e.g. fresh fruit and vegetables, meat, fish, eggs and milk) and lightly processed food (e.g. cheese, sausages, pies, drinks, jams and baked goods). This includes: farmers (arable, livestock and poultry); growers of fruit and vegetables; game and fisheries workers and processors; dairy producers; egg producers; flour millers, and; makers of baked goods, jams and chutneys, and drinks.
Food retailers	Food outlets or sellers of food through: shops, farm shops, market stalls, box schemes, food co-operatives, supermarkets and other food delivery schemes (such as mobile shops and online shopping/ delivery companies).
Food providers	Commercial caterers (restaurants, pubs, cafés and hotels, guest houses and bed and breakfast etc.) and institutions (including schools, hospitals, prisons etc.) that procure food and provide it as prepared meals to their clients and service users.
Stakeholders	The businesses, organisations, groups and individuals that influence the local food web and potentially stand to lose or gain from changes to it.

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