



Good Food STIRLING

SUMMARY REPORT





STIRLING HAS AN OPPORTUNITY

Stirling could soon be renowned for its dynamic food culture, as a place where everybody enjoys good food and a healthy diet, a region where conservation and food production go hand in hand, where wildlife is thriving and food growing and shared meals are bringing communities together.

Stirling's recently awarded City Deal signifies a chance to transform the region. The City Deal provides an opportunity to invest in people, and enable everyone to develop new skills and lead fulfilling lives.

Food should not be underestimated as an essential vehicle for this transformation. It joins together Stirling's economy, environment and society. It touches every aspect of life, from jobs to culture, health to natural surroundings.

Creating a food system that provides enough nutritious food for everyone in the region is achievable, and will result in many other benefits too. Developing Stirling's local food economy will create jobs with employment that offers creativity, connection with the local community and continual professional development. Promoting local food, produced in ways that support ecosystems, will protect natural resources for generations to come.

Stirling could lead Scotland in committing to a new food system and develop a reputation as an amazing place to live and visit.

This will need leadership, partnership working, and ambition. Stirling is not starting from scratch and is small enough to facilitate effective collaboration across sectors and across the region, but big enough to draw on people with a diverse range of skills.

Ambition will need to be supported with investment. Creating opportunities that enable individuals, businesses, public bodies and communities to join the dots will enable initiatives to be greater than the sum of their parts.

Stirling has all the pieces of the puzzle. With established networks, skilled people, and investment entering the region, the means are there. While food insecurity, social dislocation, poor diets, and environmental degradation, also provide the motive. With some visionary leadership and collaborative efforts, Stirling can demonstrate what it means to be good with food.

Stirling could lead Scotland in committing to a new food system

WHERE WE ARE

Imperatives for action

EACH WEEK, THE POPULATION OF STIRLING SPENDS AROUND

£2,500,000

ON HOUSEHOLD FOOD AND DRINK (EXCLUDING ALCOHOL).

But...

AROUND 95% OF GROCERY SHOPPING

is done in supermarkets, which leaves local producers and processors unsupported.

74% OF SCOTS SAID THAT THE most convenient food TO BUY OUTSIDE OF THE HOME IS USUALLY THE least healthy

There is only **ONE** fruit and vegetable shop on Stirling's high streets.

3217 CHILDREN IN STIRLING live in poverty AFTER HOUSING COSTS.

That's nearly the capacity of Forthbank Stadium



LESS THAN 1% OF STIRLING'S ARABLE LAND IS USED TO grow vegetables

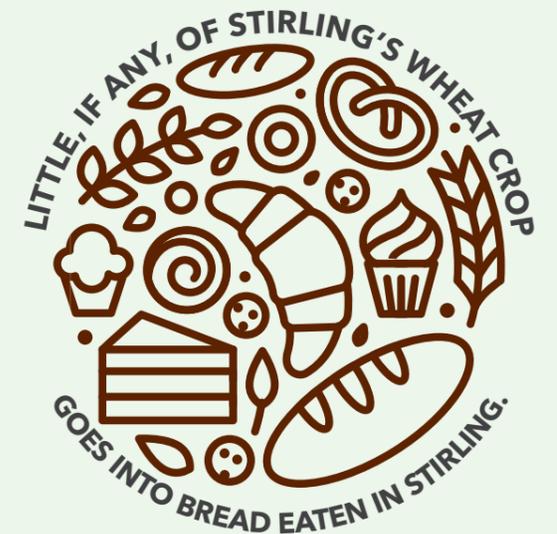
IN 2016 START UP STIRLING SUPPORTED 1,900 PEOPLE WITH **103,000 EMERGENCY MEALS**

Meanwhile Stirling households produce approximately

9,900 TONNES OF FOOD WASTE EACH YEAR.

That's 32 bin lorries

ONLY ONE FOOD BUSINESS IN STIRLING is a registered Living Wage Employer



4,490 RESIDENTIAL PROPERTIES WITHIN THE FORTH LOCAL PLAN DISTRICT WERE IDENTIFIED AS BEING AT RISK OF FLOODING.

Agriculture is the major cause of soil compaction; healthy, well-functioning soils are crucial to reducing the risk of floods and maintaining our capacity to grow food into the future.



WHERE WE'RE GOING

A fair, healthy and sustainable future

Stirling has urban and rural resources, and is small enough to develop strong linkages and effective collaboration to become a region that is good with food.

IT HAS LAND TO PRODUCE MORE OF WHAT WE EAT LOCALLY:

- Only 28% of the wheat crop would be needed to make all of the loaves of bread bought in the region.
- 680 hectares (10% of Stirling's arable land) in horticulture would provide 5 portions of fruit and vegetables for everyone in the area.

IT HAS PEOPLE ALREADY WORKING TOWARDS A BETTER FOOD SYSTEM FOR EVERYONE:

- Stirling's Food Assembly started in September 2016, providing a market for local produce. At the Food Assembly, producers receive 80% of the price of the produce.
- Community projects all over Stirling are increasing engagement with food, through growing, cooking and shared meals.

IT HAS AN OPPORTUNITY, WITH INVESTMENT ENTERING THE REGION AS WELL AS ESTABLISHED NETWORKS AND PARTNERSHIPS WORKING TO MAKE PROGRESS.

- Stirling City Development Plan will see multi million pounds of investment, with a focus on inclusive growth.
- The Sustainable Stirling Partnership, as well as the newly appointed City Commissioners, and other local organisations and networks that can develop a coherent approach to progressing towards the future we want to see.

However, to establish a city region that is truly good with food, a lot of change needs to happen. We've produced a series of recommendations that would energize the transition to a food system that delivers prosperity, is socially just, healthy, environmentally sustainable, and encourages a rich food culture.

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ALL OF THE LOAVES OF BREAD BOUGHT IN THE REGION

ONLY 10%
OF STIRLING'S ARABLE LAND
would provide 5 portions of fruit and vegetables for everyone in the area





Theo, Riverside Bakery CIC

SUMMARY OF RECOMMENDATIONS:

Prosperity

STIMULATE A SHIFT TO BUYING LOCAL FOOD, BY MAKING IT ACCESSIBLE GEOGRAPHICALLY AND FINANCIALLY.

- Planning policies that favour local food outlets, making local food accessible.
- A weekly covered market in a central location.
- Pilot an extension of the Healthy Start scheme, to include all children up to the age of 16, and link it more directly with local primary producers and processors, to support their livelihoods too.

PRODUCING MORE OF WHAT WE EAT IN STIRLING AND EATING MORE OF WHAT WE PRODUCE:

- Support farmers to switch to heritage wheat varieties, which would be more resilient in challenging environmental conditions, as well as facilitate a local bread supply chain.
- Make veg growing a priority in Stirling; reach out to farmers to consider switching some of their land to horticulture.
- Provide support, training, and opportunities to enhance cooperation for farmers in Stirling and stimulate a diverse and sustainable agricultural sector.
- Develop a Food Hub, which could function as a wholesaler for local food as well as a space for innovation and ideas.

Social Justice

EMBED THE RIGHT TO FOOD ACROSS ALL LOCAL AUTHORITY POLICIES AND PROGRAMMES:

- Invest in a food and drink team who can work with departments across the council, as well as public bodies and communities to take a rights based approach to food, which means that food is accessible, adequate and available for everyone.

PROMOTE THE LIVING WAGE

- Promote the Living Wage through procurement standards and work with employers across the food sector to pay the Living Wage, to ensure incomes are sufficient for an adequate standard of living.

Health

CREATE A HEALTHY FOOD ENVIRONMENT:

- Improve awareness around the positive effects of breastfeeding and normalise it in the local community. Every café, restaurant and workplace in Stirling to be badged 'breastfeeding-friendly'.
- Promote the Healthy Living Award for food retail outlets, and introduce a limit to unhealthy food outlets in any single district.

ENSURE A JOINED-UP APPROACH TO PROMOTING HEALTH.

- Work with local health authorities to introduce fruit and vegetables on prescription, as well as working with GPs to signpost to community growing and cooking projects that support physical and mental health.
- Support community cafés with transport services, which can collect and drop off elderly people and others who have mobility issues, so they can enjoy nutritious communal meals that support physical and mental health.



Environment

TRANSITION TO AGROECOLOGICAL FOOD PRODUCTION

- Use Stirling's new urban farm to demonstrate the potential of agroecological farming to use resources sustainably, enhance wildlife and produce a variety of delicious food.
- Promote partnership working between Stirling Local Authority, farmers, land managers and businesses to prioritise protecting soils and reduce flood risk to the region.

BECOME A LOCAL AUTHORITY LEADER IN REDUCING FOOD WASTE

- Use the ISM framework to engage stakeholders across sectors in identifying strategies to reduce food waste.
- Promote local food processing and the development of new products, such as turning good fruit and vegetables that would otherwise be wasted into soups, juice and baby food.

Knowledge

NORMALISE HIGH-QUALITY, SUSTAINABLE FOOD

- Invest in a House of Food for Stirling, focusing on a cultural shift on how we approach public food, which empowers those in the public sector through an interdisciplinary training programme, including farm visits and food culture. This could be extended to include everyone who works with food.
- All public meals from schools to local authority buildings featuring 15% organic food, and showcasing healthy, delicious meals.
- Break up procurement contracts to facilitate participation from local farms and food businesses.

SUPPORT A DIVERSE FOOD CULTURE, AND SOIL TO PLATE LEARNING ABOUT FOOD

- Make spaces available for community meals and community growing. Support agencies, organisations and volunteers to develop the community food sector so that everyone in Stirling knows of a regular community meal near them.
- Every school should be linked to a local farm and/or growing project, with involvement from the school community and local experts to promote knowledge and passion about food.

PROMOTE
LOCAL FOOD PROCESSING
and the development of
new products

ALL PUBLIC MEALS
FEATURING 15%
ORGANIC FOOD
and showcasing healthy,
delicious meals



**Good Food Stirling is a collaboration between
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