

Cambridge Sustainable Food **Annual Report for AGM January 2014 - May 2015**



Chairperson's Report

Cambridge Sustainable Food (CSF) has come a long way since our first consultation meeting in November 2013. We now have over 60 organisational members, many of whom are promoted in the Who's Involved? section of our website, 389 people on our newsletter mailing list, over 700 followers on twitter and over 330 on Facebook. Our website is regularly consulted, with our greatest number of hits in one day reaching nearly 400 during the recent Eat Cambridge Festival. Below you can read about our projects and campaigns – we feel that, as an umbrella organisation with good links throughout Cambridge and beyond, we are well placed to promote campaigns involving a number of different organisations. We are developing our website to become the local go-to place for information about sustainable food and we are pleased that we have made a number of appearances in the media, with a front page splash recently with our Punt Stunt, launching the Love Food Hate Waste campaign. We have also been on BBC Radio Cambs, Star Radio and Radio 105 several times, talking about different aspects of sustainable food and food waste reduction. In Cambridge we are proud of the large number of great sustainable food initiatives there are – CSF's aim is to bring all these together and encourage collaborations and information exchange, and we feel we are making good progress with this aim!

We could not do what we do without the benefit of an enormous number of volunteer hours and I would like to take this opportunity to thank all our great volunteers who work so tirelessly, whether at our stalls, at organising, planning, website design, social media, administrative tasks, newsletter production.... I feel proud to be part of such a good and growing initiative, and to be a member of the national Sustainable Food Cities Network, whose help has been invaluable.

Our aims and purpose

Cambridge Sustainable Food (CSF) is a network of public, private and community organisations in Cambridge and the surrounding villages, working to promote a sustainable local food system. We are a member of the national Sustainable Food Cities Network.

OUR VISION

Food is a vital part of people's lives, and can play a key role in dealing with the social, economic and environmental challenges we are presented with today. From obesity and diet-related ill-health to food poverty and waste, climate change and biodiversity loss to declining prosperity and social dislocation, food is not only at the heart of some of our greatest problems but is also a vital part of the solution.

Our vision for Cambridge is for a city where environmentally sustainable, healthy food is accessible and affordable for all, and readily available through effective, sustainable supply chains.

OUR MISSION

We see our role as an "umbrella" organisation that brings together the many sustainable food initiatives in the public, private, university, community and business sectors.

In order to achieve our vision for Cambridge, we

- promote local food-related projects through our website and monthly newsletter
- have produced and now promote a Local Food Charter
- run public awareness raising activities (e.g. stalls, talks, film showings)
- have created and are developing a sustainable food directory
- run campaigns focusing on different food issues

A brief history

Cambridge Sustainable Food had its first committee meeting in December 2013, following a consultation workshop on November 18th, where a variety of local organisations met to hear about the national Sustainable Food Cities Network and a decision was made to form a local Sustainable Food City group.

During our first year, we have developed good working links with a range of organisations, including the City Council and the University Catering Managers Environmental Committee, both of whom are represented on our committee.

We have developed a food charter, which summarises our aims and our vision for Cambridge. Our fledgling web site has been enhanced and developed and use of Facebook and Twitter has helped publicise our work and specific events. We have been helped along the way by a growing team of volunteers, as well as an intern last summer, and Cambridge student Hub have contributed to plans for better publicity, the Love Food Hate Waste campaign, and the sustainable fish campaign. We are very appreciative of the support we have been given by all these people.



Working with Cambridge Carbon Footprint and Transition Cambridge we helped organise a very successful 'Food for a Greener Future' conference in February 2014, and were one of the sponsors the 2014 Eat Cambridge Festival. We organised stalls at nine different local events to raise awareness of food issues and bring more people onto into the group. These events included:

Open Farm Sunday, Arbury Carnival, the Big Weekend, the Food and Produce Fair, the Countryside Restoration Trust food, farming and wildlife event, Milton Country Park Autumn Festival, flu jab day at Queen Edith's, Trumpington Allotments Seedy Sunday and the Volunteering for Cambridge event.

We also gave a number of talks on sustainable food, including at the Eat Cambridge Festival and for colleges. Representatives attended the national Sustainable Food Cities conference in March 2014 and again in March 2015, as well as the Real Farming conference in January 2015. The conferences were a wonderful opportunity to hear about initiatives in other parts of the UK and to network with other groups, share ideas and discuss future actions.

We celebrated our first birthday at a party hosted by Cofco in November 2014, which gave us a chance to celebrate how far we had come since the initial meeting in November 2013!



The Sustainable Food Cities Network has designed an Award scheme to recognise and celebrate the success of those places taking a joined up, holistic approach to food and that are achieving significant positive change on a range of key food issues. Our committee has decided to set as an objective for 2015/16 that we achieve the Bronze Award.

Our links with partner organisations

Networking is one of our main functions as a group, and we are in the process of building up strong links with a variety of local organisations, including food businesses (Cofco is represented on our committee and several other businesses (food producers and retailers) are organisational members, featuring on our website); local councils (we have an official City Council representative

on our committee and a working relationship with officers in different departments, including the Recycling Team, Community Development, Food Hygiene and Public Health, in addition to liaising with the County Council Public Health department); education (we are developing links with local schools through the Food for Life's Partnership work in the City, in addition to having a strong working relationship with the Cambridge Colleges Catering Managers); health (CEDAR at Addenbrooke's is a member and we have nutritionists on our committee); community groups (Cambridge Carbon Footprint, Transition Cambridge and Cambridge Food Cycle are all represented on our committee, and many other local groups are involved in our organisation and promoted on our website).

Through out **Sustainable Food Directory** we promote local sustainable food outlets to the public and the **Whose involved?** section of our website gives information about our organisational members.

Projects:

Love Food Hate Waste campaign

This campaign, run jointly with Cambridge City Council's Recycling Team, got off to an exciting start in May 2015 with a launch by the soon-to-be Mayor of Cambridge, Robert Dryden, at the evening with global food waste campaigner, Tristram Stuart, attended by around 120 people. The following day came the Punt Stunt, which appeared on the front page of the Cambridge Evening News, showing a punt filled with food representing what is wasted annually by the average household. Cambridge Carbon Footprint, who organised the Tristram Stuart event, are also continuing to focus on healthy eating and food waste reduction with their World War II Rationing Challenge, which runs in June 2015 and already has over 700 people taking part.



It will continue to be a very exciting year for us after securing a Sustainable City Grant to promote the Love Food Hate Waste message to residents and the business community in the City. Sam Dyer, our project worker, started at the end of April to take this forward.

So far we have visited Thorpe Way Community Day in Abbey Ward and had an enjoyable day with residents guessing the vegetable, judging portion sizes and filling in the questionnaire on household waste. In the near future we will be at the Arbury Carnival and Chesterton Festival with a bike powered smoothie maker to complement the other activities of the stall, and then shortly back in Arbury for the first of our cooking demo's later in the month.

We have a further seven community days booked in and are talking to GAP learning who run the Full spoon cookery classes about working in partnership with them to deliver the Sustainable Food message through cooking workshops, with the focus not just on reducing food waste but on enabling access to all, regardless of income, to sustainably produced, healthy and nutritious food. Work on the promotion of the City Council's waste collection scheme and promotion of reducing food waste to businesses is planned to start in the Autumn.

Sustainable Fish City campaign

The steering group agreed to take part in Sustain's national Sustainable Fish City Campaign, and this has been taken up with enthusiasm by the Cambridge University Colleges Catering managers. Kevin Keohane reports:

The University of Cambridge College catering departments have joined forces with Cambridge Sustainable Food to pledge their commitment to making Cambridge a Sustainable Fish City.

As part of a campaign to transform Cambridge's impact on our depleting fish stocks, catering departments from 15 of the Cambridge Colleges, who between them prepare around 2 million meals per year for students, Fellows and visitors, will now serve solely sustainable fish on their menus.

The Colleges who have signed the sustainable fish pledge are: Churchill, Christ's, Darwin, Fitzwilliam, Girton, Jesus, Madingley Hall, Magdalene, Peterhouse, Robinson, Selwyn, Sidney Sussex, St John's, Trinity Hall, and The University Centre. They have each committed to serving only sustainable fish on their menus such as Marine Stewardship Council (MSC) certified fish and those from the Marine Conservation Society's 'fish to eat' list.

David Oakley, Chairman of the University of Cambridge Catering Managers' Committee and Catering Manager at Churchill College, said: "The Colleges are keen to support and make a difference to the marine ecosystem and fishery industry for the long term by taking direct responsibility over our purchasing behaviour and the fish that we serve from our kitchens. Working together across the group of 15 participating colleges, we are pleased to be giving our support to the 'Sustainable Fish City' campaign."

Ruth Westcott of the national "All Aboard: Sustainable Fish City" campaign, said:

"It is fantastic to see 15 of the Cambridge Colleges taking action on sustainable fish already. They are incredibly important in helping Cambridge to achieve its ambition of becoming a Sustainable Fish City, because they serve so many thousands of students and staff each day. The same people also eat out in restaurants, have children in schools, and use other local catering services, and they will soon want to see sustainable fish on other menus across the city. We hope that the Colleges will be an inspiration to others in the city to follow suit."

Kevin Keohane Chair of the Colleges Environmental sub group & Catering Manager at Christ's College echoed David and Ruth's statements and added "We now have 50% of the colleges on board it is my aim to have 80% by the end of the year."



Sustainable Restaurant Showcase

The Sustainable Food Restaurant Showcase took place from the 9th to the 23rd of May 2015. The showcase was organised as a fringe event of Cambridge's foremost food festival 'Eat Cambridge'. This was intended to contribute towards stimulating availability of sustainable food in local restaurants and also towards Cambridge's bid for a sustainable food cities 'bronze' award. For the duration of the showcase eleven local restaurants, cafes or other food outlets included a dish on their menu which exemplified sustainable food. In return for doing this Cambridge Sustainable Food promoted the participating restaurants with a social media campaign. 100% of the people who took part in the customer survey said that they would like to see sustainable food become a regular feature of Cambridge Restaurants. We also managed to get 17 people to sign up for the CSF e-mail newsletter.

80% of the restaurants which took part described the showcase as being positive for their business. A number of these restaurants have also expressed an interest in working with sustainable food again as a result of their participation in the scheme: 80% said they would take part in another sustainable food showcase, 50% said they would like their restaurant to be particularly identified as a sustainable food restaurant and 60% said they would consider signing the sustainable fish pledge.



Current Committee Members

The current members of the committee are:

Bev Sedley	(Cambridge Carbon Footprint)	<i>Chair</i>
Ann Mitchell	(Transition Cambridge)	<i>Secretary</i>
Duncan Catchpole	(Cofco)	<i>Treasurer</i>
Kevin Keohane	(Colleges Catering Managers Environmental sub-group)	
Graham Saint	(Cambridge City Council)	
Sally Fenn	(Nutritionist)	
Carine Henry	(Paediatric Dietician)	
Alex Collis	(FoodCycle)	
Zoe Chambers	(Cambridgeshire County Council)	

Looking to the future

This has been an active and exciting year for Cambridge Sustainable Food. Over the next year we will be continuing our Love Food Hate Waste projects, which are funded until April 2016, developing our action plan in order to achieve a Bronze award from the Sustainable Food Cities Network, extending the Sustainable Fish Campaign beyond the education sector and spreading the message about sustainable food to an ever wider audience. As part of our Love Food Hate Waste campaign, for two weeks before and after October 31st we will be holding an exciting Pumpkin Festival, with events for adults and children, and involving a wide range of organisations.

In the long term there is still a wish to create a food hub, with cafe, shop, meeting space and a kitchen for community projects, and to see affordable, healthy, sustainable food truly available throughout the city for all.

Financial report

Between January 1st 2014 and March 31st 2015, Cambridge Sustainable Food was technically a project of Cambridge Carbon Footprint and appears as a restricted fund in CCF's 2014 and 2015 accounts (CCF's accounting year being the calendar year). CSF's own accounts start from 1st April 2015, with the transfer of the remaining funds from CCF. The following statement shows income and expenditure for CSF for the 15 months that it was a project of CCF.

INCOME 1/1/4 – 31/3/15	
Cambridge City Council grants	3499
Donations	1581
Contribution from CCF	726
Sponsorship	500
TOTAL INCOME	6306
EXPENDITURE	
Staff time + recruitment costs	1750
Publicity	893
Sponsorship of Eat Cambridge	500
Stall and venue hire	583
Volunteer expenses (inc intern)	620
Refreshments	303

Website maintenance	305
Office costs (rent etc)	533
Equipment	91
TOTAL EXPENDITURE	5578

Please note that these figures do not include in-kind volunteer hours, which count towards matching City Council grants

