

Sustainable Food Cities 2017 Pledge



This is an UK wide pledge

This commitment will be implemented by
October 2019

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Town and cities commit to become urban veg pioneers, with city wide initiatives on skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste

This aligns with point 6 on the commitments framework

Commitment details

Starting in summer 2018 will be Veg Cities. This follows three successful campaigns: Sustainable Fish Cities, Beyond the Food Bank and Sugar Smart. Each of these campaigns still continue:

- our sustainable fish cities campaign working with 16 cities and to date has had commitments from caterers serving over 600 million meals to only use sustainable fish, and where it is possible now to say that in two of these places, Durham and Bournemouth & Poole, the majority of meals eaten out use fish from sustainable sources.
- Sugar Smart – which has 13 local campaigns launched, another 10 scheduled and another 25 interested, with almost 400 organisations registered to go Sugar Smart, and reducing the prominence of sugar in their communities.
- Beyond the Food Bank has now evolved into Food Power – which will work to support over 30 alliances across the UK identifying, supporting and sharing those initiatives that alleviate food poverty.

These have shown that by galvanising the movement of SFC local members across the UK to focus on a specific issue we can see what a difference we can and are all making. And this is what we hope to do on Veg Cities. We will be working closely with the Food Foundation and other partners on the Peas Please project to learn from the work piloted in Cardiff, Brighton and Birmingham, where they have already made great strides in building a campaign, identifying a set of measurable actions for community groups, public and private sector and have encouraged them to take action collectively that amounts to much more than a hill of beans – or peas (sorry!)

Over the coming months we will be working with these partners to build the resources to help other cities get on board with this campaign throughout the 50 strong network of Sustainable Food Cities. We'll be keeping cities updated ahead of the launch through the Sustainable Food Cities newsletter, so if you're not already signed up – get online and do it: www.sustainablefoodcities.org

Monitoring

Each of the actions that we will encourage cities to take will be associated with a metric that collectively across pledging organisations within cities, and across the UK we will be able to demonstrate the difference this makes. We will look into developing a system that makes it easy for partners to pledge, and at the same time captures that commitment, and hope to build a similar system to that we have developed for our Sugar Smart campaign with Jamie Oliver.