



BRISTOL LOCAL FOOD BRAND AND QUALITY ASSURANCE SCHEME

*A Feasibility Study by
Bristol Food Producers*

ABSTRACT

Proposing a new local food brand for use on produce sold within the city, from within 50 miles of Bristol, informed by sustainability principles and criteria.

Traci Lewis

Sustain-Live Consulting on behalf of Bristol Food Producers



Written by Traci Lewis traci@sustainlive.org of Sustain-Live Consulting www.sustainlive.org on behalf of Bristol Food Producers.

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EXECUTIVE SUMMARY

Bristol Food Producers are an innovative network of producers aiming to scale up local food production in and around the city (growing, processing and distribution) by connecting-up existing projects to collaborate on overcoming joint obstacles and seizing mutually beneficial opportunities.

Here we have further developed previous research carried out by the Bristol Food Network, and now propose a new local food brand for use on produce sold within Bristol and Bath, from within the west of England region - a 50 mile radius - informed by sustainability principles and criteria.

Bristol has a Good Food Charter and Plan – supported by Bristol City Council - with eight core objectives, in order to grow Bristol's local food system, which a new local food brand would support e.g. to increase markets for local food producers, to safeguard diversity of food retail and increase urban food production and distribution.

The Bristol Good Plan details how there has been a steady erosion of our food culture over past decades, which has left our society in a vulnerable position, the impact on our health is now at epidemic levels. It details how the food system 'is also one of the greatest single contributors to long term public health outcomes in terms of obesity, diabetes and other diet-related disease; to carbon emissions, biodiversity and waste; and to skills development, community cohesion and resilience.'

Our research shows that this is a real opportunity to develop a local food brand as a tool to help drive supply and demand of local produce in Bristol. In addition the scheme holds the potential to provide a useful income stream for Bristol Food Producers to help ensure a successful business model. There is wide stakeholder support that the scheme could provide much needed impetus to help drive and support the local food network and collaborative marketing.

Bristol Food Producers now needs to secure funding to launch a pilot of this new local food brand scheme to market local food products sold within the city. Working with Bristol Food Network (BFN) to provide an accompanying online directory, product labelling and signage, it would act as an awareness raising and campaign tool to increase the visibility of local food to both consumers and buyers.

Bath and North Somerset Council have also recently expressed an interest in developing a shared brand for produce also sold in the city of Bath, as they have been considering a similar initiative and many producers do sell into both markets. This is a positive development which will help to increase the reach and resources required to develop a successful pilot scheme.

BRISTOL FOOD PRODUCERS

Who are we?

Bristol Food Producers is an ‘innovative network’ of food producing enterprises, in Bristol and beyond: a light weight, cooperative, producer-led umbrella organisation that can represent mutual interests, address shared obstacles and seize new opportunities for producers in Bristol’s food shed as a united group.

What are our objectives?

We aim to scale up local food production in and around the city (growing, processing and distribution) by connecting-up existing projects to collaborate on overcoming joint obstacles and seizing mutually beneficial opportunities. To create an innovation and support hub that enables and promotes collaboration and peer support and resource sharing between existing and future urban, peri-urban and rural community-connected food enterprises. This will ultimately increase the volume and accessibility of local food in Bristol, as well as smoothing the way for future growers to become established on new pieces of land with the skills they need to succeed in growing for their communities.¹ This work is currently being developed through a 12 month strategic Bristol Green Capital project.

Improving Access to Markets: Quality Assurance & Branding

This project strand to ‘improve access to markets’ aims to explore a local quality assurance and branding scheme for Bristol Food Producers, to create a mechanism which will help to increase the market for local produce, through developing trust and visibility of local food. Food grown, raised and processed in and around Bristol could be clearly identified, and the brand underpinned by transparent criteria based on the Good Food Charter. Within this work there are two important angles which need to be considered:

- How to increase the amount of food grown, processed and sold within Bristol
- How to increase the volume of staple foods from the city region sold into Bristol.

Local Food Market

There have been some significant changes in food retailing this year, with all of the ‘Big Four’ supermarkets announcing store closures, and/or consolidation of existing retail space, as people do more ‘little-but-often’ shopping, often at their local convenience or High street stores². Whilst the ‘discounters’ Aldi and Lidl are now the fastest growing UK supermarkets, competing on both value and quality. However this year the Soil Association announced that the organic food market had bounced back, rising by 4% last year, at a time of overall tumbling food spending³.

Phil Haughton, owner of independent Bristol food retailer, Better Food Company (BFC), said, “This is a really good time for local food, as there is a lot of movement out there in the market place. The BFC has seen 15% growth at our St Werburgh’s store and 25-30% at our newer Whiteladies Rd store. Customers are definitely interested in local and organic food and shopping at independent retailers.”

¹ Bristol Food Producers Green Capital Project Plan

² [Telegraph, May 2015](#)

³ Soil Association www.soilassociation.org

WHY FOOD IS IMPORTANT TO CITIES

The Bristol Good Food Plan⁴ details how there has been: *“A steady erosion of our food culture over past decades, which has left our society in a vulnerable position. From field to fork, the food system remains one of the biggest employment sectors in the South West of England, including producers, processors, distributors, retailers and caterers. It is also one of the greatest single contributors to long term public health outcomes in terms of obesity, diabetes and other diet-related disease; to carbon emissions, biodiversity and waste; and to skills development, community cohesion and resilience.”*

Environment

Cities are responsible for 75% of global greenhouse emissions, whilst food and farming is responsible for around a third of all emissions, with meat and dairy production accounting for around 19% of those. So there is clearly real scope for cities to be part of the solution and help to reduce these, whilst also providing a more resilient local food economy, a wise move to help mitigate the future impacts of climate change.

Economy

The Bristol Good Food Plan also details how: *“Economically, the toll has also been severe, with the disappearance of small and medium sized farms, processors, wholesalers and retailers as an ever increasing proportion of food sold in the region is imported from elsewhere in the UK or abroad. Whilst supermarkets represent convenience and have captured the lion’s share of food retail in the UK, it has been demonstrated across numerous studies that they have a detrimental effect on local economies and do not represent good value for money. Each pound spent in local, independent shops supports at least twice as many local jobs compared with spending in multiple chains and 2000 independent food retailers are going out of business each year nationwide.”*

Socially

At the beginning of 1990s the ‘Big Four’ supermarkets accounted for 50% of all British food shopping, by 2010 this had risen 75%, and to date there are now around 100 stores in the city alone. Our high streets, especially in the more disadvantaged parts of the city, are dominated by empty shops, poor quality fast food, charity shops, betting shops and off licences. Since the UK’s first supermarket opened in 1951, the picture has changed from diversity and balanced competition to consolidation and monopoly. The impact on employment, from farm-workers to school cooks, is fewer jobs of lower value and status. It is important to note that whilst new supermarkets will provide jobs, compared to the market share of grocery retail, the number of jobs is very low.

“We now stand at a strategic moment, collectively we can make changes that will make an impact, not in a generational time period, but within 3-5 years. The consensus is for a cross-sector integrated approach to creating a vibrant and diverse food economy based on healthy and sustainable locally produced food. This approach to food is both daring in scope and ambition, and unique in its aim of developing a sustainable and resilient food plan that is integrated on a regional level.” Bristol Good Food Plan

⁴ Bristol Good Food Plan http://bristolfoodpolicycouncil.org/wp-content/uploads/2013/03/Bristol-Good-Food-Plan_lowres.pdf

BRISTOL GOOD FOOD PLAN & CHARTER

Bristol Good Food Plan⁵

A food plan for Bristol - with 8 key objectives - to help achieve a sustainable and healthy food city.



Bristol Good Food Charter

The Bristol Good Food Charter, from which the Bristol Food Plan flows, explains what is meant by good food. 'Good food is vital to the quality of people's lives in Bristol. As well as being tasty, healthy and affordable, the food we eat should be good for *nature*, good for *workers*, good for *local businesses* and good for *animal welfare*.' At the moment there is no specific mechanism for how 'Good Food' can be identified or good food supply chains developed. So a **Local Food Brand** could potentially contribute to and compliment work on developing more local supply networks – although local isn't specifically mentioned as an aspect of 'Good Food' it is an idea that consumers can relate to. We want to make sure that the local food we are supporting is also good food⁶. The Bristol Good Food Charter⁷ principles are:

The principles of good food

- **good for people** everyone should have access to information, training and resources that enable them to grow, buy, cook, and enjoy good food.
- **good for places** the public and policy-makers should support and value food enterprises who promote local jobs, prosperity and diversity, and treat workers well.
- **good for the planet** food should be produced, processed, distributed and disposed of in ways that benefit nature.

⁵ Bristol Good Food Plan http://bristolfoodpolicycouncil.org/wp-content/uploads/2013/03/Bristol-Good-Food-Plan_lowres.pdf

⁶ Exploring options for developing an 'Eat Bristol' brand in the context of the Bristol Good Food Plan, August 2013, Joy Carey on behalf of Bristol Food Network 'Eat Bristol' working group

⁷ Bristol Good Food Charter <http://bristolgoodfood.org/wp-content/uploads/2012/03/The-Bristol-good-food-charter.pdf>

MARKET RESEARCH

Eat Bristol

The 'Eat Bristol' project was initially developed by Bristol Food Network (BFN) as part of Plunkett Foundation's Local Food Systems programme⁸. The aim was to explore the viability of a local branding scheme via a working group consisting of BFN members and other key stakeholders.⁹ They held a series of consultation meetings during 2012 and 2013 and also carried out various pieces of research and discussion via sub-groups to explore the key themes. The key findings from this report are included here:

Why a Local Food Brand?

- A food-labelling scheme that identifies provenance and quality, ideally that also indicates the food is produced in a way that is in line with the principles of Bristol Good Food charter.
- The process of developing a brand is a good way to raise public awareness of what local food is available.
- It is a good way to engage restaurants in the process of sourcing local food and to provide healthy eating options for children and families.
- To encourage more people to get back to basics - healthy cooking, seasonal ingredients – a brand could help to support this.
- It could be backed by a campaign to increase urban food production and regional supply of staples to help scale up supply and demand.
- How could a joined up sustainable brand be developed in the broadest sense for retail and catering that could bring together the 'Bristol Good Food' charter with a local food brand e.g. Local Food Plus (Toronto accreditation system based on a mixture of local and sustainable food, providing labelling and distribution into the city, supported by education and outreach work).¹⁰

Current local food supply

Research findings from '**Who Feeds Bristol?**' - a comprehensive report produced by Joy Carey on behalf of the NHS in 2011 – suggest that the main barriers to increased direct supply of locally produced food are practical distribution logistics and consumer support rather than a lack of supply.¹¹ Therefore a brand could help increase customer support through providing an easily recognised and trusted symbol, accompanied by an awareness raising campaign of the many benefits of 'buying local'. As part of this project we are also exploring more efficient and collaborative distribution options with key stakeholders, which will complement a local food brand.

⁸ <http://www.makinglocalfoodwork.co.uk/index.cfm>

⁹ Traci Lewis (SW Coordinator, LFS Project, Soil Association); Kristin Sponsler (Bristol Food Network); Shannon Smith (Horfield Community Orchard); Jane Stevenson (Bristol Food Network); Ruth O'Brien (Hartcliffe Health Environmental Action Group – HEAGG); Leona Williamson (St Werburghs Farm café); Steve Glover (The Severn Project); Jamie Pike (The Canteen); Mike Merelie (Whisk Food Experiences); Misty Tunks (Edible Landscape); Lara Kramer (Masters student, RAC); Tamarind Falk (Soil Association); Joy Carey (Bristol Food Network / Bristol Food Plan); George Freeman (Tangled Roots)

¹⁰ Local Food Plus, Toronto <http://ckc.torontofoundation.ca/org/local-food-plusland-food-people-foundation>

¹¹ Who Feeds Bristol, Joy Carey
http://www.bristol.gov.uk/sites/default/files/documents/environment/environmental_health/Who-feeds-Bristol-report.pdf

Potential food production within Bristol

The 'Who Feeds Bristol?' report⁶ identified that if all available allotments were used to their optimum, some 4-5% of fresh fruit & vegetables could be supplied to the city; and if all available land in the city (approximately 2000 hectares) was used for horticulture, up to 15% of the city's annual requirement (by volume) of fruit and vegetable could be produced.

Market garden or small-holder scale – role of a brand

Currently, there are very few market garden-scale initiatives producing vegetables and salads commercially within the city: Severn Project has a number of polytunnels; Sims Hill Shared Harvest and its greenhouse production on the Feed Bristol site; Edible Futures, now based on the Feed Bristol site and Greens Market Garden in Hartcliffe. Bristol has four city farms, all of which are involved in some level of small-scale food production. The City Council owns smallholdings and tenant farms which are leased out. There are at least two other farms within the city boundary that produce food; Elm Tree Farm (27 acres) that sell at the Corn St Farmers Market and Cherry Tree Farm in Coombe Dingle (30 acres – current food production unknown). In addition Leigh Court and the Community Farm are organic box schemes growing on the outskirts of the city. A local food brand could be valuable in identifying locally grown produce both to chefs and the public. It could also act as a driver for encouraging more urban food production at a market garden-scale.

Other Brands

The **two catering accreditations** to consider are:

- **Food For Life Catering Mark** www.soilassociation.org Soil Association accreditation scheme for catering organisations that want to showcase commitment to serving ethical, healthy food. It offers customers a unique guarantee that items on the menu are freshly prepared, free from undesirable additives and better for animal welfare. It offers three tiers: bronze, silver and gold, which help caterers to make step-by-step progress towards using more local, fairtrade, free range and organic ingredients. Food carrying a local Bristol brand could potentially help caterers to identify locally sourced ingredients.
- **Sustainable Restaurant Association** www.thesra.org SRA offer a sustainability rating for restaurants focusing on 14 areas, within 3 areas; sourcing, environment and society, to achieve a 1 – 3 star rating and listing on their on-line directory. As above, food carrying a Local Food brand could potentially help caterers to identify locally sourced ingredients.

Other Bristol Initiatives

- **Bristol Good Food Charter** promoted by Bristol Food Policy Council and from which flows a resilient food plan <http://bristolfoodpolicycouncil.org/>
- **Good Bristol** website and a campaign led by Green Capital: Includes a 'Guide to Good Living' <http://goodbristol.com/type/food/>
- **Bristol Pound**: focus is on business to business networking and short supply chains to support the local economy; there is a strong interest from food-related businesses. <http://bristolpound.org>
- The Mayor's proposed '**Made in Bristol**' brand: This has already been developed for pop-up shops and markets; is all art/craft/maker, no food <http://madeinbristol.blogspot.co.uk>
- **Good Food Awards** (nothing to do with the Bristol Good Food charter): this is the most confusable brand - give out stickers and the use of logos online to their winners: www.bristolgoodfood.co.uk
- **The Bristol Shop** - doesn't include food www.thebristolshop.co.uk

Branding Scheme Features

From the research, it is clear that initiatives are not limited to just a brand, but there are always accompanying activities to promote and make best use of the brand. There are broadly three tools used.

i) A label on food products – e.g.









ii) A membership website showing what produce is available from where and offering some kind of 'where to buy' directory e.g. [Produced in Kent](#), [Direct from Dorset](#), [West Cornwall](#)

iii) A label for retailers and eating out places including B&B's, and a requirement on them to make clear where they source their food products – e.g. Local to Ludlow.

To ensure that all these work they need to be updated and checked annually. To a large degree these schemes are based on trust, with a basic annual renewal process in place, but no inspection or other checks are carried out. However local knowledge and networks are integral to them.

Local Food Branding Schemes Examples

BRAND	AIMS & OBJECTIVES	HOW? COST, PROCESS ETC.
<p>Local to Ludlow</p>  <p>www.localtoludlow.org.uk</p>	<p>A brand with a campaign focus aimed at eating out venues, B&B's, markets and retailers; focus is on provenance within a radius of 30 miles; no wider sustainability criteria; based on a website; organisation also runs cooking and growing projects, farm open days. Aims to promote local produce in order to reduce environmental impact of food production and support resilient local economy. (Appendix 2)</p>	<p>Received an initial start-up grant, now runs with part-time and voluntary administration. Simple application form, based on local knowledge and trust. Producers pay £22 to attend each market and use logo. Restaurants and B&B's pay £20 per year to use the logo, through an automatic annual renewal process. Run on trust, through local knowledge and networks. The scheme is self-sustaining, with all administration and marketing done through the paid coordinator (approx. 1 day paid per month) from scheme fees.</p>
<p>New Forest</p>  <p>www.newforestproduce.co.uk</p>	<p>New Forest Produce Ltd accreditation scheme was set up in 2004 as a way to develop and promote the production, processing and distribution of local produce (food, drink and crafts) from the New Forest. Local producers join the scheme to use the marque on products, there is also a printed and on-line directory to accompany the marketing. Membership benefits also inc; marketing and business support, networking, web listings. A project is also currently being developed by the Council to create a virtual food platform which will allow sustainable and efficient movement of local produce throughout the New Forest. The software and distribution will connect local producers with hotels, restaurants and farm shops.</p>	<p>There is an application form and annual inspection, with fees based on turnover ranging from £50 – 500 for their 150 members. Hospitality businesses are an increasingly important source of fees. Grant funding was used to set up, but it is now funded solely by membership fees, voluntary Board staff time, the National Park provide office space and admin support. New Forest District Council also run a loyalty card for visitors and residents buy the Brand New Forest card annually for £5 and save money on purchases via different promotions at shops, pubs, restaurants and visitor attractions. This scheme generates an income for the Council.</p> 

<p>Direct From Dorset</p>  <p>www.dorsetaonb.org.uk/food-and-drink/about</p>	<p>A brand which highlights products made using raw materials directly linked to the soil of Dorset. Producers who meet the criteria can join as Full Members and display the distinctive Direct from Dorset logo on their products. Hotels, restaurants, shops, galleries, pubs – in fact anyone who sells or serves a range of Direct from Dorset accredited products are also eligible to join as Associate Members and can display the logo too. This means that customers can easily identify businesses where they can enjoy local foods and local products. Dorset Food and Drink help to grow the membership and increase the brand reputation through a range of marketing activities e.g. events, discounts, point of sale materials.</p>	<p>Producers pay fees from a scale of £80 - £350 p/year, whilst the scheme is also subsidised by Dorset AONB through Defra. Renewals are done on trust and through local knowledge and networks. They launched the scheme with 30 members, using introductory offers as enticement - along with sponsorship from larger local companies (£1K each) - for the first year, and now have 140 members. They are about to develop the membership further to increase sign-up from shops, restaurants etc. as it is currently mainly producer based. They still receive core funding from the AONB to develop the scheme but it now generates sufficient income to sustain itself.</p>
<p>The Level's Best</p>  <p>www.levelsbest.co.uk</p>	<p>The Levels' Best is a Community Interest Company which is governed by its own Charter covering 114 parishes across approximately 260 sq. miles. It manages a website and The Levels Food and Drink Business Network for the mutual benefit of producers, consumers, conservation, local food & drink and tourism industries across the Somerset Levels and Moors as well as businesses further afield directly associated with Levels' Best.</p>	<p>There is a simple application form, with a £60 per year flat membership fee. It uses a Members' Levels' Best logo which means it has been produced to 'green' standards which encompass conservation land management, animal welfare, native breeds of livestock and where feasible traditional varieties of fruit and vegetables.</p>
<p>Pembrokeshire Produce Mark</p>  <p>www.pembrokeshire.gov.uk/</p>	<p>A recognisable logo, showing the product has been made in Pembrokeshire. If displayed in a hospitality establishment, it shows that local produce is used within the menu. Retail outlets displaying the Produce Mark sell local products within their shop.</p>	<p>There are over 200 members of the scheme. Before being able to display the logo, all members of the scheme are verified to ensure eligibility. Membership is currently free of charge, administered via Council.</p>

PRINCIPLES & CRITERIA

Local Food

The local food movement aims to connect food producers and food consumers in the same geographic region, in order to develop more self-reliant and resilient food networks, improve local economies, or for health, environmental, community, or social impact in a particular place.^[1] The term has also been extended to include not only geographic location of supplier and consumer but can also be "defined in terms of social and supply chain characteristics."^[2] For example, local food initiatives often promote sustainable and organic farming practices, although these are not explicitly related to the geographic proximity of the producer and consumer.¹²

Definitions

Local Food Definitions based on distance (usually within 30 miles) or geographical area (such as a county) have 'an appealing simplicity' according to the Campaign to Protect Rural England (CPRE) who have promoted a definition of local food as 'food produced, grown and processed within 30 miles' of the store. The National Farmers Retail and Markets Association (FARMA) has developed this definition into a set of certification criteria for farmers' markets to protect their integrity. It uses 30 miles as the ideal radius, but this can be stretched to 50 miles for larger cities, or coastal or remote regions, with 100 miles as the maximum recommended. FARMA also recognises distinct geographical areas such as counties and National Parks.¹³

The Wholesome Food Association (WFA) principles state: "Wholesome food is, wherever possible, traded and consumed within a short distance of where it was grown; people are encouraged to grow at least some of their own food, where space is available; close links are encouraged between growers and consumers, retailers and distributors are encouraged to give preference to locally grown food."

There is no legal definition of 'sustainable food', however Sustain - the Alliance for better food and farming - offer the following:

"Our working definition for good food is that it should be produced, processed, distributed and disposed of in ways that:

- *Contribute to thriving local economies and sustainable livelihoods - both in the UK and, in the case of imported products, in producer countries;*
- *Protect the diversity of both plants and animals and the welfare of farmed and wild species,*
- *Avoid damaging or wasting natural resources or contributing to climate change;*
- *Provide social benefits, such as good quality food, safe and healthy products, and educational opportunities.*¹⁴

¹²Local Food Definition, wikipedia https://en.wikipedia.org/wiki/Local_food

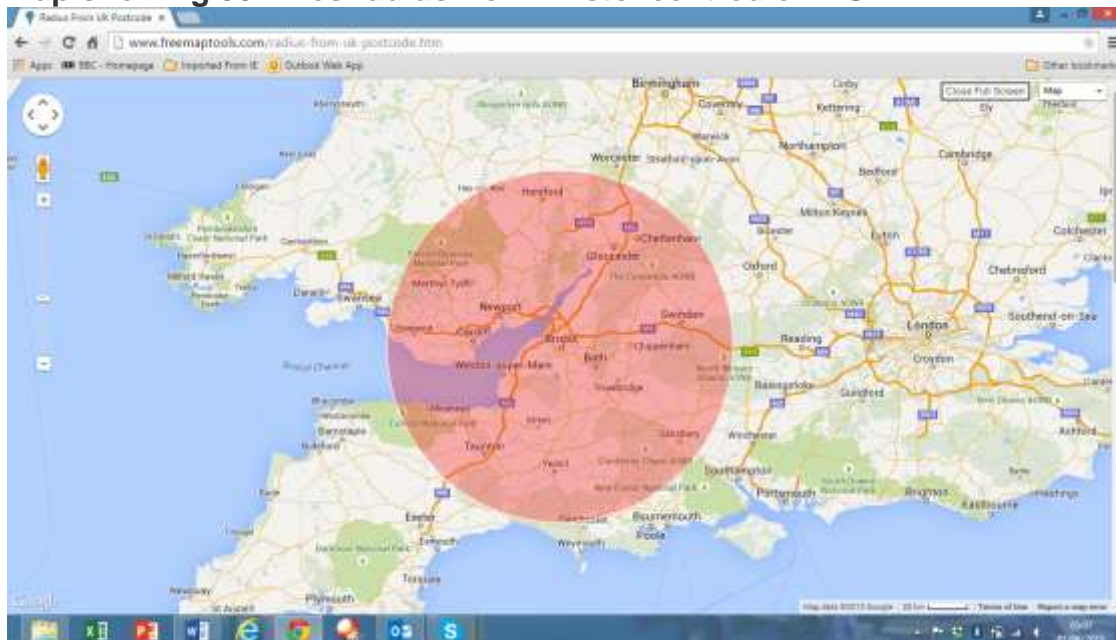
¹³ CPRE: From Field to Fork; The Value of England's Local Food Webs

¹⁴ Sustain http://www.sustainweb.org/sustainablefood/what_is_sustainable_food/

Boundaries

The Bristol Pound farm link initiative covers 50 miles of Bristol, which is the same area identified in 'Who Feeds Bristol' report as defining the wider city region – effectively the West of England region. At a Bristol Food Producer consultation meeting in June it was raised by some members that this area would be too wide to represent local produce and that the scheme should only be for urban food producers within the city boundaries. However currently there isn't enough volume being produced within the city to enable a branding scheme to succeed from this area alone. So we propose a 50 mile radius to be included within the scheme - see map below for area covered - as whilst there is no legal definition established for local food, this is a standard accepted area for city regions in the UK and represents a defined geographic region, the West of England.

Map showing 50 miles radius from Bristol centred on BS1 1AA



Two Tier Scheme

To differentiate between urban production and that produced within the 50 mile radius it has been proposed that a two tier system could be used indicating production within Bristol's immediate region (urban) & wider region (rural). This could be represented by either different colouring or wording on the brand design. However it will cause confusion and increase both the costs and complexity of managing the scheme. Also it may be a feature that is more popular with the urban producers rather than something which actually increases the popularity, and therefore the effectiveness, of the scheme itself. So we propose that this could be introduced at a later date, once a scheme is already up and running, and once there are more significant volumes of production from within the city.

QUALITY ASSURANCE & INTEGRITY

Small and medium sized food processing businesses increasingly have to consider the production of good quality products as essential to their survival, as consumers and buyers become more aware of the importance of safe, high quality products¹⁵. Food quality assurance programs, must cover all the aspects related to food quality and safety from ingredient sourcing through production, packaging and distribution to sale by the retailer or caterer and therefore provide confidence to the consumers.¹⁶ For small food businesses this is normally achieved through compliance with statutory requirements – the [Food Standards Agency](#) website is a good source of information on this - and there now a [SALSA](#) accreditation¹⁷ for smaller food producers, whilst larger businesses will often use [ISO](#) or [BRC](#), which are too complex and expensive for SME's. It is important that the scheme also works closely with the local Environmental Health Office (EHO) and Trading Standards personnel.

Local food is normally understood to be produced to organic and sustainable methods. However organic certification is not a guaranty of quality or purity of the product, rather it is evidence of the operation's adherence to a prescribed system of agriculture and food production. BFP members think it important to underpin the integrity of a Local Food Brand with one of the following schemes:

- **Organic Certification**¹⁸: Subject to EC regulations, so certification needs to be obtained from one of the UK approved certifiers. This includes; Soil Association, Organic Farmers and Growers and the Biodynamic Association (full list at [UK Organic Approved Control Bodies](#)).
- **Wholesome Food Association (WFA)**¹⁹: This is a low-cost, grassroots alternative to organic certification for people in the UK who are growing or producing food for sale in their local region. Members of the WFA who abide by their [food production standards](#) and sell their produce locally are entitled to use their quality symbol to certify their production methods. If you are producing food according to WFA principles, are prepared to sign a pledge to that effect, if you are selling it locally, and are prepared to uphold the WFA's 'open gate' policy, you will be entitled to the use of their symbol, assuring your customers of the quality of your produce. It costs £27 a year.
- **Bristol Food Producers (BFP)**: BFP have started to develop their own principles which provide more specific social and environmental criteria to complement those within the Bristol Food Charter. This will help to ensure BFP retain ownership, and therefore control of the criteria, their development and their integrity. It also means that producer members have to only pay one annual fee to BFP for using the brand, rather than an additional accreditation fee to another body (**Appendix 1 – Draft principles & criteria**)

¹⁵ <http://www.fao.org/docrep/v5380e/v5380e05.htm>

¹⁶ School of Food Science & Nutrition, Leeds: <http://www.food.leeds.ac.uk/undergraduate/careers/quality-assurance.html>

¹⁷ SALSA has been developed specifically for buyers and smaller food producers who need to demonstrate that they operate to standards that are recognised and accepted across the industry and exceed the minimum standards expected by enforcement authorities.

¹⁸ Organic Certification Bodies UK <https://www.gov.uk/government/publications/organic-certification-list-of-uk-approved-organic-control-bodies>

¹⁹ WFA <http://www.wholesome-food.org.uk/>

SWOT ANALYSIS

<p>Strengths:</p> <p>Bristol Food Producers (BFP) Will help support and develop Local Food Awareness raising Campaigning tool Engage Restaurants & Retailers Brand Recognition Drive more supply and demand A marque for very local micro urban products Support more local food into local economy Income stream for BFP Urban produced and regional differentiation are both points of interest and value, Retailers would be interested in more local supply if available, especially fresh produce and during the hungry gap.</p>	<p>Weaknesses:</p> <p>Practical distribution logistics, Consumer support Lack of Regular Supply Lack of a food production strategy No Budget Needs Recognition Needs Good Marketing Budget Lack of distribution and infrastructure, Would sourcing and provenance claims of a Local Food brand be in competition with other brands? E.g. FFLP Catering Mark / Sustainable Restaurant Association There are two very different producer audiences – community food growers and commercial scale producers.</p>
<p>Opportunities:</p> <p>Help increase no. of operational market gardens and local food processors LAG / Lottery Funding Help develop resilient local food supply Help encourage more people to get back to basics - healthy cooking, seasonal ingredients Restaurants and retailers need to use and promote it Restaurants are making locally grown claims without real integrity – so a trusted brand would help avoid this Caterers need 'easy to buy' local food Food of an assured provenance.</p>	<p>Threats:</p> <p>Need funding / income to develop and promote Lack of Recognition Lack of Uptake Need to identify what is already being produced in the city, with sufficient local quantity to proceed with developing a pilot scheme Only be of value if everyone uses it Confusion with other Branding Schemes Too many other schemes e.g. Sustainable Restaurants Association (SRA) Bristol Good Food Awards Would it actually be valuable for restaurants to have local sourcing credibility and could they pass any extra costs onto customers?</p>

OTHER CONSIDERATIONS

Food Processors

To ensure the brand has the widest consumer reach and market penetration, it should include food processors who are primarily using local ingredients and can also meet the other brand assurance criteria. However this does make it more complex to define what these criteria are and to assess whether a product meets them. However as long as there is very clear criteria which supports local businesses, with clear benefits for the production and marketing of local produce, processors should be included. The other local branding schemes ask for a minimum of 25% local produce.

Communication & Marketing

To ensure the success of a brand there needs to be an effective communications and marketing campaign and budget. Once the basic costs are covered such a campaign can cost as much, or as little, as is available to it e.g. whilst Pepsi spent \$1 million on their logo, other companies even as famous as Google and Coca Cola spent nothing, as they were designed in-house by founders. “As a general rule of thumb, companies should spend around 5 percent of their total revenue on marketing to maintain their current position. Companies looking to grow or gain greater market share should budget a higher percentage—usually around 10 percent.”²⁰

It is important to have a proper budget allocated towards developing and launching a brand, but we also need to take a pragmatic approach – as do most start-up’s and social enterprises – and make the best use of resources available. BFP have a fantastic member and stakeholder network, so will need to maximise the use of those vehicles, along with creative use of social media, a free and effective communications tool. We have developed an initial brand brief to inform the brand development. (**Appendix 5 – Brand Brief**)

Brand Name

The original Bristol Food Network project had the working title of ‘Eat Bristol’. However this wasn’t a popular choice at the Bristol Food Producers consultation meeting in June. ‘Good Food Bristol’ was the other preferred option - as it reflects the Good Food Plan and Charter - however this has now been used to promote the Bristol Good Food Awards which are promoted via retailers and hospitality outlets, so could cause confusion. The consultation indicated that the name should reflect both provenance and quality and be explicit with wording on the label. We could of course use the existing Bristol Food Producers name and logo, as it is clear, recognisable and already ours to use!

²⁰ <http://frog-dog.com/how-much-should-companies-budget-for-marketing/>

Brand Name	Domain Name	Available?
Bristol Food Producers	http://www.bristol-food-producers.com	Yes. Still available!
Bristol Local Food	www.bristollocalfood.com http://www.bristollocalfood.co.uk/	Yes No, a Friends of Earth food directory
Bristol Food	www.bristolfood.co.uk	No
Bristol Local Produce	www.bristollocalproduce.com / co.uk	Yes
Eat Bristol	www.eatbristol.com	Is available to purchase from 3rd party
Bristol Good Food	www.bristolgoodfood.co.uk	No. Bristol Good Food Awards
Genuine Bristol Food	www.genuinebristolfood.com	Yes
Local Food Bristol	www.localfoodbristol.com	Yes

Stakeholder Consultation

A meeting was held with Bristol Food Producer (BFP) members in June 2015 (**Appendix 3**) which supported the development of a local food brand scheme, although there were differing opinions about the distance it should cover e.g. city boundaries, 30 miles or 50 miles radius. There was also a suggestion to develop our own criteria based on WFA and organic standards, as it would provide BFP with the ownership of the criteria and an income stream from the annual membership fee.

As a result further meetings were held (face-to-face and phone) with key stakeholders from local food production, processing and retail. We managed to interview a total of nine, seven of whom were in overall support of the idea, the two others supported it with provisos that it was thoroughly researched and backed by other work to support growers, which BFP is set up to do (**Appendix 4**). There had been a further 15 key stakeholders represented at the June consultation meeting.

Selection of Comments:

“Yes would definitely support this, if it had a good marketing budget behind it so everyone knew what it meant. All brilliant as part of building a strong, food system that meets the needs of our future. The key for me is having the money to make a real impact. It must have real strength as a brand beyond our own circles.” **Phil Haughton, owner, Better Food Company (food retail)**

“Yes definitely support this! We produce own honey (exclusive BS1 product) and would love to use a local food brand on it. Feel strongly there needs to be more of a network between suppliers and a way to link customers with easy access to range of local food. This needs to be backed with education and awareness raising about affordability, environmental, health, social benefits of local food vs quantity not quality of supermarkets plus illusion of price savings often.” **Joe Wheatstone, owner, Source, St Nicks Market (restaurant, deli)**

“Would be a welcome addition to support more local food production and availability. Poco restaurant only use 100% British seasonal produce, mainly from within 50 miles (75-80%). However this can be difficult as a lot of local producers aren’t geared up to supply trade. Used to use Community Farm but they no longer do wholesale.” **Beau Ingleby, head chef, Poco (restaurant)**

PILOT PROJECT MILESTONES & OUTPUTS

- A new unique Bristol local food brand, underpinned by sustainable principles and quality assurance, to market local food products sold within the city;
- An awareness raising tool and campaign to increase awareness of local food to both consumers and buyers;
- An online directory of local food producers, suppliers, buyers to promote networking, collaboration and marketing;
- 50 food producers using the brand on product (year 1 pilot);
- 50 restaurants and retailers using the brand to promote to their customers (year 1 pilot);
- Including 20 retailers, cafes and other outlets who serve deprived communities;
- A training and awareness raising programme, including 5 workshops for key stakeholders in public and private sector; focussing on economic, social and environmental benefits of local, sustainable food with practical support to increase local and seasonal purchasing.

Outcomes

- An effective, resilient local market for local food production;
- A marketing tool and collaborative network to drive and support new and existing food production and marketing;
- Economic, social & environmental benefits for Bristol residents, communities, businesses;
- A unique new Bristol local food brand, underpinned by sustainability principles & quality assurance, supporting delivery of Bristol Good Food Charter, Plan & new Sustainable Food City Action Plan;
- An income stream for Bristol Food Producers, to support a sustainable business model;
- A 3 year strategy, business plan and funding to support future development and delivery.

SUSTAINABILITY

	Internal	External
Economic	The scheme itself will be self-funding once it is up and running, as part of an income generating part of the Bristol Food Producer membership.	The development of the brand will support local food production into local markets, to support local food enterprises and a more resilient local food economy.
Environmental	Bristol Food Producers local brand have own principles and criteria which support local and organic food production, helping to decrease the amount of: external imported inputs used in food production processing, food packaging and waste generated.	Bristol Food Producers aim to create a resilient local food system based on organic principles which will reduce the use of fossil fuels and thus carbon emissions.
Social	Bristol Food Producers provides food producers and growers with a supportive social network, which helps their well-being and resilience.	A resilient local food system helps to provide more local jobs and skills for local people

KEY RECOMMENDATIONS

1. Develop a pilot scheme with a selection of (20-40 members) to trial the process and brand.
2. Form a project working group which includes representatives from Bath & N Somerset Council, Bristol City Council, Bristol City Council and Bristol Policy Council.
3. Bristol Food Producers to achieve incorporation in order to apply for funding.
4. Apply for funding to deliver a pilot scheme, hopefully part of a larger Bristol Food Producers delivery project.
5. An effective marketing and communications campaign is crucial to success and needs to be well run and funded in order to achieve wide recognition and impact to drive both supply and demand, outside of the current local food market.
6. Form a working group* to agree the core principles and standards which the brand will represent – as per draft (**Appendix 1**) - to keep these simple and inclusive, but ensure it covers core sustainability criteria. **At June 2015 consultation the following people expressed an interest: Ped Asgarian (Community Farm), Freya Meredith (Easton Food Assembly), Laura Todd (Edible Futures), Bonnie Hewson (Beacon Farm).*
7. Two tier system – with different colour or wording for city produced to the wider region – to be considered after 6-12 months once the initial pilot scheme is up and running and only if there is sufficient volume available.

CONCLUSION

There is clearly a real opportunity to develop a Bristol Local Food Brand Scheme which could be used as a tool to help drive both the supply and demand of local produce in Bristol. There is strong support from key stakeholders even though - within the BFP membership - there still needs to be further discussion and development of the brand name, design and principles. However the stakeholder consultation strongly supported a distance of 50 miles radius, to ensure it stands the best possible chance of success and doesn't exclude local producers already supplying the city.

The scheme holds the potential to provide a steady income source for Bristol Food Producers which will help to ensure a successful business model. Stakeholders agreed that a local food brand could help provide much needed impetus to help drive and support collaborative local food networking and marketing.

APPENDIX 1

Bristol Local Food Brand: principles and guidelines

An initial draft informed by Wholesome Food Association (WFA), sustainable & organic principles.

Bristol Good Food Charter

Good food is vital to the quality of people's lives in Bristol. As well as being tasty, healthy and affordable, the food we eat should be good for nature, good for workers, good for local businesses and good for animal welfare.

Building on Bristol's rich food history and culture, this Bristol good food charter is designed to celebrate good food and to bring individuals and institutions together to increase the demand and supply of fresh, seasonal, local and organic food throughout the city.

The principles of good food

- **good for people:** everyone should have access to information, training and resources that enable them to grow, buy, cook, and enjoy good food.
- **good for places:** the public and policy-makers should support and value food enterprises who promote local jobs, prosperity and diversity, and treat workers well.
- **good for the planet:** food should be produced, processed, distributed and disposed of in ways that benefit nature.

Bristol Good Food principles

1. Good food is grown and processed using sustainable, non-polluting methods as close as possible to those found in nature.
 - a. growing methods should nourish and enrich the soil
 - b. no artificial inputs in the form of synthetic pesticides, herbicides or fertilisers
 - c. pest control should be benign to the overall ecosystem
 - d. genetic diversity should be maintained, including wild plants and wildlife habitats
 - e. no genetically engineered seeds or plants
 - f. animals should be raised using the highest standards of welfare
 - g. animal feed should be free from pesticides, artificial fertilisers, GMOs and antibiotics
 - h. renewable sources of energy should be used wherever possible
 - i. packaging should be from sustainable sources and recyclable.
2. Good food should be produced, processed, distributed and disposed of in ways that:

- a) Contribute to thriving local economies and sustainable livelihoods - both in the UK and, in the case of imported products, in producer countries;
 - b) Protect the diversity of both plants and animals and the welfare of farmed and wild species,
 - c) Avoid damaging or wasting natural resources or contributing to climate change
 - d) Provide social benefits, such as good quality food, safe and healthy products, and educational opportunities.
3. Good food is an integral part of community life, rather than just a commodity for profit.
 - a. control over food supplies should be in the hands of growers and consumers;
 - b. food crops and growing methods should take account of local growing conditions, local culture and needs;
 - c. everyone involved in food production and processing should be able to attain a quality of life which meets their basic needs;
 - d. production, processing and distribution of food should be sustainable, providing living wage, being socially just and ecologically responsible.
 4. Food should be produced using sustainable growing methods and localised production.
 5. All Bristol Food Producer members and brand holders are expected to apply these principles in the growing, preparation and processing of all food sold under the BFP brand.

To also develop? Specific Product Category Standards

- *Meat*
- *Dairy*
- *Fish*

Processed Product Additional Standards

- *Baked*
- *Cheese*
- *Preserves*

Recommendation: For a working group to further develop these principles and guidelines. At June 2015 consultation the following group expressed an interest in developing this: Ped Asgarian (Community Farm), Freya Meredith (Easton Food Assembly), Laura Todd (Edible Futures), Bonnie Hewson (Beacon Farms).

APPENDIX 2

Case Study: Local to Ludlow



What is Local to Ludlow?

- The 'Local to Ludlow' campaign promotes the sale and consumption of food and drink produced within 30 miles of Ludlow.
- The 'Local to Ludlow' definition of 'local' is food or drink that is grown, reared, caught, brewed, smoked or processed within 30 miles of Ludlow.
- 'Local to Ludlow' is also trademarked logo/brand

What does Local to Ludlow offer?

- *Website:* www.localtoludlow.org lists producers, shops and B&B providers who sell or use local food and drink.
- *Eating Out:* Local to Ludlow offers listings and use of the trademarked logo to qualifying restaurants and other establishments that offer lunchtime and/or evening meals. If accepted, businesses are also specially identified in a Chamber of Commerce guide.
- *Ludlow Local Produce Market:* A large, twice-monthly farmers' market selling a wide range of everyday and specialist food and drink produced within 30 miles of Ludlow. Producers have to satisfy the criteria set out in the market rules and are encouraged to use the Local to Ludlow logo.
- *Growing and cooking:* Local to Ludlow runs 2 projects working with schools and local communities
- *Farm open days:* On three days in July local artisan producers of food and drink in the beautiful countryside in and around Ludlow open their doors to the public as part of the new Local to Ludlow Open Days. This event includes cycle tours, guided tours and mini-bus tours.

Application for eating out venues

1. List what local produce you regularly use, with its provenance i.e. where it is actually grown, reared or otherwise produced, not where you buy it.
2. Please give us examples of typical dishes from your menu that contain local produce as a main ingredient. We would expect examples of starters, main courses, puddings and drinks.
3. Tell us how you promote and highlight your use of local produce e.g. by stating provenance on the menu, staff knowledge, putting on special events etc.

Funding

Producers pay £22 to attend each market and use logo. Restaurants and B&B's pay £20 per year to use the logo, this is done through an automatic annual renewal process. The scheme is run on trust and through local knowledge and networks. The scheme is self-sustaining with all administration and marketing done through the paid coordinator (approx. 1 day paid per month) generated from the Local to Ludlow scheme fees.

APPENDIX 3

BFP membership consultation meeting

Attendees

- Traci Lewis – Sustain-Live Consulting
- Bonnie Hewson – Bristol Food Producers
- Andy Clegg – IncrEdibles - Growing Organic nursery plants
- Pete Godden – Researching food systems
- Humphrey Lloyd – Edible Futures
- Laura Todd – Edible Futures, marketing laurajanetodd@hotmail.com
- Dermot O’Regan – Grow Bristol
- Jane Stevenson – Bristol Food Network
- Kristin Sponsler – Sims Hill Shared Harvest (and BFN)
- Jake Sumarin (sp?) – Matthew Tree production kitchens
- Mark Goodway – Matthew Tree Projects, launching good food market 15th August
- Freya Meredith – merefreya@gmail.com Food Assembly (Easton) and representing Sophie (Glos Rd)
- Ped Agarian – The Community Farm

Apologies:

Laura Knappman (Food Connections), Sally

Looking at 4 recommendations in the report

General issues: This is a marque to be added to produce from existing producers under their own brands (not a new shared product brand). Local marque or a marque for principles? A marque for very local micro urban products, or to support more local food into the local economy (would it work with just 10 mile growers?) Eat West for a wider food shed? (All food sold from 50 miles into shops (not supermarkets) is only 1% of food) Who decides what is affordable and what is fairly priced?

Ped: Favours tier but could be complex to portray. Favours WFA. Up for processors – but how to check how much of their produce is local? Maybe should be prestigious and selective – you have to work for it.

Freya: Favours 2 tier and WFA. Needs 50 miles to have enough but wants to encourage local. Doesn’t need everything to be organic. Would Easton bakers be in? Could put a NUMBER of miles on the label – clearer than colour schemes

Mark: Got to keep it simple with a clear strong message. Need volume too – mistake not to go to 50 miles. Definitely include processors. Clear strong principles behind it. If you are going to do it you have to make it big – bill boards etc

Jakes: Channel profits from 50 miles into 10 miles radius producers with aim to develop.

Kristin: Is to encourage people to buy food that is quite local. Would be nice to promote and encourage more local producers. Didn’t know about WFA

Jane: Would you need WFA or Organic is the BFP is a strong trusted brand? Could we just steal WFA principles and adapt them. Drive demand from other side too – get business and restaurants to use it to drive demand

Laura: Want a clear visible emphasis on most local producers. Think fairly priced should play a part in it. Agree with WFA principles approach. Processors should be included – but they might fall into less visible brand.

Humphrey – Anxious about the 2 tier as people WILL confuse it. Should include a minimum and fair wage. WFA does include some of these principles but isn't specific about minimum wage. Every member has to check up on another farm or café.

Dermot – Two tier could work, or split the difference and do 30 miles.

Pete – Must be simple from a retailers point of view. 50 miles is too big to fill a name like Eat Bristol – more like 25 miles. Should include processors but needs more investigation to prove that particular products are kosher.

Andy – needs to be a useful tool in raising consciousness of more people about how things are interconnected and tied together, needs to be a force for good. No views on size of region (not important at this stage) but concentrate on demand for local produce and distribution outlets.

Bonnie – Including processors might be problematic (esp. if some of the ingredients in a product is very local and most if from a bit further (50 miles or more)). Needs simple brand – focus on Local but back it with a purpose that is underlined by the Good Food Charter interpreted in something like WFA principles.

Suggestions:

Talk to Bryony Morgan from Made in Bristol.

Ask the general public what 'Eat Bristol' means to them and other brand names. Or Bristol Producer, with and without another word – like 'Genuine'.

Short interview and desk study with 10 processors and producers to see how the brand would work for them, and how what they do fits in with this. Find out what Brands might work for them.

Bristol Produce could work – or Bristol Food (though this has fewer connotations of produced and made, could also be any food in a Bristol restaurant).

Developing principles behind the marque

Laura, Freya, and Ped (tentatively) all up for helping to develop the principles that sit behind the brand.

Next Steps

Budget and workplan for developing the scheme

Outline steps needed to define principles and brand – including consultation with broad selection of producers near and far, restaurants and shops, consumers

Potential funders

Brand Design

Will need to work out distance question, tiers, principles, processor/producer, whether it is putting local or good food at the front end for consumers, and what it will be called (!) before a brief is drawn up

Things to cost into budget

- Directories
- Markets
- Brand
- Website
- Bill boards

Diagram 1 – map showing 10 mile radius of Bristol using postcode BS1 1AA as central point



Diagram 2 – map showing 15 miles radius from Bristol using postcode BS1 1AA as central point

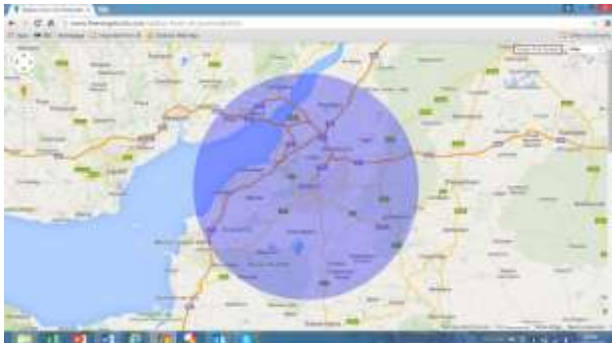
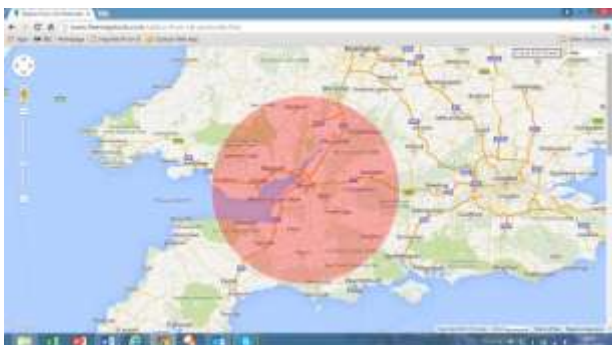


Diagram 3 – map showing 50 miles radius from Bristol using postcode BS1 1AA as central point



APPENDIX 4

Stakeholder Consultations

(in addition to 11 June meeting)

Who	Is Local Brand a good idea	Other comments: Distance, Principles, Name
<p>Will Campbell- Clause Stream Farm (phone meeting)</p>	<p>Will it take up lots of our time and detract from farming? Would benefits outweigh the inputs? As we are overstretched already and have the OF&G organic certification, although not sure if many of our buyers promote this to their customers. However if there were clear benefits to a Bristol local food brand then we would use it on our products.</p>	<p>We deliver to Bristol restaurants and retailers. Based 35-40 miles from Bristol nr. Bridgewater. We also have a close direct relationship with our customers so this helps our marketing and transparency.</p>
<p>Ped Asgarian, Community Farm (call 077926 08562 LM 18th / 19th Aug)</p>	<p><i>Attended 11 June meeting and supported the idea – wasn't available for follow-up interview</i></p>	
<p>Phil Haughton, Better Food Company (meeting Tuesday 18th August)</p>	<p>Yes would definitely support this, if it had good marketing / budget behind it so everyone knew what it meant. I think a brand that is; Fair to soil; Fair to people; Human scale; Localised; Nutritious; Low carbon impact. All brilliant as part of building a strong, food system that meets the needs of our future. The key for me is having the money to make a real impact. It must have real strength as a brand beyond our own circles. Let's say there are 10% of people buying with some of the above in mind, well we need it be 75%. The question is how do we get there? The answer is by major investment in game changing the way food works in Bristol. This needs a massive training program to run through the council, universities, schools, public health, hospitals and all those involved in delivery or care</p>	<p>If we don't have money to make a brand really strong city wide, like £1m then I think money is better spent on educating the educators and service providers. There is nothing I would love more than to get 300 of the council's staff together from all departments and get them to begin to think about how effective we could be as a city, if they were a bit more joined up and a more switched on to what their purpose and mission was. Although starting with a pilot project 50K would be a good way to develop processes and support. As long as it had a 5year vision to what it was trying to achieve e.g. 30-50% market penetration, with all key players and distributors involved. Brand could be a good lever, part of the building blocks to take people along the way. Whilst we are currently making good progress in Bristol we are still only touching the edges.</p>

	and education.	
Source (0117 927 2998 Joe Wheatscroft)	Yes definitely support this! We produce own honey (exclusive BS1 product) and would love to use a local food brand on it. Also make own pasties, soups, ready meals. Feels strongly there needs to be more of a network between suppliers and a way to link customers with easy access to range of local food. This needs to be backed with education and awareness raising about affordability, environmental, health, social benefits of local food vs quantity not quality of supermarkets plus illusion of price savings often. A Brand could help to tap into new markets and be a good unifying voice for local food producers, suppliers and retailers.	50 miles is a good / realistic distance. Think developing own BFP principles like Slow Food would be great idea, with small membership fee. So organic principles but without necessarily certifying. Likes the Bristol Food Producers logo and recommends keeping that. Thinks most local producers feeding into Bristol market anyway so wouldn't mind wording 'Bristol Food Producers'. Perhaps a two tier system (urban / local) could follow in 6-12 months but get a simpler one up and running first!
Poco, Stokes Croft T 01179 232233 beauingleby@gmail.com	A brand would definitely be worthwhile and something they would be interested in using. Would be a welcome addition to support more local food production and availability. Poco restaurant only use 100% British seasonal produce, mainly from within 50 miles (75-80%). However this can be difficult as a lot of local producers aren't geared up to supply trade. Used to use Community Farm but they no longer do wholesale. Use Reg the Veg and Edible Futures for fresh produce, 4 seasons organic too (but much of theirs is imported, Poco only have imported citrus fruit!)	Only a small % of their customers come just because of their local / organic produce. So an awareness raising campaign would be really useful to increase this. Also a network / directory to increase accessibility of local produce to trade. It would help give a platform / voice to local suppliers and buyers. They are happy to deal with lots of small producers and suppliers direct. Humphrey from Edible Futures just dropped in to sell to them, he now sends out a text the night before deliveries on Tues an Fri with produce available – text back and then he picks to order the next morning.
James Baker, Harbourside Market theharboursidemarket@gmail.com	Sounds fantastic. Work with Bristol Pound already. It's a strong idea. Be beneficial to our traders rather than market itself. A clear benefit for identifying provenance. It would be a good guideline tool for producers wanting to start food businesses and street vendors – who often don't know what local produce is really about. So could be very useful information and marketing tool for new producers and start-	Difficult to get food traders (street food, produce, vintage) currently have 45 – 60), hard to get producers to try a new market in Bristol city centre. Need to develop culture of caterers attending to buy fresh, seasonal produce in morning. St Nicks is on a Wednesday and many not happy with trade, but want to stick with it. They want food producers to be a quarter of traders e.g. fresh fruit and veg, different varieties - want 20 every

	<p>ups. Criteria? Ethos for the market on website – fresh, local, seasonal Invite umbrella approach Somerset Farmers market there once a month open to ideas for Bristol Food Producers, eg. a big launch for brand.</p>	<p>Saturday and Sunday - meat, fish, cheese (5-10 currently) have 20 street food stalls, as best Added value to producers, helping to drive local food producers.</p>
<p>Chris Loughlin, Leigh Court Organic Farm + questionnaire (left phone messages 14/19th 01275 375 756)</p>	<p>Feel that the main issues are lack of land for food production and secure tenure, as well as the challenges of the long hours and making a living from it. So not sure a brand would help achieve increased local food production. <i>(more detailed feedback on the distribution questionnaire)</i></p>	<p>If a brand existed we would be part of it.</p>
<p>Mark Edwards, Castle Farm Organics (T 01225 840244 administrator@castlefarmorganics.co.uk)</p>	<p>Would support the idea of it, but they aren't currently large enough to use it. They very small scale and use small retail outlets, recently set up own small farm shop for passing trade. Supply Bristol through Fresh-Range, still very small, do a weekly or fortnightly drop to their Glastonbury warehouse. Sell salad leaves, edible flowers, onions, shallots, cider vinegar, and cider (scaling this up).</p>	<p>Would like to be on BFP mailing list as would be interested to join and use brand if it stacked up cost wise and if/when they scaled up production to increase supply to Bristol markets (next year or two). They organic, artisan producers and so want to retain this production method and their core values rather than scale up and have to mechanise their production.</p>
<p>Lorna Knappman, Food Connections (M 0781 5308488)</p>	<p>Supportive of the idea, think it's great, happy to support it and help. Also she is exploring a 'food hub' at the fruit market and so could be potential links here.</p>	<p>Let's explore how it can connect and link with Love Food / Food Connections (1st part May) – FC part of leaving a long-term legacy for the city. <i>Could launch a pilot scheme at it?</i></p>
<p>Roger Whyte, Somerset Local Food Direct M 07967371422</p>	<p>Need to be cautious about introducing new scheme as could confuse consumers e.g. Red Tractor, other local food brands.</p>	<p>Not against it but advise careful consideration. Although it could well work in Bristol as has a unique local food scheme and strong customer support.</p>
<p>4 Seasons Organic Wholesale</p>	<p>ianfourseasons@gmail.com (sent email 24/8)</p>	
<p>Essential Trading 0117 958 3550 emily@essential-trading.coop</p>	<p><i>Emily is on holiday but will be discussing with marketing team on her return. I have sent them a copy of the consultation draft for this purpose.</i></p>	

Other Consultation Meeting Notes:

Key Concerns: Producers have no spare time to develop & implement, so would need to be easy for them; Needs to have sufficient marketing budget to make it a success (outside of the already 'converted'); Needs to have a significant marketing budget to make it viable.

Key Learning: If under 30 miles it will exclude Stream Farm and other local producers who already supply city markets; Local Food Retailers want to differentiate themselves and connect with each other local food suppliers and retailers; Could be a really effective marketing and campaigning tool

Issues Raised: Is this just for Bristol Food Producer members or it is trying to change the food system? Perhaps we could start off with a pilot to test the processes, get stakeholders on board and help raise sponsorship for a big budget project?

Meeting Phil Haughton (18 August)

This is a really good time for local food systems, there is a lot of movement out there in the market place. The BFC has seen 15% growth at St Werburgh's store and 25-30% at Whiteladies Rd (from a lower base). Customers are interested in local and organic food and shopping at independent retailers. (They will be doing next customer survey in October and are happy to share – ask Kate for data).

BFC are working on reducing food miles and carbon through more efficient and localised distribution, how to link companies together. Collaborating with Essential Trading to move to local suppliers. The Community Farm is also acting as a distribution hub for half a dozen producers. A brand takes time to develop but would be worthwhile if had sufficient resources. Bristol Pound is a great brand but currently not benefitting as it is a cost to the business e.g. £800 p/week currently needs to be £3,000 to start making business sense. So it needs a big investment to increase its use past the current 'converted' audience. A brand could be used to help drive this.

Harbourside Market (additional notes)

No.1 Harbourside set it up to help regenerate the area. The Canteen and No.1 Harbourside set up Ltd Company. Difficult to get food traders (street food, produce, vintage) currently have 45 – 60, hard to get producers to try a new market in Bristol city centre. Need to develop culture of caterers attending. Want food producers to be at least a quarter of market e.g. fresh fruit and veg, meat, fish, cheese (5-10 producers currently).

APPENDIX 5

Branding Brief for Designer

Client:	Bristol Food Producers
Contact Name:	<i>Traci Lewis</i>
Contact Phone no. / Email / Website:	<i>M 07870 268 654</i> <i>traci@sustainlive.org</i>

REQUIREMENTS

What are we being asked to produce?

- A Local Food Brand.
- A design and logo to be used on food product packaging and marketing materials

MESSAGING

What are the key messages to be communicated?

What is the one central benefit that will motivate the audience?

- A brand identity for food producers in Bristol and region to increase awareness and sales of local food in the city.
- A quality mark to identify local food
- Supporting, increased local food production to support Economy and Environment.

SUPPORTING THE MESSAGE

Why is the product/service as good as we say it is?

What key facts support the messaging and can persuade the audience to believe this?

Why should the audience believe this?

- Local quality fresh food you can trust
- Local Food Producers signed up to the Bristol Food Producers local food brand which adhere to Bristol Good Food and sustainability production principles.

BACKGROUND

Why are we doing this?

What issues are we aiming to address?

What is the opportunity or is there a problem we are trying to resolve?

What do we want people to feel or believe?

Bristol Food Producers are an innovation network of producers aiming to scale up local food production in and around the city (growing, processing and distribution) by connecting-up existing projects to collaborate. Bristol has a Good Food Charter and Plan – supported by Bristol City Council -

with eight core objectives, in order to grow Bristol's local food system, which a new local food brand would support e.g. to increase markets for local food producers, to safeguard diversity of food retail and increase urban food production and distribution.

The Bristol Good Plan details how there has been a steady erosion of our food culture over past decades, which has left our society in a vulnerable position, the impact on our health is now at epidemic levels. It details how the food system 'is also one of the greatest single contributors to long term public health outcomes in terms of obesity, diabetes and other diet-related disease; to carbon emissions, biodiversity and waste; and to skills development, community cohesion and resilience.'

Our research shows that this is a real opportunity to develop a local food brand as a tool to help drive supply and demand of local produce in Bristol. In addition the scheme holds the potential to provide a useful income stream for Bristol Food Producers to help ensure a successful business model. There is wide stakeholder support that the scheme could provide much needed impetus to help drive and support a local food network and collaborative marketing.

OBJECTIVES

What tangible outcome would you like to achieve?

Do you want people to buy/request further information/authorise contact?

Are there targets you need to meet internally?

- Increase visibility and sales of local food in Bristol.
- For catering, retail buyers and consumers to increase their purchase of local food.
- To support an awareness raising campaign in the city.
- We want people to start to recognise the brand, to ask questions about what it stands for and ask for it in local stores.
- To have a minimum of 30 food producers / 100 products and 20 catering / retail outlets around the city using the brand at launch.

TARGET AUDIENCE

Who are we talking to? What do we know about them? Do we know what they respond to?

If it helps to build a personal profile tell us what they drive/eat/drink or where they shop?

- Chefs – independent cafes and restaurants in Bristol
- Independent Retailers – of existing independent food outlets, but also to get 'corner store' and franchise owners to get on board with promoting the brand through in-store marketing materials
- Young urban population – 18 -30 – environmentally & socially aware,
- Mothers, Fathers, Families, Children – eat organic food, shop locally, probably also shop in supermarkets (Lidl/Aldi, Sainsbury's, Coop),
- Use internet / smart phones; support Bristol Pound; support local businesses where possible; environmentally aware and want to get more involved in support green initiatives if accessible and affordable.

tone of voice

How do we want to talk to them?

Do we want to instruct? inform? inspire?

Are we friendly? authoritative? straightforward? confident?

- Authentic, Trusting, Honest;
- Informative, Inspiring;
- Authoritative, Friendly voice.

brand attributes

Are there any existing brand attributes that need to be reflected?

List relevant brand values and why they are pertinent to this piece of communication.

- Freshness, Quality.
- Trust, Integrity.
- Sustainable: Green / Environmentally Friendly, Fair, Just, Ethical, Support Local Economy.
- Clear, Simple, Grassroots.
- Fresh, Clean, Green.

competition

Who are viewed as key competitors?

Who are they and how do you stack up against them?

How is your product/service/brand better or different than the competition?

There are other labels on food and sustainability logos e.g. Red Tractor, Organic, Sustainable Restaurant Association. We need to be aware of these in order not to duplicate. However they aren't competition. We are creating a unique Bristol local food brand to help differentiate and provide a USP for locally produced food to drive awareness and sales within the city.

creative considerations

What perimeters are we working within?

Is there a pre-determined format? If so please give details.

Is there any existing literature or current campaigns that the creative needs complement or reflect?

Are there any creative solutions that should be avoided? Why?

- Food sold within city region, produced within 50 mile radius;
- Bristol Food Producers logo and branding could be used, definitely needs to complement this.
- Need to be aware of other food logos which could be confused e.g. Bristol Food Network, Food Connections, Good Food Awards, Good Food Plan / Charter, Eat Drink Bristol Fashion.

MANDATORY INCLUSIONS

What do we have to include?

Are there logos, charts, figures etc. that must be included?

Are there any existing corporate or style guidelines that need to be followed?

Use existing Bristol Food Producers branding as guide, no other guidelines yet exist.

BUDGET CONSTRAINTS

Is there an allocated budget for this project?

Does this include print? If so please specify quantities. Is there budget for copywriting or imagery?

If copywriting and imagery is not included will this be supplied by the client?

Tbc (*draft marketing budget of £10K in business plan*)

Contact: T Lewis, traci@sustainlive.org October 2015