

Spade to Spoon: Digging Deeper

A food strategy and action plan for Brighton & Hove



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Partners

Partner organisations in the food strategy include:

- Albion in the Community
- Allotment Federation
- Brighton & Hove City Council (BHCC)
- Brighton & Hove Food and Drink Festival
- Brighton & Hove Strategic Partnership (BHSP)
- Children's Centres
- City Sustainability Partnership (CSP)
- Community and Voluntary Sector Forum (CVSF)
- community food groups
- Fareshare
- Food Matters
- Harvest Partners
- local farmers and food producers
- NHS Brighton & Hove
- Public Health Team
- Restaurant Association
- schools and colleges
- South Downs National Park

- Stanmer Organics
- Sussex Partnership Trust
- University of Brighton
- University of Sussex
- VisitBrighton

The work on the food strategy is co-ordinated by the Brighton & Hove Food Partnership (BHFP). The role of the BHFP is to drive delivery of the strategy, to support innovation, encourage partnerships, report annual progress and deliver some of the actions.

The strategy has been produced at a time of financial uncertainty for all of the partners involved. The public, commercial and community sectors all report that resources for work will be tight for the foreseeable future.

Within this environment, Spade to Spoon: Digging Deeper aims to provide true value when measured against a range of economic, social, environmental and health criteria.

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Introduction

Spade to Spoon: Digging Deeper is Brighton & Hove's second food strategy. It sets out a long-term vision for the city's food system: a system that is healthy, sustainable and fair.

It includes a set of aims and objectives and a five-year action plan for the strategy's partners. It is a framework to help us realise our vision, and to show how a focus on food can help achieve many of the city's social, health, economic and environmental priorities.

This document builds on the 2006 food strategy – one of the first citywide food strategies to be published in the UK. We have reviewed our progress (90% of the actions were achieved) and consulted with a wide range of organisations and individuals to identify new priorities.

As the consultation process showed, there is no shortage of ideas, and Brighton & Hove has already demonstrated that it

is an ideal location to support innovation around food work.

There is a role for everyone in achieving our vision with work being brought together through the city's Food Partnership. We need the city council and health authorities, food producers, retailers and caterers, community groups, schools and colleges, universities and, not least, the residents of Brighton & Hove to all play a part.

The spirit of the strategy is to harness our collective power, to find effective solutions to the challenges that face us, and to be inspired to take action and change our city for the better.

Having a food strategy has already made things happen, but we cannot afford to stop. Now is the time to dig deeper and be bold if we are to create a food system for the future: one that is far more sustainable – economically, environmentally and socially.

Vision

A healthy, sustainable and fair food system for Brighton & Hove

Our vision is a city where everyone has the opportunity to eat fresh, healthy food from sustainable sources.

It is a city where residents know where their food comes from, understand and celebrate the delicious diversity of food that changes with the seasons, and feel a connection to the people and the surrounding land and sea that provide it.

It is a place where everyone feels confident in cooking nutritious meals, where people are healthier, and where, from a young age we learn to grow food and to cook using fresh ingredients.

This is a city that respects and enjoys food. It has a rich variety of local produce and is destination renowned for its high-quality, sustainable food and vibrant food culture. It is a place where a range of local food businesses achieve high standards of sustainability, generate employment and contribute to economic prosperity.

Local food producers, from farmers and fishermen to bakers and cheese makers work in ways that respect natural resources, and in return get a fair price for their produce. Infrastructure supports local food processing shortening supply chains, investment in local food businesses such as abattoirs, brewing and preserving adds value to produce which is then kept in the local economy.

Everyone lives within walking distance of a source of fresh, affordable food that has been farmed, caught or harvested in a sustainable way. We have reduced our reliance on foods produced and transported using expensive fossil fuels.

Communities have access to land and buildings to support food production through joint-buying or other community investment initiatives.

In this city, we understand that resources are limited and that food should be valued. We eat less and waste less. Our diets are better for us and better for the planet, and we reduce, reuse and recycle the waste we produce. Our public institutions lead by example, serving a choice of healthy foods from sustainable sources and minimising the food they waste too.

In establishing this sustainable food system for our city we have capitalised on what we already have: the rich natural resources of the sea and surrounding farmland, our vibrant cafes and restaurants, a young population keen to work, a thriving tourist industry, strong neighbourhoods and communities, and a growing network of community food projects.



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Overview

The challenge

Food is essential to our everyday lives, but the way the majority of our food is currently produced, processed, transported, sold, consumed and wasted is damaging our health, the environment and our communities. It needs to change.

Our vision

A healthy, sustainable and fair food system for Brighton & Hove.

Making our vision a reality will:

- reduce the number of people with diet-related ill health
- reduce the number of people living in food poverty
- strengthen communities by engaging people in communal activities around food
- make the city economically resilient and develop skills in a vibrant and sustainable food economy
- reduce the amount of waste we produce and make waste a resource
- reduce greenhouse gas emissions
- respect biodiversity and the limits of our natural resources
- ensure that food is at the heart of planning and policy work.

Aims

Spade to Spoon: Digging Deeper has nine aims. These aims are long term: they are what we need to focus on over the next 20 years if we want to achieve our vision for Brighton & Hove.

The steps needed to reach these aims are detailed in the action plan, along with the organisations who have committed to each action. The Brighton & Hove Food Partnership will report annually against the action plan.

Aim 1 People in Brighton & Hove eat a healthier and more sustainable diet

Aim 2 All residents have better access to nutritious, affordable, sustainable food

Aim 3 The city has a vibrant, sustainable food economy of thriving local businesses, local products and employment opportunities

Aim 4 Public organisations have healthy, ethical and environmentally responsible food procurement policies and practices

Aim 5 More food consumed in the city is grown, produced and processed locally using methods that protect biodiversity and respect environmental limits

Aim 6 Waste generated by the food system is reduced, redistributed, reused and recycled

Aim 7 Local and sustainable food is promoted and celebrated by residents and visitors

Aim 8 High-quality information, support and training on sustainable food and nutrition issues is readily available, and there are networking opportunities to encourage links between sectors

Aim 9 Local policy and planning decisions take into account food issues, and the city is engaged with national campaigns

Making it happen

Our vision is to create a city that has invested in projects, developed policies and engaged people to make a healthy, sustainable food system a reality. Brighton & Hove has the enthusiasm, skills and above all the desire, to be this city.

Spade to Spoon: Digging Deeper is our plan to harness this potential and make it happen. Our action plan sets out the work we plan to do against our aims from 2012 to 2017.

Our food strategy is ambitious, in order to succeed we will need to:

- deliver on the actions we signed up to during the consultation and be willing to take on new areas of work and new ways of working
- co-ordinate work so that resources are focused where they are most effective and ensure equal access
- develop stronger cross-sector partnerships both within the city and beyond into East and West Sussex and Kent
- use an evidence-based approach that rigorously evaluates the work we do
- communicate clearly
- attract investment for new ways of working
- ensure that food work is prioritised in strategy at a city level
- act locally, while also lobbying at a national and international level for other improvements
- celebrate and enjoy the role food plays in the identity of our city.



Why have a food strategy?

Like air, water and shelter, food is vital for our existence. It sustains us, is part of our culture and provides livelihoods for many. It is often central to life's positive and enjoyable experiences.

Yet the complex web that is the modern food system often leaves us disconnected from how and where our food is produced and the impacts it has on our health, the environment, our economy and the lives of those working in the food production chain.

The current food system is unsustainable in the long term, and many of the challenges we face as a city – poverty, health inequalities, economic development, climate change and waste – have a food dimension.

Brighton & Hove's current food system

- 35% of what households throw away is food waste, most of which could have been eaten, costing an average household £420 a year (£680 for families)¹.
- 26% of the city's ecological footprint² (the amount of land and resources we use) relates to food³ (also known as the city's 'foodprint').
- We have about half the number of recommended allotment plots. The total number of plots at the beginning of 2011 was 2,795, which is 10.9 per 1,000 people. There are 1,612⁴ residents on the waiting list.
- To produce enough food to feed the population of Brighton & Hove we need approximately 70,000 hectares of productive agricultural land. Each year the food produced on that land requires approximately 750,000 barrels of oil and almost 625 million tonnes of fresh water. In all, this generates an estimated half-a-million tonnes of greenhouse gases.⁵
- The infrastructure supporting the local food supply chain is not as advanced as in some regions which have developed local distribution centres, established co-operative wholesalers and invested in local processing (e.g. mills or abattoirs).
- Over recent years, the number of Brighton & Hove residents employed in agriculture has fallen by 40% (the average UK drop is closer to 20%).⁶
- In the city, 43,600 adults are obese and about 6,400 are morbidly obese. This is estimated to have cost the NHS in Brighton & Hove £78.1 million in 2010⁷.
- Poor diet is associated with many of the causes of premature death and life-limiting illnesses such as diabetes, heart disease, strokes and cancers. It is a factor in the difference in life expectancy of up to 10 years between the most and the least affluent areas of the city.
- 30% of children in Year 6 (10- to 11-year-olds) are obese or overweight⁸.

What's already been achieved

But it's not all bad news: Brighton & Hove is leading the way nationally and internationally in our approach of having a strategic framework for sustainable food work that unites different sectors via our Food Partnership.

- The importance of our food system is recognised at a strategic level and we have developed robust partnerships that are delivering high-quality services for residents. A number of key citywide policy documents now consider the role of food.
- Community-based cookery and nutrition programmes are addressing health inequalities associated with poor diets.
- We have a 'one stop shop' healthy weight referral service.
- All of the city's schools have achieved Healthy School status and have food policies that consider and engage the whole school community.
- We were the first place in the UK to introduce guidance for planners on including space for growing food in new building developments.
- Our childhood obesity strategy is halting the year-on-year increase in the prevalence of obesity in children.
- We have introduced a Healthy Choice Award for restaurants, nurseries and care homes.
- An ambitious urban food-growing programme (Harvest Brighton & Hove) is getting people growing food, sharing skills and finding more space for growing food.
- We have started composting on a community level and are running a 'love food: hate waste' community education programme.
- We have the highest number of restaurants per person in the county and hold popular food events such as the Big Sussex Market.
- We are in the unique position of owning 4,400 hectares of farmland (most of it in the South Downs National Park).
- Our school meals service, Sussex Partnership NHS trust and universities have sustainability standards in their food-purchasing policies.
- We are a Fairtrade city, publically committed to supporting and promoting Fairtrade products and practices.
- A vibrant network of more than 100 food projects across the city are providing education, opportunities to participate in community activity, and access to healthy, sustainable food.

Integrating our efforts

Establishing a sustainable food system for a city within a global economy may seem a daunting task: huge changes need to take place both nationally and globally to support sustainable food systems. But there is action that we can take here in Brighton & Hove.

Spade to Spoon: Digging Deeper provides a strategic context for the wide range of food-related activities across the city. It takes an integrated, cross-sector approach to food, linking initiatives within public health, environmental sustainability, community development, procurement, education, agriculture, cultural and economic development, waste management, urban planning and tourism. It identifies where the city is doing well and where the challenges lie.

This strategy has been developed knowing that by working in partnership, we can take the transformation of a city's food system to the next level, and that in doing this we should seek to share what we learn nationally and internationally.

A strategy to support the city and its people

Achieving the aims of our food strategy will help to improve our city in a number of ways, including contributing towards a number of the high-level, citywide social, economic and environmental priority outcomes that the Brighton & Hove Strategic Partnership have committed to in the city's Sustainable Community Strategy.

The food strategy supports a number of the Council's priorities as set out in the Corporate Plan 2011-14, the Waste Strategy Review document 2011-14 and the Climate Change Action Plan 2012.

The city and council are committed to a One Planet approach – working towards a more sustainable city which lives like there's one planet, not three and a half. One Planet Living has ten principles of sustainability, including Local and Sustainable Food.⁹

Achieving the food strategy will help reduce health inequalities and contribute to action to reduce the life-expectancy difference between rich and poor areas of the city; help to halt the year on year increase in childhood obesity (measured by the National Childhood Obesity Programme) as prioritised in the city's childhood obesity strategy and support work outlined in the Child Poverty Strategy.

The food strategy should be used as a key document in the setting of priorities for the Obesity Programme Board, in the work of the Health and Wellbeing Board and Clinical Commissioning Group and in the development of the City Plan.

References

- 1 Brighton & Hove City Council Domestic Waste Strategy (2009)
- 2 The City Sustainability Partnership has chosen the ecological footprint as the headline sustainability indicator for Brighton & Hove. The key overarching goal is to ensure that Brighton & Hove can exist within its ecological means. That is, there is a balance between what the environment can provide and what people consume.
- 3 Best Food Forward, A One Planet Framework for Brighton & Hove, Adopted by the City Sustainability Partnership 2011
- 4 Brighton & Hove State of the City Report (June 2011)
- 5 Resource requirements and greenhouse gas emissions are based on a population of 250,000 for Brighton and Hove, assuming average UK food consumption patterns, and are estimated from results of LandShare's 'How to Feed a City' work, developed in conjunction with Food Matters and Best Foot Forward (2011)
- 6 Brighton & Hove Community Supported Agriculture (CSA) feasibility study, Food Matters (2011)
- 7 NHS Brighton & Hove Public Health Directorate (2011)
- 8 National Childhood Measurement Programme (2010)
- 9 www.oneplanetliving.org/index.html

City-wide priorities

Outcomes of a successful food strategy	The citywide priorities that the food strategy outcomes will help achieve
reduce the number of people with diet-related ill health by encouraging healthy, more sustainable diets	reduce health inequalities and address long-standing public health issues
reduce the number of people living in food poverty	reduce inequalities and end child poverty
strengthen communities by engaging people in communal activities around food	increase participation in community activity
make the city economically resilient and develop skills in a vibrant and sustainable food economy	sustainable economic growth
reduce the amount of food related waste we produce and make waste a resource	be a low-waste city
reduce greenhouse gas emissions related to the food system	reduce greenhouse gas emissions
biodiversity and the limits of our natural resources are respected throughout the food system	reduce the city's ecological footprint / live within environmental limits

Structure grid

VISION

A healthy, sustainable and fair food system for Brighton & Hove

Delivery of OUTCOMES contributes to realisation of the VISION

Outcomes

Reduce the number of people with diet related ill health	Reduce the number of people living in food poverty	Strengthen communities by engaging people in communal activities around food	Make the city economically resilient and develop skills in a vibrant and sustainable food economy	Reduce the amount of food-related waste and make waste a resource	Reduce greenhouse gas emissions related to the food system	Respect biodiversity and the limits of our natural resources	Ensure that food is at the heart of planning and policy work
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Achieving the AIMS contributes to delivery of the OUTCOMES

Aims

AIM 1

People in Brighton & Hove eat a healthier and more sustainable diet

AIM 2

All residents have better access to nutritious, affordable, sustainable food

AIM 3

The city has a vibrant, sustainable food economy of thriving local businesses, local products and employment opportunities

AIM 4

Public organisations have healthy, ethical and environmentally responsible food procurement policies and practices

AIM 5

More food consumed in the city is grown, produced and processed locally using methods that protect biodiversity and respect environmental limits

AIM 6

Waste generated by the food system is reduced, redistributed, reused and recycled

AIM 7

Local and sustainable food is promoted and celebrated by residents and visitors

AIM 8

High-quality information, support and training on sustainable food and nutrition issues is readily available, and there are networking opportunities to encourage links between sectors

AIM 9

Local policy and planning decisions take into account food issues, and the city is engaged with national campaigns

Carrying out the ACTIONS leads to achievement of the AIMS

Aims, objectives and action plan

AIM I People in Brighton & Hove eat a healthier and more sustainable diet

I.1 Deliver education initiatives across all communities in the city to promote and inspire people to choose healthy and sustainable foods.	
Work to raise awareness of the overlaps between messages around food and health and sustainable food – use this to increase joint working.	BHFP, Public Health Team, BHCC Sustainability, CSP
Promote regularly reviewed and updated literature on food and its relationship to good health and/or sustainability both off and online.	BHFP
Deliver training courses on food and its relationship to good health and/or sustainability (linked to Eatwell plate and One Planet Living principles). Deliver targeted work with communities in areas of health inequality and deprivation.	BHFP, adult learning providers
Promote sustainable food choices by running information and awareness campaigns on issues such as local food, seasonal vegetables and sustainable fish. Run at least one awareness campaign a year.	BHFP with relevant partners depending on campaign
Support schools, colleges and youth groups with projects involving food choices (including primary schools, secondary schools, special schools,).	BHFP, Albion in the Community, BHCC Healthy Schools/School Meals Service
Develop programmes to teach students food skills.	BHFP, Universities, colleges
I.2 Take an all-life-stages approach to preventing and reducing obesity and other diet-related diseases in adults and children.	
Establish Obesity Programme Board to take a cross sectoral approach to preventing and reducing obesity.	Public Health Team
Ensure that relevant health and social care professionals are competent in advising about nutritional issues and understand how to refer to the weight-management care pathway.	Public Health Team
Babies from 0-12 months: Implement the recommendations of the breastfeeding strategy in order that babies get the best chance of a healthy start and mother derive maximum benefit to their own health.	Breastfeeding Steering Group
Babies 6-24 months: Deliver workshops on baby weaning and toddler diet and healthy behaviour and promote Healthy Start vouchers.	Community Nutrition Team, Children's Centres
Children aged 2-5 years old: Use the Healthy Early Years Programme (HEY) to deliver training on nutrition and healthy eating behaviours for staff in early years settings.	Early years settings supported by BHCC, BHFP
Children aged 5-11 years old: breakfast clubs to provide a healthy breakfast combined with activity.	School breakfast clubs, Albion in the Community, BHFP
Teenagers: Develop programmes with secondary schools and youth groups.	Moulsecoomb Forest Garden, schools, youth groups, BHFP
Adults: Provide community and hospital-based intervention and prevention activities via workplaces and in communities. Focus work where vulnerable people eat e.g. care homes.	

I.3 Deliver a co-ordinated weight management service for adults and children above an ideal weight that has a clear care pathway, a co-ordinated referral system and robust evaluation.

(Commissioned by the Public Health Team)

Keep weight management referral pathway for adults and children up to date. Deliver a Healthy Weight Referral Service	BHFP Healthy Weight Referral Scheme
Offer one-to-one and group sessions in community settings.	BHFP community Nutrition Team
Offer one-to-one and group sessions in GP practices and community pharmacies (resource dependent).	Why Weight Programme, GPs, practice nurses, community pharmacists
Offer hospital / clinical based one to one sessions for adults with a BMI of 40 plus (and/or co-morbidities)	BSUH Dietetics Department
Undertake the National Childhood Measurement Programme.	School nurses, Public Health Team
Run group community weight management programmes for families.	BHFP community nutrition team
Offer clinical one-to-one interventions for children.	Childhood Obesity Clinic

I.4 Ensure that adults have the skills and confidence to cook from scratch.

Deliver training courses on topics such as cooking skills, healthy food, cooking on a budget, food hygiene and using leftovers to reduce food waste.	BHFP, BHCC Food Safety Team, adult education providers
Deliver the Cookability programme to support the development of community-based cookery leaders.	BHFP
Lobby for additional space for community kitchens and training facilities to enable a greater number of classes to take place.	BHFP

I.5 Support existing community food initiatives and increase the number of projects in deprived communities and with people who experience disadvantage

Run Good Food Grants, if funding is secured, to provide small grants to community food initiatives.	BHFP
Provide information and support to people wanting to establish new groups and projects and enable them to network with and learn from each other.	BHFP, infrastructure support organisations
Raise awareness of the benefits of food projects in increasing social capital and volunteering.	BHFP
Voluntary and community groups to establish food projects and encourage participation from those who are under-represented.	BHFP, infrastructure support organisations
Encourage providers of small grants to include food projects in their criteria.	BHCC, Sussex Community Foundation and other local grant makers

I.6 Give children and young people opportunities to take part in practical food experiences (including cooking and growing food), and to learn about food and food choices.

Schools to deliver food-related education. Work with schools to fully implement their whole school food policies.	Schools, Healthy Schools Team, BHFP (funding dependent)
Provide support and networking opportunities to schools including via the Harvest school growing projects.	Harvest Brighton & Hove
Youth groups encouraged to deliver food work.	Youth groups
School meals service / specialist support to schools to improve their lunchtime experience. School meals service to offer taster sessions and run themed weeks.	BHCC School Meals Team, Eden Catering

I.7 Extend use of the Healthy Choice Award and develop additional sustainability criteria.

Develop a sustainability model for the Healthy Choice Award by July 2012.	BHFP
Establish the Healthy Choice Award in all care homes.	Healthy Choice Award, care homes
Healthy Choice Award to be used in all early years and nursery settings.	Healthy Choice Award, early years settings
Expand use of Healthy Choice Award in cafes and restaurants across the city.	BHFP (if additional resources identified)

I.8 Offer advice and support on good diet and nutrition for people living with long-term mental and physical health conditions

Map current services on food and nutrition for people with learning disabilities in order to better deliver the services in the future.	BHFP, reporting to Learning Disabilities Partnership Board
Investigate the possibility of GPs referring patients to food-related projects for the treatment of mental health and wellbeing (natural health service).	BHFP, GPs, Clinical Commissioning Group
Improve the availability of dietary advice and cookery support to people undergoing treatment or recovering from major diseases.	Public Health Team
Improve support to people living with long term conditions such as Diabetes and HIV / AIDS	BHFP, Public Health Team, relevant specialists



AIM 2 All residents have better access to nutritious, affordable, sustainable food

2.1 Ensure that people throughout the city are within walking distance of outlets selling affordable fresh produce.	
Carry out a retail study to identify 'hot spots' where concentrations of unhealthy food outlets exist and where there are few if any shops with an affordable choice of healthy food.	BHCC Planning
Investigate the viability of a mobile food outlet that could enable those outside of the city centre to purchase sustainable food.	BHFP (funding dependent)
Consider including questions about access to local produce in a sustainability checklist for planning applications.	BHCC Planning
Support existing farmers markets and consider additional markets with the aim of increasing accessibility across the city.	BHFP / BHCC
2.2 Improve citywide availability and accessibility to food produced using sustainable methods.	
Support sustainable food projects using the resources and information provided by the Good Food Grants.	BHFP
Support the development of alternative food retail models, food co-operatives, community food projects and the potential use of empty premises.	BHFP, Food Matters
Keep up-to-date information on where local and sustainable food can be purchased and make it available to the public.	BHFP
Work with local shops to promote local and sustainable food.	BHFP
Support retail outlets and community cafes serving sustainable food.	BHFP
2.3 Deliver nutrition services and food projects within neighbourhoods in partnership with community groups.	
Map all existing initiatives to establish a baseline	BHFP for Public Health Team
2.4 Improve the understanding of food poverty in the city; establish baseline data and agree an action plan.	
Make links between food poverty and the work being done on child poverty, fuel poverty and debt advice in the city.	BHCC Child Poverty Team, BHFP,
Call together a group to take forward research to establish current levels of food poverty and to inform the development of a forward plan.	BHFP
2.5 Ensure that food work is appropriate to cultural diets.	
Connect with appropriate community groups to learn more about specific cultural needs.	BHFP, Black and Minority Ethnic Community Partnership
Provide appropriate training to Food Partnership members and BHFP nutrition and cookery teams, and ensure that cultural information is included in courses.	BHFP
2.6 Create healthier environments that encourage walking and cycling to do food shopping.	
Transport plans to include consideration of food issues.	BHCC Transport
Include questions on travel for food shopping in the BHCC's Transport Team's community consultation regarding the Lewes Road developments.	BHCC Transport, Public Health Team
Work with retailers to encourage walking and cycling.	BHCC Planning, BHCC Transport, Public Health Team

AIM 3 The city has a vibrant, sustainable food economy of thriving local businesses, local products and employment opportunities

3.1 Support food businesses to operate more sustainably.	
Ensure that food issues are included in the social enterprise work being delivered by BHCC and that food businesses are aware of it.	BHCC Economic Development
Work with local food businesses to understand barriers to sustainability.	BHFP, Restaurants Association
Promote additional providers of support to sustainable food businesses, such as the Business Support Finder run by the Chamber of Commerce.	BHCC Economic Development
Enable connections to be made between local growers and producers and the local market. (Ensure food growers and producers are aware of and take part in the Riding the Wave programme for 2012.)	Food Matters, BHCC Economic Development, Chamber of Commerce
3.2 Expand and develop the market for local and sustainable produce.	
Promote local food experiences for tourists and conference visitors. Ensure that citywide work to establish Brighton & Hove as one of the UK's leading destinations for eco-tourism, includes local and sustainable food. Learn from other cities that are working in this area.	BHFP, Tourism Alliance, VisitBrighton
Increase the marketing and sales of Downland-grazed Sussex lamb within the city.	CSA Sheep Share Group
Work with food contractors for schools, hospitals, hotels, restaurants and other similar venues to increase the amount of sustainable food they purchase.	BHFP, large caterers
Celebrate and build on the work done by restaurants committed to sourcing their produce locally.	BHFP, restaurants
Publish recommendations of the Sussex Food Hub project which looks to address issues of price, consistency, supply and access that are the barriers to local food being used by restaurants.	Food Matters
Take measures so that local growers are supported to increase their overall market share of sustainable produce sold in the city.	Food Matters, local growers
3.3 Safeguard the diversity of food retail including shops, markets and other outlets.	
Explore and learn from best practice in the UK regarding the use of planning and licensing around retail premises.	BHFP, Scrutiny Panel on Supporting Retail
Explore the potential for setting restrictions on any change of use to hot food takeaway (class A5). Ensure that this issue is incorporated into the drafting and consultation for BHCC's City Plan Part 2.	BHCC Planning
3.4 Increase employment opportunities in the sustainable food sector and support the development of a skilled workforce.	
Develop apprenticeships and volunteering opportunities in the sustainable food sector, including collaborating with City College to provide opportunities for their Apprentice Shop.	City College, BHFP, Albion in the Community, local training providers
Local training providers to include sustainable elements in existing food courses.	Employment and Skills Partnership, City College, local training providers
3.5 Ensure that the redeveloped Open Market operates as a space where a cross section of the community is able to access nutritious, affordable, sustainable, local food.	
Produce a plan setting out how this objective could be achieved during 2012.	Food Matters/board of the Open Market CIC

AIM 4 Public organisations have healthy, ethical and environmentally responsible food procurement policies and practices

4.1 Increase the number of public institutions serving healthy food.	
Extend use of the Healthy Choice Award to more settings. Produce separate targets for each of the different settings (nurseries, care homes, canteens, sports clubs and leisure centres).	BHCC Food Safety Team, BHCC Adult Social Care, BHFP
Promote the Healthy Choice Award as a menu-planning tool for organisations serving food to vulnerable people and as an element of staff training.	BHFP
Include the Healthy Choice Award as criteria within the BHCC tender process by Dec 2012.	BHCC Procurement
4.2 Set up a working group to look at purchasing and procurement issues, learning from good practice from within the city and elsewhere in the country.	
Identify resources to support such a group in 2012.	BHFP
Recruit group members from large catering and procurement managers across the city. Hold a meeting (by June 2012) to assess what is the best approach and develop a work plan. Undertake a mapping exercise to clarify the current situation in Brighton & Hove.	BHFP, Sussex Partnership Trust, universities, BHCC, NHS, school meal service, etc.
Share best practice from existing contracts and elsewhere in the country.	Co-ordinated by BHFP
Pilot use of 'foodprinting' tool with one large catering contract in the city in summer 2012. Roll out initiative if successful.	Food Matters
Engage with local food producers and SMEs to understand and help them overcome current barriers to their products being purchased by large organisations.	BHCC as part of Ride the Wave initiative.
Share learning from Sussex Partnership Trust on role of procurement in supporting local producers and suppliers.	Sussex Partnership NHS Trust.
4.3 Public organisations introduce purchasing policies that encourage environmental sustainability, local sourcing, animal welfare, healthy eating and fair trade.	
Assess existing levels of sustainable, local and Fairtrade products being procured, and provide support to improve.	Fairtrade steering committee
Agree plans with public organisations for introduction / improvement of purchasing policies regarding healthy / sustainable food.	Large caterers
School meals catering service to achieve Bronze Food for Life Standard in 2012.	BHCC school meals team, Eden catering
Include measures in BHCC procurement policies to meet objective 4.3. As the first step, report to the Council Cabinet on potential cost implications and sustainability impacts for council services in October 2012.	BHCC Procurement
Brighton Centre to include sustainable food criteria once the catering contract comes up for renewal.	Brighton Centre
4.4 Celebrate successful policies and publicise the achievements.	
Link to key national awareness campaigns such as Fairtrade Fortnight, Sustainable Fish Cities and the Good Egg campaign.	BHFP and all involved
Increase awareness of the availability of healthy, sustainable food choices to customers and clients.	All involved



AIM 5 More food consumed in the city is grown, produced and processed locally using methods that protect biodiversity and respect environmental limits

5.1 Find more land for growing food.	
Lobby to produce a map of land in city and on the urban fringe that would be suitable for food growing and link it to the work on the UN Biosphere Reserve.	BHFP
Develop a citywide allotment strategy.	BHCC Allotment service, Allotment Plot holders, Allotment Federation
Increase allotment spaces available in the city and ensure that any new sites include community plots and easy access plots.	BHCC Allotments Service
Increase the number of schools that have food-growing areas by offering support with advice, small grants and opportunities to share resources and network.	BHFP
Establish at least one community orchard. Appropriate land to be identified by December 2012.	BHFP, Brighton Permaculture Trust
Work with owners of underused land on growing projects, including supporting the use of 'meanwhile leases'.	Harvest Brighton & Hove, BHCC Housing
5.2 Support local growers to sell more local produce in the city.	
Run a 'why buy local' campaign marketing where, why and how to buy local produce. Promote opportunities to buy directly from farmers / producers	BHFP
Increase food production for the city on the urban fringe.	Harvest Brighton & Hove
Identify funds to employ a local food officer to work with local producers and purchasers to overcome barriers to increasing the amount of local produce in the city.	Food Matters, BHFP
Identify opportunities for investment in local production and the infrastructure that supports it (e.g. community share models, rural / coastal development grants).	Food Matters, BHFP, BHCC
5.3 Encourage and support residents who wish to grow their own food and foster skills and confidence to engage more residents in growing food.	
Promote existing opportunities available through Harvest Brighton & Hove including funding, training and information.	Harvest Brighton & Hove Partners
Provide residents with information about growing in gardens, on allotments and in shared spaces in ways that respect the environment.	Harvest Brighton & Hove Partners
Support community food growing as part of the Healthy Neighbourhoods Programme.	BHCC Housing, BHCC Neighbourhood Support workers
Support and train communities in the art of beekeeping and encourage residents to plant 'bee friendly' plants.	Brighton & Hove Beekeepers Group
5.4 Build and strengthen the infrastructure to support local food systems.	
Identify any priorities within existing infrastructure and seek investment to address them.	Food Matters, BHFP, BHCC
Work with local farmers / producers to understand infrastructure needs and produce a portfolio for investment.	BHCC Property Management Team
Build on the informal support network whereby growers collaborate to minimise costs and provide structured support to encourage the long term viability of this sector.	Food Matters, local growers / producers
Consider the creation of a Sussex Food Hub, using the results of the research by Food Matters.	Food Matters
Produce an investment plan for the buildings and land at Stanmer Home Farm.	Various teams, BHCC
Encourage space for micro-processing for local food in the city.	BHFP

5.5 Develop a vision for the sustainable future of farmland owned by the city council to fit in with UN Biosphere Reserve principles.

Encourage farms owned by the city council and those in the local area to adopt environmentally sustainable practices.	South Downs National Park, Environment Agency, Biosphere Reserve Team
Lobby for sustainability standards / criteria to be included in tenders for contract for management of the Downland Estate.	BHFP, Food Matters
BHCC to work with the council Cabinet Member for Environment & Sustainability, the Downland Estate team and the estate managing agent on refreshing the Downland Initiative.	BHCC Countryside Management

5.6 Develop a local fish plan to support and promote local sustainably caught fish to restaurants, hotels and residents.

Identify partners who are interested in raising awareness of local fish. Identify potential resources available to create a bespoke fish campaign for Brighton & Hove.	BHFP
Link to the national campaign to stop consumption of fish on the Marine Stewardship Council (MSC) endangered list, and to the Sustainable Fish Cities programme.	BHFP
Support and develop the Brighton Fish Festival.	BHFP, Food Festival

5.7 Get more locally produced food into the city's shops, markets cafes and restaurants.

Lobby for the implementation of Sussex Food Hub/Community Supported Agriculture report recommendations.	Food Matters
Support development of co-operative models to support producers to sell directly to both individuals and wholesale in the city	Food Matters, local producers, BHFP
Support the development of community supported agriculture schemes.	Community Supported Agriculture Group, BHFP, Food Matters
Set up and run a 'sheep share' scheme using lamb grazed on the South Downs.	Community Supported Agriculture Group

5.8 Support projects in Stanmer Park in their development and role as small-scale food growers on the boundary of the national park.

Secure new lease for Stanmer Organics	Stanmer Organics, BHCC Countryside Team, BHFP, Food Matters, Nourish, Brighton Permaculture Trust
Work with Stanmer Organics, Nourish and Brighton Permaculture Trust to maximise sustainable food production and increase opportunities to collaborate.	
Establish what support and investment is required and develop a plan in consultation with stakeholders to deliver on the priorities.	

AIM 6 Waste generated by the food system is reduced, redistributed, reused and recycled

6.1 Minimise the amount of avoidable food waste by educating, raising awareness and building networks.	
Deliver a community-based education and skills programme linked to the national initiative 'love food: hate waste' (secure funding to continue the existing scheme by May 2012).	BHCC Cityclean, BHFP
Support and promote schemes that make use of excess produce including Harvest's Scrumping Project (unwanted fruit picked and juiced) and harvest-share scheme for allotment holders.	Permaculture Trust, Allotment Federation
Extend the use of FareShare across food-processing organisations and supermarkets in the city (secure on-going funding for FareShare).	FareShare, food processing organisations, supermarkets
Supermarkets promote food waste reduction habits to shoppers.	Supermarkets
Hotels, restaurants, cafes and workplace canteens develop, implement and improve their food waste minimisation programmes.	Local cafes, restaurants and hotels
Work with schools and universities on food waste reduction programmes.	BHCC Environmental Education
Produce information and guidance on leftover food at events linked to food safety messages.	BHFP, BHCC Food Safety Team
6.2 Reduce the amount of throw-away packaging relating to food increase the recycling of food packaging.	
Promote waste minimisation and recycling to residents.	Community Waste Forum, Cityclean
Encourage recycling of food packaging such as cans and bottles at their point of use (e.g. in cafes and canteens).	Community Waste Forum, Cityclean
Review the possibility of increasing the range of materials collected for recycling, including potential costs and reliability and sustainability of end markets.	Waste Advisory Group, Cityclean
Run a pilot project to look at a whole-systems approach to tackling waste reduction and recycling. (by 2013)	Waste Advisory Group, Cityclean
Increase the amount of recycling and composting in public institutions.	Waste Advisory Group, Cityclean
Assess the feasibility of bringing school waste and recycling collections in-house when the existing contract comes to an end in 2013 as set out in the Draft Waste Strategy Review. Complete the feasibility study by 2013.	Cityclean, School meals service

6.3 Treat unavoidable food waste as a resource (e.g. promoting composting, vermiculture and anaerobic digestion).

Promote the benefits of home composting and food digesters and continue the programme of subsidised compost bins.	BHCC Cityclean, BHFP
Support the development of community composting schemes for fruit and vegetable waste. Promote composting at work	BHFP, BHCC Cityclean
Increase composting on allotment sites.	Allotment service
Increase the use of anaerobic digestion / separate food waste solutions by businesses. Business Waste Leaflet to be publicised to local businesses and update and publicise directory of available waste collection services.	BHCC Cityclean
Work with school meals providers on their food waste reduction programmes.	Eden, BHCC School Meals
Promote green waste collection service.	Stanmer Community Composting
Explore potential for veg box schemes to collect compostables for use on their farms.	BHFP, Food Matters
Trial a council food waste collection service as set out in the Draft Waste Strategy Review. Consult on proposals and roll out trial late 2012/early2013,subject to consultation and securing funding.	BHCC Cityclean
Investigate community solution to food waste including use of vermiculture and closed-loop systems.	Magpie, BHCC Waste Advisory Group
Lobby for major new developments to include space for composting and/or anaerobic digestion.	BHFP



AIM 7 Local and sustainable food is promoted and celebrated by residents and visitors

7.1 Increase the amount and visibility of Fairtrade food in the city.	
Use Fairtrade city status, Fairtrade Fortnight and Fairtrade Market as a platform to increase the amount of Fairtrade produce on sale in the city.	Fairtrade Steering Committee (FSC)
Retain the city's Fairtrade status and deliver activities for Fairtrade Fortnight annually.	FSC
Acknowledge and celebrate the existing use of Fairtrade produce in statutory organisations and lobby those that don't use it	FSC
Increase the number of hotels / cafes serving Fairtrade produce	FSC
Lobby supermarkets increase the range and visibility of Fairtrade produce on sale.	FSC
7.2 Increase the connections between city residents and local farms and food producers.	
Hold community events such as Apple Day, local produce festivals and pick-and-cook sessions and link to other similar events such as the weekly market at Sussex University.	BHFP, Brighton Permaculture Trust, Food Projects
Schools and community projects hold harvest festival events with produce grown locally.	Schools, community groups
Create opportunities to meet producers at farmers markets and other events.	
Hold farm visits and farm open days to connect residents with farmers and producers.	BHCC Countryside Rangers, schools, farmers
7.3 Celebrate the cultural diversity of food across the city.	
Include food elements in Black History Month.	BMECP
Involve and engage local BME communities in existing food programmes.	BMECP, BHFP
Ensure that local ethnic food caterers are represented at local festivals and other food events.	BHFP, Food Festival
Work with local ethnic restaurants to develop and promote recipes that combine local, seasonal ingredients with traditional cooking methods.	BHFP
Consider running training courses for different ethnic cuisines or establishing programmes that support residents who have English as a second language with food projects.	BHFP
7.4 Increase awareness of opportunities to buy sustainable food.	
Use the eco-tourism and green accreditation of the city as a platform to promote local food e.g. Sussex Breakfast.	BHFP, VisitBrighton
Promote Brighton and Hove as a 'sustainable food destination'.	BHFP, VisitBrighton
Help local restaurants to promote their sustainability and local food offers.	Restaurant Association, BHFP
Develop and publicise local food trail for visitors to the city.	BHFP, Visit Brighton
Promote events, restaurants, retailers, local markets and box schemes that offer sustainable food.	BHFP
7.5 Make local and sustainable food visible across the city through events, festivals and markets.	
Include a category on food growing for City in Bloom.	City in Bloom Group
Investigate the pros and cons of establishing a local food / community food brand to help raise awareness of sustainable local food.	BHFP
Include sustainable and local food elements in existing city festivals and events, including in White Nights, May Arts Festival, Food and Drink Lovers Festival and others.	Event organisers, BHFP
Promote local food such as lamb as part of the National Park.	National Park Authority
Plant beds in parks, verges and unusual spaces with fruit and vegetables to give food growing a visible presence to inspire others.	BHCC Parks, Harvest Brighton & Hove
Move towards all council events with food having a sustainability element.	BHCC Events

AIM 8 High-quality information, support and training on sustainable food and nutrition issues is readily available. There are networking opportunities to encourage links between sectors

8.1 Support and develop the Food Partnership as the mechanism to achieve this aim.	
Secure on-going funding.	BHFP
Maintain and support a broad and diverse membership base (increase membership numbers to 1,000 in 2012).	BHFP
Use the Food Partnership magazine, website and social media presence to disseminate information and raise profile.	BHFP
Raise the profile of the Food Partnership across the city, including with local businesses.	BHFP
Maintain Food Partnership representation within a broad range of networks.	BHFP
Ensure an active and engaged Board including representatives from the Public Health Team, BHCC and an elected councillor.	BHFP
8.2 Encourage partnerships to build skills and capacity and to encourage links between diverse sectors.	
Bring together organisations from different sectors for networking and learning.	BHFP
Promote and support specific interest groups such as the Harvest Schools, the University Food Group and the Healthy Choice Award.	BHFP
Increase links between those working on food issues in the universities, the community and voluntary sector, the corporate sector and the public sector.	Universities, CUPP, BHFP CVSF
Share good practice and case studies from Brighton & Hove and further afield.	Food Matters, BHFP
8.3 Create a 'food centre' to provide a focus for food work (including office space, meeting rooms, community kitchen and training facilities).	
Identify partner organisations that may wish to co-locate.	BHFP
Consider any appropriate sites that could be used for this purpose as part of community asset transfer.	BHFP, BHCC
8.4 Provide training and learning on sustainable food and nutrition issues.	
Bring together opportunities and information on training in one place online.	BHFP Public Health Team, BHCC Training Team
Develop an Eat Well, Live Well training programme that brings together learning around healthy and sustainable food issues.	BHFP
Map current training and identify gaps.	BHFP
Use opportunities presented by the One Planet Council and One Planet City.	BHFP, BHCC
Develop links between the community nutrition service and primary and secondary healthcare to share information and good practice about food and nutrition.	BHFP, NHS Brighton & Hove
Provide training via parenting groups, community organisations and Children's Centres.	BHFP, Children's Centres
8.5 Provide networking opportunities for the exchange of information, support and advice on food and nutrition issues	
Provide opportunities for networking in person and electronically.	BHFP
Run FP membership events.	BHFP
Consider organising a conference on healthy, sustainable food issues.	BHFP

AIM 9 Local policy and planning decisions take into account food issues, and the city is engaged with national campaigns

9.1 Ensure that the food strategy is widely known and adopted by the Local Strategic Partnership and other decision-making bodies.

Present the food strategy at partnership meetings and public forums. (Endorsed by BHCC Cabinet in Dec 2011, CSP in Dec 2011 and BHSP in Feb 2012.)	BHFP
Deliver sessions to ensure that the strategy is understood and used.	BHFP
Make the Food Strategy available in a range of formats including online and in print.	BHFP
Review progress annually and report to the City Sustainability Partnership. Celebrate successes.	BHFP

9.2 Conduct research and gather data on food issues and attitudes and use it to inform the city's joint strategic needs assessment and other policy decisions.

Establish a policy forum to initiate and co-ordinate research locally and to keep up-to-date with research nationally and internationally. (2012)	BHFP, Food Matters, BHCC, universities, Public Health Team
Collate all existing research on relevant food issues held across the city to provide an evidence base.	
Identify and secure funding for future research projects both independently and in partnership.	

9.3 Consider food issues in citywide plans and strategies.

Ensure the City Plan supports a sustainable food systems planning approach, recognises the need for land for food growing (especially on the urban fringe), space for food infrastructure and the importance of urban design that encourages healthy behavior.	BHCC Planning
Prioritise food as an area for action to reduce carbon emissions and the city's ecological footprint as identified in the One Planet Living Framework.	CSP, BHCC Sustainability Team, One Planet Living Working Group
Ensure food issues are understood at a senior strategy level within public sector organisations.	BHCC, NHS Brighton and Hove, schools
Include food issues in all relevant strategies (See Appendix 2), including the Sustainable Communities Strategy.	All
Consider the potential for food growing in any updated open space survey or audit.	BHCC Planning, BHCC City Parks
Include food issues in the joint strategic needs assessment.	Public Health Team

9.4 Ensure the city's planning processes take into account food issues.

Take food issues into account when making decisions about the approach to council-owned farmland, urban fringe and Stanmer Farm buildings.	Property Design and Estates
Work with housing associations and other housing providers to ensure that where possible new affordable housing schemes provide space for food growing.	Brighton and Hove Affordable Housing Delivery Partnership
Investigate the opportunities offered by the Localism Act to give communities greater say over the use of land and building assets in their neighbourhoods.	BHFP, Local infrastructure organisations
Ensure that space for food growing is integrated into BHCC's other work on open spaces provision, and that ongoing Open Space Standards are applied to all new developments of 10 or more residential units.	BHCC Planning
Monitor use of the Planning Advisory Note for Growing and promote and celebrate successes. Review the checklist in Spring 2012. Monitor and review data every six months.	BHCC Planning
Use the opportunities presented by the WHO Healthy City Programme to use healthy urban design principles regarding food work.	BHCC Planning Healthy City Partnership
Draw up an agenda to promote active living in public space which includes an explicit mention of growing food.	BHCC Planning
Local transport plans include clear policies to facilitate access to food outlets.	BHCC Transport
Take forward research on the impact of fast food outlets near school gates.	Healthy City Partnership

9.5 Share Brighton & Hove's experiences of food work nationally and take part in national campaigns.

Work with BHFP members to raise awareness of and participate in national food campaigns.	BHFP members
Ensure Brighton & Hove receives coverage in the national press, and that representatives attend or speak at national conferences and take part in national policy debates.	BHFP, Food Matters
Be an active member of the Soil Association Sustainable Food Cities network.	BHFP



The thinking behind the strategy

Looking at the food system as a whole

The **food system** includes all the processes and infrastructure involved in feeding a population: growing, harvesting, processing, packaging, transporting, marketing, consuming and disposing of food and food-related items. It also includes the inputs needed and the outputs generated at each of these steps, as well as how the activities within the system are financed.

Food security (ensuring there is adequate food available and accessible) depends on food systems. On a national level recognition is increasingly being given to the importance of food-system planning as an approach to achieving food security, as well as addressing a range of other socioeconomic and environmental issues.

Our **current food system** is unsustainable:

- Our diets contribute to chronic diseases.
- Production practices and food waste have huge environmental impacts, contribute to climate change and damage ecosystems.
- Finite natural resources such as soil and water are being depleted.
- Food prices are rising and becoming increasingly unstable.
- Many farmers struggle to get a fair return for their work.
- Food supply chains are often dependent on low wages, poor working conditions and migrant labour.
- The majority of decisions about and profits from the UK's food system are taken by a handful of very large companies, leaving consumers and producers disconnected from each other.
- Our food systems currently rely heavily on fossil fuels – for fertilisers, food processing, packaging and to transport food all over the world. With food prices closely linked to the cost of oil, our current food system will not be able to deliver cheap food for ever.

What is sustainable food system?

There is no definition of **sustainable food**, although some aspects, such as the terms 'organic' or 'Fairtrade', are clearly defined.

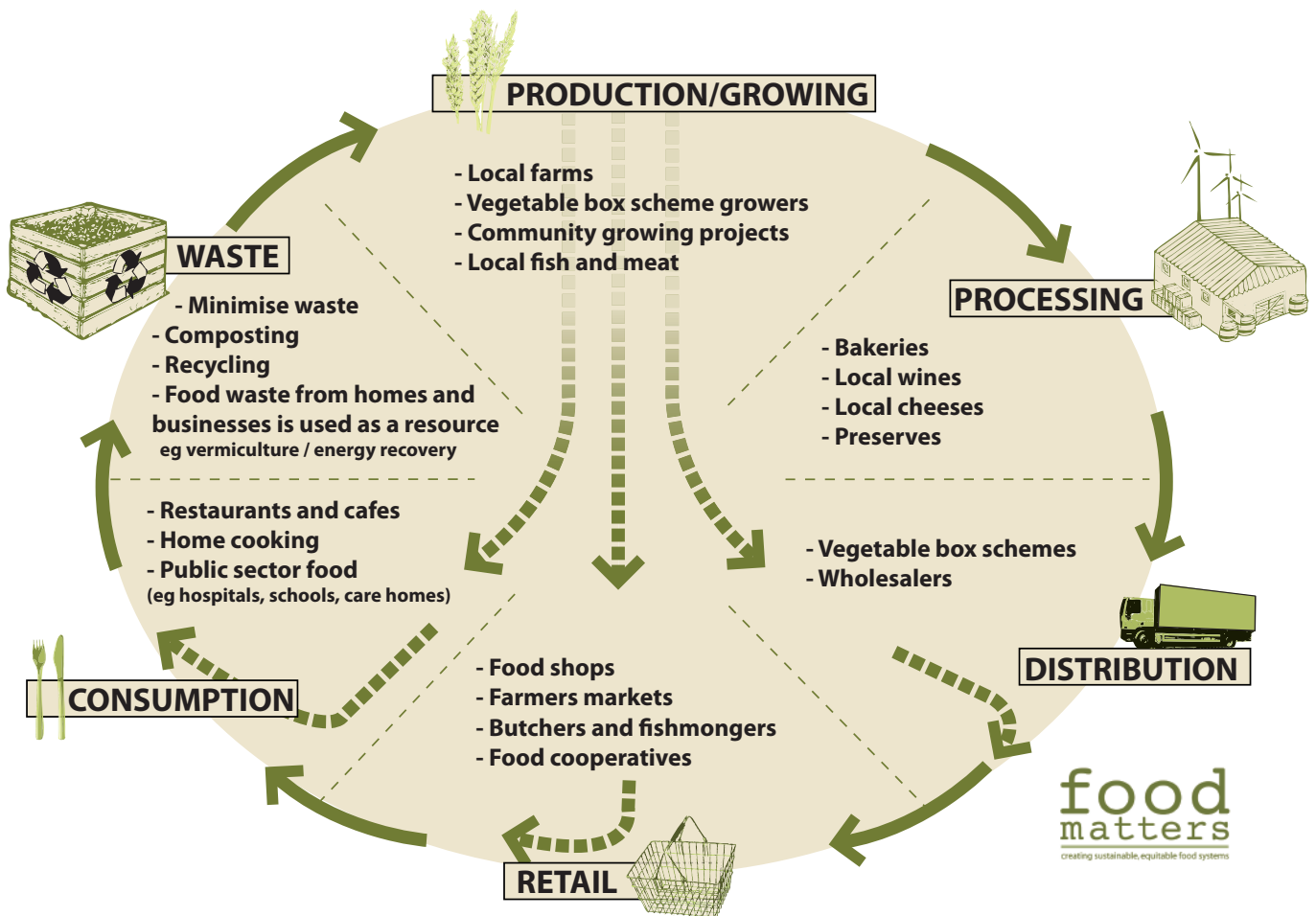
A working definition is that sustainable food should be produced, processed, traded and disposed of in ways that:

- 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 plants and animals (and the welfare of farmed and wild species), and avoid damaging natural resources and contributing to climate change;
- provide social benefits, such as good quality food, safe and healthy products and educational opportunities.

Because of the interconnected nature of food, achieving a sustainable food system requires co-ordinated action in each of these areas.



Brighton & Hove's Sustainable Food System



A sustainable food system for the city

Research carried out by Food Matters in 2011 for the Feeding Brighton & Hove report aimed to understand where our food is coming from, how much is currently produced and processed within the city and local area, and how much of what we need to feed the city we can realistically produce locally. It concludes:

"The figures speak for themselves. With our current diet, Brighton & Hove would need farmland eight times the size of Brighton & Hove, a third of the area of West Sussex in order to feed ourselves. Of course, there is room for improvement, and this dramatic portrait is based on current consumption patterns, diets rich in meat and dairy produce, high in empty calories and out of season fruits and vegetables.

What is clear is that we will only ever be able to produce a small amount of our food requirements from our locality, but we need to understand what the potential is, what we should be aiming to achieve, and how we can encourage local farmers and producers to grow more of what they can for the city.

We also need to be looking at how we can start to change consumption patterns so that they reflect a more sustainable way of eating. Brighton & Hove will probably never become an agricultural superpower, but that's not our aim. The challenge resides in mixing the successful service and tourist industry of our city with an improved network of local farming, fishing, distribution and retail."

The key issues for Brighton & Hove

A sustainable food system, and therefore our food strategy, needed to consider and incorporate a number of key issues:

- **Our diets and access to healthy food from sustainable sources**
- **Food poverty**
- **Our communities**
- **The economic development and resilience of the city**
- **Waste**
- **Climate change and greenhouse gas emissions**
- **Natural resources and the environment**
- **Planning and research**

Our diets and access to healthy food from sustainable sources

What we eat is at the heart of our food system, and our diets are influenced by many factors including culture, personal finances, knowledge and skills. The good news is that food that is good for the planet is often also good for us, and making small changes to the way we eat can make a big difference.

Eating habits

Our strategy focuses on the areas where individual habits and choices, and changes to the food served in schools, universities, hospitals, workplaces, restaurants and hotels will have the most benefit for the environment and for health. These include:

- reducing overconsumption, particularly of foods high in empty calories (e.g. alcoholic beverages, sugary drinks and sweets)¹⁰
- eating fewer processed foods and preparing more meals from scratch
- reducing food waste (throughout the food chain)
- reducing consumption of dairy and meat (particularly grain-fed cattle)
- eating seasonally
- reducing food miles: both the distance travelled to buy food and the distance food travels from 'field to shop'
- choosing food produced using farming methods that reduce the use of fertiliser and pesticides
- ensuring people have the skills to shop and cook to make the most of their food budgets
- being aware of which 'cheap' products have poor nutritional value.

Obesity, diet-related ill health and nutrition

In the city, 43,600 adults are obese and about 6,400 are morbidly obese. This is estimated to have cost the NHS in Brighton & Hove £78.1 million in 2010¹¹. We need to support residents to live healthy lifestyles that will help prevent and reduce obesity and other diet-related ill health. Our strategy takes an all-life-stages approach to delivering programmes that educate about healthy diets and offering weight management interventions for people above their ideal weight.

We will build on the achievements of the city's childhood obesity strategy,¹² offering obesity prevention and healthy weight interventions for children and young people.

We must provide hands-on food education (cooking and growing) alongside education about healthy and sustainable diets, so that young people can make confident food choices now and when they become adults. There is clear evidence that good nutrition is linked to educational attainment and behaviour in children and young people, and schools should be supported to include the whole school community in promoting and offering healthy food choices.

Poor diet is associated with many of the causes of premature death and life-limiting illnesses such as diabetes, heart disease, strokes and cancers. It is a factor in the difference in life expectancy of up to 10 years between the most and the least affluent areas of the city.

Good nutrition supports both mental and physical health, and there should be information and support on good diet and nutrition available to people living with long-term mental and physical health conditions.

Access to healthy and sustainable food

There are many neighbourhoods in the city where it is not possible to buy a decent loaf of bread or fresh fruit and vegetables. This is particularly an issue for residents who are reliant on public transport or have limited mobility.

One of the strategy's objectives is to identify these 'food deserts' and consider the results in future planning decisions. Access to food is not just about location, but includes other factors such as cost and opening and delivery times. We need to consider and support the development of alternative food retail models such as food co-operatives,



community food projects and mobile food units.

We also need to give all residents the skills and confidence to cook and make healthy and sustainable food choices.

Large organisations and their food practices

Due to the volume of meals that they serve, large organisations can make a significant impact on food systems through their food-purchasing decisions.

Large organisations need to lead by example, to ensure the food they serve is of a universally high standard of sustainability and nutrition, and to consider how catering affects the health and wellbeing of their customers. Public institutions such as schools and hospitals can potentially ensure that sustainable food is seen as normal and not niche.

Sustainable food practices and reducing food waste are also key for large purchasers in meeting carbon reduction targets. Taking a systematic approach to procurement of healthy and sustainable food is a value-for-money approach and does not always lead to increased costs. Extensive work in other parts of the country has demonstrated that improvements can be made within current budgets.

As part of our food strategy, we are setting up a cross-organisational group to explore sustainable procurement issues and to extend the use of the Healthy Choice Award as a menu-planning tool for nurseries, breakfast clubs and care homes. Locally, Sussex Partnership Trust are leaders in good practice on sustainable food procurement. The school meals caterer (Eden) have agreed to apply for Bronze Food for Life Standard Catering Mark.

We have identified opportunities for running cross-organisational campaigns (such as the Good Egg Award or Sustainable Fish City), and will work to emphasise the importance of organisations and businesses communicating the changes they make to their customers.

Ethical foods

The strategy also looks to raise the profile of the city's Fairtrade status and encourage the use of products that specify minimum welfare standards, such as cage-free birds, or RSPCA Freedom Foods meat. Again, the procurement practices of large organisations have a significant role to play in this area because of the scale of their purchasing power.

The cost of food and food poverty

We have produced this strategy in a time when household incomes are going down and prices (including food prices) are going up. More households in the city are living in, or close to, poverty. A concern raised often during the consultation was about the increase in the numbers of people experiencing food poverty.

We need to undertake research into food poverty in the city and produce an action plan on what can be done to address this form of social injustice in the short, medium and long term.



The cost of food is an issue at the heart of *Digging Deeper*.

"Research carried out in Brighton & Hove in 2011⁵ suggests that the overwhelming issue when shopping for food is the cost. It was clear from the research that many people are aware of the wider issues and that interest in local food had multiple motivational factors. Most participants acknowledged that their shopping and eating habits would probably be different if money, children or health status were different.

As with national attitudes, local surveys¹⁴ suggest that supporting local farmers and the local economy were the most significant influences for people when buying local food and cost was the most significant barrier. Those that were growing their own food were motivated to have access to food that was fresh and healthy but importantly affordable."

Brighton & Hove Community Supported Agriculture Feasibility Study, Food Matters (2011)

Food has become progressively relatively cheaper, but the current food system disguises costs in other areas, such as high healthcare costs, environmental damage and costs to rural economies. If the true cost of producing food is to be reflected in pricing then food is only going to become more expensive.

The equalities impact assessment (EIA) of our food strategy (available from the Food Partnership) took time to consider this point. The long-term answer is for overall incomes of the poorest to increase, not for food prices to decrease.

In the short term we need to help ensure that individuals have the skills and knowledge to shop and cook to make the most of their food budgets, minimise food waste and avoid 'cheap' products very low in nutritional value.

We will support and promote schemes that provide access to affordable, healthy food such as Healthy Start vouchers, breakfast clubs and food projects that provide opportunities for volunteering and access to fresh produce. We aim to ensure that work on debt advice, child poverty and food poverty is better linked.

We have identified food-buying groups¹⁵ as important in addressing food poverty, and the redevelopment of the Open Market offers the city an opportunity to put the sale of healthy, sustainable, affordable food at its heart.

Our communities

Although Brighton & Hove sits in the affluent southeast the city also has clear areas of deprivation. Approximately 17% of the city's 16-24 year-olds are not in education, employment or training (NEET) and 22.4% of children under 16 are living in poverty. 14 of our 164 Super Output Areas fall within the 10% most deprived in England and 4 fall within the 3% most deprived (East Brighton & Queens Park).

Brighton & Hove also experiences health inequalities and a particular challenge in the city is that while the mortality rate for all groups in the city is expected to improve, it is improving faster in more affluent areas, so local inequalities are expected to increase without targeted interventions.

Food can provide a focus to bring communities together and strengthen them. Our food strategy needs to be rooted in the participation of residents across neighbourhoods. It needs to reflect diversity, to celebrate the part food plays

in the culture of the city, and encourage opportunities to share and celebrate good food for people of all ages.

The city already has a strong network of community food projects working in neighbourhoods across the city. We have identified the importance of supporting them, to ensure that more people are able to access sustainable, affordable food and use food as a focus to empower communities.



As well as providing access to fresh food, community food projects¹⁶ play a role in education, in community cohesion, in skills development, in reducing antisocial behaviour and in providing opportunities for physical activity.

We must support existing community food initiatives, and increase the number of projects in deprived communities and with people who experience disadvantage. The consultation process highlighted gaps in support around food for adults with learning difficulties, including healthy weight advice and growing and cooking skills, and we will work to address these gaps. It also identified the need for more work to support people living with long term conditions such as Diabetes and HIV/AIDS.

The economic development and resilience of the city

The strategy supports the development of a vibrant, sustainable food economy that includes a range of thriving local businesses, local production and local employment opportunities.

We need to improve links between schools, colleges and the food industry to ensure we have a skilled local workforce.

We need to expand and develop markets for local and sustainable produce by raising the profile of sustainable food to residents and visitors. In doing this we must also safeguard the diversity of food retail (including shops and markets) and support local food businesses such as cafes and restaurants.

Throughout the consultation on this strategy, there was debate on the role of supermarkets. They are significant employers in the city, provide convenient shopping for most people, and can make significant differences when it comes to sustainability issues (for example, by selling only free-range eggs or Fairtrade foods).

However, there is concern that too many of the 'Big Four' are opening up in the city and as part of our food strategy we aim to support alternative models of retail to operate alongside them. This is to protect retail diversity, maintain the unique character of our shopping streets, and offer alternatives where more of the money spent by local people on food remains within the local economy.

This is challenging, especially where planning regulations do not allow for limits on types of premises, and in an economic climate where shop owners would rather have the security of a large multi-national occupying their premises than an independent operator.

We are not the only city in the UK grappling with this issue and will look to other places for information and ideas. The 2012 Brighton & Hove City Council Scrutiny Panel on Support for the Retail Sector will also inform this work.

We recommend exploring how our local food

infrastructure needs to be invested in and developed and how we can increase collaboration between local suppliers and local food outlets. The strategy identifies the potential for small-scale growers and community projects to cooperate to improve access to affordable local food.

Waste

Reducing avoidable¹⁷ food waste throughout the system and increasing composting at home, at work, in schools and in communities is one of our priorities. Throwing away uneaten food is a waste of the water, energy, natural and human resources that have gone into its production.

A 2011 WRAP (Waste & Resources Action Programme) report¹⁸ looked at the water footprint of avoidable food waste. It calculated that we waste 243 litres per person per day. This is approximately one-and-a-half times the average amount of water we use each day. A quarter of this wasted water is water used to grow and process food here in the UK, and the rest is water used abroad. Significant products in terms of food waste and their impact on both water and carbon footprints are milk, beef, poultry, coffee and rice. As drought is a significant concern for the city, country and other countries this issue needs to be addressed.

We need to reduce the 35% of our domestic waste that is made up of food, but we also need to consider how restaurants, cafes, pubs, hotels and fast food chains can reduce the amount of food they waste. Nationally the hospitality sector produces 600,000 tonnes of food waste every year, two thirds of which could have been eaten if it had been better portioned, managed stored and/or prepared¹⁹. Here in Brighton & Hove, with our large number of restaurants and hotels, there is the potential for businesses to save money and significantly reduce waste and the impacts it has.

Our food strategy prioritises measures to reduce food waste, followed by promoting measures to treat waste from the food system as a resource.

Climate change and greenhouse gas emissions

The Sustainable Community Strategy commits Brighton & Hove to reducing its greenhouse gas emissions by 42% by 2020 and by 80% by 2050. Reducing the emissions related to food is a key component in any attempt to meet these targets.

Emissions from food processing, refrigeration and transport account for 10% of the city's carbon footprint, but carbon dioxide is not the only greenhouse gas. Other significant greenhouse gases released through the food system are methane and nitrous oxide, mainly from meat and dairy production, and from fertiliser used in agriculture.



Farming practices

Since farming methods and the resources they require are the largest source of greenhouse gas emissions in the food system, a key part of meeting emissions targets will be to encourage the farms owned by the city council and those in the local area to adopt environmentally sustainable practices.

Meat and dairy consumption

Animal products account for 30% of food eaten in the UK, yet their consumption is responsible for nearly twice that share of emissions (58%).²⁰

Reducing meat and dairy consumption is challenging. The subject is an emotive one that includes questioning customs and habits around food (meat-based meals) which have a close link to culture.

The messages are also not clear-cut as different animal products have different impacts, with the most concern being cattle fed on grain or soya (especially if land such as rainforest has been cleared to plant this feed). However, dietary substitutions could also have important consequences – for example the depletion of fish stocks or increased land clearance for soya production.

The overall message is that reducing meat and dairy consumption offers large reductions in total greenhouse gas emissions, but we need to be careful in translating this finding into policy or consumer advice.

As part of our strategy, the Food Partnership will lead on a campaign to raise awareness of the benefits of enjoying seasonal variations in vegetables and fruit and treating meat as a high-quality item to be consumed in lower quantities. This will be better for our health, our wallets, and the health of the planet.

Gases from food waste

Food waste is also a significant contributor to greenhouse gases. The processing and transport of edible food that goes to waste accounts for around 3% of the UK's greenhouse gas emissions.²¹ This figure does not include the methane emissions from the 7 million tonnes of food waste that ends up in landfill each year.²²

Food transport

To understand greenhouse gas emissions in the food system we need to assess the lifecycle of products, not just a measure the distance they have travelled. However, food transport is still a significant factor, accounting for about 12% of the UK's total greenhouse gas emissions and for 25% of the distance travelled by lorries in the UK.

Consumers drive a further 12 billion miles each year to buy food²³. We need to act locally to reduce the total number of car journeys that customers make to buy food. To achieve this, local transport plans will need clear policies on public transport, positioning of bus stops, timetabling and location of cycle racks. Producers and retailers should provide efficient delivery services to homes or bulk drop-offs at food co-operatives, preferably using green energy vehicles.

We also need to reduce the overall distances travelled by food from 'field to plate'. There is potential for more local meat, fruit and vegetables and sustainable fish to be sold in the city. Sites on the urban fringe could produce more fresh produce. Producers combining their deliveries and co-operation by retailers would help reduce the transport impacts of food coming into the city.

The role of local food

Our strategy addresses ways in which we can localise our food production and increase consumption of food produced from within a 50-mile radius, but only as part of a sustainable food system. The distance travelled by food, whilst significant, is not the only measure of food's environmental impact, and factors such as the energy intensiveness of production and storage are amongst other crucial factors.

"The problems with products that have long supply chains include their contribution to climate change, compromised animal welfare standards, and a deeper industrialisation of food and food culture. But efforts to

shorten 'food miles' can neglect the social and economic benefits associated with trade in food, especially for developing countries. And while consumers are rediscovering local, seasonal produce, they still want diversity and choice.

The relationship between food and sustainable development is complex, and 'food miles' is just one variable. Others include workers' health, community well-being and rural development. However 'food miles' is important as it captures a wide range of concerns about our food system."

Food Ethics Council (website)

The Feeding Brighton & Hove Project is working on a methodology called foodprinting which will help to increase understanding of the role of 'appropriately local' food within a sustainable food system.

There is no one answer and reducing greenhouse gas emissions will require different parts of the food system to collaborate and to focus on the areas where they can have most impact.

Natural resources and the environment

Finite natural resources such as soil and water are becoming depleted both here in the UK and abroad. Using organic farming methods or other measures of environmental stewardship can help protect ecosystems and conserve natural resources. If the ambitions of the South Downs National Park to conserve natural assets, increase public access and protect biodiversity are to be realised, farmers will need support to diversify both their farming methods and what they produce. The aquifer from which the city's water comes from is under increased pressure due to low rainfall and high usage and measures to conserve water will need to be supported.

Fish

The city is able to source much of its fish from the local Sussex fishery, which extends from Dungeness in the East to Chichester Harbour in the West. It lands a wide range of fish and seafood including cod, whiting, sole, plaice, crab, lobster, scallops and whelks, depending on the season. Although some of the fish landed by boats fishing out of Brighton Marina and Shoreham Harbour goes directly to fishmongers, restaurants and hotels in the city that use local fish, a significant proportion leaves the city and enters the national or global food market.

As with other local foods there are issues on both demand and supply sides: customers ask for a limited range of fish species, most of which are not landed locally; caterers create dishes out of fish they know; restaurants want continuity of supply due to customer demands and static menus (which is not always possible from a small fishing fleet); and the fishing industry is bound by EU fishing quotas.²⁴



A key issue is that the majority of fish consumed in the city is sourced from far away, for example tuna, salmon and prawns, and the vast majority of fish sold is bought in supermarkets and therefore sourced from global supply chains. Even if the fish was originally caught in waters off our coast they may have travelled long distances to end up back on our supermarket shelves.

Fish is a nutritious local food and we need to work with restaurants, large catering providers, the fishing industry and residents on a local sustainable fish plan.

Planning and research

Brighton & Hove's application to become a UN Biosphere Reserve offers enormous potential to bring together work to integrate food, biodiversity, water quality measures and landscape heritage, making the most of our position between the sea and the Downs.

The city and council are committed to a One Planet approach – working towards a more sustainable city which lives like there's one planet, not three and a half. One Planet Living has ten principles of sustainability, including Local and Sustainable Food www.oneplanetliving.org

The city's compact, urban structure is a challenge and citywide strategies to improve our food system will require intelligent planning of how land is used. Within the city boundary there are a surprising number of potential plots that could be used for growing food. Measures that support food growing on the urban fringe and encourage planners to consider space for food growing should be supported.

Harvest Brighton & Hove has worked closely with landowners to establish processes by which local residents can apply to run growing projects on land around housing or on other under-used land using 'meanwhile leases'. This gives people the opportunity to take part in food growing close to where they live and reduces pressure on allotment waiting lists by finding alternative land spaces.

Harvest Brighton & Hove²⁵ is supporting the development of a community orchard, community-supported agriculture projects and helping more schools to establish or develop areas for growing food. To make the most of these opportunities, land suitable for food growing across the city needs to be identified and mapped, along with other open space requirements such as leisure, landscape conservation and biodiversity protection.

We need to undertake local research and gather data on food issues and attitudes that can be used to inform the city's joint strategic needs assessment, State of the Local Environment report and other policy decisions.

The city is the base for offices for two key national food policy organisations (Food Ethics Council and Food Matters) and our universities already undertake research on issues relevant to the food system. We will work towards establishing a food policy and research forum to initiate and co-ordinate research locally and to keep up to date with research nationally and internationally.



10 The UN Food and Agriculture organisation reports that we each consume around 3,500 calories per day in the UK which is 1,000 more than the recommended amount.

11 NHS Brighton & Hove Public Health Directorate (2011)

12 The Brighton & Hove childhood obesity strategy is working to achieve the national target of halting the year-on-year rise in obesity in children. It uses a partnership approach to bring together schools, the hospital dietetics department, the public health team, the Food Partnership's community nutrition team, Albion in the Community, the community sector, teams from the council and health workers to offer obesity prevention and healthy weight intervention measures for children and young people.

13 Harvest Brighton and Hove Evaluation Report – Bevendean Street Survey, Food Matters 2011

14 Brighton and Hove Alternative to Supermarkets Group (BHATS) survey, 2011, Brighton Community Agriculture group survey, 2010, Food: What's on your Doorstep? A series of participatory workshops exploring the relationship between communities and local, organic food, Food Matters 2007

15 Food-buying groups or food co-ops where a community comes together to bulk buy produce direct from the wholesaler or producers to be delivered to a central pick-up point

16 Community food projects include lunch clubs, cookery groups, growing projects, buying groups and can take place in a variety of community settings. They usually run off minimal resources. In 2011 there were 100 community food projects in Brighton & Hove.

17 Avoidable food waste includes food that is thrown away because too much has been cooked, has passed its use-by date or has gone off. It does not include items such as onion skins or meat bones which could not have been eaten. There are 4.1 million tonnes of avoidable food waste is thrown away in the UK each year, accounting for 61% of all food waste (WRAP).

18 The Water and Carbon Footprint of Household Food and Drink Waste in the UK, WRAP (2011)

19 The Composition of Waste Disposed of by the UK Hospitality Industry, WRAP (2011)

20 Brighton & Hove Sustainable Community Strategy, reduction from the 2005 baseline of 5.7 tonnes per person

21 The Water and Carbon Footprint of Household Food Waste in the UK, WRAP (2011)

22 Food Ethics Council (2009) Waste: dishing the dirt, Food Ethics Magazine Vol 3 and WRAP (2009) Household food and drink waste in the UK

23 Food Distribution, An Ethical Agenda, Food Ethics Council (2008)

24 Brighton & Hove CSA: feasibility study, Food Matters (2011)

25 Harvest Brighton & Hove is a partnership project which aims to get the city growing more food www.harvest-bh.org.uk

Glossary

Anaerobic digestion

A natural process in which microorganisms break down biodegradable waste in an environment with little or no oxygen, anaerobic digestion is a system that helps divert biodegradable waste (such as household food waste, garden waste, card and paper) from landfill or incineration. It composts this waste and produces biogas, a form of renewable energy. In some areas anaerobic digestion is used for processing household food waste compost from food and garden waste.

Downland Estate

Brighton & Hove City Council own 4,400 hectares of downland within and on the outskirts of the city's boundaries, much of which is farmed by tenant farmers. The land is currently managed by a specialist land estate agent on behalf of the council.

Community Supported Agriculture (CSA)

A system of farming that creates a partnership between the farmer / producer and the consumer. In CSA the risks and benefits of farming are shared between the farmer and consumer – it helps to guarantee a market for the farmer and helps people reconnect with, and sometimes get involved with, where their food comes from. There are many models of CSA, one example is where the consumer pays an annual membership fee to cover the farming costs and receives a regular share of the harvest.

Ecological footprint /foodprint

A measurement of the amount of land and sea that would be needed to sustain our consumption levels. It is measured in global hectares and expressed as the number of planet earths needed to support a certain activity (e.g. if everyone lived like we do in Brighton and Hove we would need 3.5 planets to sustain us).

Ecological footprint is commonly used to communicate environmental impact; ecological foodprint looks specifically at the environmental impact of our food systems.

Foodprinting is a measurement of the resources required to produce, consume and dispose of food – this measurement can be used on an individual, organisation or citywide level.

Fairtrade

The FAIRTRADE mark is an independent consumer label which appears on UK products as a guarantee that they have been certified against internationally agreed Fairtrade standards. These standards include better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world.

Food miles

A unit used to measure the distance that a food product travels from where it is produced to where it is sold or consumed.

There is some debate about its value as in some cases food produced far away uses less overall fuel because of the techniques of production and it does not take into consideration the social and economic implications of transporting food. However it remains a useful and commonly used shorthand for measuring how far away our food comes from.

Food poverty

An individual or household's inability to obtain healthy, nutritious food, or the food they would like to eat.

Food poverty and economic poverty are linked, but other factors such as availability and cooking and shopping skills are significant. Food poverty often results in poor diets and can contribute to lower health. Around 4 million people in the UK are estimated to suffer from food poverty.

Food system

All the activities and infrastructure involved in feeding a population: growing, harvesting, processing, packaging, transporting, marketing, consuming, and disposing of food and food-related items. It also includes the inputs needed and outputs generated at each of these steps as well as "waste management" activities like composting or landfilling food scraps.

Greenhouse Gases

A gas that contributes to the greenhouse effect by absorbing infrared radiation from the sun rather than allowing it to escape back into space, thus trapping heat in the atmosphere. There are six main types of greenhouse gas, carbon dioxide, water vapour, methane, nitrous oxide, ozone and CFCs. Some of these occur naturally, but others are created and emitted through human activities.

Health inequalities

Differences in the extent to which groups of people experience health problems, access health services and how long they live. Health inequalities are often linked to geographic or social variations.

Healthy Choice Award

A joint initiative from the Food Partnership, Brighton & Hove City Council and Brighton & Hove NHS to encourage caterers to offer healthier food options in a healthy, clean environment. Dining establishments as well as nurseries, care homes, school breakfast clubs and other organisation can apply, and successful applicants are given signage to display so that diners can recognise the availability of healthy items on the menu.

One Planet Living

A global initiative developed by BioRegional and WWF that sets out 10 sustainability principles to enable us to enjoy a high quality of life within the productive capacity of the planet, with space left for wildlife and wilderness.

Open Market

The Open Market is located in Central Brighton between London and Ditchling Roads and is owned by Brighton & Hove City Council. It was historically a market with traders selling fresh fruit and vegetables, fish, eggs, cheese and meat and other foods as well as housing other small businesses, not necessarily food related. It is currently being redeveloped and the new market will include a range of retail, workshop and housing units and will be run by a Community Interest Company as a social enterprise for the benefit of the local community.

Sustainable food

Food which is produced, processed and traded in ways that contribute to thriving local economies, protect the diversity of both plants and animals, sustain the livelihoods of producers and growers and provide social benefits.

UN Biosphere Reserves

An award given by UNESCO to sites across the world which innovate and demonstrate approaches to conservation and sustainable development based on local community efforts.

Brighton & Hove City Council is part of a partnership that is applying for the city and surrounding chalk downland to become a Biosphere Reserve.

Urban fringe

The areas which link a town or city to the rural areas that surround it. These areas are often under constant threat of urban development and expansion. In Brighton & Hove the urban fringe includes areas at the edges of neighbourhoods such as Hollingdean and Mile Oak that lead onto the surrounding downland.

Vermiculture

The process whereby worms feed on slowly decomposing materials (e.g. vegetable scraps) in a controlled environment to produce nutrient-rich soil.

