



**Local Food in East Sussex Public Sector
Catering
20th March 2003**

Conference Report

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1. Introduction

On 20 March 2003, around 60 people came together to explore the benefits, issues and opportunities in local food procurement and provision by the public sector in the South East. The workshop was organised by Common Cause Co-operative and Sustain: The Alliance for Better Food and Farming, in association with the Food and Health Partnership, East Sussex. It took place at Lewes Town Hall.

The day began with delegates hearing about the procurement process and rules, the Grab5! project by Sustain and in East Sussex promoting fruit and vegetable consumption to school children, the National Schools Fruit Scheme in the South East, the current contracting arrangements for the school meals system, and various examples of UK schools or county catering services using local and organic food in school meals. In the afternoon delegates split into groups (food education, school dinners, supply, and fruit supply) to consider what was already happening in the South East and East Sussex, who was doing it, what the obstacles and opportunities were in public sector catering, and to develop ideas as to how to overcome these obstacles or realise the opportunities. The day ended with a plenary session involving discussions of the issues covered during the day.

The summaries and action plans which follow come from the discussions and ideas generated at the event. They set out to reflect and build on the views expressed by participants. In the process of writing this record, some of the language and detailed wording may have changed; however we hope that the meaning remains intact.

2. Summaries and Action Plans

Food Education

Participants in the Food Education workshop suggested the establishment of ‘*school food groups*’ in each school made up of the key stakeholders (e.g. parents, teachers, governors, pupils) to examine all aspects of food, from links to the national curriculum to the school meals’ service. Such a ‘*school food group*’ should work towards adopting a ‘*whole school food policy*’ for the school, of which the school meals service would form a part, whether independent of, or as part of, a county school meals service (See School Dinners). This would include developing food education on the curriculum, promoting healthy eating including greater fruit and vegetable consumption, links with the farming community, improving the catering service, and developing policies on snacks and vending machines. Either way, a whole school food policy should ensure that schools take an active role in the National School Fruit Scheme, and work towards the Healthy Schools Standards. The policy may also want to include the development of menus for schools following the principles of good nutrition, low environmental impact, seasonal and local availability, and take account of religious and cultural factors, and any special diets which the pupils may have. Information on developing a whole school food policy can be found at <http://www.grab5.com/>; support is also available for schools developing food initiatives at <http://www.foodandhealth.org.uk>.

What needs to be done?	Who should lead?	Who else?	When?
Form a ‘school food group’	Healthy Schools Coordinator (HSC) Lesley Potter, East Sussex FHP	Pupils/school council/parents/parent teachers associations/governors/cooks/county contract caterers East Sussex School Food Action Group	Now
Commit to a whole school food policy	School Food Group	Pupils/school council/parents/parent teachers associations/governors/cooks/county contract caterers	Once School Food Group is formed
Do research – What is feasible? Where to start?	School Food Group/HSC/members of staff (in school/champion?)	Staff/Parents/ Lesley Potter, ES FHP	Next three months
Set aims and priorities; go for easy wins first e.g. snack policy	School Food Group/HSC	Pupils/school council/parents/parent teachers associations/governors/cooks/county contract caterers	After research
Implement a whole school food policy- continue to update and to innovate	School Food Group/HSC -	Pupils/school council/parents/parent teachers associations/governors/cooks/county contract caterers Lesley Potter, ES FHP	Continuous
Manage changes – use education and information	School Food Group/HSC Lesley Potter, ES FHP	Pupils/school council/parents/parent teachers associations/governors/cooks/county contract caterers	Continuous
Initiate links between producers, distributors and end-users	School Food Group/HSC Common Cause, FHP	DEFRA + others, Producer, distributor, caterer, buyer	ASAP

School Dinners

For opted out schools

There is perhaps more flexibility with devolved budgets as schools can decide for themselves, for example, how the service is provided, where the food or service is purchased from, and nutritional and other specifications. However, some schools may be too small or isolated for this to be viable by themselves. There may be concerns that with devolved budgets, schools in general would be unable to deliver a viable meals service. It is worth noting that many schools in East Sussex have budget deficits and this is set to rise with recent and expected budget cuts. At the moment the price for primary school meals is £1.25 and secondary school meals are £1.29. Here schools need to consider collaborating with other schools or other parts of the food sector in the area to ensure food is prepared to meet quality, safety, and sustainability requirements.

One critical factor as to whether the school can provide the meals service itself is the availability of appropriate facilities in the school, including a kitchen, storage space, serving and dining space, and staff. If these are lacking, the school may want to consider contracting out the service to nearby facilities (such as a neighbouring school) or to seek investment from the local authority in the necessary cooking and serving facilities in the school itself. The school may want to consider the use of a third party to manage the school canteens. Third party organisations generally have greater freedom in their procurement activities than public institutions.

Opted in schools

Even if a school has opted-in to the county catering service, it should still go through the process of adopting a 'whole school food policy' (See Food Education). Opted-in schools could also work with the county catering service to develop a 'sustainable procurement policy' to examine ways in which the food and catering service could be improved, either as part of, or additional to, the local authority's sustainable procurement policy.

A need was identified for the local authority to increase awareness amongst purchasers and caterers of the benefits of using sustainable food in catering and hospitality services. It was proposed that East Sussex County Council examine their policy and if needed, to introduce a sustainable procurement policy on food. This would include reviewing their contracts, and the procurement process, to ensure they are not discriminating against local or smaller suppliers. It was also recognised that budgets allocated to food and catering in schools were probably too low, and needed to be increased with an introduction of more sustainable food. This would require persuading Councillors and budget holders of the benefits of better food in the system.

What needs to be done?	Who needs to do it?	With help from whom?	By when?
Review current procurement policy	ESCC/Schools, East Sussex School Food Action group, Common Cause, Food and Health Partnership	All other stakeholders	ASAP
Develop a sustainable procurement policy with support from key policy makers and staff	ESCC/Schools, Food and Health Partnership, Common Cause, Centre for Sustainable Food and Farming	Sustain (manual)	2003
Review tendering process	ESCC	Caterer + supplier	ASAP
Review food specifications	ESCC	Caterer	ASAP
Change emphasis from lowest cost to 'best value'	ESCC, politicians, contractors, schools	IDeA/DfES	ASAP
Increase budgets allocated to food and catering, by lobbying councillors and budget holders	ESCC/Councillors	Schools/Food and Health Partnership	
Ensure policy includes; contracts/lots set at optimum size to ensure local food suppliers are not discriminated against	ESCC/Schools	Food and Health Partnership/Sustain	As contracts are renewed

<p>Increase awareness; Education/promotion/marketing of benefits of local food</p>	<p>ESCC Producers Consumers Media</p>	<p>GO SE SEEDA DEFRA Countryside Agency Food Links</p>	<p>Ongoing</p>
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Supply

Producers stated that they currently lack information regarding the foodstuffs which catering service public sector bodies require. An initial step forward would be to research in more detail the current food/catering service in the public sector; finding out what purchasers buy, how often, and in what quantities and to examine whether there are sub-contracting opportunities for producers. In one of the morning presentations, Nicky Anstey of Initial (the current catering contract holder) highlighted the need for its suppliers to have full traceability of foodstuffs, electronic invoicing, food safety requirements including ISO 9002. It was also noted that for Initial to use local produce, the producers would need to have contracts with Initial's suppliers, (Brakes) + and so demonstrate that competitiveness.

It was suggested that an investigation needs to look at whether there has been research into the existing supply base in terms of what is produced, what infrastructure exists, and who the producers are. There are already some producer groups operating in the South East (Food Links South East, South East Food Group Partnership, Taste of the South East, etc), but there is no producer group or network of producer groups currently providing food for public sector meals, and/or a catering service itself. Such a producer group or network of groups would perhaps need to be established, possibly as a partnership between existing groups, and linked to neighbouring producer groups and other producer networks (in the UK and even further a field) to ensure consistency and variety of supply and quality. At present, only some products may only be *entirely* supplied from East Sussex or the region (e.g. meat).

Development of the supply chain infrastructure and distribution systems may be required which should be coordinated with other initiatives by the farming and food industry, DEFRA and the regional development agency. Once established, the partnership or consortium of producer groups will want to start bidding for contracts or sub-contracts and raise awareness of the initiative. Such a body may also want to consider offering additional aspects as part of a contract or sub-contract such as educational activities and/or recycling packages.

What needs to be done?	Who needs to do it?	With help from whom?	By when?
Find out what the procurers/contractor really need; <ul style="list-style-type: none"> Food or catering service? What? types (primary, processed, ready meals?) When? Where? –delivery How? – in house or sub-contracted How much? – Best Value vs. cheapest What regulations, food safety, etc 	Producers/Food and Health Partnership/Researchers, Sustainable Food and Farming Centre Funding from <ul style="list-style-type: none"> Regional Govt & agencies Local Govt. Food Link Organisations 	GO SE SEEDA Others	2003
Find out about existing producer base; <ul style="list-style-type: none"> Range of producers (networks, magnitude of enterprises) Infrastructure (processing, transport, and distribution) Range of produce 	From existing or new research by DEFRA SEEDA Producer Groups Sustainable Food and Farming Centre Plumpton College, Brinsbury College Common Cause	Support agencies	2003
Assess potential to tap market needs – conduct feasibility study	Producer groups/network	DEFRA/SEEDA Support agencies	2003
Establish partnership or consortium of producer groups or network of producer groups to	Producers/producer groups	DEFRA Co-op development agency	Start 2003- Continuous

supply public sector			
Develop supply chain if required, including infrastructure and distribution systems	Producer groups/network DEFRA SEEDA	Countryside Agency Support agencies	Continuous
Bid for contracts	Producer groups	Support agencies	When out to tender

Fruit Supply

Participants in this group identified a good opportunity to develop a fruit supply to the public sector, with the Free Fruit for Schools Scheme that would come to East Sussex in 2004. This would require collaboration between fruit producers across the South and, possibly, abroad and also the organisation of events to publicise and promote the availability of produce. Similar themes were developed to the supply workshop including analysing the market potential, developing collaboration between producers, and developing the infrastructure. Also, similar themes expressed in the food education workshop such as supporting Grab5! and whole school food polices, and similar to the school dinners workshop including reviewing the current contracting arrangements.

What needs to be done?	Who needs to do it?	With help from whom?	By when?
Develop supply <ul style="list-style-type: none"> • get producers together • form producer group or network • develop infrastructure needs • organise 'meet the buyer' events • Analysis of market including capacity • bid for contracts/start supplying schools 	Plunkett Foundation Common Cause Food Links South East South East Food Group NFU Soil Association Taste of the South East BIFGA	ERDP grant, links with European coops, NHS/LEAs DEFRA SEEDA	1-2 years followed by application within 12 months
Increase consumption/demand for local <ul style="list-style-type: none"> • General promotion of local fruit • Look at changing county contracts – make it more competitive for producers, lobby councillors 	GO SE SEEDA ESCC Food and Health Partnership	NHS PASA SE LPN Producers	6 months time
Link with and support schools, e.g. Grab5! Whole School Community	Producers/Healthy Schools Coordinator/Food and Health Partnership	Food education groups	On-going

Annex 1 Speakers presentations

James Petts, Sustain

Sustainable Food Procurement; benefits, issues and opportunities

Sustainable Food Procurement

- Benefits of more sustainable food in the public sector
- Issues and concerns
- What we can and can't do under the rules
- Some current and future developments
- The Sustainable Food Chains' project

Benefits of sustainable food in the public sector

- Education
- Health
- Economic
- Environment

Issues and concerns

- Supply
- Cost
- Legislation

Supply

- Lack of local infrastructure e.g. abattoirs
- Lack of awareness of opportunities
- Too small or disparate – needs collaboration with other local suppliers/producers
- Lack of variety and consistency – needs collaboration with other supply chains – neighbouring and elsewhere

Cost

- Drivers both ways
- Increases with use of organic dependant upon product/premium
- Reductions by introducing seasonal menus and more vegetarian recipes
- Reduction in cost of waste and waste disposal
- European examples either no or small increases in cost – but started with larger budgets than UK institutions

Legislation

- WTO Government Procurement Agreement
- EU public procurement directives
- UK public procurement regulations
- WTO dispute settlement
- Case law of the European Court of Justice
- UK case law
- EU interpretative communications
- UK policy and guidance

Purchasing in schools

“Best Value is not a statutory requirement for schools and it does not apply formally to governing bodies in their use of delegated and devolved budgets. Governing bodies are, however, required to set targets to raise standards. They are also expected to provide good quality schooling and to spend public money wisely”

Department for Education and Skills, *Best Value in Schools*, DfES, 2002

What we can't do

Can't;

- Operate a local sourcing policy
- Operate a quota system, e.g. for SMEs, (Small and Medium Enterprises)
- Apply award criteria which does not directly relates to subject matter
- Apply 'additional criteria' in non-tiebreak situation
- Incorporate 'external economic costs' into a Whole Life Cost analysis (unless exceptional circumstances, e.g. tie break)

What we can do

Specifications;

- Specify 'Organic' (the word)
- Specify 'fair trade' (the wording with 'or equivalent')
- Specify a EU protected food names (PDO, PGI, or TSG) or other 'traditional' foods (with 'or equivalent')
- Specify seasonal
- Specify 'fresh' or 'just picked'

What we can do

In contract clauses;

- Delivery / packaging of goods in bulk rather than by single unit
- Re-use of packaging material
- Delivery of goods in re-usable containers
- Collection or re-use of waste produced during or after use

We can do

Non-discrimination against local supplies;

- tendering more frequently for smaller quantities, splitting into 'lots'
- facilitating the inclusion of smaller growers and producers as 'second tier' suppliers
- developing a 'patchwork' approach along the lines of NHS Purchasing and Supply Agency
- assisting suppliers to tender for work through 'meet the buyer' days and briefings
- specifying seasonal food or developing seasonal menus

Some Current and Future Developments

- Organic Action Plan
- Farming and Food Strategy/Implementation
- Cross-departmental group on regional and local foods (local food sub-group)
- Sustainable Procurement Group – internal, interdepartmental – reported Mar 2003
- Sustain/East Anglia Food Link manual and toolkit – mid- 2003
- EU Green Handbook – summer 2003
- New EU directives – 2004/5

The Sustainable Food Chains' project

- Pilot areas – 7 in total
- Manual for sustainability in public sector food and catering – due mid-2003
- Policy work to support local food sector
- Support for Food Links UK
- Project egroup website – www.sustainweb.org

James Petts, Policy Officer, Sustain james@sustainweb.org

Kate Bowie, Grab 5!

A whole school approach to food in schools

Why food initiatives should adopt a whole school approach:

- To bring everyone on board

- To ensure consistency of message
- To realise the full potential of learning opportunities
- To integrate and imbed the work into school life
- Sustainability
- Commitment

The Grab 5! experience

A project for primary schools wanting to encourage their pupils to eat more fruit and vegetables

Key elements of Grab 5!

- Practical
- Flexible
- Tailored
- Participatory
- Whole school food policy

Examples of Grab 5! activities

- Cooking clubs
- Growing clubs
- Breakfast clubs
- Fruit tuck shops
- Farm and shop visits
- Links with the curriculum
- Theme days
- Involving parents and governors
- Food competitions
- Work on school meals

The Grab 5! process

- Setting up an action group
- School audit
- Action planning
- Adopting a food policy

Support given to schools

- Training day
- Materials
- Practical support
- Support from local partners

Kate Bowie, kate@sustainweb.org

Lesley Potter, School Food Worker, The Food and Health Partnership

Grab 5! Be Alive!

Grab 5! Be Alive !

- Objectives of the project
- Engaging Schools
- Planning Programmes
- Implementing Programmes
- Supporting Schools
- Objectives of the Project
- To assist 8 schools in the priority wards to develop a whole school food policy.
- To encourage, where possible, the use of local produce.
- Help schools to link with producers through visits to farms of all kinds.

Grab 5! Be alive!

- Engaging Schools
- Presentation to head teachers
- Enrolling schools
- Presentation to individual school action groups.

Grab 5 ! Be Alive !

- Planning Individual Programmes.
- Meeting with individual steering groups to discuss where the school is now, and where it would like to be in the future .

Grab 5! Be Alive!

- Planning a launch or special whole school event around food.

Lesley Potter, School Food Worker, lesley@foodandhealth.org.uk

Nicky Anstey, Senior Nutritionist, Initial Catering Services with Jane Carter. Manager/Catering Contract East Sussex County Council

Food in East Sussex Schools

Current Position in East Sussex Schools – Jane Carter

Initial's Stance

“Initial would certainly be happy to discuss and support local farmers if our policies and requirements are met with respect to food safety standards, technological requirements, distribution ability and obviously if the provision is commercially viable”

Current Procedures and Provisions

- Delivery window – 8.30am - 1.30pm (5 hours)
- East Sussex = 147 delivery points \cong 30 drops/day
- Brakes Bros – Frozen products and fresh fruit and vegetables, once per week (av. drop = £100)
 - Fruit and Veg (incl. Potatoes = £14.59)
 - Fruit and Veg (excl. Potatoes = £6.42)
 - Meat (incl. breaded = £33.72)
- DBC – Groceries and chilled products (cheese, sliced chicken, eggs, bacon), once per week
- 12 month guaranteed price stability

Distribution

- Need fully chilled vehicles for delivery to maintain consistent temperature of produce to maintain quality and shelf life.
- Supplier must provide 24 hour temperature graph
- Produce must be stored in chilled warehouses
- Logistics - Start back dates
 - Termly = 1 day cleaning & 1st trading day to deliver to 147 schools
 - Half term = 1st trading day need to deliver to 147 schools
 - (20 drops max per vehicle in 5 hour window)

Seasonality

- UK produce is not available over 12 months
- Oranges, bananas, grapes, lemons, kiwi, satsumas not typically UK grown
- Therefore have to procure produce abroad – 10% possibly local/British grown
- Problem with Initial just buying seasonally means price of produce from main fruit and veg supplier would increase to compensate for loss of trade.
- Therefore even if local produce costs the same as Brakes/Pauleys, the overall cost to us will still increase

Food Safety

- Due diligence systems must be in place to demonstrate:
 - Pesticide levels
 - Nitrate levels etc
- Trace-ability of all produce
- Need to be fully audited for:
 - Food Safety – Must meet ISO 9002 standards
 - Financially

Technological Requirements

As a minimum we need:

- Electronic Management Information, i.e. specs electronically
- EDI (Electronic Data Interchange) invoicing
 - Enables us to give a regular and organised payment process
 - Cuts down our admin/accounts function, especially with 147 different sets of invoices per week

In Summary

You must:

- Guarantee a 12 month stable price for each product
- Demonstrate food safety requirements, including ISO 9002, Due diligence procedures etc.

- Deliver all produce on time in correct delivery window every week to 147 schools and in mass on 1-2 days on termly starts
- Warehouses and delivery lorries must maintain chilled constant temperature and records
- Overcome seasonality problems
- Provide EDI invoicing of all produce

Opportunities

- Speak to Brakes/Pauleys about becoming nominated supplier for them.
- Send our purchasing team proposals to tender for business, if the criteria is met, electronic systems are up and ready and if it is commercially viable.
- What would be more beneficial is a Nationwide campaign, i.e. Grow British for British Schools, instead of being fragmented.

“Being a farmer’s daughter I personally would love this venture to work to help farmers. But it is important that to make it work, that we all understand and remain focused that it is essential to ensure the proposals are commercially viable for companies. As no company wants to make a loss!!”

Nicky Anstey, nicky.anstey@initial-catering.co.uk

Johnny Denis, Regional 5 a day coordinator for the South East

The National School Fruit Scheme, (NSFS)

“A new National School Fruit Scheme where every child in nursery and aged four to six in infant schools will be entitled to a free piece of fruit each school day, as part of a national campaign to improve the diet of children.

We will examine the practicalities of the scheme through pilots before rolling it out nationally.”
NHS Plan - July 2000

How much are children eating?

- Children’s consumption levels average 2 portions per day.
- One in five children do not eat any fruit in a week.
- Three in five children eat no leafy green vegetables in a week.
- Half of all children do not drink any fruit juice in a week.
- Children in the lowest income groups are about 50% less likely to eat fruit and vegetables.

NHS Plan commitments

- NSFS provides free fruit delivered to schools
- NSFS does not provide equipment or staff time
- DH responsible for arranging the deliveries of fresh fruit.
- Schools responsible for getting fruit to children within school

Pilots

- Autumn 2000
 - London and Leicester
 - 33 schools in three pilot areas
 - “gate to hand” evaluation
- Spring 2001
 - 27 areas (mainly HAZs)
 - 550 schools
 - 80,000 children
 - “gate to hand” and “hand to mouth” evaluation

Evaluation results process

- Popular with children
 - looked forward to the fruit
 - fewer complaints of hunger
 - overcome reluctance
 - 80% of fruit taken
- Welcomed by staff
- Improved ethos/atmosphere in class.
 - Calming effect
 - Improved attention levels
- Support to teaching - healthy eating, science, literacy, numeracy.
- Valuable addition to the school routine - integrating with existing activities
- Majority gave fruit around morning break to individual classes
- Time demands acceptable - less than initially expected
- Waste not a problem
- Storage a key issue

Scaling Up

- NOF funding £42 million over next 2 years
- One region each school term
- Pilot areas continue
- West Midlands (Summer 2002)
- London (Autumn 2002)
- North West (Spring 2002)

- East Midlands (Summer 2002)
- [school and pupil numbers for region]
- Led by DH regional public health teams
- NOF region-wide grant
- Area coordinators
- Communication with key people in region
- Join-up timetable
- Face to face briefing with schools

Who's Who

School Fruit Coordinator responsible for operating Scheme in school - point of contact

Distributor all enquiries relating to delivery of fruit quality

Area Coordinator for unresolved issues with distributor and other enquiries about the Scheme

Dept of Health set overall policy for Scheme, contracting for supply and distribution, organising Regional Scale-up

How you can help

- Informed of Scheme
- Help explain to schools in familiar context
- Advise on school briefing sessions
- Local knowledge

Communication with schools

- Introductory letter
- Joining instructions and form
- School briefing events
- video
- pilot school advocates

What schools need to do first

- Identify a school fruit scheme co-ordinator.
- Return the signed joining instructions form to your area co-ordinator.
- Plan your system, involving whole school
- Discuss using kitchen storage facilities with your caterers.
- Contact parents & guardians -consent and allergies.

Joining instructions

- Named School Fruit Coordinator
- Number of children
- Delivery requirements
- Agree conditions
 - Named coordinator
 - take delivery, check and sign
 - responsibility for handling, storage and distribution
 - give free fruit to all eligible children
 - offer parents chance to exclude children
- Signed by Head Teacher and Chair of Governors
- Return by xxxxxx

Supply and distribution

Supply: Single fruit type for whole region

Distribution: single LEA areas

Contract Duration: 12 months with option for further 12 months

Top ten success factors

1. Thorough preparation and planning
2. Ensure everyone knows the system..
3. Practical tasks shared among several people to ensure sustainability.

4. Involve catering staff
5. Involve older children
6. Establish a routine for the children.
7. Make “fruit time” positive and fun.
8. Input into teaching and learning
9. Adult role models - teachers eating spare fruit with the children.
10. Involve whole school and family

School Joining Pack

- “Information for Schools” booklet
- “Information for Schools” Video
- “Information for parents” leaflet
- Wall posters on storage and delivery
- Evaluation summary
- NSFS booklet

Johnny Denis johnny@foodandhealth.org.uk

Local Food in School Meals? Wendy Tobitt, Local FoodWorks and Katharine Rayner, Common Cause Co-operative

Yes, it can be done!

- The case for Local Food in East Sussex schools
- Who can be involved
- You are not alone!
- Barriers to Local Food
- Examples of good practice
 - South Gloucestershire District Council
 - St. Peter's School, East Bridgford, Notts
 - Callington Community College, Cornwall
 - Eostre Organics, East Anglia producer co-op
- Next steps for East Sussex schools?

Good practice – South Gloucestershire DC

- Council committed to sustainability; urban & rural areas
- 115 schools - 98 primary, 14 secondary, 3 special
- Serve 4 million meals pa - uptake doubled in the last 3 years since took control of meal provision in 2000
- 600 staff employed - kitchens in all schools
- Belief in sustainability in catering procurement

South Gloucestershire DC - the actions

- Kay Knight in-house catering manager works in partnership with Wiltshire Consortium for Purchasing and Distribution, (CPD) to let contracts for supply of food under EU regulations
- Wilts CPD work with producers, growers, brokers to source as much local as possible – also strict QA of suppliers supported by EHOs
- Re-opened kitchens to provide lunch, tuck, teachers meal baskets and breakfasts (in some schools)
- Involve staff - take sustainable messages to families and communities
- With PCT dieticians introduced 10p fruit come in primary schools and flavoured milk in secondary schools

South Gloucestershire DC - the benefits

- More children eating healthy food, themed days tied in to curriculum
- Local economy - producers/growers guaranteed markets – broker collects and distributes locally grown veg direct to contract supplier – fresh meat from local farms via local abattoir to contract supplier
- Cash flow improved – credit card purchasing scheme
- Food miles cut, animal welfare improved
- Community inclusion - families in deprived areas take breakfast with children, parents receive menus each week and can phone meals hotline for more information
- Sustainability in action

Good practice – St. Peter's School, Nottinghamshire

- 230 children in community school, April 2000 opted out of county school meals service
- Jeanette Orrey, catering manager with a vision, passion for local fresh produce + nutrition as aid to learning
- Full support from head, governors, staff
- Parents aware of role of agriculture in community
- Warned it would be too much work and higher costs
- Limited budget

St. Peter's School, Nottinghamshire - the actions

- Jeanette Orrey met producers and suppliers, all meat traceable from breeder to butcher, local fruit and veg growers
- Discussed how to work together to meet school needs re: budget, nutrition and environmental ethics
- 75% of children have school meals, offered 2 choices of main course, 4 desserts + vegetarian - all meet nutritional requirements

- Whole school team involved in decision-making incl. governors, parents, teachers, children - World Cup breakfast bangers!
- Wednesday Luncheon Club

St. Peter's School, Nottinghamshire - the benefits

- More children eating healthy, quality food
- Local economy - "it's extremely successful" Barn Bacon Co; Primary Choice consultancy earns £ for school
- Educational - influence community, other schools, beef is safe
- Environmental - organic produce, reduced food miles, Eco School award
- Whole community involved thru' feasts
- Greener School Award, SA Local Food Initiative Award, Clean Food Award, 5* British Meat School Meals Catering Excellence Award

Katharine Rayner katherine@commoncause.fsnet.co.uk

Annex 2. Workshop Record

Question and Answer Session Notes

- Is there any project input into secondary schools – concerns that if only focus on primary schools input could be lost (ice cream van example). Lesley's (Potter) role covers primary and secondary – Jane (Anstey's) meals nutritionally balanced, keen on healthy eating – want pupils to stay on site. Vending machines give opportunities for caterers to provide fruit.
- School milk – less than 5% of eligible pupils in East Sussex take milk. Effecting local dairy farmers who are going out of business. Jane – It is the schools decision, the system is available. Storage and disposal of milk can be issues. Schools could link milk with fruit breaks and integrate milk provision into the school day and routines. Parents may have memories of warm milk.
- Small farmers struggling, need to connect with consumers – food, countryside, farming
- If producers supply schools, where does produce go during school hols? – cropping plan can be adjusted, supply base could be number of producers for flexibility, producers can develop other links with community such as drop offs on the school route and farmers markets.
- On-line marketing
- Lincolnshire example of milk scheme

Food education

What is happening and who are the key stakeholders? (Food education)

Who/What:

5 a Day
Fruit in schools 2004
Healthy schools scheme
Farmers markets
Farm & coop being organised to produce value added food
Veg box schemes
Food coops

Links with Farmers/producers
Initial caterers
Food and Health Partnership
Fresh water initiatives in schools
Fairtrade shop
Two opted-out schools
Wide range of people passionate and interested in food

Obstacles and Opportunities (Food education)

Obstacles

Implementation time – admin/planning
One of many initiatives
Admin burden
Demand on staff time
Time (national curriculum)
Available curriculum time
Teaching time and curriculum restrictions
Staffing and expertise
Lack of cooking – facilities, parent volunteers, staff time
Hygiene – food/water
Water – plumbing
Food ed accommodation
Resources (room/equipment)
Lack of cookery resources
Finance
Lack of practical skills teaching
Lack of appropriate staff skills/knowledge
Additional staffing
Lack of joined up thinking

Accountability
Food culture and choices
Parents could resent prescriptive messages
Social culture
Advertising
Peer pressure
Children's expectations (of fast food)
Advertising – marketing by big companies of junk food aimed at children
Parental support and education (lack of)
Parental cooperation (lack of)
Council catering contract
Cost of school meals – parents pay £1.50, ingredients cost 38 pence. (I think it is £1.21)
Delivery and transportation
Seasons
Supply of good food
Storage/distribution
Consistent quality

Opportunities

League table success
 PSHE team
 Food and Health Partnership
 Community education
 School nurse health service
 Cultural links
 Creativity culture (food focus)
 Cross curricular
 School gardens
 National curriculum changes
 Healthy children
 Happy children
 Pupil enthusiasm
 Sense of community
 Calm/more focused children
 Improved behaviour
 Greater job satisfaction
 Social skills associated with food
 Informed children – parents
 Opportunities to educate families through children
 Educate parents

Involve parents
 Interested parents, governors, staff, PTA, and children
 People aware of value/importance of food
 Devolved budgets
 Advertising (the right sort)
 Compost bin
 Fruit tuck shops
 Health eating – improvements in lessons
 Local producers
 Farm links ‘farmers adopt a school’
 Opting out of contract
 Introducing basic business skills
 Water to rehydrate
 Food in fun
 Choice of food
 Children like food

Action Planning (Food education – group 1)

What needs to be done?	Who?	With?	When?
More practical food preparation in primary and secondary schools – domestic emphasis	DfES/Schools – senior management	Under umbrella of citizenship	ASAP
Develop a food action group in schools	Senior management/governors/school community	HSS	ASAP
Inform and involve children	At all levels in school	Support senior management/outside agencies resources	From outset of project
Create links with local growers and providers	Events like today, all interested parties, websites, good food guide – Common Cause/SFAG	Outside agency support, Good Food Guide	Ongoing

Action Planning (Food education – group 2)

What needs to be done?	Who?	With?	When?
Education	Whole Community	All stakeholders	ASAP
School meals – review/monitor	Headteachers, governing bodies, parents, school councils	Audit – each school	Mid-contract
Food tasting	Teachers	Parents, Food and Health Partnership	2003
Make food fun	All	Food and Health Partnership	Straight away
Farm visits		Vegetable Plotters	

School dinners

What is happening and who are the key stakeholders? (School dinners)

DEFRA
SEEDA
GO SE
DH
Other statutory sector
Teachers
Governors
Councillors
National NGOs
Initial and other providers
Suppliers

Catering staff
Pilots/projects
5 a day, Sure Start, EAZs
PCTs
Farmers
HSS,
Ecoschools
Distribution
Schools
Funders
Pupils

Parents
PTAs
Food and Health Partnership
Central govt.
National curriculum –design
and technology
Processed food
marketing/advertising financial
support for schools

Obstacles and Opportunities (School dinners)

Obstacles

Transportation
 Distribution and logistics
 Availability
 Time – lack of teachers, pressure for results
 Local of real commitment that it can happen
 Availability
 No existing broker or Co-operative of producers to supply schools
 General attitude to dairy producers
 Sustainable – logistics
 Budget, funding
 Increase in cost
 Not enough money spent on food
 No beef on the menu

Sustainable Food and Farming Centre, farmers networks, NFU, Grab5!
 Response to Curry
 Producer consortiums
 Fruit in schools scheme
 More of joined up approach by statutory sector
 Heightened awareness and interest in food
 Concern
 Some schools have food policies and health school schemes
 Working within Best Value – framework, continual review
 Local sourced beef
 Strategy for Food and Farming
 Food and Health Partnership
 Local authority interested and supporting farmers and sustainability

Opportunities

Link with meal providers

Action planning (School dinners)

What needs to be done?	Who?	With?	When?
ESCC procurement policy for all areas of catering that addresses sustainability	Councillors, finance officers, economic development depts.	Parish councils, MPs National/regional NGOs	2004
Implement procurement policy with examples – care homes, schools, hospitals, meals on wheels	Food and Health Partnership, County Council	Producers, schools, hospitals, etc.	2006/7
Producer Co-operative ‘alternative’ distribution/catering	Farmers of groups, NFU, Farmers markets	SFFC, Colleges, Sussex Enterprise, Caterers	2004
Information distribution	Farmers markets, F&H Partnership, Initial	Schools, care homes, etc	2004

Supply side

What is happening and who are the key stakeholders? (Supply-side)

Local authorities
 Farmers – NFU
 Farmers markets
 Co-operatives
 South East (Food Links)
 Contractors
 Cooks/caterers
 Wholesale markets – Brighton, Hailsham, Ashford, Detling
 Abattoirs – Healthfield and two new in West Sussex
 SEEDA
 Eat the View (CA)

School meals
 Prisons
 Hospitals
 Day centres
 Social services
 Residential care homes
 staff catering
 Meals on wheels
 Distributors and processors
 Brake Bros

Obstacles and Opportunities (Supply-side)

Obstacles

Existing contract and relationships
 Always buying the cheapest
 Procurement criteria
 Desire for profit – present suppliers
 Resistance to change – farmers
 Farmers who are responsible for growing
 Financial resources
 Consumer indifference
 Access – making it easier for customers
 Seasonality
 Distribution
 Not enough local food
 Lack of understanding by Government of the practical problems, especially DEFRA
 Public ignorance of benefits and connections
 Financial resources

5 a Day programme

To fulfil demand for organics – now 70% met from abroad
 Formation of farmers coop
 Support for collaboration
 Fair trade as in a fair price
 Join Food Links South East
 Successful cooperation in small groups
 Give alternative to supermarkets
 Local brands e.g. South down lamb
 Greater understanding of small producer business issues amongst local, regional, national government and procurement industry
 More interest in local healthy food
 Local authority catering (links to health and regeneration)
 Consumer awareness
 Stand up/make a noise to change things
 Health benefits –promote healthy eating

Opportunities

Rural Revival Scheme

Action Planning (Supply-side)

What needs to be done?	Who?	With?	When?
Grow more local food - make land available, update allotment regulations	Local government	Local coops, producer coops, consumer coops	
Review contracts	Local authorities	With contractor and local producers	
Change public ideas on value of good food	Health authority and education authority	Parents	
Promote issues in Westminster/Brussels	MEPs/NGOs/Sustain	Media	
Practical education – school gardens	Schools	Parents	

Action Planning (Supply-side – group 2)

What needs to be done?	Who?	With?	When?
Cooperation and communication – don't duplicate	Public, private and voluntary sectors		
Re-engage with food	As above		
Opening farmers/producers minds	As above		
Understanding of the 'food chain' and business requirements	As above		

Opening doors/opportunities			
Matching supply and demand, and develop markets			
Develop local authority – understanding of procurement opportunities	Caterers/consumers		
Develop new menus			

Fruit supply

What is happening and who are the key stakeholders? (Fruit supply)

Who/What;

5 a Day

GO SE

National School Fruit Scheme

Caterers

LEAs

Retailers

Community initiatives

Growers

Suppliers (Brake, Geest, Dole, Del Monte, etc)

UK Growing coops – plums, apples, pears

Supermarkets

Food coops

Schools and nurseries

Obstacle and Opportunities (Fruit supply)

Obstacles

Chain is too long

Price

Competition

Small farmers less flexible

Lack of producers, 2 producer coops

Contracts –price control but neglect SMEs

Opportunities

Raising awareness of British produce in general

Educational value

Cultural

Raising awareness among parents of value of fruit

Link between countryside and food

Partnership marketing

Coordination – better returns – local - fresh

Action Planning (Fruit supply)

What needs to be done?	Who needs to do it?	With help from whom?	By when?
Direct supply <ul style="list-style-type: none"> • get producers together • meet the buyer event 	Plunkett Foundation Common Cause South East Food Group NFU BIFGA	ERDP grant, links with European coops, NHS/LEAs	1-2 years followed by application within 12 months
Increase consumption/demand for local <ul style="list-style-type: none"> • Review and adjust contracts • Analysis of market including capacity 	GO SE SEEDA Food and Health Partnership	NHS PASA SE LPN Local growers	1-4 months from now
Look at changing county contracts – make it more competitive for local growers, lobby councillors			Now -ish
Support schools, e.g. Grab5! Whole School Community	Healthy Schools Coordinator/Food and Health Partnership		Now-ish

Annex 3 Delegates

Alan Anderton	St John's CE School
Mrs Anita Tull	Individual
Janet Anthony	St Anne's School, Lewes
Mike Atkins	Sussex High Weald Dairy
Fay Barker	WRVS
Will Bax	Researcher for Greg Barker MP
Sarah Bennett	St John's School Crowborough
Maressa Bossano	Hastings 5-A-Day project
Julian Breeds	East Sussex County Council Contracts dept.
Mrs Therese Brook	West Sussex County Council
Claire Buckley	Hillcrest School, Hastings
V. Buckley-Jennings	Wallands Primary School
Valerie Cobb	Pells Primary School
Mrs P. Cole	EMCOR Facilities Services
Bill Cragg	Food Link South East
D. Cussens	Oxfordshire Food group
Emma Ellwood	South Malling Schol
Mrs A. Fletcher	WRVS
R Foxwell	Local NFU Chairman
Susie Haworth	East Sussex County Council Contracts dept.
Vicky Healing	Imperial College London
Mrs M Holt	Healthfield Community College
Francesca Illife	B&H City Council
John Jenkin	Plunkett Foundation
Topsy Jewell	Common Cause Co-operative
Jacqui Mansfield	Oxfordshire Food Group
Anne-Marie Bur	Action in Rural Sussex
Tom Maynard	Maynards Fruit Farm
Bryan Meyer	South Malling primary
Anne Miller	St John's School
Julie Moorehead	Food and Health Partnership
Jim Murray	Little Warren Organic farm
Dianna Murray	Little Warren Organic farm
Steve Niblett	Initial Contract Caterers
Nrothiam Dairy rep	Northiam Dairy
David Pryce Jones	GOSE
Caroline Reese	WRVS
Henriette Reinders	South East Food group
Sally Tebbutt	Boathouse Farm
Lucie Tipton	Wye Farmers' Market
David Toms	Food Link South East
Phil Tomalin	ESCC
Peter Turvey	East Sussex 5-A-Day programme
Anita Tull	Independent Researcher
Nick Woolfenden	West Sussex County Council
Victoria Williams	Food Matters
Gary Wilson	Organic for the People

Annex 4 Contact details of relevant organisations

Organisation	Contact name	Address	Telephone Number	E. Mail
Common Cause Co-operative	Katharine Rayner	20 North Street, Lewes, BN7 2PE	01273 470900	katharine@commoncause.fsn.et.co.uk
Countryside Agency	Colin Pritchard		020 7340 2034	colin.pritchard@countryside.gov.uk
East Sussex County Council, ESCC	Jane Carter	County Hall, St Annes Crescent, Lewes	01273 481000	jane.carter@eastsussexcc.gov.uk
Five A Day Programme East Sussex	Peter Turvey		01323 438352	peter.turvey@eastbournedowns.nhs.uk
Food and Health Partnership,(FHP)	Fay Baker	South Downs and Weald pct, 36-38 Friars Walk, Lewes, BN7 2PB	01273 403635	fay.baker@foodandhealth.org.uk
Local FoodWorks	Wendy Tobitt/ Jade Bashford	Soil Association, Bristol House, 40-56 Victoria Street, Bristol, BS1 6BY	0117 9142453	Wtobitt@SoilAssociation.org
Food Links South East	David Toms	Ashes Plantation, Matfield, Tonbridge, Kent, TN12 7LE	01892 722774	TOMS.Fruit@FSBDial.co.uk
GO SE Government Office for the South East	David Pryce Jones	Bridge House, 1 Walnut Tree Close, Guildford, GUI 4GA	01483 882448	
Healthy Schools Scheme	Chris Owen	PSHE Advisory Team, The Manor Offices, Drove Rd, Portslade, BN41 1PA	01273 293535	
Initial, County Contract Caterer				
General enquiries	Steve Niblett	First Floor Offices, 46 High Street, Heathfield, East Sussex, TN21 8HT	01435 865 310	
Local Food for Schools	Mike Meet/ Mike Chapman	Bridge House, Mathiesen Way, Colnbrook, Berkshire, SL3 0HH	01753 561 730	
Nutritional information	Nicky Anstey	Bridge House, Mathiesen Way, Colnbrook, Berkshire, SL3 0HH	01753 561 730	
Local Authorities	Lewes District Council	Ian Kedge, Head of Environmental Health	01273 471600	
	Rother District Council	Scott Lavocah		scott.lavocah@rother.gov.uk
	Hastings Borough Council	Chantall Lass, Sustainability Officer, PO Box 39, Hastings TN34 3WN	01424 781483	class@hastings.gov.uk
	East Sussex County Council	Phil Tomalin, Economic Development, County Hall, St Anne's Crescent, Lewes	01273 481000	philip.tomalin@eastsussexcc.gov.uk
Local Education Authority, LEA, see ESCC above				
MEP	Caroline Lucas			carolinelucas@greenmeps.org.uk ; clucas@europarl.eu.int
MP Lewes	Norman Baker	204 High Street, Lewes, East Sussex, BN7 2NS	01273 480281	normanbaker@cix.co.uk
MP Bexhill and Battle	Greg Barker	House of Commons, London, SW1A 0AA	0207 2191852	BAXW@parliament.uk
National Farmers Union, NFU	Rob Foxwell	Foxhole Farm, Seaford Rd, Newhaven, BN9 0EE	01273 514714	
NHS, see FHP above				
Plumpton College	David Stokes	Plumpton Lewes, East Sussex	01273 890454	
RSPB	Christine Skinner			christine.skinner@rspb.org.uk

Plunkett Foundation	Quinton Fox	Development Executive Plunkett Foundation	01903 883636	quinton.fox@plunkett.co.uk
School Food Action Group	Fay Baker	South Downs and Weald pct, 36-38 Friars Walk, Lewes, BN7 2PB		
SE Local Products Network, LPN	Henriette Reinders	South East Food group Partnership, Agricultural House, Station Rd, Liss	01730 893724	
Soil Association	Wendy Tobitt	Bristol House, 40-56 Victoria Street, BS1 6BY		
South East England Development Agency, SEEDA	Jeremy Bolas	The Observatory, Brunel, Chatham Maritime, Kent, ME4 4NT	01634 899900	
South East Food Links	Johnny Denis	South Downs and Weald pct, 36-38 Friars Walk, Lewes, BN7 2PB	01273 403635	johnny@foodandhealth.org.uk
Sussex Enterprise	John Evans			John.Evans@sussexenterprise.co.uk
Sustain	James Petts	94 White Lion St, London, N1 9PF	020 7837 1228	james@sustainweb.org
Sustainable Food and Farming Centre, SFFC	Topsy Jewell, Simon Bishop	Netherfield Place, Netherfield near Battle, East Sussex	01424 775615	
Taste of the South East, TOSE	Sue Scott	North Heath, Pulborough, West Sussex, Rh20, 2LU	01798 874250	office@taste-of-the-southeast.co.uk
Vegetable Plotters	Sarah Jane Glendinning		077960 5442	

Annex5. Glossary of Terms

BIFGA	British Independent Fruit Growers Association
DEFRA	Department of Environment, Food and Rural Affairs
EAZ	Education Action Zones
EHO	Environmental Health Officer
GO SE	Government Office for the South East
HSS	Healthy School Schemes
LEAs	Local Education Authority
IDeA	Improvement and Development Agency
NFU	National Farmer's Union
NSFS	National School fruit Scheme
PCT	Primary Care Trust, (part of the old Health Authority)
SEEDA	South East England Development Agency