

## **The Wales Food Manifesto: Second Draft, April 2018**

There's a forester's saying that the best time to plant a tree is 25 years ago, and the next best time is today. The same goes for the changes needed to restore resilience to our food system - it would be mightily convenient to not be starting from here, but start we must.

A wide range of organisations are calling for transformational change to the way we grow, process and consume food, with far-reaching recommendations that would shift society on its axis if adopted widely. Whilst stakeholders and specialists' views diverge on the details of their recommendations, they are relatively unified about many of the challenges that need addressing. The importance of protecting our soils and water resources, reducing carbon emissions, improving wellbeing and care for the animals and ecosystems that support us are accepted by most commentators as critically important for our attention, and these factors provide a good foundation for creation of a manifesto that connects, rather than separates those campaigning for action.

Brexit is bringing its own set of challenges that that could transform agriculture for the better in Wales if we are radical enough in our thinking and collaboration. New technology is already transforming horticulture and driving change in the dairy and meat sectors. Big data is allowing for precision application of chemicals in way unimaginable only a few years ago, and allowing us to see patterns in our natural systems that were invisible to our forebears. Emerging understanding of the relationship between nutrition and wellbeing bodes well for caring approaches to soil and food production. Whichever way we look at it, humanity is already making new choices about the food that it grows and eats.

In Wales, by building on the Welsh Government's ground-breaking Wellbeing of Future Generations and Environment Acts, we can plan a route to a resilient future by putting food and farming at the centre of a journey that leads to the wellbeing of citizens, communities and nature. The principles and actions outlined in this latest draft of the Wales Food Manifesto are offered for the discussion, improvement and debate that leads to the scale of response needed. Together, we can imagine and build a food and farming system that helps the children of all species thrive for all time.

**Putting food and farming at the centre of a journey that leads to the wellbeing of citizens, communities and nature, we set out 10 principles. Each has three calls to action, and they are open for discussion.**

## **MANIFESTO**

### **1. Everyone in Wales has access to high-quality, nutritious and safe food that maximises health and wellbeing of citizens, communities, producers, processors and nature**

1.1 Every Welsh university, college or school teaching students about food to include 'field to fork' education for all teaching staff and in doing so, create a nation of chefs, procurement specialists, restaurateurs and hoteliers who are grounded in nature, business, health and innovation.

1.2 A coalition of relevant organisations publish an innovative plan that outlines a costed, resourced pathway to ensuring good food for all. Updated every other year and supported by a digital map of good practice and challenges

1.3 A 'whole Wales' tourism, business and food brand is created that connects quality, wellbeing, landscape, stewardship, heritage, innovation and taste, with sub-brands based on place, product and business specialism.

### **2. Food production and imports respects environmental limits, ensuring that future generation's right to good food is ensured in perpetuity**

2.1 Calculate the externalities of Welsh food production and consumption so that ecological and economic priorities can be identified

2.2 Research existing solutions from around the world that effectively reduce externalities

2.3 Demonstrate the impact that roll-out of those solutions could have on communities, nature and profit of the food industry across Wales.

### **3. Each part of the food system minimises waste**

3.1 Prioritise food waste as a target area for learning and scaled up action due to its system-wide impacts and the benefits of action

3.2 Involve every school and public institution in Wales in food waste reduction campaigns

3.3 Involve key players in the commercial food system to demonstrate what's possible at region-scale

### **4. Shorter food supply chains are enabling farmers and community growers to supply citizens and public institutions with fresh and nutritious Welsh food**

4.1 Map the capability / capacity of farmers and community growers to supply local or regional food to trade, retail and public sector customers

4.2 Work out the skills, resources and infrastructure that would be needed to lift performance to equivalent to best demonstrated elsewhere and draft a plan for actions that would close that gap

4.3 Calculate the potential dietary, mental and physical health benefits of consuming more local, fresher food

## **5. Welsh farmers and growers are responding to local demands as well as serving export markets**

- 5.1 Establish the training and education links that connect farmers to food processors and caterers in more effective ways
- 5.2 Change processing techniques and boost innovations that increase shelf life and sales
- 5.3 Investigate opportunity for values-based export of products to markets who appreciate the importance of land stewardship

## **6. A clear line of action and consequence ensures that conditions for farmers, food workers, animal welfare, local communities and nature are improved by decisions made in the food sector**

- 6.1 Identify proven successes to improving mental health of farmers and land workers
- 6.2 Demonstrate potential impact of Compassion in World Farming's goal of zero factory farming by 2050 on economics, community and nature
- 6.3 Clear links are made between economic opportunity and the industry and career successions that are needed to attract younger farmers and producers to the land

## **7. Wales plays an active role in the global food system**

- 7.1 Major food companies such as Danone & Unilever work with government, citizen and environmental groups in Wales to demonstrate the possibilities of country-scale change
- 7.2 Welsh colleges and universities are engaged in an active search for global good practice, and the potential impact that this could have at country scale in Wales
- 7.3 Food imported for use in public sector food establishments is sourced from the top decile producers in source countries.

## **8. Government recognises and values the social, economic, environmental and cultural impacts of food**

- 8.1 Wales is established as a global innovation centre for the food sector, combining PES solutions for natural resource management with robotic horticulture and lab-grown meats
- 8.2 Interpretation of true-cost analysis of Welsh food production is used as a baseline for system-scale change
- 8.3 All public sector officers with responsibility for environment, health, tourism and the food system are trained in food's 'total cost and contribution' so they can make integrated policy decisions in line with WFG Act.

## **9. Children leave school able to grow, cook, choose, buy and eat healthy food**

- 9.1 The first 200 schools in Wales are teaching all pupils to cook by the end of 2018
- 9.2 A new Leadership for Wellbeing award, delivered through schools and youth groups teaches all children about the wider health and environmental impact of food
- 9.3 In 50 early adopter schools, pupils have taken over the school budget and planning of meals to improve impact on their wellbeing.

## **10. Everyone in Wales understands where their food comes from, and can enjoy growing, cooking and eating together**

10.1 A coalition of Welsh organisations with an interest in food and wellbeing launch a twice a year community celebration of fresh, locally produced food & drink

10.2 NFU and FUW encourage farmers to see if their local schools would like access so 1-2 acres as space to grow food, play, learn and understand the land

10.3 A survey is conducted of older people's homes, care homes and hospitals to determine how many would like access to growing space – finding it is then set as a challenge.

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Please let the team at Wales Food Manifesto know:

1. What changes would you would want to see for you and/or your organization to declare support for the ten principles?
2. What comments do you have on the calls to action? Would you choose different ones?
3. Can you help us work out how to achieve these goals? For instance, maybe you or your organization are already working in these areas and can share your thinking, or maybe you could commit to actions that would inspire others to join in.

Please reply to [hello@foodmanifesto.wales](mailto:hello@foodmanifesto.wales)

Neu ysgrifennwch at [helo@manifestobwyd.cymru](mailto:helo@manifestobwyd.cymru)

(You can see a copy of the first draft here: <https://foodmanifesto.wales/drafft-draft/>)

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*This document was drawn up by Andy Middleton following the launch of the Wales Food Manifesto at the National Botanic Garden of Wales on 9 February 2018.*

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