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|  | Hay on Earth 2009  Cradle to Cradle Food Security |
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| 29/05/2009 | Appendix |

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Hay on Earth Food Security Report

Appendix 1

This Appendix contains information and detailed questions relating to the outputs of the Hay on Earth Food Security workshop, run at the Hay Festival in May 2009.

The workshop was designed and developed by Andy Middleton of [TYF EcoSapiens](http://www.ecosapiens.co.uk), with support from Steve Bather (Realise Systems), and sponsorship from [howies](http://www.howies.co.uk), [EST Wales](http://www.energysavingtrust.org.uk/) and [TYF](http://www.tyf.com).

TYF EcoSapiens are consultants, innovators and change specialists, bringing fresh thinking, ideas and engagement to a wide variety of climate change and sustainability challenges.

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## SUMMARY: Prioritisation of the Key Questions

The following questions were developed by the workshop participants in response to the discussion and presentations on Cradle to Cradle Food Security. Once developed and agreed the participants prioritised these against the following criteria: The results prioritised by ‘Urgency’ appear below. The full transcript of the brainstorm, theming and comments appears in section 2 of this report.

**Criteria**

**URGENCY 1-10 Scale, 10 was Very Urgent**

**EASE 1-7 Scale, & was 'Really Easy'**

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| **Orig. #** | **Prioritised Key Questions** | **Urgency** | **Ease** | **Total** | **Avg. Score** |
| 1. | FOOD SECURITY COMMISSION: Who would be on the 'sustainable' food security commission for Wales, what is their scope and what powers do they need? | 8.71 | 3.71 | 12.42 | 6.21 |
| 6. | POLICY DEVELOPMENT: What are the pillars of the policy? 1 food security and self sufficiency 2 carbon 3 employment 4 healthy food 5 energy security 6 skills 7 diet and health 8 policy on trade of structural surplus (export, local, footprint of) 9 livestock feed security. | 8.14 | 4.29 | 12.43 | 6.21 |
| 16. | COMMERCIAL OPPORTUNITIES AND SKILLS: How much land is available for production | 8.50 | 5.67 | 14.17 | 7.08 |
| 13. | COMMUNICATION AROUND ENGAGEMENT: What do we need to communicate in order to highlight the gains that will be made by shifting food behaviour e.g. improved community, better health, quality of life etc | 8.33 | 3.83 | 12.16 | 6.08 |
| 5. | POLICY DEVELOPMENT: Who's policy is this? government? consumer? producers? retailers? | 9.20 | 5.80 | 15.00 | 7.50 |
| 11. | COMMUNITY BASED ACTION: How do we communicate the fact that nothing happens in isolation, and that ultimately food choice will impact on each of us individually in many ways, i.e understanding interconnectivity. | 7.50 | 2.83 | 10.33 | 5.17 |
| 8. | COMMUNICATION AROUND ENGAGEMENT: What can we learn from previous cultural behaviour shifts, and apply them to this issue of food e.g. smoking or drink driving, five a day, recycling. | 6.14 | 4.86 | 11.00 | 5.50 |
| 9. | COMMUNITY BASED ACTION: How can we support and highlight models of community food production | 6.00 | 4.57 | 10.57 | 5.29 |
| 15. | COMMERCIAL OPPORTUNITIES AND SKILLS: What crops can be grown | 6.33 | 5.00 | 11.33 | 5.67 |
| 3. | TECHNICAL FEASIBILITY: How far can we meet our demand in producing our own, non-intensive, seasonal food? | 5.43 | 3.71 | 9.14 | 4.57 |
| 14. | COMMERCIAL OPPORTUNITIES AND SKILLS: How can growers be encouraged to grow those crops | 5.86 | 3.14 | 9.00 | 4.50 |
| 2. | ENGAGING TOP 20 PRODUCERS: Can Wales get the top 20 food producers to take notice of the good examples by intervening in the markets, through pricing carbon etc? | 5.29 | 4.43 | 9.72 | 4.86 |
| 7. | COMMUNICATION AROUND ENGAGEMENT: What is the system of incentives and disincentives that will engage people in behaviour change (consumers, producers and policy makers|) e.g. policy / fairtrade / organic | 5.29 | 3.14 | 8.43 | 4.21 |
| 10. | COMMUNITY BASED ACTION: What type of barriers need to be overcome and incentives developed such that communities can help develop more sustainable production and consumption | 6.17 | 3.60 | 9.77 | 5.00 |
| 12. | COMMUNITY BASED ACTION: How can we reduce the 30% of food that is wasted by consumers? | 5.83 | 3.33 | 9.16 | 4.58 |
| 4. | POLICY DEVELOPMENT: How to ensure that a policy of relocalisation of staple is supported by the eu. key reasons food security, energy security and climate change. | 4.57 | 2.14 | 6.71 | 3.36 |
| 16.3. | What is Wales currently producing? | 9.00 | 6.33 | 15.33 | 7.67 |
| 16.2. | How much land is available for food production (i.e. under LA control etc) | 8.67 | 5.33 | 14.00 | 7.00 |
| 15.2. | What can welsh land produce? | 7.67 | 3.67 | 11.34 | 5.67 |
| 14.2. | What local powers (byelaws) would we need to change to enable these tough decisions to be made? | 5.00 | 2.67 | 7.67 | 3.83 |
| 15.3. | What can't we produce? - which makes us insufficient? | 7.00 | 5.00 | 12.00 | 6.00 |
| 16.1. | how much local land in out towns and cities can we bring into production and how quickly? | 4.67 | 5.00 | 9.67 | 4.83 |
| 9.1. | How can we benchmark, gauge and measure the effectiveness of such community actions in reducing emissions | 3.25 | 3.00 | 6.25 | 3.13 |

## Initial contributions, comments and ideas

The following themed data was discussed and captured during the workshop on the Real-Tools *interactive technology* provided by Realise Europe Ltd.

The Key questions (developed) from these contributions are listed above.

### Planning land use

* What are the existing models for zero carbon agriculture in Wales
* Who scrutinises the dysfunctional system and what powers do they have to affect change?
* Who is going to lead us on food security?
* Who is going to lead us?
* What are the incentives needed to encourage mixed, sustainable farming and what are the disincentives needed to discourage intensive, mono-cropping food production systems
* What else can we use grassland for? If we don't grow lamb, what will we grow?
* How do we measure food security outcomes and therefore ensure action and funding?
* How can we encourage alternative enterprises in the hills? Eg nuts, berries etc
* How do we take steps towards better food security as part of regeneration programmes?
* What is the role of life stock in a one-planet economy and sustainable agriculture in Wales?
* Is anyone considering land reform
* How can we persuade planners, mainstream economists, etc that investing in a local food economy is more beneficial than encouraging 'inward investment' (ie another shopping scheme)
* How can the benefits, in terms of sustainability be calculated
* What does Wales need to produce to be self sufficient?

### Education

* How do we know who to trust? (Reuben, 9 years old)
* Cost against paying a little extra against the wider costs of unsustainable foods (whatever they may be)
* what has the most potential for changing buying and consuming habits
* How do you market the importance of understanding the impact on the environment of food production?
* Can food labelling be improved to allow consumers to make informed choice son food origin, carbon and water qualities? change of retailer behaviour as well as improved labelling
* What are the ingredients for an effective mentoring programme for food producers and retailing?
* How do you make high quality produce affordable?
* how do you convince the consumer to spend a greater proportion on high quality produce
* What is the price we are willing to pay to achieve food security? 'We' to include producers consumers and retailers, and 'price' to include social, economic and ecological costs.
* *Unlearning consumerism - dethroning the god of choice! changing attitudes and learning new skills to meet these challenges*
* How to achieve the changes in values, attitudes, knowledge, skills and behaviour necessary to achieve the goal of zero waste, community-based, food security?

### Commercial opportunities and skills

* Not just food producers, also distributers
* Move on with public sector caterers
* what animal feed crops are suitable for growing in Wales, look at innovation and research
* how do we make sure the demand precedes the supply of sustainable food (or they won't get made)
* What is in it for the top retailers e.g. Tesco to change their current behaviour?
* What is the role of catered food? 50% of all the food we eat is catered food.
* How can retailers change policy to support food sovereignty
* What role has live-stock in a sustainable agriculture system?
* How do we ensure sustainable high quality jobs in the food supply chain in Wales?
* How influential are the biggest supplier contractors in bringing about the right change?
* How will the consumer identify ''sustainable'' foods?
* Are larger, centralised manufacturers better than a group of local suppliers?
* Use only UHT products - not chilled

### Community based action

* What is the potential of behavioural change to reduce our food ecological footprint over the coming years, how much difference would it make to related targets?
* What needs to happen to accelerate behavioural change at community level?

### Communication around engagement

* How do we bring back the birds, the bees and the worms?
* What will persuade more people that spending a little more to buy local food is a good thing to do
* how, in the next two months, do we generate the resource to fund an ambitious programme / plan
* How to get farmers unions to engage with ideas of food security and alternative practices (and crops)?
* How can we convince people (especially those on low incomes) that spending a bit more to buy local food is a good thing to do
* How can we share the joy of the sustainable steps we have taken?
* A common definition of ''sustainable'' foods - what does it mean to the wider audience?
* How can we identify the provenance of catered food?

### Policy development

* How do we get as local as possible without neglecting our international obligations (trade with developing countries)?
* What mechanisms are available to internalise those costs/impacts which are currently external?
* How to benchmark good sustainable foods?
* How can we get consistency from local government and WAG in planning and the provision of land for allotments and community food production
* What is the best food system for Wales?
* How can we change competition rules to enable food sustainable procurement
* Is it possible to set up a carbon exchange (CRC) for individual farms?
* Why does the WAG not make serious investment in new sustainable food initiatives which can serve as case studies and increase the supply of local food
* Be radical - put us on rations, with the associated health benefits
* Food carbon credits for all consumers - an allocation of carbon credits to pay for foods - clear labelling
* Adopt a 'green marketing' policy - how does it affect the consumer? Education, education. education
* How can we support the decision makers
* Who is assessing carbon sequestration benefits of farming?
* What is an appropriate system of governance to manage food resilience?
* What is the plan - and how do we know if we have succeeded?
* What food should Wales produce
* How long have we got, if fuel supplies were interrupted, before we had civil disturbance over food?
* How we can make our senior leaders in local government personally liable for local food resilience?
* What does sustainable shopping look like
* What are the retailers purchasing policies?
* What commitments and resources are wag willing to put into this strategy
* Who are we going to turn to if food supplies are interrupted?

### Technical feasibility

* Is local necessarily the most sustainable when all environmental, social and economic factors are taken in to account
* How far do we localise before it gets silly?
* Which farming systems allow for production this is more self sufficient?
* Would it be helpful to have exemplar technology demonstrators for people to see?
* How far can we reach in producing our own, non-intensive, seasonal food?
* How far can we go in self sufficiency and seasonality? For instance what level of imports is acceptable?
* How do we calculate a farmer's footprint?
* How to manufacture food without fossil foods?
* What is a sustainable supply chain? From farm to table?
* How do we achieve a better efficiency (in c02 terms ) form small scale distribution
* how to use modern technology to make local producers and retailers convenient eg to busy people
* Is zero carbon after the farm gate achievable?
* How can we reduce the barriers to home growing and food production - land availability and skills, technologies

### Leadership and Governance

* Who are the top 20 food producers in Wales that we need to get on board?
* Where is there any redress or accountability on these issues?
* Are current governance systems fit for purpose, if not, why not, and what needs to change?
* Do we need a new politics around food security?
* Would a food security commission be appropriate in Wales?
* Where might it be appropriate to intervene in markets?
* How much do we involve the private sector as part of the solution, rather than the cause of the problem? Inside or outside the tent?
* How do we tackle vested interests which have perverse/detrimental impacts?
* How to get farming unions leading a coalition move to sustainable food security?
* How can we get the top 20 food producers to provide leadership by adopting good examples of carbon-negative food production that result in food security, more realistic markets, thriving local economies, better quality of life, nutrition and health? Do we need a farming (and fishing)-friendly lobbying group to press for more resources and give policy advice to wag, that isn't perceived as having vested interests?
* Who should be on the food security commission for Wales and what powers do they need?
* Who should be on the food security commission for Wales, what is their scope and what powers do they need?

### Selling the benefits (changing behaviours)

* How to change eating (and drinking!) culture (as this leads a change on cooking culture and then buying)?
* Which are the best PR and marketing agencies that we need on board to help sell this idea to the public? (If we can sell people cigarettes why can't we sell people fresh food?)