

Local Action on Food, London Food Link and the SOAS Food Studies Centre present:

Local  
**ACTION  
ON  
FOOD**

# Getting Down to Business

How to make your community food growing project economically viable

Picture: Isabelle Plasschaert

**When: Friday 25th June 2010, 10:30 - 5:00 (doors at 10)**

**Where: Brunei Gallery, School of African and Oriental Studies, Thornhaugh Street, Russell Square, London WC1H 0XG**

**Growing food in towns and cities has become incredibly popular over the last couple of years, and community projects are mushrooming all over the country.**

Urban agriculture has even attracted the attention of local authorities and government departments as a way to tackle obesity, health inequalities and climate change.

But despite increased interest from the media and policy makers, most food growing projects remain small scale, and rely heavily on short-term grants. This means they are not yet fulfilling their potential to make a significant contribution to sustainable food production and consumption.

Local Action on Food and London Food Link are organising a national conference to explore what steps can be

taken to help community food growing projects generate income and become economically viable.

Experts on community food growing will discuss their work, alongside presentations on hot topics such as selling and buying produce, diversifying income and getting business support.

Morning and afternoon sessions will focus on:

- **Successful models, replication and trading**
- **Increasing the scale of food production**
- **Diversifying your income from a range of activities**
- **Finding support in the community**

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sustain  
the alliance for  
better food and farming

**London Food Link**

**SOAS**  
University of London

# Getting Down to Business Agenda

- 10.00 – 10.20**      **Registration and refreshments**
- 10.20 – 10.30**      **Chair's introduction**  
*Kath Dalmeny, Sustain: the alliance for better food and farming*
- 10.30 – 12.30**      **Session 1 – Growing, selling, buying and trading produce**
- **How community projects can start thinking of selling produce**  
*Seb Mayfield and Paola Guzman, Capital Growth*
  - **Community trading and the Growing Communities model**  
*Julie Brown, Growing Communities*
  - **How to set up a successful market garden**  
*Adam York, Unicorn Grocery / Organic Growers Alliance*
  - **Buying urban produce**  
*Oliver Rowe, Konstam*
  - **Panel and Q&As**  
*Joel Brook and Bonnie Hewson, Soil Association*
- 12.30 – 2.00**      **Stalls and lunch** (supplemented with produce bought from  
Capital Growth food growing projects)
- 2.00 – 3.30**      **Session 2 – Diversifying**
- **How to generate income from training**  
*Darrell Maryon, Heeley City Farm*
  - **The Hawkwood experience**  
*Marlene Barrett, OrganicLea*
  - **Engaging the community and the Organisation Workshop model**  
*Glenn Jenkins, Marsh Farm Outreach*
  - **Panel and Q&As**  
*Gustavo Montes de Oca, The Golden Company and Pam Warhurst,  
Incredible Edible Todmorden*
- 3.30 – 4.00**      **Tea & coffee**
- 4.00 – 4.40**      **Session 3 – Help available for food growing projects**
- **What specialist support is available and how to get it**  
*Richard Snow & Maresa Bossano, Enterprise Support & Making Local  
Food Work*
  - **Local Food Networks, Local Action on Food and London Food Link**  
*Polly Higginson, Sustain*
  - **Next steps and launch of City Harvest, Sustain's new urban  
agriculture website**  
*Ben Reynolds and Anna Terzi, Sustain*
- 4.50 – 5.00**      **Chair's close**

# Getting Down to Business Biographies

## **Marlene Barrett**

Marlene works for Organiclea, a small food growing cooperative based in Waltham Forest which grows organic food, distributes food and plants, and supports others to grow their own food through sharing skills and resources. Marlene helps to coordinate Organiclea's contribution to the Making Local Food Work programme with distribution outlets and activities based at the Hornbeam Centre in Walthamstow, as well as supporting the cooperative with financial and administration work, and contributing to practical food production and training at Hawkwood Plant Nursery.

## **Maresa Bossano**

Maresa runs the Food Co-ops and Buying Groups strand of the Making Local Food Work programme. Previously, she worked as Five a Day co-ordinator for Hastings and Rother Primary Care Trust for five years, which included setting up and supporting a wide range of community food initiatives, including Hastings farmers' market, the Community Fruit & Veg Project, cookery groups, healthy lifestyle courses, food growing schemes, school food initiatives, and lots more. In her spare time she is chair of Hastings Environment Network and enjoys attempting to grow her own vegetables on her allotment.

## **Joel Brook**

Joel Brook has worked in Organic Horticulture, Permaculture and farming for 16 years, over this time he has both set up and worked on Various Organic farms. He has been trained by and worked for Garden Organic, and Royal Botanic Gardens Kew. In more recent Years he has applied his experience to working with community and social enterprise projects as a consultant and practitioner, helping to support communities to engage in issues around food trading and farming and supporting the emergence of practical and financially viable local food solutions. Joel Currently works with Growing Communities.

## **Julie Brown**

Julie is the founder and director of Growing Communities, a local London social enterprise run by local people in Hackney, East London. Growing Communities works to create a more sustainable food system through projects, such as vegetable box schemes or apprentices, which provide practical alternatives to the damaging food system that currently, exists. A one-time local campaigns organiser for Friends of the Earth, Julie initiated one of London's first vegetable box schemes and the first Soil Association-certified organic growing plots in London.

## **Paola Guzman**

Paola has been a project officer for Capital Growth since October 2009 where she coordinates new applications, current Capital Growth spaces and volunteers. Paola worked in the architectural field from 2006 to 2008, and began her masters at UCL in 2007. While studying Urban Design at the Bartlett School of Architecture (part of UCL) she became interested in food and its relationship to the city. She participated in several events such as the Hampton Court Flower Show and helped coordinate the Capital Growth market stalls at feast on the Bridge and Covent Garden Market.

## **Bonnie Hewson**

Bonnie is the Soil Association Project Manager for the Community Supported Agriculture strand of Making Local Food Work. Before moving to Bristol in 2009 she was working for Lambeth Council and was involved in running the Transition Town Brixton Food & Growing Group, and in setting up the Blenheim Gardens Edible Estate, the first Capital Growth project in London.

## **Glen Jenkins**

Glenn is a member of Marsh Farm Outreach and a long term resident of the Marsh Farm Estate in Luton, Bedfordshire. He would say that his real 'job description' is a Community Development Activist. Marsh Farm Outreach is a self managed co-operative made up of 13 local residents all working mainly in a voluntary capacity to design, develop, promote, campaign for and implement innovative, community led solutions to poverty, social exclusion and dependency. In practice the projects activities are wide ranging and varied.

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## **Darrell Maryon**

Darrell is a Local Food Manager at Heeley City Farm, Sheffield. He has been involved in community food growing for 20 years as a participant, facilitator, teacher, trainer and consultant. Currently he manages 9 staff developing food growing projects across the city at Sure Start centres, schools and other spaces in the city. He has also restored a number of walled gardens back to a productive state, and currently runs the 3 acre organically certified market garden at Wortley Hall Walled Garden, marketing crops to city businesses and at Farmers' Markets.

## **Gustavo Montes de Oca**

Gustavo is a co-director of The Golden Company, a project that engages young people in nature and enterprise through beekeeping and the running of a company selling bee-related products and services. He is responsible for beekeeping and sustainability issues. Gustavo is also Environment and Enterprise Manager at Hackney City Farm, a successful and popular community resource founded and supported by local people.

## **Seb Mayfield**

Seb joined Sustain in 2008 to help develop Sustain's Capital Growth campaign for 2,012 new food growing spaces for London by 2012. He now works with the Capital Growth team to help transform London's food growing. Seb is a leading advocate of urban food growing, having co-founded with Kate Swatridge the innovative Food Up Front campaign, which Seb which continues to operate in South London. Seb also came up with the idea of One Pot Pledge, a new campaign run by Garden Organic.

## **Oliver Rowe**

Oliver was born and brought up in Camden, North London. In 2003 he developed Konstam, a café in King's Cross, and subsequently opened Konstam at the Prince Albert, London's first restaurant with over 80% of the produce used being bought from in and around London. His restaurant was the focus of BBC2's series 'The Urban Chef'. Since the Urban Chef, Oliver has also appeared on Local Food Heroes, Saturday Kitchen, Great Food Live, BBC News, BBC Breakfast, The One Programme,

Market Kitchen, and London Tonight. The restaurant has featured in numerous publications. Oliver is currently writing a book on seasonal food for Faber scheduled for release in spring 2011.

## **Richard Snow**

Richard is a business adviser and social entrepreneur managing the business support programme for Making Local Food Work. He is also chief executive of Oxford Wood Recycling; recent recipients of the Social Enterprise Mark. Passionate about the benefits of enterprise and employment as vocational activity and in achieving social aims, Richard employs his business experience and skills as a business adviser and social entrepreneur to encourage and support community food groups who are beneficiaries of the Making Local Food Work programme.

## **Pam Warhurst**

Pam is currently a Fellow of the Royal Society of Arts and Manufacturing, and Chair of a social enterprise in the North of England. Her other previous posts include Leader of Calderdale Council and Chair of Calderdale NHS Trust, and a member of an RDA. Pam was Deputy Chair of the Countryside Agency before taking up the appointment of Board Member for Natural England. Responsibilities include North West region (Mersey belt) and Yorkshire Dales National Park. In 2005 Pam was awarded the CBE in recognition of her services to the environment. She is the co founder of Incredible Edible which campaigns for local food in Todmorden.

## **Adam York**

Adam was a founder at both Unicorn Grocery and Glebelands Market Garden Ltd in Manchester and sits on the Committee of the Organic Growers Alliance. He remains engaged with the challenges of establishing food growing and trading businesses that endure, as well as inspire others. He recently drafted a guide to starting your own grocery store and advises on start-ups. Convincing a skeptical public of the imminence of energy and food restrictions remains a big driver. More of a John Evelyn fan than a John Fingleton one.

# Getting Down to Business

## Feedback form

Thank you for attending the conference. Please take a few minutes to fill in this form and tell us what you thought of today's event. Anything you say will be strictly confidential. Please leave your feedback form in the marked box on your way out or hand it to a member of staff or conference volunteer.

1. How did you hear about the conference? (please tick all that apply)

- via the Sustain website
- via another organisation's website - please specify .....
- word of mouth
- through an e newsletter - please specify .....
- other - please specify .....

2. Did the time and duration of the conference suit you?

- Yes
- No
- Please comment .....

3. What did you think of the:

<b>Venue</b>	<input type="checkbox"/> Very good	<input type="checkbox"/> Good	<input type="checkbox"/> Okay	<input type="checkbox"/> Not good
<b>Refreshments and food</b>	<input type="checkbox"/> Very good	<input type="checkbox"/> Good	<input type="checkbox"/> Okay	<input type="checkbox"/> Not good
<b>Speakers and content</b>	<input type="checkbox"/> Very good	<input type="checkbox"/> Good	<input type="checkbox"/> Okay	<input type="checkbox"/> Not good

4. Did you find the stalls and information area useful?

- Yes
- No
- Please comment .....

5. What was the most valuable part of the event? .....

6. What do you think you will do, as a result of the issues raised today? .....

7. Any other comments on the day? .....

8. Are there any other specific local food issues that you would like to discuss at an event similar to this in the future? .....

(optional) Name ..... Organisation .....

Thank you for taking the time to complete this form and helping us improve future Local Action on Food and London Food Link events. Please keep us informed with your developments post-conference by emailing [polly@sustainweb.org](mailto:polly@sustainweb.org)