



Appetite for organic: session with Sustainable Food Places members and Welsh organic farmer Nathan Richards

Welcome!

Agenda

- Introduction
- Breakout 1
- Presentation: Bridging the Gap
- Spotlight: Nathan Richards, Troed Y Rhiw Farm
- Q&A and discussion
Breakout 2
- Feedback, next steps
- 4:00pm close

What we will cover

- **Overview of BtG** assets, reports and findings
- **Exploration of value** of organic, narratives and
- **Incorporating organic** in your workstreams
- **Exploration of opportunities**, challenges and tensions
- **Your examples** and experiences
- **Themes for future sessions**

What we won't cover

- Specific inroads and guidance into retail and procurement
- Community food growing - this session focuses on supply chains and trade

Breakout 1

Introduce yourselves

- Share what you're hoping to discover
- What are the questions you're coming with?



To climate and nature friendly food for all



Systemic challenges



Collaborative design



Pilots



150,000
children
in schools

2,500
households
that identified
as low income

Findings

**It can
be done**



**With the right
investment it is
possible for...**

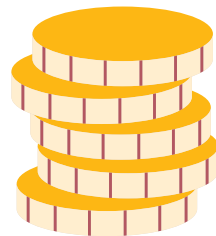
- people to buy climate and nature-friendly fruit and vegetables in their local communities, grown just a few miles from their homes
- young people to eat nutritious fruit, veg and pulses grown close to their schools.

Benefits

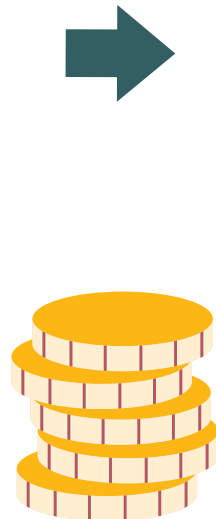
- Local economic growth
- Improvements in health and wellbeing
- Stronger communities
- Climate and nature gains



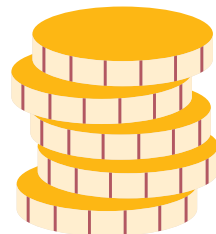
Return on investment



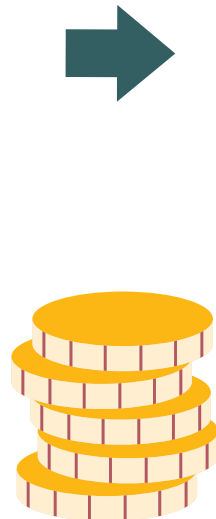
Return on investment



Return on investment



Return on investment

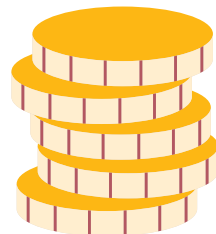


Return on investment

£1
public
investment

+

£1.10
customer
investment



29p
climate and
nature gains

£1.44
local
economic
growth

£3.11
improvements
in health and
wellbeing

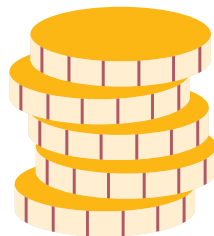
£3.94
stronger
communities

Return on investment

£1
public
investment

+

£1.10
customer
investment

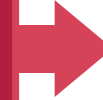


29p
climate and
nature gains

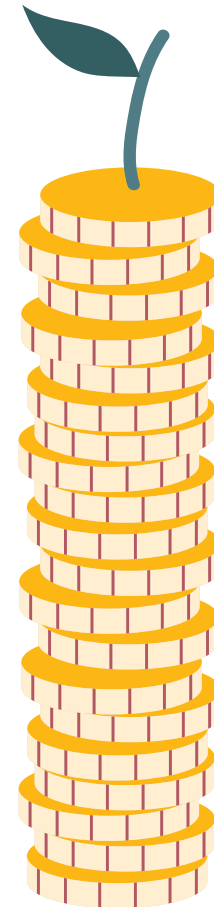
£1.44
local
economic
growth

£3.11
improvements
in health and
wellbeing

£3.94
stronger
communities



£8.78



Policy opportunities

Fix the supply

Boost British fruit and veg production

Fix the middle

Ensure fair prices, and infrastructure for farmers and growers

Fix the access

Enable everyone to access good food



More to come...

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Reflections from Katie Palmer, Food Sense Wales

- Wales workshop March 2026

Spotlight: Nathan Richards, Troed Y Rhiw Farm



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Breakout 2

- One thing that stood out for you
- Where do you see opportunities for championing organic in your work over the next year?
- Where in your networks do you see the hardest shift?