

# Social enterprise as a way forward At Growing Food For London

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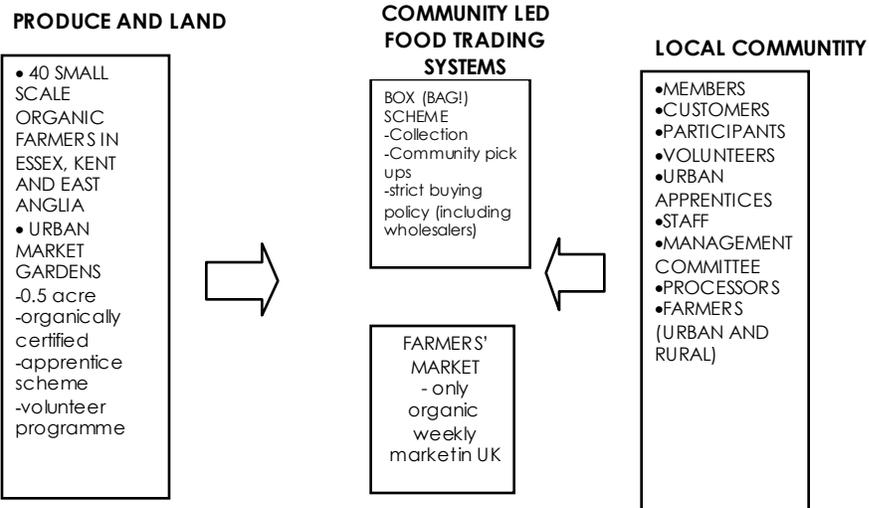
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## **The food and farming systems which provide most of that food face a number of critical challenges in the years ahead:**

- The ever more urgent problem of climate change. Worldwide, food and farming accounts for at least 30% of greenhouse gas emissions (and possibly much more than that).
- A food system that is highly reliant on cheap fossil fuels and extremely vulnerable to a number of economic “shocks” including peak oil.
- Food and farming systems that have become disconnected from most people, so that many lack basic skills or understanding of growing, preparing and cooking food. This adds to people’s dependency on our fragile food system.
- Increasing diet-related health problems experienced by a growing proportion of the UK population.

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## A SUSTAINABLE RE-LOCALISED FOOD SYSTEM FOR SUPPLYING AN URBAN AREA?



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## Our Key Principles

- The food traded should be:
  - Farmed and produced ecologically.
  - As local as practicable
  - Seasonal
  - Mainly plant based
  - Mainly fresh and minimally processed
  - From small scale operations
- And it should be distributed in a way which:
  - Supports fair trade
  - Involves environmentally friendly and low-carbon resource use
  - Fosters community
  - Promotes knowledge
  - Strives to be economically viable and independent
  - **Is transparent and promotes trust throughout the food chain**

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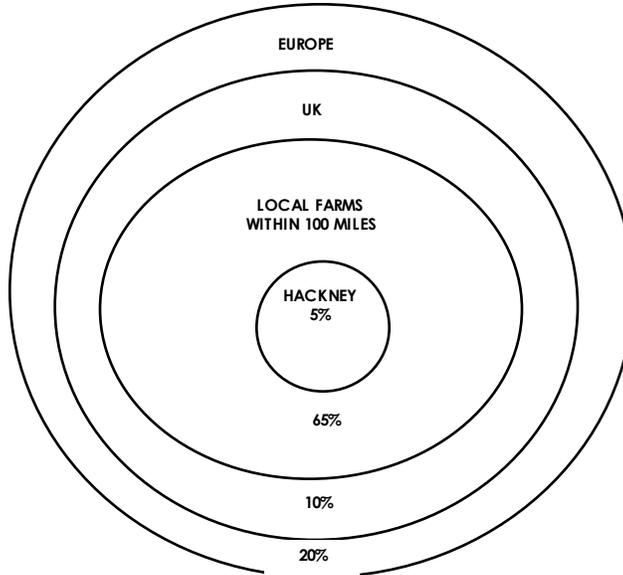
## WHY GROW SALADS AND LEAFY GREENS?



- Perishable/micro-nutrients/contrary position
- Labour intensive/use of machinery/small spaces
- Diversity of crops but uniformity of product
- High value

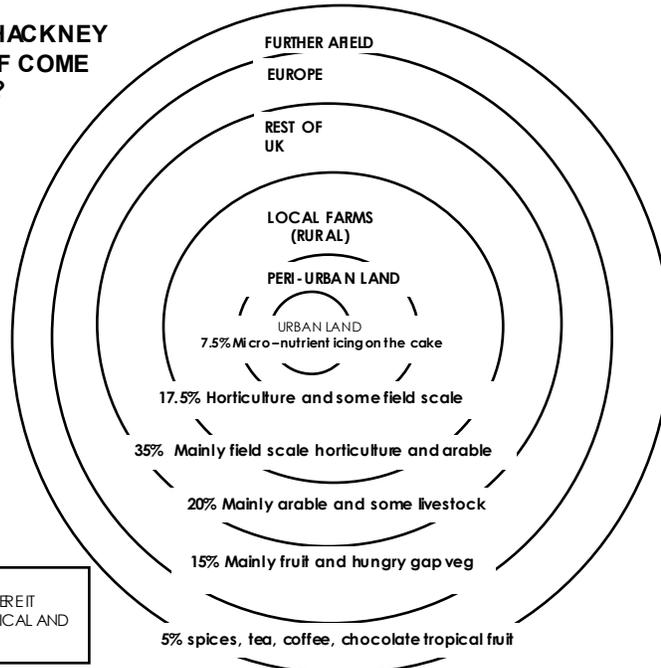
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**VEGETABLES SUPPLIED TO THE BOX SCHEME  
2007**



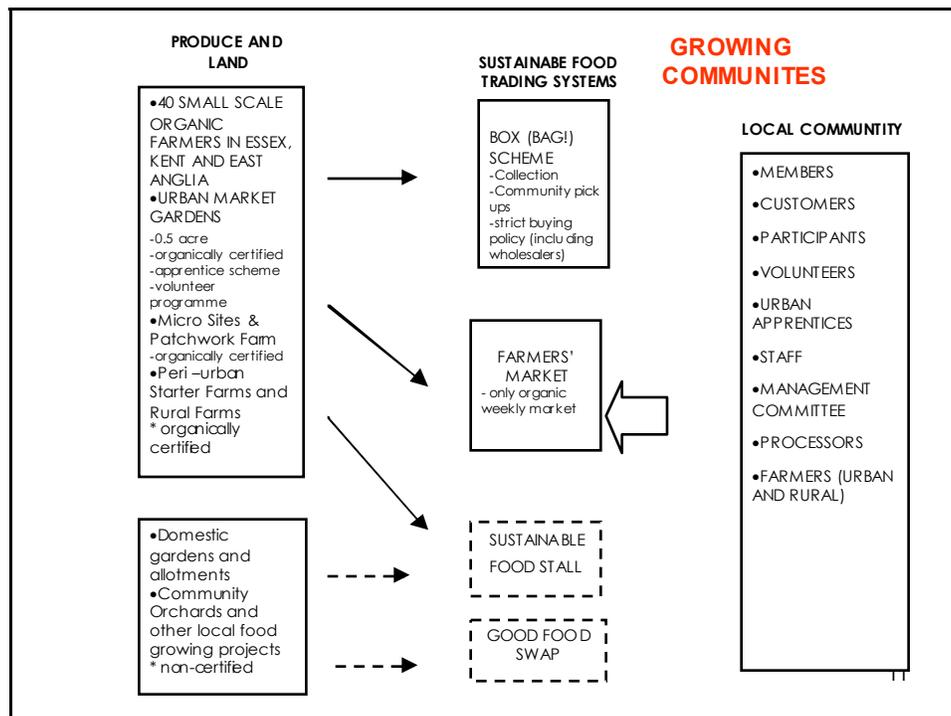
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**HOW MIGHT HACKNEY  
FEED ITSELF COME  
2040?**



LIVESTOCK SLOTTED IN WHERE IT  
MAKES SENSE IN ECOLOGICAL AND  
EFFICIENCY TERMS

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## Some of this year's results are:

- The box scheme provided a key outlet for **25** small-scale organic producers and fruit and veg to over **450** households.
- **71%** of veg and **21%** of fruit came direct from local farms while **54%** of fruit and **71%** of vegetables were fairly traded.
- **780** bags of fruit and vegetables are packed each week – over **70** tonnes annually.
- The farmers' market supported a further **18** producers and another **220** more acres of land were put into organic conversion.
- The average distance travelled by producers to the market is **56** miles and over **1,500** people shop there every Saturday.
- Annual turnover of producers at the market is **£600,000**.
- Salad production from our sites reached **230** bags per week this year.

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- Yields were the equivalent of **21.6** tonnes per hectare per year and we generated just over £7000 from sales of Hackney grown produce.
- The turnover of the organisation as a whole for last year was around **£290,000**.
- **100%** of that income was self-generated.
- We employ **17** part-time members of staff.
- **48** volunteers worked with us on a regular basis along with **2** Apprentice Growers.
- Apple Day attracted over **2,000** people while the Good Food Swap involved a further **250**.
- Our last survey of Box Scheme members carried out last year showed that **89%** of members either walk or cycle to pick up their bags while **93%** are supplied with all, most or half (13%/56%/24%) of their weekly fruit and veg needs.