2019

MAPPING LOCAL FOOD WEBS TOOLKIT



food matters

sustainable, fair food systems









MAPPING LOCAL FOOD WEBS TOOLKIT

INTRODUCTION
TOOLKIT





CPRE Campaign to Protect Rural England
Standing up for your countryside

LOTTERY FUNDED

Making local food work

food matters
sustainable, fair food systems

CORE MAPPING

THEMES	STEPS	TASKS	TOOLS
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MORE MAPPING

MORE THEMES
MORE PLANNING
MORE ON RETAILERS
MORE ON PRODUCERS
MORE ON CONSUMERS
MAPPING FOR...

INTRODUCTION

This Toolkit is for anyone who has an interest in knowing more about the way food is produced, supplied, sold and consumed in the area where they live.

For instance, it is particularly useful for community groups focused on food issues and interested in supporting local food producers and retailers, but could also be used by local authorities and food partnerships that are developing local food strategies. It can also be used to feed into the preparation of neighbourhood plans.

The Toolkit provides you with the materials and guidance you need to map your local food web.

It contains meeting plans, questionnaires, workshop schedules and guidance notes designed to help you identify the information you need, show you how to gather it and explain ways in which to analyse and present it.

It offers different options for mapping your local food web:

- a straightforward **core mapping** process
- a wider and deeper **more mapping** process
- specialist **mapping for** specific purposes.

The option you choose will depend upon how many people are involved, how much time you have, how wide an area you want to map and how clear you are about what you want to achieve.

The Toolkit is the culmination of the Mapping Local Food Webs project led by the Campaign to Protect Rural England (CPRE) and funded by the Big Lottery. See: **Acknowledgements**.

WHAT IS A LOCAL FOOD WEB?

A local food web describes the links between local food producers, retailers and consumers.

A local food web consists of:

- **producers** – local farmers, growers, and makers of food and drinks
- **retailers** – the retail outlets and businesses they supply who sell local produce, including local food shops, farmers' markets and box schemes
- businesses and institutions who buy local produce and use it to provide food as meals for their clients and customers, including **caterers** in pubs, restaurants and cafés, hotels and guest houses and **providers** in institutions such as hospitals, schools and prisons
- **consumers** – the people who buy and consume local food and drink.

In a strong local food web these different components are interconnected, dependent upon each other and mutually beneficial to each other.

The concept of the local food web goes beyond simply understanding the way in which food gets from A to B – it also tries to capture the social, economic and environmental dimensions of these relationships.

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WHY IS IT IMPORTANT?

Understanding your local food web helps to protect and strengthen it.

Mapping a local food web helps to increase people's knowledge of where food comes from and how it is produced, distributed and sold.

It can also help to strengthen and, in some instances, establish new links between different components of the food web.

This can help to build awareness among local people of the importance of their local food web and can encourage them to behave in a way that helps to protect and strengthen it.

Better understanding of the local food web can also help to raise awareness of the issues elsewhere.

Thriving local food webs have many advantages for people, places and the countryside.

A thriving local food web can help to:

- create new jobs and small businesses
- ensure that more money is spent and stays in the local economy
- reduce food miles and food related waste
- provide a viable living for farmers and growers
- secure better access to fresh, healthy, affordable food
- provide a greater choice of where to shop and what to buy

HOW CAN MAPPING IT HELP?

Mapping local food webs helps to promote the benefits to the local community.

The information gathered from mapping local food webs can be used to promote the benefits of sustainable local food production, shopping for food locally, and fresh, affordable, high quality food.

This will encourage policies that secure local food networks.

WHO IS THIS TOOLKIT FOR?

For example, the Toolkit could be used by:

- Transition Town Food groups
- supporters of local food shop projects
- a supermarket threat
- supporters of new farmers' markets
- local food procurement policy campaigners
- local produce promotion groups
- groups developing food strategies or neighbourhood plans
- individuals who want to understand their own food system

... and many others

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INTRODUCTION

The Toolkit can be used by groups of any size, but assumes that at least a small core group of people has come together because of concerns or interests in local food issues.

The explanations, advice, guidance and examples can be used in many different ways, depending on the specific interests and concerns of the group who uses it. It also acknowledges that many users may not have a clear focus – for such groups mapping the local food web could help to start the process of deciding what action to take.

The Toolkit can help to develop baseline evidence to:

- provide a focus for a new food group
- help set the scene for planning new local food initiatives
- identify gaps and obstacles in the local food web
- create strong arguments for local food initiatives
- support policies in neighbourhood plans to strengthen local food webs
- add authority to arguments supporting local food policy
- provide arguments against proposals that threaten local food webs

CORE MAPPING

The Toolkit offers a straightforward **CORE MAPPING** process for groups who want to gain a clearer understanding of their local food web and who are as yet undecided about what action they might take.

It will guide you through a simple mapping process which can be geared to the capacity and interests of your group and will avoid overloading you with too much detail.

The local food web mapping process will help such groups establish a foundation upon which decisions can be taken and initiatives could be built. This may include a more detailed or wider mapping process.

MORE MAPPING

The Toolkit also presents an additional, detailed **MORE MAPPING** process for groups to use if they want to dig deeper into specific parts of the food web or explore particular issues that the core mapping process has identified.

A decision to carry out this more detailed process may come about after completing the core mapping, while doing it or even instead of it.

MAPPING FOR...

The Toolkit also offers suggestions of how you could map the local food web for specific purposes including **MAPPING FOR...**

- community food campaigns
- a supermarket threat
- local food procurement
- local food strategies (includes notes on neighbourhood planning)

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INTRODUCTION

HOW TO USE THE TOOLKIT

The Toolkit is presented as a matrix. You can enter the Toolkit at whatever point you wish through the grid itself by simply selecting the cell that interests you. The **THEME** and **STEP** columns provide explanations and context for what you are going to do and why (especially useful for project organisers). The action starts in the **TASK** column – this provides instructions on how to use the tools. The guide will also tell you the **TOOLS** you will need to use and these can be selected from the final column. Printable versions of the **TOOLS** are also available in the same website section as the toolkit PDF. This makes it possible to print and email each one separately.

When planning your food web mapping project, you may decide to establish a smaller organising or steering group who will help to explain the process to a larger team of mappers who will be involved in gathering information. The organising group should try to read the whole toolkit and fully understand the explanations in the **THEMES** and **STEPS**. The mapping team may want to skip to the practical guidance and forms contained in the **TASKS** and **TOOLS** – but this is up to you.

The **CORE MAPPING** matrix presents a sequence of six **THEMES** leading you through the **STEPS** and **TASKS** associated with planning your mapping project, carrying out the surveys and analysing and presenting the information you will collect. You can follow the suggested sequence or at any point dig deeper into the food web by selecting the **MORE MAPPING** steps in the right hand column. You can also select the **MAPPING FOR...** selections if you have a clear aim for your mapping project.

It is suggested that the explanations and background, the **THEME**, **STEP** and **TASK** pages can be read from your computer screen and the **TOOLS** can then be printed out for your use when carrying out the mapping surveys of other suggested activities.

The grid is an interactive PDF (iPDF) which will automatically appear on your screen in 'full screen mode'. Press 'Esc' on your keyboard (top left key) to see the grid on a normal PDF screen. In full screen mode your cursor will appear as a hand with a downward pointing arrow. A left click takes you to the next page and a right click to the previous page (or you can scroll up and down with your mouse wheel). If your cursor appears as an upward pointing hand, you can jump to the page indicated.

By selecting the printer icon on each TOOL you can jump to a print-friendly version.

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INTRODUCTION

DEFINITIONS

Food web	A way to describe the connections between **food producers** (farmers, food growers, food processors), the **food retailers** who sell their food (shops, farmers' markets, box schemes, food cooperatives etc.), **caterers** (such as restaurants, pubs, caterers and hotels and guest houses) other **food providers** (institutions such as hospitals, schools and prisons) and the **consumers** in the community who buy and eat their food. Food webs also try to capture the idea that local food supply systems can have social, economic and environmental attributes which go beyond simply getting food from A to B.
Local food	**Raw food** (fruit, vegetables, meat, eggs, milk, fish) that is produced or grown close to the place where it is sold and **lightly processed food** (sausages, pies, drinks, jams, chutneys, dairy produce and baked goods) where the main ingredient is supplied from nearby. The definition of close, nearby and local can vary according to who you ask. Some people say local means British, others say it means regional (the south east, the north west etc.). In its earlier work on local food web mapping, the Campaign to Protect Rural England used a definition based on a 30-mile radius around a core study area of 2.5 miles in the centre of the town or city being mapped. Users of the Toolkit could adopt this definition or their own definition of local, according to their interests and needs. Whichever definition you choose, make sure it is clearly stated to those businesses and individuals you engage with.

Local food web mapping	Researching (through surveys, interviews, community engagement and group workshops), recording and analysing the information needed to build an understanding of the Local Food Web. This could be presented as a map, descriptive charts and tables, reports and case studies or a combination of all of these.
Food producers and processors	Producers of primary produce (e.g. fresh fruit and vegetables, meat, fish, eggs and milk) and lightly processed food (e.g. cheese, sausages, pies, drinks, jams and baked goods). This includes: farmers (arable, livestock and poultry); growers of fruit and vegetables; game and fisheries workers and processors; dairy producers; egg producers; flour millers, and; makers of baked goods, jams and chutneys, and drinks.
Food retailers	Food outlets or sellers of food through: shops, farm shops, market stalls, box schemes, food co-operatives, supermarkets and other food delivery schemes (such as mobile shops and online shopping/ delivery companies).
Food providers	Commercial caterers (restaurants, pubs, cafés and hotels, guest houses and bed and breakfast etc.) and institutions (including schools, hospitals, prisons etc.) that procure food and provide it as prepared meals to their clients and service users.
Stakeholders	The businesses, organisations, groups and individuals that influence the local food web and potentially stand to lose or gain from changes to it.

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GO TO MATRIX



THEME 1: PLANNING

GO TO MATRIX

THEME STEP TASK TOOL

THEME 1: PLANNING

CONTEXT

- The start of the local food web mapping process
- You may be:
  - part of a larger community group focused on sustainability issues (e.g. a Transition Town Food Group)
  - a group focused on local food issues generally
  - a group formed in response to a specific issue (e.g. a supermarket planning application)

The Toolkit will be particularly useful for groups who have recognised a need to gain a better understanding of the local food web before focusing on specific activities and addressing particular issues.

PURPOSE

- understand what the mapping entails
- decide on the scope of your mapping
- plan the activities that will be undertaken
- organise the group who will be carrying out the work
- explore what you already know about your local food web

STEPS

STEP 1: PLANNING MEETING

What to include in a planning meeting.

TIPS

The more people you can involve in your mapping project the better. Try to find people with experience of organising groups, survey work, community engagement, data handling and interpretation, design and writing skills. Such experience isn't vital, but may be useful.

You may decide that for the mapping to proceed you will need to recruit new volunteers. You could do this by word of mouth or by an informal event to explain the project. An alternative would be to organise a launch event to raise awareness and recruit mapping volunteers. See TASK 19 campaign launch event.

GO TO MATRIX

THEME STEP TASK TOOL

STEP 1: PLANNING MEETING

Suggestions for what to include in a planning meeting attended by a small local food web mapping team (up to eight people) or for the core group/steering group of a larger food group.

AIM

Introduction and planning

- Introduce, explain and discuss the local food web mapping process and its requirements
- Determine the scope and timing of the project
- Examine how different participants could be involved
- Explore and record what the group already knows

WHEN

- At the start of the project – it sets the scene and helps organise the mapping group

WHO TO INVOLVE

- If the food group is small (six to eight people) involve everyone
- If it is larger (eight or more) get a smaller core group together for this initial meeting and inform the wider group of any outcomes and decisions.

TASKS

TASK 1: MEETING PLAN
TASK 2: MIND MAPS
TASK 3: KNOWLEDGE MAP
TASK 4: INTRODUCTORY STATEMENT
TASK 5: PRINTING INTERNET MAPS

TOOLS

TOOL 1: PROJECT SCOPE CHECKLIST
TOOL 2: INTRODUCTION TEMPLATE

GO TO MATRIX

THEME STEP TASK TOOL

TASK 1: MEETING PLAN

This is a suggested meeting plan to introduce, explain and discuss the local food web mapping process. Before you start your meeting, think about the group who will be involved and decide how informal or structured you think the meeting needs to be. If you know each other well, you may not need to stick to an agenda and a sequence of themes as suggested here – instead use the plan as a basis for discussion and record what you think is important to your group for your needs.

IMPORTANT

Try not to map too much too soon. Try to contain the scale of the initial questionnaire survey by focusing on a core retail area in your town or city and by interviewing only those businesses that you know or expect to be currently selling local produce. You can always extend the survey later to other retailers or caterers who may sell local produce or who could potentially sell it in the future. At this point you will have had some experience of what the process entails and what your team can cope with.

WHAT YOU NEED

Skills

One member of the group will need to 'chair' or lead the session. This could involve:

- **presenting and keeping to the agenda**
- **making sure everyone feels able to contribute**
- **presenting any information that is required**

It may also be useful for another member of the group to record key points during the meeting.

Time

Initially aim for a meeting lasting two or two and a half hours.

Be prepared to hold a second meeting if necessary – the initial discussions may need more time.

Materials

Flip-chart paper, masking tape/Blu-Tack, felt pens and Post-it notes.

Local food directories. Local maps (see TASK 5).

Other considerations

You will need a room /space where all participants can sit comfortably and either a wall for sticking up flip-chart paper or a table large enough to lay one out.

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THEME STEP TASK TOOL

TASK 1: MEETING PLAN

Plan	**Contact** (phone/email) members of the group and explain:

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- TASK
- TOOL

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THEME STEP TASK TOOL

TOOL 1: PROJECT SCOPE CHECKLIST

A checklist of questions that could be used to help decide the scope of your local food web mapping project.

WHERE TO START:

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TASK 2: MIND MAPS

Mind maps (also called spider charts) are used to **stimulate discussion** between participants and **uncover useful information** the group may have. A key question is asked for the group to consider. Initially, each participant considers the question alone, then the group shares personal perspectives, identifies common themes, explores how they are connected, digs deeper into the themes, prioritises and looks for consensus and disagreement (both of which are valid and useful), recording it all on the mind map. For any spatial information about where people, businesses or places are located use TASK 3: Knowledge map.

WHAT YOU NEED

Skills

One member of the group will informally lead the activity but can also be involved as a participant. This could involve:

- **explaining the process**
- **making sure everyone is able to contribute**
- **ensuring anything useful is recorded**

Time

Depends on how thorough and detailed you want to be. Allow at least 30 minutes per mind map to begin with.

Materials

Flip-chart paper, masking tape/Blu-Tack, felt pens and Post-it notes.

Other considerations

You will need a room/space where all participants can sit comfortably and either a wall for sticking up flip-chart paper or a table large enough to lay one out.

TIPS

Your best response to any point of view or opinion is to ask **WHY?** (Why do you think/feel that? Why is it like that?).

If you know of events in your area such as Food Festivals or Green Fairs this could be a useful tool to raise awareness about your mapping project and begin collecting useful information. See also TASK 8: Action Charts.

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THEME STEP TASK TOOL

TASK 2: MIND MAPS

Introduce the tool	**Explain:**

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TASK 2: MIND MAPS

Question 2	**Ask:** **Who is doing what in your local food web?**

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TASK 2: MIND MAPS

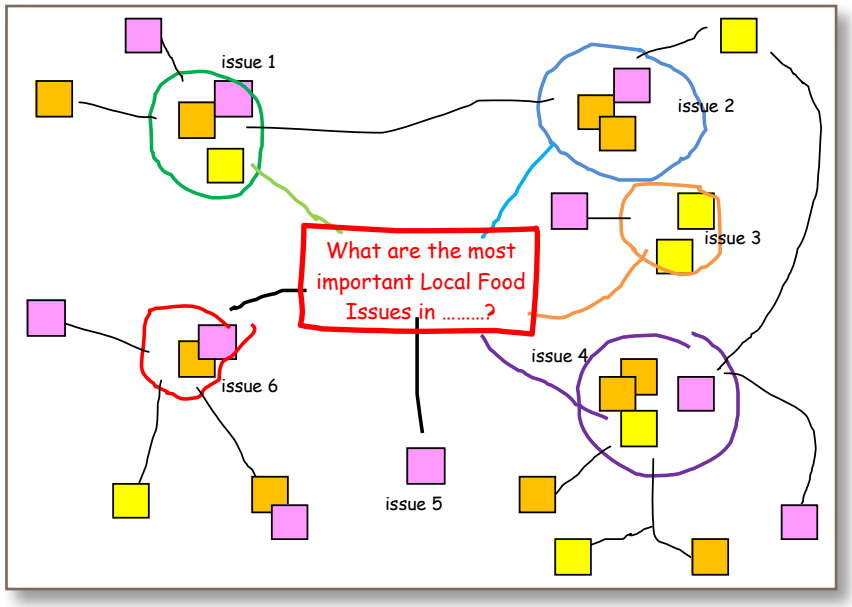
TIPS

- Spatial or geographical information about the location of businesses etc. is best collected using **TASK 3**: knowledge map
- Use different coloured lines to distinguish different themes and make the chart easier to understand and visually stimulating
- To begin with, use Post-it notes for comments as you may need to move comments around the chart during clustering of similar comments. After completing the clustering the chart can be annotated in any way you wish (writing directly on the flip-chart is best) in order to clarify relationships, comments and add additional information
- A simple way to prioritise issues or stakeholders is to use sticky dots. In the example above where there are six issues ask participants to each use three dots to vote for their TOP three issues (the highest priority, most important or most influential). If there are eight issues vote for TOP four, five issues vote for TOP three etc. Discuss voting patterns by asking:

? Which issue won the vote? Do you agree/disagree and why?

? Which issue is least important? Do you agree/disagree and why?

Your completed mind map may look a bit like this.



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TASK 3: KNOWLEDGE MAP

A knowledge map is a simple tool for gathering spatial or geographical information about the local food web. This can include (for example) the location of shops selling local produce, farmers and growers in the area, projects focused on food issues and major consumers or providers of food. The use of a map and the visual stimulation it offers helps people remember useful information.

WHAT YOU NEED

Materials

Map of your area (consider buying a map from the Ordnance Survey website or use TASK 5).

Felt pens and Post-it notes.

Local food directories, laptop for quick internet searches.

Skills

No specific skills are needed.

If you can't buy local maps, identify someone who can download and print online maps.

Time

Depends on how thorough and detailed you want to be. Allow at least 30 minutes to one hour to begin with.

Other considerations

You will need a room / space where all participants can sit comfortably and either a wall for sticking up the map or a table large enough to lay it out.

TIPS

If you don't have a map, or can't get one in time, **make your own** on a flip-chart or large piece of paper. Start by marking where you are meeting (or the centre of your town), add on all of your homes, then places of interest in the food web and how they are connected. This is often more interesting than annotating a printed map!

IMPORTANT
If you know of events in your area such as Food Festivals or Green Fairs this could be a useful tool to raise awareness about your mapping project and begin collecting useful information.
See also TASK 8 Action Charts.

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Prepare maps	

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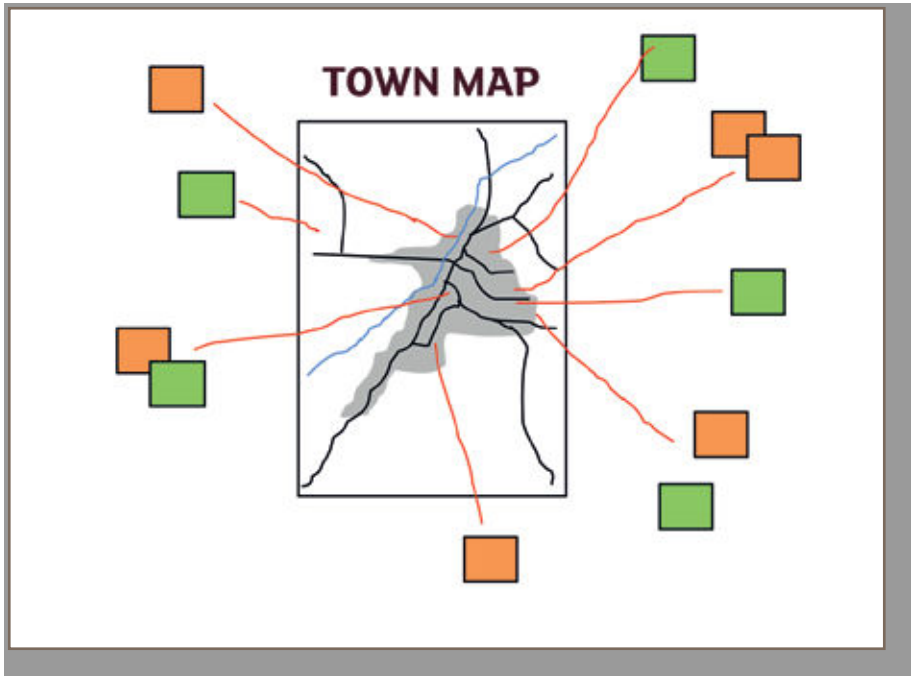
PRESENTING

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THEME STEP TASK TOOL

TASK 3: KNOWLEDGE MAP

Your completed knowledge map could look like this.



NOTE:

The information gathered from your team using this tool could be kept as a map with Post-it notes stuck to it and used to guide any survey work.

Remember to take a photo of your map, as large as possible, just in case it gets lost or the Post-its fall off. This can also be used in reports and presentations to show how the mapping was planned.

Alternatively, the information could be entered in a simple spreadsheet and used to generate a digital map for your group to share online.

TOOL 15 is a Knowledge Map Spreadsheet template.

TASK 13 explains how to generate the digital Knowledge Map from the spreadsheet.

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TASK 4: INTRODUCTORY STATEMENT

Name your project	(optional) Decide on a project name based on the group's understanding of the purpose of the project and what you will be doing:

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THEME STEP TASK TOOL

TOOL 2: INTRODUCTION TEMPLATE

A suggested introductory statement for you to use or adapt.

FOR INTERVIEW INTRODUCTIONS



THEME 2: RETAILERS

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THEME STEP TASK TOOL

THEME 2: RETAILERS

CONTEXT

- THEME 1 – Planning has identified which retailers to survey
- It's easier to begin with retailers as your mapping team is more likely to have already had some contact with them
- Also, many retailers, though not all, are located close together in the central business area of a town/city, making information collection easier.
- You can also map **caterers** who provide meals prepared using local produce (e.g. pubs, restaurants, cafés, hotels, and B&Bs) if you've decided to include these in your survey.
- **Institutional providers** (e.g. providing meals in schools, colleges, universities, hospitals and prisons) are included as an option in the **mapping** for increasing local procurement.

NOTE:
You may already have decided to focus on retailers and not include caterers or providers in your local food web mapping project

PURPOSE

- To identify and interview retailers and providers of local food using a questionnaire designed to build a picture of the scale, range and importance of local food retailing and identify the benefits and challenges of selling local produce.
- To identify the suppliers and producers of local food and feed this into THEME 3: producers.

STEPS

STEP 2: RETAILER MAPPING

How to plan and carry out a questionnaire survey of retailers of local food and drink

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THEME STEP TASK TOOL

STEP 2: RETAILER MAPPING

AIM

- **To gain an understanding of local food retail businesses:**
  - who is involved
  - where are they located
  - how can they be contacted
  - types of businesses
  - impact on local employment and the local economy
- **To gather information that will help to provide a picture of:**
  - the scale of local food retailing
  - the range of food being sold
  - the attitudes of local food retail businesses
  - the benefits that selling local food brings to them and to local communities/their customers and the barriers/challenges they face

WHEN

- **Can begin immediately after the planning stage has been completed**
- **Initial identification of retail outlets on the Knowledge Map (TASK 3) can be used as a basis for the survey**

WHO TO INVOLVE

- **The core group and anyone else who understands the purpose of the project and has an interest in the food web mapping process**
- **The more people involved the quicker the work will be completed**
- **Ideally the surveying should be carried out in pairs**

TASKS

TASK 6: RETAILER SURVEY

TOOLS

TOOL 3: HOW TO USE THE QUESTIONNAIRES
TOOL 4: HOW TO ASK THE QUESTIONS
TOOL 5: RETAILER QUESTIONNAIRE FORM
TOOL 6: CATERER QUESTIONNAIRE FORM

THEME STEP TASK TOOL

TASK 6: RETAILER SURVEY

The survey has been designed to collect the essential information you will need in order to begin to build a picture of your local food web. Initially, it focuses on **location and contact** information of food retail and catering businesses. It goes on to collect data on **employment, turnover** and **customer numbers** – useful in providing strong statements about the value and importance of the local food web. It then focuses directly on **local food and drink**, its contribution to the business' turnover, the range of food sold and which producers supply it. Finally, the questionnaire includes four questions which will help to provide a basic understanding of the business' **positive impact on the local community** and how local food retailing could be supported.

IMPORTANT

Try not to map too much too soon. Try to contain the scale of the initial questionnaire survey by focusing on a core retail area in your town or city and by interviewing only those businesses that you know or expect to be currently selling local produce. You can always extend the survey later to other retailers or caterers who may sell local produce or who could potentially sell it in the future. At this point you will have had some experience of what the process entails and what your team can cope with.

WHAT YOU NEED

Skills

People skills – the ability to ask the questions in a clear and relaxed way that helps put the interviewee at their ease.

Mappers also need to be sensitive to the interviewee's needs – be patient, allow shop-keepers to do their business and step in and out of the questionnaire as necessary.

Time

This depends on the number of people involved, the size of your survey area (city centre, town high street etc.) and the number of businesses to be surveyed.

Initially each questionnaire could take up to 30 minutes to complete – this may become less (20 mins.) as you gain confidence and get used to asking the questions.

Materials

Pens, printed out questionnaires and a folder or clip-board to hold your paperwork.

TIPS

TOOL 4: How to ask the questions, gives guidance on **why** the question is being asked, **how** to ask the question clearly and **prompts** that you could use.

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TASK 6: RETAILER SURVEY

Survey location	The mapping team needs to identify where local food is sold within the area you are mapping:

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Interview	

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TOOL 3: HOW TO USE THE QUESTIONNAIRES

There are four main options for carrying out the survey.

They are, in order of preference:

1. Visit the business and carry out a face-to-face interview:

Ideally, all questionnaires should be carried out this way.

- ✓ It helps to build dialogue and relationships with the managers of the local businesses
- ✓ Provides a good introduction to the mapping project and helps when identifying case study interviews later in the process
- ✓ Allows greater flexibility in the way the questions are asked
- ✗ Takes more time and effort
- ✗ Can disrupt the shop's activities and annoy the interviewees

2. Telephone interview:

Only use if visits can't be made due to lack of volunteers or the shop is too busy

- ✓ Quick and involves less leg-work
- ✗ Doesn't build relationship/dialogue so well
- ✗ Impersonal and allows for greater inaccuracy in responses

3. Drop a questionnaire at the business to be completed when convenient:

Not recommended but a possibility if there is too little time or too few personnel to carry out an interview, or if the business is extremely busy

- ✓ Avoids annoying shopkeepers who may be busy and not happy to be distracted during shop opening times
- ✓ Also means survey team takes less time actually at the shops if volunteers are less energetic or confident in asking the questions
- ✗ Doesn't build relationship/dialogue so well
- ✗ Impersonal and allows for greater inaccuracy in responses
- ✗ Less likely to be completed

4. Send the questionnaire as an email attachment:

Also not recommended for the same reasons as given above, but may be the only possibility.

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THEME STEP TASK TOOL

TOOL 4: HOW TO ASK THE QUESTIONS

The questionnaire forms have been designed to be as easy to use as possible, avoiding lengthy explanations and guidance so that information recording is kept simple, quick and accurate.

This guidance sheet will help you to use the questionnaire effectively by explaining:

- **why the questions are asked**
- **how to ask them**
- **and how to provide prompts to encourage responses without biasing opinions**

You may not need to explain every question – but when you need to, this guidance will help you to deal with questions interviewees may ask.

When using the questionnaires, keep this guidance sheet with you and refer to it when you need to as you work your way through the sequence of questions. Hopefully, the more interviews you do the more confident you will become and the less you'll need to use this guidance.

PREPARING FOR THE INTERVIEW:

1. Before you enter the business make sure you have the **correct questionnaire** form (retailer, caterer, producer, processor or consumer)

2. Read and understand the questionnaire before embarking on the interview

3. Each person/business you survey should be given a unique **code number**. This will help to avoid visiting the same business twice or mixing up the data that has been collected. Use your own system of coding (Retailers could start with R001, R002 etc. Caterers C001, Producers PD001, Processors PC001 and so on)

4. Enter the **date** and your **name** in the box provided

5. Fill in any information that you can before entering the business and starting the interview. Use the internet and local directories to enter contact information – this will save time for you and show respect to the interviewee by not wasting theirs unnecessarily. (You may still want to double check this information when you begin the interview)

IMPORTANT
The postcode of the business is vital for generating maps.

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TOOL 4: HOW TO ASK THE QUESTIONS

INTRODUCING THE INTERVIEW:

6. Enter the premises and ask to speak to the owner or manager if they are available

Ask:

- is it a convenient time to carry out an interview about the local food web?
- How much time can they give you for the interview?

Note: a quick interview could take between 20 and 30 minutes

If NO ask:

- when would be convenient, or
- would it be better to phone and arrange a time to come back, or
- carry out the interview by telephone (when), or
- could they take a questionnaire and complete it to be collected later (when)

If YES:

Introduce yourself and explain the purpose of the local food web mapping project using the **Introductory Statement** you have produced (see TASK 4).

7. Confidentiality – quickly explain that …

IMPORTANT

- The information being collected may be included in a report and presented on a map describing and illustrating a picture of the local food web (its size and importance)
- Contact, location and general business information will be used in the report
- Specific commercially-sensitive information will be collected in the strictest confidence
- Such information will be kept anonymous and be presented as totals or aggregated figures about the food web as a whole and not linked to specific businesses
- Case studies describing best practice may be written but only with the specific agreement and further consent from the businesses involved

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TOOL 4: HOW TO ASK THE QUESTIONS

CARRYING OUT THE INTERVIEW:

8. If you haven't done so already, enter the **name of the business** in the box provided

9. Enter the name of **a contact** at the business and the remainder of the business' contact and background information (if this hasn't already been entered), including when the business was established.

Why: For independent businesses it may be useful to know something of the history of the business to illustrate its long-standing economic and cultural importance locally.

10. Good times to contact: Is there a time of day or particular day when it would be more convenient to contact you? Are there any particularly bad times?

Why: This is useful for us to know when we can contact you.

11. Main type of business: Which of these is the best description of your business?

If the business falls into more than one category, choose the category which is the most important component of the business financially. The interviewer should make a note of the other categories in the relevant box. For example, it's needed so that a farm shop can say it is both a farm and a shop.

Why: We will be mapping the different businesses involved in the local food web. It is useful to determine the category of business and show this on the map to illustrate the diversity and depth of the local food web.

IMPORTANT
It is also extremely important to note if a business is active in **more than one role in the food web**. For instance a farmers' market stallholder (retailer) is likely to also be a farmer (producer). The interviewer should determine if the activities are essentially a single business or two distinct businesses requiring two interviews. This should be noted on the retailer questionnaire (are you also a ...) and, if necessary, the business should also be included in the producer questionnaire survey.

12. Kind of business (for RETAILERS and CATERERS only): Is your business an independent business or part of a regional or national chain or group?

Why: The local food web may be particularly important in supporting smaller, independent local retailers. This information will help to provide evidence of this and of the diversity of different kinds of businesses that are at least partly sustained by the sale of local produce.

It is also important to show, where it occurs, that larger food retail chains also sell local produce (if in fact they do).

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TOOL 4: HOW TO ASK THE QUESTIONS

13. Number of employees: How many full-time, part-time and casual staff do you employ (including the owner of the business if they regularly work at the business)?

Why: The local food web is important in supporting local employment. Anything jeopardising the local food web risks damaging local employment. For example, supermarkets often claim to increase employment when they open. It is therefore important to show that local independent retailers selling local produce provide employment. Shop closures resulting from a supermarket opening will potentially bring about job losses in the independent local food retail sector.

14. Number of customers (for RETAILERS only): Estimate how many customers you have in an average week by choosing one of the options provided?

Why: This can provide evidence of the importance of local food retailing to consumers in your community and also its important contribution to the local economy.

15. Do you sell produce direct? (for PRODUCERS and PROCESSORS only): Do you sell produce to customers from the place where it is produced or your own market stall e.g. farm shop, box scheme, farmers' market.

Why: Many producers are also retailers even though this may not be the most important aspect of their business. It is important to map this as it recognises the importance of the relationship and benefits of direct contact between local producers and the communities around them.

16. Estimated annual turnover: Estimate your turnover for the past financial year by choosing one of the options provided.

Explain that we won't be presenting any specific information on the turnover of your business in our report.

Why: We use this figure to provide a total figure for all local food produce retailers in the mapping area – an aggregated figure. This provides evidence of the importance of local food retailing to the local economy. Turnover statistics are often presented in support of supermarket planning applications. By providing an indication of your turnover these claims can be countered.

17. Percentage of turnover generated by sales of local food and drink (or marketed locally): Estimate the percentage of your turnover that can be accounted for by sales of local produce or supply to local retailers by choosing one of the options provided.

Why: In combination with annual turnover figures, this will help to show how economically important local produce is to your business and to the local economy.

18. Main local produce sold (or supplied): What is the most important category of food that your business sells (choose one)? or supplies to clients?

Why: This information can be used to map local food retailers according to the main type of produce they sell.

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19. Main clients supplied (for PRODUCERS and PROCESSORS only): Which category of client is your most important financially? If the business supplies more than one category, record this on the back of the questionnaire form.

Why: This provides an indication of the relative importance of local producers to the independent local retail sector and can be used to initiate discussions about barriers to local retailing.

20. What else would you like to supply if there was a market? (PRODUCERS and PROCESSORS only): What else do you produce or could you produce that you would like to sell through local retailers or markets?

Why: This gives a very basic indication of ways in which additional local produce retailing could be encouraged and the local food web strengthened and expanded.

21. For RETAILERS - Where does your local produce come from?
For PRODUCERS and PROCESSORS – Who do you supply your produce to locally?

List the names and addresses – **including postcode** if possible – of the most important local producers (i.e. producers from within the area that your project has defined as 'local') who supply different local produce to your business (for RETAILERS) and the most important clients you supply to locally (for PRODUCERS and PROCESSORS). These are the businesses who supply or receive the greatest amount of produce or who are important to you because of their value to your business.

Why: This information will enable us to understand the relationships and linkages between local food producers and the local retailers that they supply. It helps us to explain and present the important linkages within the local food web and build a picture of how different businesses are connected. We will also interview these businesses in due course. You probably won't be able to record ***all*** the businesses involved, so focus on the key ones.

NOTE:
As you complete this section of the questionnaire, make sure that you note any additional useful information that the interviewee provides on the reverse side of the questionnaire form.

TIP

Make sure you ask for a postcode or add it later by searching for the business online.

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TOOL 4: HOW TO ASK THE QUESTIONS

FOUR QUESTIONS

1. For you what are the main benefits of selling local produce / marketing your produce locally? What are your main reasons for selling local produce / marketing produce locally?

Why: Understanding motivations for selling local produce / marketing produce locally.

Prompt:

Retailers

- You sell local produce – what's in it for you?
- Why is selling local produce a good thing for your business?
- Why do you think selling local produce is better than produce from distant suppliers?
- What factors influence your decisions about what you sell and where you get it from ?
- Do you think local produce is better than produce from elsewhere? Why?

Producers/processors

- You supply your produce to local shops – why?
- How and why is local marketing important for your business?
- Why would you prefer to market locally rather than further away?

2. What are the greatest challenges you face in trying to sell local produce / market your produce locally? What makes it difficult?

Why: Understanding obstacles to selling local produce.

Prompt:

Retailers

- What are the factors that make it difficult?
- What are the barriers?
- Is it to do with e.g. cost, finding suppliers, getting the produce to the shop?

Producers/processors

- What are the factors that make it difficult?
- What are the barriers?
- Is it to do with e.g. price, finding retailers, getting the produce to market?

3. What opportunities do you see for increasing the amount of local produce you sell / market locally?

What initiatives would help you to sell more local produce / market more of your produce locally?

What other local produce would you like to sell?

Why: Understanding how to address the obstacles and increase local produce sales.

CONTINUE

GO TO MATRIX

TOOL 4: HOW TO ASK THE QUESTIONS

Prompt:

- What needs to happen for you to sell/market more local produce?
- How can the obstacles be overcome?
- What are the most problematic aspects of local produce supply that need to be addressed?

4. Apart from selling or supplying local produce, what other benefits does your business bring to the local area, the local environment and landscape and the local community? What other activities does your business get involved with locally?

Why: Understanding the importance of the business to local people and the ways in which it contributes to the local community.

Prompt: Do you ...

- Support any local events, charities, groups and clubs?
- Offer apprenticeships or work experience?
- Deliver to customers who can't make it to the shop?
- Provide advice and information?
- Provide an 'informal neighbourhood watch' by staying open later

Why: Understanding how the business contributes to the local landscape and addresses its environmental impact.

Prompt :

- Does selling your produce locally make any difference to the way you are able to farm ?
- What efforts do you make to reduce your environmental impact?

ADDITIONAL COMMENTS ABOUT THE INTERVIEWS

- If your interviewee seems relaxed and is not concerned about time, take the opportunity to have longer conversations and find out as much as you can about their work.
- The interviews could eventually become stories in your report and may help bring it to life. Have this in your mind when conducting the interview and encourage the interviewee to illustrate their answers with real-life examples.
- The interview should be a dialogue between the interviewee and interviewer. Use the written questions as the basis for the interview, but do not be afraid to ask additional questions in order to build a fuller picture of what you are hearing. Try using phrases such as:

- Do go on
- That is very interesting, can you tell me more?
- Is there anything you would like to add?

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TOOL 4: HOW TO ASK THE QUESTIONS

However – be careful not to ask leading questions.

- There might be times when your interviewee starts to talk about aspects of their work that do not relate directly to your question. Do not be afraid of this – simply ensure you capture this on extra paper or on the reverse side of the questionnaire form.
- If your interviewee does not have enough time to complete the whole interview, you can ask to leave the form with them to fill out any sections that have not been completed.
- This is a particularly good idea if they do not have information on all of their suppliers to hand and need time to find out the details.
- Do be aware that you must arrange a date and time to collect the survey to avoid this valuable information being lost.
- Wherever possible, do try to be present throughout the entire interview.
- Toward to the end of the interview, or before if asked, explain that a report will be written about the local food web and all information will be kept confidential. Explain that there will be opportunities for businesses to appear on a map with the name and nature of the business and ask their permission to do this.
- Finally, if you think they would make a good case study, explain that we will be looking for case studies to illustrate good examples of businesses in the food web. Ask if they would be willing to be interviewed again to answer additional questions and possibly have their photos taken.
- Make sure that you thank the person for giving you their time.
- Once you have completed the interview, take some time at home or in a nearby café to look over what you have written and add in any points you did not write down or write fuller responses to questions.
- Turn over the final page of the questionnaire and write a paragraph that summarises:

  What stood out in the interview

  What was interesting

  Anything that wasn't captured by the questionnaire

This should try to capture the richness of the interview and could be very useful later on.

GO TO MATRIX

TOOL 5:
LOCAL FOOD RETAILER QUESTIONNAIRE

CODE NUMBER	DATE	RESEARCHER

Business name

Phone

Contact person + role

Email

Website

Address

Good times to contact

Postcode

When was the business established?

A. MAIN CATEGORY OF BUSINESS
tick one box

- Specialist (greengrocer butcher, baker, fishmonger) ☐
- General (grocer, convenience/ village store, wholefood store) ☐
- Farm shop ☐
- Box scheme ☐
- Market stall ☐
- Supermarket ☐
- Other ☐

Are you also a:

- Wholesaler ☐ Caterer ☐
- Producer ☐ Processor ☐

B. KIND OF BUSINESS

- Independent ☐
- Chain ☐

- Limited company ☐
- Sole Trader ☐
- Partnership ☐
- Co-operative ☐
- Social Enterprise ☐
- Other: ☐

C. NUMBER OF EMPLOYEES
(including the owner)

- Full time ☐
- Part time ☐
- Casual ☐

D. NUMBER OF CUSTOMERS PER WEEK
(estimated for an average week)

- 0-100 ☐
- 100-300 ☐
- 300-600 ☐
- 600-1000 ☐
- 1000-2000 ☐
- over 2000 ☐

or no. of transactions ☐

E. ANNUAL TURNOVER (estimated)

- <£50,000 ☐
  specify.....
- £50,000 – £100,000 ☐
- £100,000 – £200,000 ☐
- £200,000 – £500,000 ☐
- £500,000 – £1million ☐
- >£1 million ☐
  specify.....

F. % of ANNUAL TURNOVER DUE TO SALES OF LOCAL FOOD AND DRINK (estimated)

- 0-20% ☐
- 21-40% ☐
- 41-60% ☐
- 61-80% ☐
- 81-100% ☐

G. MAIN LOCAL PRODUCE SOLD
tick one box

- Meat/cooked meat/fish ☐
- Dairy/eggs ☐
- Fruit/veg ☐
- Drinks/preserves (ambient) ☐
- Bread/baked goods ☐
- Processed food (eg. ready meals and sauces) ☐
- Other ..... ☐

CONTINUE

TOOL 5:
LOCAL FOOD RETAILER QUESTIONNAIRE
WHERE DOES YOUR LOCAL PRODUCE COME FROM?

CODE NUMBER

Record only the most important suppliers

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
MEAT (include fish)			
COOKED MEAT			
DAIRY and EGGS			

CONTINUE

TOOL 5:
LOCAL FOOD RETAILER QUESTIONNAIRE
WHERE DOES YOUR LOCAL PRODUCE COME FROM?

CODE NUMBER

Record only the most important suppliers

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
FRUIT			
VEGETABLES			
BREAD AND BAKED GOODS			

CONTINUE

TOOL 5:
LOCAL FOOD RETAILER QUESTIONNAIRE
WHERE DOES YOUR LOCAL PRODUCE COME FROM?

CODE NUMBER

Record only the most important suppliers

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
DRINKS			
PRESERVES			
PACKAGED FOOD			
OTHER			

CONTINUE

TOOL 5:
LOCAL FOOD RETAILER QUESTIONNAIRE
FOUR QUESTIONS

CODE NUMBER

1. For you what are the main benefits of selling local produce?
What are your main reasons for selling local produce?

2. What are the main challenges you face in selling local produce?
What makes it difficult for you to sell local produce?

3. What opportunities do you see for increasing the amount of local produce you sell?
What initiatives would help you to sell more local produce? What other local produce would you like to sell?

4. Apart from selling local produce, what other benefits does your business bring to the local area, the local environment and landscape, and the local community? What other activities does your business get involved with locally?

TOOL 6:
LOCAL FOOD CATERER QUESTIONNAIRE

CODE NUMBER | DATE | RESEARCHER

Business name

Contact person + role

Address

Postcode

When was the business established?

Phone

Email

Website

Good times to contact

A. MAIN CATEGORY OF BUSINESS
tick one box

- Restaurant (& fast food) ☐
- Café/Canteen ☐
- Pub ☐
- Take-away/Bakery ☐
- Mobile caterer/Event caterer ☐
- Hotel/Guesthouse/B&B ☐
- Other ☐

Are you also a:

- Wholesaler ☐ Caterer ☐
- Producer ☐ Processor ☐

B. KIND OF BUSINESS

- Independent ☐
- Chain ☐

- Limited company ☐
- Sole Trader ☐
- Partnership ☐
- Co-operative ☐
- Social Enterprise ☐
- Other: ☐

C. NUMBER OF EMPLOYEES (associated with catering)

- Full time ☐
- Part time ☐
- Casual ☐

D. NUMBER OF CUSTOMERS PER WEEK (estimated for an average week)

- 0–100 ☐
- 100–300 ☐
- 300–600 ☐
- 600–1000 ☐
- 1000–2000 ☐
- over 2000 ☐

or no. of meals served ☐

E. ANNUAL TURNOVER (estimated)

- <£50,000 ☐
  specify.....
- £50,000 – £100,000 ☐
- £100,000 – £200,000 ☐
- £200,000 – £500,000 ☐
- £500,000 – £1 million ☐
- >£1 million ☐
  specify.....

F. % of ANNUAL TURNOVER DUE TO SALES OF LOCAL FOOD AND DRINK (estimated)

- 0–20% ☐
- 21–40% ☐
- 41–60% ☐
- 61–80% ☐
- 81–100% ☐

CONTINUE

TOOL 6:
LOCAL FOOD CATERER QUESTIONNAIRE

WHERE DOES YOUR LOCAL PRODUCE COME FROM?

CODE NUMBER

Record only the most important suppliers

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
MEAT (include fish)			
COOKED MEAT			
DAIRY and EGGS			
VEGETABLES			

CONTINUE

TOOL 6:
LOCAL FOOD CATERER QUESTIONNAIRE

WHERE DOES YOUR LOCAL PRODUCE COME FROM?

CODE NUMBER

Record only the most important suppliers

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
FRUIT			
DRINKS			
PRESERVES			
BREAD AND BAKED GOODS			
PACKAGED FOOD			
OTHER			

CONTINUE

TOOL 6:
LOCAL FOOD CATERER QUESTIONNAIRE
FOUR QUESTIONS

CODE NUMBER

1. For you, what are the main benefits of using locally sourced produce?
What are your main reasons for providing local produce?

2. What are the main challenges you face in using local produce?
What makes it difficult for you to use local produce?

3. What opportunities do you see for increasing the amount of local produce you use?
What initiatives would help you to use more local produce? What other local produce would you like to use?

4. Apart from using locally produced food in your meals, what other benefits does your business bring to the local area, the local environment and landscape, and the local community? What other activities does your business get involved with locally?



THEME 3: PRODUCERS

GO TO MATRIX

THEME STEP TASK TOOL

THEME 3: PRODUCERS

CONTEXT

- **The retailer mapping has identified local producers who supply local produce that is sold in your mapping area.**
- **The mapping includes businesses where local produce is processed or made into other products (e.g. dairies or abattoirs).**

PURPOSE

- **To identify and interview local food producers using a questionnaire designed to build a picture of the scale, range and importance of local food production.**
- **To understand the relative importance of local markets to local producers.**

The mapping will also include producers involved in light processing of local food such as production of sausages, pies, jams, chutneys and drinks using local ingredients.

STEPS

STEP 3: PRODUCER MAPPING

How to plan and carry out a questionnaire survey of producers and processors of local food and drink.

IMPORTANT

Farmers and growers may be particularly busy at certain times of year. Try to avoid producer mapping at these times, in particular during the growing season (often from late spring onwards) and during harvest time (often in the late summer and early autumn).

Also, you should bear in mind that depending on your definition of 'local', these interviews may require significant travel and time.

GO TO MATRIX

THEME STEP TASK TOOL

STEP 3: PRODUCER MAPPING

Suggestions for what to include in a planning meeting attended by a small local food web mapping team (up to eight people) or for the core group/steering group of a larger food group.

AIM

- **To gain an understanding of local food producers:**
  - who is involved
  - where are they located
  - how can they be contacted
  - types of businesses
  - impact on local employment and the local economy
- **To gather information that will help to provide a picture of:**
  - the scale of local food production
  - the range of food being produced
  - the attitudes of local food producers, and the benefits that selling food locally brings to them and to local communities.

WHEN

- **Once the retailer survey has been started you will begin to identify local producers (earlier planning will also have identified producers) who can be contacted and interviewed**
- **If enough information is available, the mapping process could begin with the producer survey**

WHO TO INVOLVE

- **Initial contact with producers is likely to be by telephone so this step in the process may be suited to people who want to be involved but aren't able to go out to visit businesses and farms**
- **Anyone from the survey team, but particularly those who are producers themselves or who have links to producers**
- **The more people involved, the quicker the work will be completed**
- **Ideally, the surveying should be carried out in pairs**

TASKS

TASK 7: PRODUCER SURVEY

TOOLS

TOOL 7: PRODUCER QUESTIONNAIRE FORM

TOOL 8: PROCESSOR QUESTIONNAIRE FORM

GO TO MATRIX

THEME STEP TASK TOOL

TASK 7: PRODUCER SURVEY

Most people in your survey team will have regular contact with people and businesses selling local produce. This is less likely when it comes to local food producers. If you have team members who are producers themselves, this is a great advantage and will help you not only identify other producers but also to make contact, establish good dialogue and develop relationships with producers. The survey initially focuses on **location and contact** information of food producers. It goes on to collect data on **employment, turnover** and **clients** who are supplied. It then focuses directly on **what is being produced** and **where it is being marketed**. Finally, the questionnaire includes four questions which will help to provide a basic understanding of the business' **positive impact on the local community** and how local food production could be supported.

WHAT YOU NEED

Skills

Team members who are or who have links with producers are a bonus.

Be sensitive to the demands made on farmers and other producers – they are often very busy and you should avoid interviews at busy times of the day or year.

Time

This depends on the number of people involved, the size of your survey area and the number of businesses to be surveyed. Each questionnaire could take at least 20 minutes, but travel time to farms is an important consideration.

Materials

Pens, printed out questionnaires and a folder or clip-board to hold your paperwork.

CONTINUE
GO TO MATRIX

THEME STEP TASK TOOL

TASK 7: PRODUCER SURVEY

Survey location	Identify where local food is produced in your survey area:

GO TO MATRIX

THEME STEP TASK TOOL

TASK 7: PRODUCER SURVEY

Arrange interview	

PLANNING
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TOOL 7:
LOCAL FOOD PRODUCER QUESTIONNAIRE

CODE NUMBER	DATE	RESEARCHER

Business name

Contact person + role

Address

Postcode

Phone

Mobile

Email

Website

When was the business established?

A. MAIN CATEGORY OF BUSINESS
tick one box

- Livestock/dairy ☐
- Poultry/eggs ☐
- Fruit/veg (inc. horticulture) ☐
- Arable ☐
- Mixed ☐
- Fishery ☐
- Other ☐

Are you also a:

- Processor ☐
- Retailer ☐
- Caterer ☐

B. NUMBER OF EMPLOYEES (including owner)

- Full time ☐
- Part time ☐
- Casual ☐

C. DO YOU SELL PRODUCE DIRECT?

- Farm shop ☐
- Box scheme ☐
- Farmers' market ☐
- Other

D. ANNUAL TURNOVER (estimated)

- <£50,000 ☐
  Specify.....
- £50,000 – £100,000 ☐
- £100,000 – £200,000 ☐
- £200,000 – £500,000 ☐
- £500,000 – £1million ☐
- >£1million ☐
  Specify.....

E. PROPORTION MARKETED LOCALLY

- 0–20% ☐
- 21–40% ☐
- 41–60% ☐
- 61–80% ☐
- 81–100% ☐

F. MAIN CLIENTS SUPPLIED?
tick one box

- Large retail chains ☐
- Independent shops ☐
- Markets ☐
- Box schemes ☐
- Wholesalers ☐
- Food processors ☐

G. MAIN LOCAL PRODUCE SOLD
tick one box

- Meat/poultry ☐
- Dairy/eggs ☐
- Fruit/veg ☐
- Grain/flour ☐
- Fish ☐
- Other:

H. WHAT ELSE WOULD YOU LIKE TO SUPPLY IF THERE WAS A MARKET?

CONTINUE

TOOL 7:
LOCAL FOOD PRODUCER QUESTIONNAIRE
WHO DO YOU SUPPLY YOUR LOCAL PRODUCE TO?

CODE NUMBER

Record only the most important clients

TYPE OF PRODUCE	CLIENT'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
PORK			
LAMB			
BEEF			
POULTRY			
EGGS			

CONTINUE

TOOL 7:
LOCAL FOOD PRODUCER QUESTIONNAIRE
WHO DO YOU SUPPLY YOUR LOCAL PRODUCE TO?

CODE NUMBER

Record only the most important clients

TYPE OF PRODUCE	CLIENT'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
DAIRY PRODUCTS			
FRUIT			
VEGETABLES			
GRAIN AND FLOUR			
FISH			

CONTINUE

TOOL 7:
LOCAL FOOD PRODUCER QUESTIONNAIRE
FOUR QUESTIONS

CODE NUMBER

1. For you, what are the main benefits of marketing your produce locally?
What are your main reasons for selling local produce?

2. What are the greatest challenges you face in trying to market your produce locally?
What makes it difficult for you to sell local produce?

3. What opportunities do you see for increasing the amount of produce you market locally?
What initiatives would help you to sell more local produce? What other local produce would you like to sell?

4. Apart from supplying your produce locally, what other benefits does your business bring to the local area, the local environment and landscape, and the local community? What other activities does your business get involved with locally?

TOOL 8:
LOCAL FOOD PROCESSOR QUESTIONNAIRE

CODE NUMBER	DATE	RESEARCHER

Business name

Contact person + role

Address

Postcode

Phone

Mobile

Email

Website

When was the business established?

A. MAIN CATEGORY OF BUSINESS
tick one box

- Meat (abattoir)/Cooked meat/ fish ☐
- Milk/dairy ☐
- Eggs ☐
- Process/packaged fruit & veg ☐
- Drinks/juices/preserves ☐
- Flour/bread/baked goods ☐

Are you also a:

- Retailer ☐
- Producer ☐
- Caterer ☐

B. NUMBER OF EMPLOYEES (including owner)

- Full time ☐
- Part time ☐
- Casual ☐

C. DO YOU SELL PRODUCE DIRECT?

- Farm shop ☐
- Box scheme ☐
- Farmers' market ☐
- Other

D. ANNUAL TURNOVER (estimated)

- <£50,000 ☐
  Specify.....
- £50,000 – £100,000 ☐
- £100,000 – £200,000 ☐
- £200,000 – £500,000 ☐
- £500,000 – £1million ☐
- >£1million ☐
  Specify.....

E. PROPORTION MARKETED LOCALLY

- 0–20% ☐
- 21–40% ☐
- 41–60% ☐
- 61–80% ☐
- 81–100% ☐

F. MAIN CLIENTS SUPPLIED?
tick one box

- Large retail chains ☐
- Independent shops ☐
- Markets ☐
- Box schemes ☐
- Wholesalers ☐
- Food processors ☐

G. MAIN LOCAL PRODUCE SOLD
tick one box

- Meat/cooked meat/fish ☐
- Dairy/eggs ☐
- Fruit/veg ☐
- Drinks/preserves ☐
- Baked goods/grain/flour ☐
- Packaged food ☐

H. MAIN SOURCES OF PRODUCE

- Own produce ☐
- Local farmers ☐
- Local smallholders ☐
- Outside local area ☐
- Other:

CONTINUE

TOOL 8:
LOCAL FOOD PROCESSOR QUESTIONNAIRE
PRODUCE IN: WHERE DOES YOUR LOCAL PRODUCE COME FROM?

CODE NUMBER

Record only the most important clients

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
MEAT			
POULTRY			
DAIRY PRODUCTS			
EGGS			

CONTINUE

TOOL 8:
LOCAL FOOD PROCESSOR QUESTIONNAIRE
PRODUCE IN: WHERE DOES YOUR LOCAL PRODUCE COME FROM?

CODE NUMBER

Record only the most important clients

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
FRUIT			
VEGETABLES			
GRAIN/FLOUR			
FISH			
OTHER			

CONTINUE

TOOL 8:
LOCAL FOOD PROCESSOR QUESTIONNAIRE
PRODUCE OUT: WHERE DO YOU SUPPLY LOCAL PRODUCE TO?

CODE NUMBER

Record only the most important clients

TYPE OF PRODUCE	CLIENT'S NAME (+ location) and type*	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
MEAT and COOKED MEAT			
MILK and DAIRY PRODUCTS			
PROCESSED AND/OR packaged FRUIT and VEGETABLES			

*Use categories in question G

CONTINUE

TOOL 8:
LOCAL FOOD PROCESSOR QUESTIONNAIRE
PRODUCE OUT: WHERE DO YOU SUPPLY LOCAL PRODUCE TO?

CODE NUMBER

Record only the most important clients

TYPE OF PRODUCE	CLIENT'S NAME (+ location) and type*	HOW IS THE PRODUCE TRANSPORTED?	ARE THEY A WHOLESALER?
JUICES and PRESERVES			
BREAD and BAKED GOODS			
OTHER			

*Use categories in question G

CONTINUE

TOOL 8:
LOCAL FOOD PROCESSOR QUESTIONNAIRE
FOUR QUESTIONS

CODE NUMBER

1. For you, what are the main benefits of marketing produce locally/using local produce?
What are your main reasons for selling local produce/using local produce?

2. What are the greatest challenges you face in trying to market your produce locally?
What makes it difficult for you to sell local produce?

3. What opportunities do you see for increasing the amount of produce you market locally?
What initiatives would help you to sell more local produce? What other local produce would you like to sell?

4. Apart from supplying/using local produce, what other benefits does your business bring to the local area, the local environment and landscape, and the local community? What other activities does your business get involved with locally?



THEME 4: CONSUMERS

GO TO MATRIX

THEME STEP TASK TOOL

THEME 4: CONSUMERS

CONTEXT

- Completing your picture of the local food web by gathering information from consumers of local food.
- This includes shoppers and customers of businesses selling local food or meals using locally sourced ingredients.
- It is difficult to identify and interview the specific shoppers who buy local food – they are unlikely to look or behave differently from other shoppers! For this reason, the survey will initially gather information from local shoppers and customers generally and focus on their attitudes to local food.
- Once a local food interest is identified, more specific information can be collected.

PURPOSE

- To identify and interview people who buy local food and drink.
- To build a picture of the scale, range and importance of local food retailing to local shoppers.
- There are two options for consumer mapping depending on your team's interests and skills: using **action charts** to encourage more active engagement with passing shoppers; or a **questionnaire survey**.

STEPS

STEP 4: CONSUMER MAPPING

How to plan and carry out consumer mapping using action charts or a questionnaire survey with local shoppers.

THEME STEP TASK TOOL

STEP 4: CONSUMER MAPPING

AIM

- **To gain an understanding of the attitudes of local shoppers and customers to locally produced food:**
  - how important local food is and why
  - if they buy local food or not and why
  - what they mean by the term 'local'
  - the benefits that the local food web brings to them and to their communities
- **To gather information that will help to provide a picture of:**
  - the scale of local food consumption
  - the range of local food being purchased
  - who is buying local food
  - where local food is purchased
  - what makes it easy or difficult to buy local produce

WHEN

- **Once the retailer survey has been started you will begin to identify places where shoppers could be interviewed**
- **The mapping process could start with the consumer survey if preferred, as this could help identify retailers of local food**

WHO TO INVOLVE

- **Anyone from the survey team, but particularly those who are energetic and particularly interested in this aspect of the survey**
- **The more people involved the quicker the work will be completed**
- **The mapping involves engaging with members of the public and should be carried out in pairs**

TASKS

TASK 8: ACTION CHARTS
TASK 9: CONSUMER SURVEY

TOOLS

TOOL 9: LINE CHART
TOOL 10: LOCAL FOOD MAP
TOOL 11: STREET WORK CHECKLISTS
TOOL 12: CONSUMER CODING SHEET
TOOL 13: CONSUMER QUESTIONNAIRE
TOOL 14: ARCHIVE SHEET

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THEME STEP TASK TOOL

TASK 8: ACTION CHARTS

In the retailer and producer mapping, questionnaires have been used to guide interviews with the businesses and gather the relevant information you will need. When gathering information from consumers, you will be engaging with passing shoppers on the street or at a market and this requires a different approach. A questionnaire survey (see TASK 9) may appear to be more straightforward, but it is suggested that using the action charts makes it much easier to engage with more people and gather more useful information.

Action charts offer an approach to information-gathering based on allowing people to respond to questions as they want to, rather than following a structured sequence of questions choosing between suggested answers (it is based on an approach referred to as Participatory Appraisal). This more participatory approach encourages people to talk in a relaxed way about **what they think and feel about food,** and local food in particular. It will encourage the participation of people who might otherwise be reluctant to engage with a questionnaire survey. Participants will also be able to consider each others' opinions. The tool focuses on **attitudes to local food** and whether or not local food is important. A map is used to gather information on **where local food can be bought**, the **range of local food that is available**, and **what could be done** to support local producers and retailers.

WHAT YOU NEED

Skills

Although previous experience is useful, your confidence and skill in facilitating the tool will grow the more often you use it.

Team members with experience of community engagement and public survey work will be particularly useful.

Time

To get the most out of the tool plan for sessions of at least two hours and arrange for three or four facilitators for each session.

Materials

Thick and fine felt-tip pens, flip-charts and maps prepared in advance, coloured Post-it notes, masking tape, clear Sellotape and Blu-Tack, coding sheets and a folder or clip-board to hold your paperwork.

TIPS

These tools may be very useful at local events and festivals, helping to raise awareness about your mapping project as well as collecting useful information.

CONTINUE

GO TO MATRIX

THEME STEP TASK TOOL

TASK 8: ACTION CHARTS

Survey location	Using earlier planning maps and the results of the retailer survey, identify survey locations such as:

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TASK 8: ACTION CHARTS

Preparing and using the charts

LINE CHARTS

SEE TOOL 9: LINE CHART TEMPLATE

- Stick two pieces of flip-chart together using masking tape (and turn the chart over so that the tape is on the back)
- Draw a **red smiley face** (about 5cm diameter) half way down the chart on the left side and a **blue grumpy face** the same size about half way down on the right
- Under the smiley face write **ALL** and under the grumpy write **NONE**
- Draw a thick, straight black line between the two faces
- Draw a red arrow pointing from right to left (grumpy to smiley) about 10cm up from the bottom of the chart
- Write the **opening question** clearly along the top of the chart

HOW MUCH OF WHAT YOU EAT OR DRINK IS LOCAL PRODUCE?
i.e. grown, made, reared or caught within …miles of …

- Write the action question clearly below the arrow at the bottom of the chart

WHAT WOULD HELP YOU TO EAT OR DRINK MORE LOCAL PRODUCE?

Using the line chart:

1. Stand back from the chart facing it and look for people to approach
2. As someone comes towards you simply point at the chart and ask:

How would you answer that question? (HOW MUCH OF WHAT YOU EAT OR DRINK IS LOCAL PRODUCE?)

Preparing and using the charts continued

3. If you need to, explain any questions (e.g. your definition of 'local' or what you mean by 'produced' or why you're asking them this)
4. When they answer the question point to the chart and ask them:

Where would you put your cross on the line between ALL and NONE?

5. Hand them a pen and ask them to mark their cross on the line. Then ask **WHY** they've put their cross there
6. Using the consumer coding sheet, assign the participant a number and write it next to their cross
7. Ask them to write their reasons on a Post-it or directly on the chart (or alternatively you record what they say on a Post-it and stick it next to the cross). Always add their code number to any comment
8. Ask them to answer the action question:

WHAT WOULD HELP YOU TO EAT OR DRINK MORE LOCAL PRODUCE?

9. You/they write suggestions on Post-its (with their code number). Stick the Post-its on the arrow along the bottom of the chart
10. When they have finished the chart ask them the final **coding questions** on your consumer coding form and say **thank you**

TIP:
Once comments have been added to your chart, passersby will be drawn to it. Point at the opening question, hand over pens and Post-its, assign a code number and let people engage as they wish.

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CONTINUE

GO TO MATRIX

THEME STEP TASK TOOL

TASK 8: ACTION CHARTS

Preparing and using the charts continued

LOCAL FOOD MAP:

SEE **TOOL 10:** LOCAL FOOD MAP

- Stick two pieces of flip-chart together using masking tape (and turn the chart over so that the tape is on the back).
- Stick a map of your survey area in the centre of the chart.

Map options: see TASK 3 in THEME 1
Ordnance Survey Explorer (1:25,000) or Landranger (1:50,000)
Local town guide maps (try a town centre newsagents)
Map downloaded from the internet (see TASK 5 printing internet maps)
Map copied at your local library

- Write your **key question** clearly along the top of the chart:

WHICH PLACES DO YOU KNOW THAT SELL LOCAL FOOD AND DRINK?
(food/drink grown, made, reared or caught within xx miles of ------?

Preparing and using the charts continued

TIP:
*If your map covers a large enough area, you could also ask people to mark **places they know that produce food locally.***

TIP:
Once comments have been added to your chart, passersby will be drawn to it. Point at the opening question, hand over pens and Post-its, assign a code number and let people engage as they wish.

Using the local food map:
1. Stand back from the chart facing it and look for people to approach.
2. As people come towards you simply point at the chart and ask:

How would you answer that question?
(WHICH PLACES DO YOU KNOW THAT SELL LOCAL FOOD AND DRINK?)

3. An alternative question would be to ask:

Do you live locally? – if YES can you show me where on the map.

4. Once they have marked where they live assign them a code number (if you haven't already) and write it next to their cross on the map.

NOTE: you could try using these questions in the opposite order and see which works best for you. Whichever order you use **try to ask both** before the person leaves.

5. Once people start telling you about the places they know, hand them a pen and ask them to mark them on the map adding any comments, linked by lines, on the flip-chart paper around the map.
6. When they have finished the chart, ask them the final **coding question**s on your consumer coding form and say **thank you**.

NOTE: only code participants once i.e. if they've already been given a number when using the line chart use this number.

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CONTINUE

GO TO MATRIX

TASK 8: ACTION CHARTS

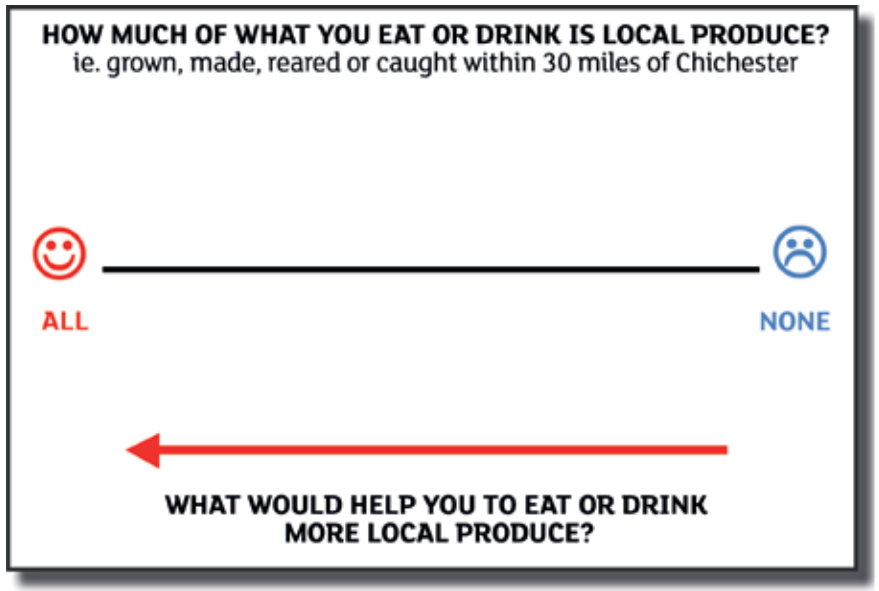
Next steps	Archiving:

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GO TO MATRIX

THEME STEP TASK TOOL

TOOL 9: LINE CHART TEMPLATE



OTHER QUESTIONS YOU COULD PUT ON YOUR CHART:

Opening question	Ends of line	Action question
How easy is it for you to buy locally produced food?	☺Very easy ☹Not at all easy	What would make it easier to buy locally produced food?
How important is it for you to know where your food comes from?	☺Very important ☹Not at all important	What would make you more interested in where your food comes from?

TIP:
Try to avoid telling people what you think. It is their opinion that you are trying to capture.

Preparing and using the charts continued

Opening question:
HOW MUCH OF WHAT YOU EAT OR DRINK IS LOCAL PRODUCE?

Follow-up questions:
- Why have you put your cross there?
- What stops you being nearer either end?
- What do you mean by local?
- How do you know it's local?

Action question:
WHAT WOULD HELP YOU TO EAT OR DRINK MORE LOCAL PRODUCE?

Follow up questions:
- What needs to happen?
- What would make it easier?
- What can you do?
- What can others do?

TIP:
Your most important and useful question to ask is:

WHY?

Why do you think that?

Why is it like that?
etc

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TOOL 10: LOCAL FOOD MAP TEMPLATE



(showing how it may look once completed):

Opening question:

WHICH PLACES DO YOU KNOW THAT SELL LOCAL FOOD AND DRINK?

Follow-up questions:

- Which shops sell local produce?
- Which cafés, restaurants, pubs, guesthouses and hotels sell produce that uses locally sourced ingredients?
- What do you think about this business?
- What do you think about the range of food that they sell?
- What do you think about the quality of the food?
- How do you know the produce is local?

NOTE:

This tool may open up detailed and interesting conversations about access to local food. Be sure to record any useful information and, if appropriate, contact details for particularly interesting or interested participants.

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TOOL 11: STREET WORK CHECKLISTS

SAFETY CHECKLIST:	SENSITIVITY CHECKLIST:

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GO TO MATRIX

THEME STEP TASK TOOL

TOOL 11: MATERIALS CHECKLIST

CODING SHEETS / TABLES / MAPS

- Make sure you have all the charts and maps you will need prepared in advance, as well as questionnaires and coding sheets.

GROUND RULES

- Read your Street Work Checklist before you start.

INTRODUCTION

- A flip-chart or leaflet explaining who you are, what you are doing and why (your Introductory Statement).

FLIP-CHART PAPER

- A1 perforated flip-chart paper.
- Used singly or taped together to make larger charts.
- Smaller charts are best for working outdoors.
- Indoors try not to stick more than four sheets together as it gets too heavy.

POST- IT NOTES

- Packs of different brightly coloured Post-its.
- Rectangular (76mm x 127mm), 100 per pack
- Neon colours are best as they will draw people towards your charts.
- You will always need more than you think - bring extra!
- Different shapes and sizes are sometimes useful and fun but not as practical as the basic rectangular ones.

THICK MARKER PENS

- Four different, dark-coloured, thick flip-chart marker pens.
- Charts are best if they are colourful and engaging.
- Draw and write big, bold and colourful.

FINE-TIPPED MARKER PENS

- So that people can write easily even up against a wall.
- Make sure the colours are dark and will show up on coloured Post-its.

STICKY DOTS

- A pack each of blue and red sticky dots.
- Very useful for scoring and prioritising.

MASKING TAPE

- One roll of white masking tape for sticking flip-charts together or sticking charts to walls (take Blu-Tack too).
- Be careful when taking down charts not to remove wallpaper or paint.
- When storing completed charts, ensure they don't get stuck together.

CLEAR SELLOTAPE

- For sticking down Post-its after work is completed.
- The charts are evidence of the findings and should be kept.

GO TO MATRIX

THEME STEP TASK TOOL

TOOL 12: CONSUMER CODING SHEET

To be completed **immediately** following the activity

eg.S001, S002 etc

1= 15-24 **4=** 45-60
2= 25-34 **5=** 60+
3= 35-44

CODE NUMBER	Postcode	GENDER M/F	AGE CATEGORY 1-5	ARE YOU ABLE TO BUY THE FOOD YOU'D LIKE TO BUY? Y/N Add comments

GO TO MATRIX

THEME STEP TASK TOOL

TASK 9: CONSUMER SURVEY

The questionnaire is designed to be quick and straightforward to make information gathering as simple as possible. You will be interviewing shoppers as they pass by and the success of the information-gathering will depend on your ability to engage with members of the public. An alternative to the consumer survey are action charts (see TASK 8). The questionnaire initially focuses on broad **attitudes to local food** and whether or not it is important, before gathering detailed information on **what food is bought, where it is bought, what makes it difficult**, and finally three questions which will help to provide a basic understanding of what consumers consider to be the **positive benefits of local food on the local community and how local food production could be supported**. Most people in your survey team will probably be consumers of locally produced food. This will give you an opportunity to use the survey tools on each other and for you to be included in the food mapping process as subjects of the survey.

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WHAT YOU NEED

Skills

It would be advantageous but not essential if team members had experience of public survey work.

They will also need energy and patience and a particular interest in this aspect of the mapping.

Sensitivity to the fact that not everyone enjoys being approached to answer survey questions when they're out doing their shopping.

Time

This will depend on the importance you place on this aspect of the food web. A survey carried out by two or four people over a couple of two or three hour sessions on busy shopping streets may be adequate.

Materials

Pens, printed out questionnaires, coding sheets and a folder or clip-board to hold your paperwork.

CONTINUE

GO TO MATRIX

THEME STEP TASK TOOL

TASK 9: CONSUMER SURVEY

Survey location	Using earlier planning maps and the results of the retailer survey, identify survey locations such as:

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GO TO MATRIX



Next steps	Archiving:

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GO TO MATRIX

TOOL 13:
LOCAL FOOD CONSUMER QUESTIONNAIRE

CODE NUMBER | DATE | RESEARCHER

A. DO YOU BUY FOOD AND DRINK PRODUCED IN THE LOCAL AREA?

NO ☐

B. What are your main reasons for not buying local food?

Go to questions E F & G

YES ☐

C. How much of the food you buy is local?

All ☐
Most ☐
Some ☐

If you need to explain **'produced'** means: grown/reared/caught/made

If you need to explain **'local'**: ASK – What do you think local means?

Definition of local:

D. What are your main reasons for buying local food?

Comments	Comments
It is good quality ☐	It tastes good ☐
It is healthy ☐	Good for the environment ☐
Supports local farmers and businesses ☐	Other ☐

A BIT ABOUT YOU

E. Post-code

F. Gender

Male ☐
Female ☐

G. Age category

1	2	3	4	5
15-24 ☐	25-34 ☐	35-44 ☐	45-60 ☐	over 60 ☐

H. Are you able to buy the food you'd like to buy?

YES ☐
NO ☐
(Add comments on reverse)

CONTINUE

TOOL 13:
LOCAL FOOD CONSUMER QUESTIONNAIRE
WHERE DO YOU BUY YOUR LOCAL FOOD & DRINK?

CODE NUMBER

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)
FRUIT	
VEGETABLES	
MEAT/POULTRY	
DAIRY/EGGS/BAKED GOODS	
OTHER incl. FISH	

CONTINUE

TOOL 13:
LOCAL FOOD CONSUMER QUESTIONNAIRE
THREE QUESTIONS

CODE NUMBER

1. What benefits do you think local food production bring to the local area and the local community?

2. What stops you from buying more locally produced food?

3. What would encourage or help you to buy more local food?

GO TO MATRIX

TOOL 14:
ARCHIVE SHEET

DATE	TIME	LOCATION

TEAM MEMBERS Who was involved

QUESTIONS AND TOOLS USED + how well did they work

PARTICIPANTS – COMMENTS
e.g. number, general characteristics, level of interest, etc.

KEY FINDINGS

KEY QUOTES

OTHER COMMENTS
e.g. How was the location and time, what would you do differently next time?

GO TO MATRIX

THEME STEP TASK TOOL

THEME 5: ANALYSIS

GO TO MATRIX

THEME STEP TASK TOOL

THEME 5: ANALYSIS

CONTEXT

- Information has been gathered from retailers, producers and consumers to build a picture of the local food web.
- This needs to be analysed to **make sense of the information** – to identify what you now know that you didn't know before, and to see how this affects your picture or map of the local food web.
- There are two options for the timing of the analysis:
- **Separately** – following completion of each survey step in turn (while the information is still fresh in your memory).
- **Altogether** – following completion of all three survey steps.
- This will depend on the amount of information being collected and the amount of time available for the team.

PURPOSE

To identify **key findings and headlines** from the mapping work as a basis for decisions on further, more detailed survey work and/or how to present your findings (THEME 6).

STEPS

STEP 5: GROUP ANALYSIS

A participatory activity analysing attitudes towards local food and the local food web (qualitative information)

STEP 6: DATA ANALYSIS

Analysis of statistical information (quantitative information from the retailer/caterer/ producer/processor questionnaires) using computer spreadsheets

GO TO MATRIX

THEME STEP TASK TOOL

STEP 5: GROUP ANALYSIS

An approach to analysis which uses the mapping team's memories of what they have heard as a basis for clustering the information into themes and key findings.

AIM

- To draw out key themes and findings from the mapping.
- To encourage all members of the mapping team to contribute their opinions and perspectives on what they feel is important and valuable to the mapping process, and the picture of the local food web.
- To produce a combined group summary of what is now known and what should happen next.

WHEN

- Either after completing all the survey activities (THEMES 2, 3 or 4) or after each separate survey. This will depend on the amount of information you have been collecting and how often your team is able to meet:
  - Smaller teams carrying out up to 30 interviews in total could analyse all mapping information in one go after THEME 4.
  - Larger teams doing more interviews (over 30) may want to meet and analyse information after each STEP is completed.

WHO TO INVOLVE

- All members of your mapping team who were involved in the specific mapping task (if you are analysing each task separately) or in all of the mapping tasks (if you are analysing them all in one go).

TASKS

TASK 10: GROUP ANALYSIS WORKSHOP

TIP

Better to do this as soon as possible after the surveys are completed so that the responses are still fresh in the team's memory.



GO TO MATRIX

THEME STEP TASK TOOL

TASK 10: GROUP ANALYSIS WORKSHOP

This is a suggested workshop plan that could be used to help members of the mapping team to share their perceptions of the key findings from the survey(s).

WHAT YOU NEED

Skills

One member of the group will need to 'chair' or lead the session. This could involve:

- **describing the meeting plan**
- **making sure everyone is able to contribute**
- **organising how the findings are recorded**

It may also be useful for another member of the group to record key points during the workshop.

Time

One session of two or three hours, depending on the amount of information, the number of people participating and whether or not you are dealing with all the surveys together or one at a time.

Materials

All completed questionnaires, charts and any other interview notes from the survey(s) that are being analysed.

Flip-chart paper, masking tape/Blu-Tack, felt pens and Post-it notes.

Other considerations

You will need a room/space where all participants can sit comfortably and either a wall for sticking up flip-chart paper or a table/floor space large enough to lay sheets out.

CONTINUE
GO TO MATRIX

THEME STEP TASK TOOL

TASK 10: GROUP ANALYSIS WORKSHOP

Plan the meeting Meeting	**Contact** (phone/email) members of the mapping team and explain:



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THEME STEP TASK TOOL

TASK 10: GROUP ANALYSIS WORKSHOP

Question 2: Factors	**Ask:** From your experience… **…What are the main factors that are making the local food web work well or not well (or weak/ strong or vulnerable/resilient)?**

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TASK 10: GROUP ANALYSIS WORKSHOP

Confirm	

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STEP 6: DATA ANALYSIS

In each of the questionnaire surveys, the first page of information collected focuses on the business location, contact information and statistical information (e.g. about employment, turnover and customer numbers). This information has been collected as data in a way that makes it possible to collate and analyse it numerically using tables or spreadsheets.

AIM

To provide guidance on:

- **data entry – changing information recorded on questionnaires into information or data collected on computer spreadsheets or tables**
- **data interpretation – generating useful totals and combinations of data that present meaningful information about the food web**
- **data presentation – displaying the information using charts and diagrams**

WHEN

- **Either after completing all the survey activities (THEMES 2, 3 and 4) or after each separate survey. This will depend on the amount of information you have been collecting and how often your team wants to get together:**
  - **Smaller teams carrying out up to 30 interviews in total could analyse all survey information in one go after THEME 4.**
  - **Larger teams doing more interviews (over 30) may want to meet and analyse information after each survey is completed.**

WHO TO INVOLVE

- **Any members of the team or friends of team members who have experience or a particular interest in spreadsheet analysis.**

TASKS

TASK 11: SPREADSHEET ANALYSIS

TOOLS

TOOL 15: KNOWLEDGE MAP SPREADSHEET

TOOL 16: DATA COLLECTION SPREADSHEET

TOOL 17: CONSUMER DATA COLLECTION SPREADSHEET

These can be downloaded from the CPRE website at: **www.cpre.org.uk**. Follow the menu in the Resources section to Food and Farming then Local Foods..

GO TO MATRIX

THEME STEP TASK TOOL

TASK 11: SPREADSHEET ANALYSIS

This approach to analysis is based on the use of Microsoft Excel spreadsheets. The Toolkit includes a **Data collection spreadsheet template (TOOL 16)** that has been arranged and structured to facilitate data entry directly from completed questionnaire forms. The spreadsheet template can be used for all of the different surveys (retailers, caterers, producers and processors). **TOOL 17** is a separate spreadsheet for consumer data. Simply fill in the cells which are relevant to that survey and leave the others empty.

It is important to recognise that the guidance is offered as a suggestion of a straightforward and accessible method for data analysis using spreadsheets. If you are lucky enough to have team members with advanced computer skills and data analysis experience, this approach may appear simplistic. Both the questionnaire forms and the spreadsheet template could be adapted to allow much greater depth in the information collected and the analysis you carry out.

WHAT YOU NEED

Skills

Data analysis and Excel spreadsheet experience would be very useful. However, the guidance is aimed at users with a basic level of computer skill and confidence.

Time

This depends on the amount of information that has been collected. The data entry could be ongoing throughout the mapping process gradually building a picture of the food web.

Materials

A computer that runs Microsoft Excel and all the completed questionnaire forms.

Other considerations

Don't forget – you could add data to the spreadsheets and begin analysing it throughout your mapping project – you don't have to wait until all the data has been collected to begin this process.

TIPS

If possible, identify someone in your team to take responsibility for managing data handling and analysis. Do this as early as possible in your project.

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TASK 11: SPREADSHEET ANALYSIS

Prepare materials	

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TASK 11: SPREADSHEET ANALYSIS

Data interpretation & presentation	

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THEME 6: PRESENTING

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THEME 6: PRESENTING

CONTEXT

- **Having analysed and made sense of the information that has been collected, you are now in a position to present your findings in the form of an image or description of your local food web.**
- **The way in which you present your work depends on:**
  - The purpose of your food web mapping project
  - Your audience – who you want to know about what you've done and what you've learnt
  - Your skills and capacity
- **This step of the core mapping process provides guidance on presenting the work in the form of a report or display.**
- **The work you have been engaged with has been referred to as a mapping process. Any presentation of this work and its findings will be greatly enhanced through the use of maps to illustrate the local food web and the information that has been gathered.**

PURPOSE

To provide guidance on how to present the local food web mapping process and its findings in the form of a report and a display, and illustrated by the use of maps and charts generated from your data.

STEPS

STEP 7: REPORT WORKSHOP

A participatory planning activity to develop a report/display of your findings.

STEP 8: MAKING MAPS

Representing your findings as maps.

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STEP 7: REPORT WORKSHOP

Your core mapping process is nearing completion. It is important to recognise that the project planning, survey work and information analysis has been achieved through the combined effort of your mapping team – volunteers who have given time and energy to your project. The report workshop acknowledges the importance of this effort by involving all interested team members in the planning and production of the Local Food Web Map Report. This will also reinforce the sense of ownership of the project, the information collected and the understanding of the food web that has been developed.

AIM

- **To organise and manage the production of the Local Food Web Mapping Report.**
- **To determine:**
  - the report's style and design
  - who the report is for
  - the content of the report
  - roles and responsibilities for writing and preparing the report
- **To encourage a combined effort where all team members who wish to contribute to the report can be involved.**

WHEN

- **Following completion of all information collection and analysis.**

WHO TO INVOLVE

- **All members of your mapping team who were involved in the mapping process and who wish to contribute to producing the report.**

TASKS

TASK 12: REPORT WORKSHOP PLAN

TOOLS

TOOL 18: REPORT TEMPLATE

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TASK 12: REPORT WORKSHOP PLAN

This is a suggested workshop plan that you could use to plan and organise the report or display of your local food web mapping project.

WHAT YOU NEED

Skills

One member of the group will need to 'chair' or lead the session. This could involve:

- **describing the meeting plan**
- **making sure everyone is able to contribute**

Time

One session of two or three hours depending on the scope and level of detail of your project and the amount of information that has been collected.

Materials

All of the outcomes of the analysis of the information – in particular the key findings and headlines from TASKS 10 AND 11.

All completed questionnaires, charts and any other interview notes from the survey (s) that have been analysed.

Flip-chart paper, masking tape/Blu-Tack, felt pens and Post-it notes.

Other considerations

You will need a room /space where all participants can sit comfortably and either a wall for sticking up flip-chart paper or a table/floor space large enough to lay sheets out.

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THEME STEP TASK TOOL

TASK 12: REPORT WORKSHOP PLAN

Plan the meeting Meeting	**Contact** (phone/email) members of the mapping team and explain:

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TASK 12: REPORT WORKSHOP PLAN

Question 1: Recipients	The style and character of the report or display should be determined by who the team expects to receive, read and respond to the report. **Who do you think the report is for?** ? Who do you think should receive the report? ? Who are the people you would like to be influenced by the report? ? If you are producing a display of the project, consider what sort of events it may be used at and who is likely to see it. A useful tool for answering this question is:

THEME STEP TASK TOOL

TASK 12: REPORT WORKSHOP PLAN

Question 4: Roles	**Who should do what?** ? Who would like to work on which part of the report? ? What could you do to help prepare the report?

GO TO MATRIX

THEME STEP TASK TOOL

TOOL 18: REPORT TEMPLATE

This template is based on the structure and content of reports prepared by the Campaign to Protect Rural England from each of its earlier mapping project locations. It should be acknowledged that the CPRE reports were based on food web mapping projects carried out using a combination of paid co-ordinators and volunteer mappers, and the reports themselves were published by CPRE as the culmination of these projects. Their style, scope and content reflects resourcing that most voluntary food web mapping groups are unlikely to be able to match. However, their structure and content provides an excellent template for what could be included in your report. The CPRE reports are available from the CPRE website by following the menu in the Resources section to Food and Farming then Local Foods.

Don't forget – this is your project and the report should reflect this. The template provides suggestions and offers examples of what you **could** include. What you ultimately decide to include depends on your capacity, your audience and the specific focus of your project, if there is one. Also remember that the use of **charts, maps, photographs** and specific examples or **case studies** could really help to bring your report to life.

COVER

- **Title of the report**
- **Name of the project**
- **An appropriate image**

INTRODUCTION

- **Use your own project description and definitions in the Toolkit introduction**
- **Definition of the local food web**
- **Why it's important**
- **Why it's particularly important to your location**
- **What the report is trying to achieve**

ACKNOWLEDGEMENTS

- **Thanks to: those who have contributed to the mapping project:**
- **volunteers and participating businesses and individuals**
- **others who have helped to make the project possible through their support**

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TOOL 18: REPORT TEMPLATE

SUMMARY

- Key findings
- Key actions
- Who needs to do what
- What needs to happen next

INFORMATION ABOUT THE AREA

- History, culture, geography/land use, economy, population, local government
- Use information from your local authority, library and internet resources

KEY FINDINGS

- This could be presented in one section or split into separate headings as suggested below.
- Use findings from your spreadsheet analysis and headlines from your analysis and report planning workshops

LOCAL FOOD AND THE LOCAL COMMUNITY

- Findings on the benefits of the local food web to the community
- The importance of 'local'
- Connecting shoppers and producers
- Shops doing more than just selling food
- Challenges and barriers
- Case studies

LOCAL FOOD AND THE LOCAL ECONOMY

- Findings on the benefits of the local food web to the local economy
- Local food supports local jobs
- Transport costs
- Challenges and barriers
- Case studies

LOCAL FOOD AND THE LOCAL ENVIRONMENT

- Findings on the benefits of the local food web to the local environment
- Impact on reducing transport and transport pollution
- Supporting local character
- Land management
- Challenges and barriers
- Case studies

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TOOL 18: REPORT TEMPLATE

WHAT IS SUPPLIED WHERE?

- A basic directory of local produce, where it comes from and where it is sold
- A list of local products typically supplied
- Map or maps of your local food web
- Pie charts illustrating the data that has been collected and analysed

RECOMMENDATIONS TO STRENGTHEN THE LOCAL FOOD WEB

- Who needs to do what
- Businesses, community, local authority

CONCLUSIONS

APPENDIX

- Overview of the project
- How it was carried out
- Who was involved

THEME STEP TASK TOOL

STEP 8: MAKING MAPS

The culmination of your food web mapping project will be a report or display of your project and its findings. This will be greatly enhanced by illustrations that may include photographs of participating businesses and volunteers, charts displaying the data collected and – perhaps most importantly – a map or maps of your local food web generated from the data. The mapping process began with a knowledge map – this final map is the new, revised and fleshed-out version of your knowledge map, presenting what you now know about your local food web.

The data collection and analysis described in THEME 5 has been managed using carefully structured spreadsheets. These can not only be used to generate descriptive charts presenting the information, but also to generate highly informative and versatile **digital maps**.

AIM

- **To explain how to generate maps from your data**
- **To offer suggestions on how to organise the maps to tell the story you want to as clearly as possible**
- **To provide a useful illustrative resource for your report or display**

WHEN

- **The digital maps can be generated at each stage in the analysis of your data**
- **They can either provide a continually renewing version of your food web throughout the process or a final picture of the food web once all the analysis has been completed**

WHO TO INVOLVE

- **It would be useful to include any team members with a particular skill or experience in data management and analysis or even digital mapping**

TASKS

TASK 13: GENERATING MAPS

GO TO MATRIX

THEME STEP TASK TOOL

TASK 13: GENERATING MAPS

The data you have gathered has been collected for analysis on Excel spreadsheets. The format and structure of these spreadsheets is compatible with a freely available spreadsheet mapping web application called **Batchgeo**. This makes it incredibly easy to generate maps directly from your completed spreadsheets. Other options are available (for example, Mapalist.com), but they are more complicated, costly and often less easy to use.

IMPORTANT: The software needs a postcode to locate the business – without this it won't work.

Maps may also be created manually by entering the data from each business one by one, directly from the completed questionnaires or from your spreadsheets. This will allow you to control the content and style of your map but is extremely time-consuming and requires more than basic computer skills.

Note:

It is important to recognise that software applications are continually being developed and updated. It is highly likely that an application such as Batchgeo will be improved or even superseded, particularly if it is popular and well-used. It is suggested that Toolkit users should search online for more up-to-date software by entering 'geocoding spreadsheets' or 'mapping spreadsheets' into your search engine.

A word of warning – in many applications you may need to adjust the layout of your spreadsheet to conform to the application's requirements and this can be complicated. Batchgeo overcomes this issue very simply as described in the guidelines below in the 'validate your data' section and this is why it is included in this toolkit.

WHAT YOU NEED

Skills

The application is simple and easy to use – accessible even to those with basic computer skills. Knowledge of the data that has been collected would be useful and therefore it would be sensible to involve any team members who have helped with the data entry and analysis activities.

Time

If the spreadsheets have been properly filled, in the mapping takes a matter of a few minutes to complete.

Materials

A computer, your Excel spreadsheets and broadband internet access.

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TASK 13: GENERATING MAPS

Check your spreadsheet	

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TASK 13: GENERATING MAPS

Creating your map continued

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TASK 13: GENERATING MAPS

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MAPPING FOR...

WHAT IT IS

- The local food webs mapping Toolkit takes as its starting point a community food group that is interested in understanding its food web better.
- CORE MAPPING provides advice and suggestions on how such a group could go about planning and organising its project, collecting and analysing information and reporting and presenting its findings.
- Some groups using the Toolkit may wish to extend the scope and detail of the core mapping by using suggestions contained in the MORE MAPPING section of the Toolkit – digging deeper and enhancing its understanding of the food web and how it works.
- The MAPPING FOR... section of the Toolkit is a checklist of possible applications for the local food web mapping process – mapping for a specific purpose. It suggests ways in which the tools could be combined, adapted and added to and provides additional resources for particular campaigns and initiatives.
- It acknowledges that some groups who want to map their local food webs want to do more than understand the food web better – they may already have a clear idea of why they are doing it and what they hope to achieve.

WHY DO IT

- Make use of the skills and experience developed in earlier core mapping.
- Apply the local food web mapping process to a specific purpose.
- For instance, local food web mapping could be used to gather information confirming the importance of the local food web:

Food web mapping in Lambeth aimed to support the Brixton Pound local currency initiative, strengthening the local economy.

- It could help to build stronger arguments for initiatives that strengthen and expand the local food web:

Food web mapping in Chichester aimed to increase the amount of local produce sold within Chichester.

In Totnes, food web mapping was used to support the development of a Local Food Hub.

- Provide evidence supporting arguments against initiatives that threaten the local food web:

In Saxmundham, food web mapping was used to successfully campaign against a superstore development proposal.

The food web mapping team in Ledbury has extended its focus to include all local independent retailers in a campaign against a supermarket proposal.

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COMMUNITY FOOD CAMPAIGNS
A SUPERMARKET THREAT
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MAPPING FOR...

WHO IT'S FOR

- Groups that want to know more about the food web and have the capacity and energy to extend or continue the mapping process.
- Groups who have either completed the core mapping process or already know that they need to dig deeper or explore further afield.

WHAT IT INVOLVES

- A list of possible **mapping for...** applications for local food web mapping and checklists of the STEPS, TASKS, TOOLS and additional resources that could be useful.

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MAPPING FOR...
COMMUNITY FOOD CAMPAIGNS

CONTEXT

Local food web mapping can provide strong statistical and experiential evidence of the importance of the local food web to the local economy, environment and community.

This can help to develop arguments and leverage for campaigns to strengthen and support the local food web.

Local food web mapping can highlight:

- **the strengths and benefits that local food brings to local culture and the local environment**
- **the contribution local food makes to the local economy**
- **the importance of employment in the local food web**
- **the value placed on local food by people living and working in the community**
- **the vulnerabilities of the food web and obstacles and gaps which may need to be addressed**

The Toolkit can be used to produce highly visual and easily accessible information in the form of charts and maps. This can help campaigners present this extremely valuable information in a very powerful manner.

In addition, the mapping could establish a baseline or snapshot of the local food web. This could be used as the basis for monitoring the impact of any changes that occur as a result of new developments.

A community local food campaign may be:

- **part of a wider community response to climate change, such as a Transition initiative (see the Transition Chichester local food web mapping example)**
- **complementary activities to projects supporting the local economy, such as a local currency initiative (see the Incredible Edible Lambeth example)**
- **countering the export of produce from an area and supporting local retailing of local produce (e.g. the establishment of a new farmers' market or local food shop – see the Chichester example)**
- **establishing a local food hub supporting the strengthening and growth of the local food web (see the Totnes example)**
- **a response to a new supermarket proposal (see MAPPING FOR... a supermarket threat and the Ledbury and Saxmundham examples)**

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MAPPING FOR...
COMMUNITY FOOD CAMPAIGNS

STEPS:

PLANNING

CONSIDERATIONS

A community local food campaign will require a significant amount of planning, organisation and leadership.

The process could include:

- **engaging with the community to understand the key local food issues and interests**
- **mapping the local food web**
- **raising awareness in the community about the local food issues**
- **mobilising the community to address the issues and take action to support the local food web**

Initial planning of the campaign should be carried out by a strongly motivated and energetic organising group.

The organising group will take a lead role in planning the campaign and determining different roles and responsibilities.

The focus of the campaign and the interests of the community will determine the specific planning and organisation required. The planning tools included in THEME 1 of the core mapping will provide some suggestions of how planning meetings could be structured and what to include.

RESOURCES

CORE MAPPING THEME 1:

TASK 1: MEETING PLAN

TASK 2: MIND MAPS

TASK 3: KNOWLEDGE MAP

LAUNCH

CONSIDERATIONS

Once initial decisions have been made about the aims and requirements of the campaign, the organising group should aim to raise awareness and engage with more members of the community to widen participation in the campaign.

It is important to involve representatives of the local authority from the very beginning of the campaign. In this way they are more likely to feel part of the campaign and have a vested interest in it, rather than only being involved as the authorising body for any suggested actions.

One way to achieve this is to hold a campaign launch event (see TASK 19).

The event could include:

- **participatory tools to gauge opinion about local food**

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COMMUNITY FOOD CAMPAIGNS

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MAPPING FOR...
COMMUNITY FOOD CAMPAIGNS

- **knowledge maps and action charts to gather information about different aspects of the food web**
- **presentations to inspire people to support the local food campaign**
- **a celebration of the local food web and the people and businesses involved**

Again – it is important to consider the amount of planning, organisation, promotion and facilitation that an event such as this will require.

An alternative would be to 'piggy-back' another local community event – i.e. include the suggested activities described and explained in TASK 19 in an event which is being organised by someone else (if appropriate and agreed with the event organisers).

The campaign should also make use of local media to launch the project and raise awareness of both the launch event and of the campaign generally.

RESOURCES

TASK 19: CAMPAIGN LAUNCH EVENT

CORE MAPPING THEME 4:

TASK 8: ACTION CHARTS

MAPPING

CONSIDERATIONS

The **core mapping** process could be an integral component of the local food campaign. It will galvanise the group, provide a specific focus for its activities and build on the findings of the launch event.

The core mapping guidelines will explain what is required, how to decide what to map and how to carry out the mapping.

It is important to incorporate any key findings of the launch event into the questions that are asked and the specific focus of the mapping. The mapping could test or provide evidence for these findings.

If a more specific focus (e.g. environmental impact of local food production, economic impact of local food retail) is required, the more mapping guidelines should also be used.

The community local food campaign will require a stronger focus on engagement and awareness-raising in the community. For this reason, the mapping should include a specific focus on consumer mapping.

RESOURCES

CORE MAPPING THEME 1 TO 6

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MAPPING FOR...
COMMUNITY FOOD CAMPAIGNS

ACTION PLANNING

CONSIDERATIONS

The launch event will begin the process of understanding what people in the community feel about local produce and may highlight issues and obstacles in the local food web.

The mapping will have allowed people involved in the campaign to dig deeper into the issues and provide evidence to support the concerns and issues expressed by local people.

It is important to feed back the findings of the mapping to people in the local community and to allow them to help explore what actions could be taken to address the issues and concerns.

THEME 10 **More on consumers** focuses on verifying findings and exploring actions and should be included as an additional mapping activity.

Perhaps the best way to feed back information and decide what happens next is to hold an **action planning event.**

The event could include:

- **Presentations of the campaign findings to community members and other key stakeholders and decision makers from the local authority**
- **Participatory verification of the key issues and suggested actions**
- **Further exploration of ways in which the issues and concerns could be addressed**
- **Presentations from people who have participated in the mapping and the campaign**
- **A celebration of the local food web through displays, stalls and provision of local produce to event participants**

An event such as this could be extremely valuable as a means to raise awareness and involve local people. However, the energy and time needed to plan and organise it should not be underestimated.

RESOURCES

MORE MAPPING THEME 10:

TASK 18: VERIFICATION CHARTS

TASK 20: ACTION PLANNING EVENT

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MAPPING FOR...
COMMUNITY FOOD CAMPAIGNS

EXAMPLES:

LAMBETH

Local Food Web Mapping as part of a campaign to strengthen the local economy focused on local food businesses accepting the Brixton Pound local currency.

Incredible Edible Lambeth (IEL) is a collection of people and organisations that work together to make sure that healthy, sustainable, locally produced food is available to everyone living in Lambeth.

To achieve this aim IEL is:

- **Developing a food strategy**
- **Mapping existing and developing activities**
- **Connecting and creating food growing in allotments, community growing spaces and at home**
- **Developing a local food economy**
- **Celebrating good quality, local food**

Following an introductory planning meeting, a mapping team was established to use the Local Food Web Mapping Toolkit in Brixton. The scope of the mapping was determined by a focus on food retailers with an interest in supporting and strengthening the local economy. It was decided that an easy way to identify such businesses was to map local food retailers accepting the local currency – the Brixton Pound as these retailers were already more likely to be exploring relationships with local producers and processors.

The core food web mapping provides the starting point for more detailed food web mapping in Lambeth and will be an integral component of the development of a Lambeth Food Strategy.

For more information visit:
http://www.incredibleediblelambeth.org/

TOTNES

One of the original local food web mapping projects supported by the Campaign to Protect Rural England was located in the town of Totnes in Devon. The mapping built on the energy and momentum of the town's Transition Town Totnes (see: **http://www.transitiontowntotnes.org/groups/food**) and in particular the very active food group. For more on the Transition movement generally, see **http://www.transitionnetwork.org/**

Local food web mapping in Totnes tested and helped to develop many of the tools now incorporated into this Toolkit. The full report of this work is available from CPRE and provides details of the project, the key findings and recommendations to strengthen the local food web (see **http://www.cpre.org.uk/what-we-do/farming-and-food/local-foods** (follow the 'update' and 'registration' links to download a free copy of the reports).

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The mapping provides an excellent example of how the understanding that arises from the process can be used to develop campaigns and initiatives.

A key outcome, partly inspired by the mapping process, has been the development of the Totnes Food-Link project. Totnes Food-Link works to bring local processors and producers into direct contact with local end markets, specifically cafés and restaurants. Parallel funding has been received for the development of a Local Food Hub in Totnes. The Food Hub responds particularly to the challenges faced by small, local producers in marketing their produce and will be managed by a co-operative of 50% producer members and 50% consumer members. Its aim is to develop a model that enables producers and consumers to work for mutual benefit, providing a one-stop-shop for the public to a range of produce, thereby allowing producers to concentrate on producing rather than on deliveries, sales and marketing. Producers can get on with what they do best – whether it's making cheese, growing garlic or producing grass-fed beef.

For more on the Transition Town Totnes food group, The Food-Link project and the Food Hub visit: **http://www.transitiontowntotnes.org/groups/food**

CHICHESTER

Local Food Web Mapping to increase the availability of local produce in Chichester.

The city of Chichester is situated within one of the most productive agricultural areas of the United Kingdom, with rich, fertile soils, flat topography and more sunshine than anywhere else in the country. Local food web mapping was carried out to answer the question asked by many local people:

With so much food being produced locally, why is so little sold in Chichester itself?

To answer this question, the food group of Transition Chichester set up a mapping team to use and test a draft version of this Toolkit. Initially, the core mapping focused on retailers within the central retail district of the city – including the farmers' market – but soon expanded its scope to include farm shops and community shops in the rural towns and villages close to the city.

The mapping began with retailers and caterers in Chichester who currently sell the local produce and worked back to their key suppliers. The team quickly learnt that it is important to keep the number of surveys to a manageable level – to start small and do more once the capacity of the team is known.

Key findings of the mapping focused attention on the

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fact that a lot of local produce was being sold locally though, as they suspected, not necessarily in Chichester itself. It also highlighted the role played by food wholesalers, many of which were based outside the mapping team's definition of 'local' (a 30-mile radius) but still bought, distributed and sold local produce in the Chichester area.

The Chichester mapping team is planning an event to feed back the key findings of the mapping to those who were the subject of the mapping. It will also involve key stakeholders and decision-makers in Chichester (including representatives of the local authority and local politicians) and local people. The aim of the event is to explain what has been achieved and the key findings of the mapping, to explore ways in which the issues could be addressed and to celebrate local food and drink in Chichester.

For more on Transition Chichester visit:
http://www.transitionchichester.org/

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TASK 19: CAMPAIGN LAUNCH EVENT

WHAT YOU NEED

Skills

Enough people with energy and experience to help publicise, prepare and run the event. Again, this depends on how big your event (and your community) is, but a core team of at least eight people will avoid stretching your group too thinly. Anyone with organising, presentation or facilitation skills will obviously be a bonus.

Ideally try to involve people who are involved in some capacity in the local food web (local farmers, shop-keepers, restaurateurs) as they will be able to encourage others to participate.

Time

To get the most out of the event, plan for at least two hours – depending on how much you want to achieve, you may need a longer event, or more than one event.

Materials

Thick and fine felt-tip pens (for drawing and altering charts and for participants to use), flip-charts and maps prepared in advance (one of your town or city and one of the wider area around it), coloured Post-it notes, masking tape, clear Sellotape and Blu-Tack.

Recruiting volunteers is one of the main aims of the event so, provide as many opportunities as possible to sign up as a volunteer during the evening, e.g. sign-up sheets on large pieces of flip-chart paper on the wall and a sign-up sheet to pass around towards the end of the event.

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Planning	Objectives

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Suggested event programme

This is a suggested programme describing some activities and items to include in your campaign launch event. You needn't include all of the activities – pick the ones you think will work best for your team and expected participants or include other activities you know about.

IMPORTANT
Don't try to achieve too much. It might be sensible to start with a simpler and shorter event and then build on that rather than try to do too much too soon.

1. **Warm-up question as people arrive**
2. **Welcome and introduction: five to ten minutes**
3. **Inspiration: 15 to 20 minutes**
4. **What do you think? one hour to one and a half hours**
5. **Conclusion: 15 to 30 minutes**

1. Warm-up question as people arrive

2. Welcome and introduction: five to ten minutes

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Suggested event programme continued

4. What do you think? one hour to one and a half hours

Discussion charts

Explain that there are a number of discussion areas to visit and point them out around the room (charts stuck on walls or laid on tables).

Try to keep the number of areas to about four at the most and choose from the activities suggested here, or others that you know of, depending on what it is that you are most interested in finding out.

At each area participants should be encouraged to:

CONTINUE

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Action and discussion charts

A range of options for the charts you could use and what they could help you to find out are given below. Remember, if you are expecting a lot of participants your charts may need to be drawn on two pieces of flip-chart paper stuck together. On all charts, participants could either write on Post-its and stick them on the charts or write directly onto the chart.

Mind map – core mapping TASK 2
Use to:

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Action and discussion charts continued

Step charts

A useful chart that encourages participants to think about actions they could take themselves **..by you** and those that others (say who they are) could take **... with you and ...for you** to address issues regarding the local food web.

For example:

Other themes could include:

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THEME STEP TASK TOOL

TASK 19: CAMPAIGN LAUNCH EVENT

WHAT YOU DO

Next steps

Explain that the information that has been gathered is the first step in understanding and mapping the local food web and the concerns and interests of local people.
The information can be used to focus attention on specific aspects of the local food web that can be mapped.

Archiving:
Before packing up the charts, make sure that **all the Post-its are stuck down with clear Sellotape** and that the chart is neatly rolled or folded up. Write the date, event title and venue and chart title on the rolled/folded chart so that it can be found easily when you come to analyse the information. Alternatively complete an archive form using TOOL 14.

Analysis:
The information you have collected is mainly qualitative information, i.e. peoples' opinions and what they think and feel about the issues raised. It is difficult and complicated to convert this information into easy-to-handle data spreadsheets (involving coding the different comments that are made) and without experience it is time-consuming and complex.

The best way to analyse the information from the verification charts is to use TASK 10, the **group analysis workshop,** as soon as you can after the event has finished. Any mapped information of business and other locations could be converted into a data spreadsheet using TOOL 15 the **Knowledge Map Spreadsheet template.**

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THEME STEP TASK TOOL

TASK 20: ACTION PLANNING EVENT

WHAT YOU NEED

Skills

Enough people with energy and experience to help publicise, prepare and run the event. Again, this depends on how big your event (and your community) is, but a core team of at least eight people will avoid stretching your group too thinly. Anyone with organising, presentation or facilitation skills will obviously be a bonus.

Ideally, try to involve people who are involved in some capacity in the local food web (local farmers, shopkeepers, restaurateurs) as they will be able to encourage others to participate.

Time

To get the most out of the event, plan for at least two hours – depending on how much you want to achieve, you may need a longer event, or more than one event.

Materials

Thick and fine felt-tip pens (for drawing and altering charts and for participants to use), flip-charts and maps prepared in advance (one of your town or city and one of the wider area around it), coloured Post-it notes, masking tape, clear Sellotape and Blu-Tack.

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THEME STEP TASK TOOL

Planning

Objectives

- Feed back the findings of the mapping to people in the local community
- Generate discussion and debate around the findings – do participants agree or disagree with what has been said
- Allow participants to explore what actions could be taken to address the issues and concerns
- CELEBRATE THE LOCAL FOOD WEB
- Provide an opportunity for local people, producers and retailers to meet each other and learn about the people involved in the local food web.

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THEME STEP TASK TOOL

Planning continued	**Event promotion**

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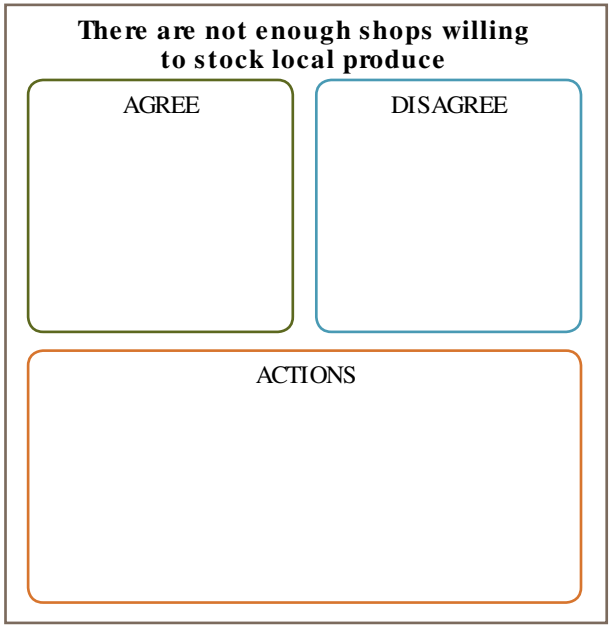
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TASK 20: ACTION PLANNING EVENT

WHAT YOU DO

Preparation continued

Before participants begin to arrive, write each of the headline statements on separate **Verification Bubble Charts** as shown below and stick them to the walls or place them on tables around the venue with Post-its and pens next to them.



Remember to stick up a few (three or four) additional empty flip-charts headed OTHER COMMENTS.

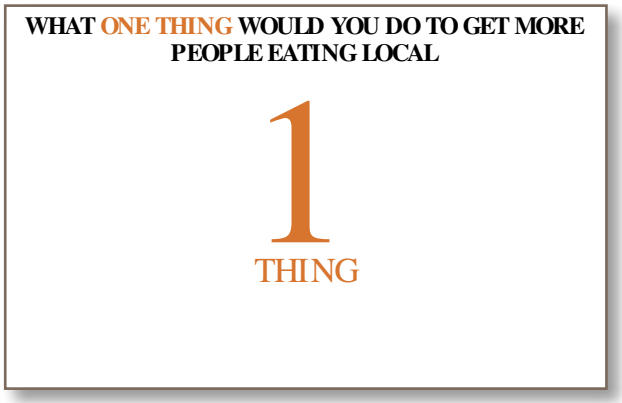
If you have a large number of headline statements and are expecting only a relatively small number of participants, you could draw up Bubble Charts as suggested in TOOL 23: Verification Chart template, where a larger number of statements are written on a single large chart.

Suggested event programme

This is a suggested programme describing some activities and items to include in your Action Planning event. You needn't include all of the activities – pick the ones you think will work best for your team and expected participants or include other activities you know about.

1. **Warm up question as people arrive**
2. **Welcome and introduction: five to ten minutes**
3. **Inspiration: 20 to 30 minutes**
4. **What do you think? One to one and a half hours**
5. **Conclusion: 15 to 30 minutes**

1. Warm-up question as people arrive



Alternative questions you could ask:
– What one thing would you do to strengthen your local food web?
– What one thing would encourage you to buy more local produce?

TIPS

Draw the chart on 2 pieces of flip-chart stuck together – position it on a wall where everyone can see it as they arrive and where everyone can walk up to it – make sure there are plenty of Post-its and pens nearby – point it out to people and ask them to add comments.

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Suggested event programme continued	**2. Welcome and introduction: five to ten minutes**

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Suggested event programme continued	Action Planning charts If the food web mapping has generated suggested actions that could be undertaken by the campaign, you could also use Action Planning charts to verify and prioritise the suggestions. This could be done in tandem with the Bubble charts or at an additional event focused more specifically on Action Planning. The charts are grids or matrices that aim to:

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THEME STEP TASK TOOL

TASK 20: ACTION PLANNING EVENT

WHAT YOU DO

Next steps

Explain that the information that has been gathered can be used to plan the next stage of the local food campaign and to help decide what actions the campaign could focus on.

Archiving:
Before packing up the charts make sure that **all the Post-its are stuck down with clear Sellotape** and that the chart is neatly rolled or folded up. Write the date, event title and venue and chart title on the rolled/folded chart so that it can be found easily when you come to analyse the information.

Alternatively, complete an archive form using TOOL 14.

Analysis:
The information you have collected is mainly qualitative information, i.e. peoples' opinions and what they think and feel about the issues raised. It is difficult and complicated to convert this information into easy-to-handle data spreadsheets (involving coding the different comments that are made) and without experience it is a time-consuming and complex.

The best way to analyse the information from the verification charts is to use TASK 10, the **group analysis workshop,** as soon as you can after the event has finished. Any mapped information of business and other locations could be converted into a data spreadsheet using TOOL 15, the **Knowledge Map Spreadsheet template.**

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MAPPING FOR...
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CONTEXT

The threat of a new supermarket can provide strong motivation to understand more about the local food web, and impetus to bring people together and take action to support and strengthen it. This Toolkit itself and the processes it describes are based on food web mapping work carried out by Caroline Cranbrook, a CPRE volunteer in the town of Saxmundham, East Suffolk, in response to a Tesco superstore proposal in the mid-1990s (see example below).

The Toolkit will not attempt to provide guidelines on how to run an anti-supermarket campaign. Each campaign will have a specific motivation, focus and momentum based on the particular situation and the people, organisations and companies involved.

What the Toolkit can do is suggest ways in which local food web mapping could contribute to and strengthen a campaign against a new supermarket.

The most important contribution that the mapping could make is **to provide strong statistical and experiential evidence of the importance of the local food web to the local economy, environment and community.**

Local food web mapping can highlight:

- **the strengths and benefits that local food brings to local culture and the local environment**
- **the contribution local food makes to the local economy**
- **the importance of employment in the local food web**
- **the value placed on local food by people living and working in the community**
- **the vulnerabilities of the food web and potential negative impact of large-scale food retail development**

In addition, the mapping could establish a baseline or snapshot of the local food web. This could be used as the basis for monitoring the impact of any changes that occur as a result of new developments. This is particularly important in anti-supermarket campaigns and provides important evidence for other campaigns elsewhere.

The Toolkit can be used to produce highly visual and easily accessible information in the form of charts and maps. This can help campaigners present this extremely valuable information in a very powerful manner.

RESOURCES

For some very useful advice and tools visit the Friends of the Earth Website **http://www.foe.co.uk/** and search for the words 'how to'. In particular look at their 2005 Briefing: How to ... oppose a supermarket planning application **www.foe.co.uk/resource/briefings/campaigning_against_supermarkets.pdf**). The Campaign to Protect Rural England also has a useful site with lots of information and guidance: **http://www.planninghelp.org.uk/** There is also useful information provided by Corporate Watch at **http://www.corporatewatch.org/** (search in 'Research' for 'Food and Agriculture' and the document 'Checkout Chuckout')

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STEPS:
PLANNING

CONSIDERATIONS

A response to a supermarket threat will usually build upon significant antipathy and negative reaction from the community, often involving large numbers of people from different backgrounds. The local food web mapping project won't necessarily be starting from scratch, but will be part of a bigger campaign that is probably already up and running. This may make some of the organisation and planning of food web mapping easier.

- **There may be a number of volunteers with useful skills looking for ways to get involved in the campaign**
- **The campaign group may already be holding regular meetings and events making some of the initial mapping planning easier to arrange**
- **Local food retailers and producers are more likely to participate in the mapping if they can readily see the value the campaign could have for their businesses**
- **It will offer a specific activity with many clear and immediate benefits for the campaign for local volunteers to get involved in**
- **It offers a valuable way to raise awareness in the community about the local food issues**
- **It will also contribute towards mobilising the community to address the issues and take action to support the local food web**

The specific focus of the campaign and the interests of the community will determine the direction and focus of the food web mapping. The planning tools included in THEME 1 of the core mapping will provide some suggestions of how planning meetings could be structured and what to include.

It is extremely important to recognise that supermarket developers will make specific claims to back up their arguments in supporting their proposals. The mapping should try to counter these claims and focus information-gathering on data that responds to and refutes them. This is particularly relevant with regard to data on the following:

Employment – developers will claim that supermarkets will generate employment. Counter this with data on the number of people employed in the local food web, in particular those in full-time employment. These jobs will be threatened by the development and often replaced by low-skilled part-time jobs.

Economic benefit – claims of the economic benefits supermarkets will bring (revenue generated) should be countered with data on the economic value of local food production and retailing and the benefits this brings to the local economy. Most of the supermarket's revenue leaves the local area.

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Environmental impact – food transport associated with the local food web is considerably less than that associated with supermarket distribution from regional and national depots. The mapping can collect data to back up this comparison of food miles.

Culture and community – the specific case studies and stories that you have gathered during mapping can be used to add a personal human dimension to your campaign. Real stories about the history of local businesses, the people involved and their importance to the culture and community of your town or city can have a massive impact on the campaign and the way local people engage with it.

When planning your campaign, you should ensure that the mapping focuses on these aspects of the local food web and that any reports or press releases present the information clearly and powerfully.

RESOURCES

CORE MAPPING THEME 1:

TASK 1: MEETING PLAN

TASK 2: MIND MAPS

TASK 3: KNOWLEDGE MAP

EVENTS

CONSIDERATIONS

Campaigns responding to supermarket threats are likely to involve awareness-raising and mobilisation events and gatherings. The campaign launch event (TASK 19) could either be used as a distinct event to raise awareness and plan the campaign or included as part of a wider awareness-raising and action-planning event.

The event could include:

- **presentations of the supermarket proposals**
- **discussions about the proposal's potential impact**
- **participatory tools to gauge opinion about local food**
- **suggestions for alternatives to the supermarket proposal**
- **responses and considerations from representatives of the local authority**
- **knowledge maps and action charts to gather information about concerns and interests with regard to the food web**
- **presentations to inspire people to support the anti-supermarket campaign**
- **a celebration of the local food web and the people and businesses involved**

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RESOURCES

TASK 19: CAMPAIGN LAUNCH EVENT

CORE MAPPING **THEME 4:**

TASK 8: ACTION CHARTS

MAPPING

CONSIDERATIONS

The core mapping process could be an integral component of the anti-supermarket campaign. It will galvanise the group, provide a specific focus for its activities and provide evidence to feed into the campaign, building on the findings of the launch event.

The core mapping guidelines will explain what is required, how to decide what to map and how to carry out the mapping.

It is important to incorporate any key findings of the launch event into the questions that are asked and the specific focus of the mapping. The mapping could test or provide evidence for these findings.

If a more specific focus (e.g. the likely effect of a new supermarket on business and employment) is required, the more mapping guidelines should also be used.

It is also worth acknowledging that the potential impact of a new large-scale retail development could go beyond the local food web. For this reason it may be worth considering expanding any mapping to include the independent non-food retail sector as well (see the Ledbury mapping case study).

RESOURCES

CORE MAPPING **THEMES 1 TO 6**

ACTION PLANNING

CONSIDERATIONS

It is important to feed back the findings of the mapping to people in the local community and to representatives of the local authority. This will help to facilitate discussion of the key issues and concerns, and an exploration of what actions could be taken.

More mapping of consumers (**THEME 10**) focuses on verifying findings and exploring actions and should be included as an additional mapping activity.

Perhaps the best way to feed back information and decide what happens next is to hold an action-planning event.

The event could include:

- **Presentations of the campaign findings to community members and other key stakeholders and decision-makers from the local authority**
- **Participatory verification of the key issues and suggested actions**

CONTINUE

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- **Further exploration of ways in which the issues and concerns could be addressed**
- **Presentations from people who have participated in the mapping and the campaign**
- **A celebration of the local food web through displays, stalls and provision of local produce to event participants**

It is important to involve representatives of the local authority in the action planning event so that they can understand the process involved and the validity of the approach adopted. You may also want to involve representatives of the supermarket and developers for the same reason. The event can be used to illustrate the strength of the evidence presented and the commitment of the community to the campaign.

RESOURCES

MORE MAPPING THEME 10:

TASK 18: VERIFICATION CHARTS

TASK 20: ACTION PLANNING EVENT

EXAMPLES:

SAXMUNDHAM

The original Local Food Web Mapping initiative used successfully to counter a supermarket planning application.

In 1998, Caroline Cranbrook, a CPRE member and active volunteer, grew concerned about the impact of a proposed superstore on her local market town of Saxmundham in east Suffolk. Caroline developed and used a survey questionnaire to map her local food web and was able to prove just how important a healthy local food network was to the town. In addition to being highly interdependent and supporting each other, the producers, wholesalers and retailers were also underpinning a wide range of other businesses, such as builders, electricians, banks and accountants. They provided considerable local employment and brought great social benefits to the community.

She showed how the lives of people and the success of rural businesses could be damaged by a new supermarket development. The planning application for the new store was turned down. Caroline Cranbrook's research has shown that, since then, the food web has thrived, together with local businesses and jobs. Caroline's research resulted in the publication of a number of reports, including 'The Real Choice: how local foods can survive the supermarket onslaught'.

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It also provided the basis for CPRE's mapping local food webs programme and the development of tools and resources that were used in its 19 project locations. These in turn have been used to develop this Local Food Web Mapping Toolkit.

For more information on this work visit: **http://www.cpre.org.uk/what-we-do/farming-and-food/local-foods**

LEDBURY

Local Food Web Mapping extended to include all independent local retailers to counter a supermarket planning application.

Ledbury was the smallest of three towns mapped in the West Midlands (alongside Shrewsbury and Kenilworth) as part of CPRE's initial mapping local food webs programme in 2009 and 2010.

At the same time as the food web mapping was happening, Ledbury was facing dual planning applications from both Tesco and Sainsbury's for two large supermarkets on the same industrial estate on the outskirts of the town. Many local residents and businesses were concerned that the development of large supermarkets in this location would divert trade from the town centre, undermining it and seriously threatening the existing network of outlets selling local food.

The CPRE-supported local food web mapping project was therefore extremely timely. Draft findings and data from the mapping had an important impact on the debate and helped to provide evidence of the importance of the local food web to the local economy, community and environment. This undoubtedly contributed to the decision by Tesco to withdraw its application days before it was to be decided upon. The CPRE report on the mapping and its findings was published in February 2012, just days before Herefordshire Council's Planning Committee met to discuss the second application by Sainsbury's. The report's key findings provided strong evidence of important arguments against the application and again played a significant part in the refusal of the planning application.

The full report of the CPRE-supported mapping project is available at **http://www.cpre.org.uk/what-we-do/farming-and-food/local-foods** (follow the 'update' and 'registration' links to download a free copy of the report).

The mapping team extended the original food web mapping using the findings as a baseline against which changes could be monitored. They saw this not only as a way to update the information but to understand the impact of recession on local businesses and to monitor the growth and development of the local food economy. Additional questions were asked relating specifically to issues about the potential impact of the supermarkets as well as the effect of the local food campaign and the economic recession.

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MAPPING FOR...
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Perhaps most interesting was the realisation that mapping data provided strong evidence of the importance of the independent retail sector as a whole. As a result of this, the mapping team decided to extend the scope of the mapping to include all independent retailers and not focus only on food and drink retail.

The specific reasons for carrying out the mapping meant that the businesses were very keen to be included. Re-mapping of many of the businesses was also much easier, as there already existed a clear understanding of what was required and why. In fact, many of the businesses took away the questionnaires and completed them without the need for an interview.

An important result of the mapping process itself was that it helped to raise awareness among the retail businesses and brought about a change in emphasis towards sourcing produce from local producers. The survey also helped to develop awareness among consumers, retailers and producers of the vibrancy and diversity of the local food economy.

For background information on the Ledbury campaign visit:
http://www.saveledbury.com/protect-our-town/
http://www.corporatewatch.org/?lid=4077

Following the CPRE mapping project, the team of mapping volunteers established the Ledbury Food Group to continue raising awareness of and promoting food and drink local to Ledbury.
http://ledburyfoodgroup.wordpress.com/

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MAPPING FOR...
LOCAL FOOD PROCUREMENT

CONTEXT

While local food shops and catering outlets are the most visual way in which food is supplied, it is important to acknowledge the importance of food provision through large institutions. Schools, universities, hospitals, care homes, prisons and other public and private institutions buy in raw and processed food to be provided or sold as meals to staff and service users – and the amount they provide can be highly significant.

Local food campaigners are particularly interested in increasing the amount of local food provided in this way. Small changes in procurement policy can have a massive impact on the local food web and the amount of local food that is ultimately consumed locally. This in turn brings major local economic and environmental benefits. It can also specifically influence local food consumption by many of the most vulnerable members of the local community.

Influencing procurement policy can be highly political as it involves complex contracts, significant vested interests and large amounts of money. However, the role mapping can play in addressing local food procurement should not be underestimated.

Local food procurement mapping can:

- **quantify the amount of local food being provided by local institutions**
- **identify existing relationships between local food producers and local institutions**
- **draw attention to inadequate local food procurement policy**
- **identify potential relationships between producers and institutions**
- **explore the factors that influence procurement decisions**
- **identify ways in which obstacles to increased local food procurement could be addressed**

STEPS:
PLANNING

CONSIDERATIONS

Mapping of local food procurement can be a powerful tool in raising awareness of the current procurement situation and providing a useful starting point for discussion.

Begin by identifying key institutions in the study area that either currently procure local food or drink or who could potentially do so. Using the Knowledge map (TASK 3), the mapping team could 'download' its existing knowledge and identify any gaps in understanding of the current situation.

Mind maps (TASK 2) could be used to identify what is already known about the key stakeholders in the procurement of local food and drink – the individuals and organisations who make decisions regarding procurement policy and food procurement contracts.

CONTINUE

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Perhaps the most difficult aspect of procurement mapping is identifying who to talk to – the person or people who take responsibility for procurement in the different institutions and organisations involved.

- **In many institutions, food provision and catering is contracted out to specialised catering companies (such as Eden Foods, Brakes, Scholarest, 3663 etc.)**
- **Catering department managers decide who gets the contracts, but may have little control over where produce is sourced**
- **In commercial companies, the procurement managers are often called buyers and catering procurement may be just a small part of their overall responsibilities**
- **In many schools, hospitals and prisons, the catering staff you see in the kitchen aren't working for the school or the local authority, but for the catering company appointed by the local authority**

Initially, procurement mapping may be doing just that – mapping the present situation to gain an understanding of who is buying what from where. However, it is highly likely that ultimately the purpose of the project will be to influence procurement policy and increase the amount of local produce being procured. Identifying who to approach and engage with may vary around the country and in different local authorities, and arranging interviews may not always be easy.

RESOURCES

CORE MAPPING THEME 1:

TASK 1: MEETING PLAN

TASK 2: MIND MAPS

TASK 3: KNOWLEDGE MAP

MAPPING

CONSIDERATIONS

In core mapping, the initial focus was on retailers who currently sell local produce. By mapping these businesses first, the survey identified producers already supplying their produce locally.

In the same way, local food procurement mapping should try to focus on those institutions that already provide meals using local produce. This in turn identifies the producers supplying these institutions either directly or through contracted catering companies. These relationships and connections represent the starting point for initiatives to increase local produce procurement by building on what's already there and what already works.

The process of local produce procurement mapping should begin by using the **Procurement questionnaire** (TOOL 24) **and the Procurement Data Collection Spreadsheet template** (TOOL 25).

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MAPPING FOR...
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This can be used to collect the basic information used to generate charts and maps. The mapping team may want to consider using the questionnaires as the basis for telephone interviews if it is difficult to arrange meetings with the individuals concerned.

Specific questions on how decisions are made regarding contracts and local procurement should be based on the particular situation but could include:

- **What criteria do you use to make decisions on catering and food-provision contracts?**
- **How much of the food and drink that you buy is sourced locally?**
- **What makes it difficult for you to source more of your food and drink from local suppliers?**
- **How could these obstacles be overcome?**
- **What needs to happen and who needs to do what?**
- **What could you do?**
- **Does your organisation have policies aimed at supporting the local economy and local businesses?**
- **How do these policies impact on food procurement and catering?**
- **How important is it for you to reduce the environmental impact of your catering operations?**

RESOURCES

TOOL 24: PROCUREMENT QUESTIONNAIRE

TOOL 25: PROCUREMENT DATA COLLECTION SPREADSHEET TEMPLATE

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TOOL 24:
LOCAL FOOD PROCUREMENT QUESTIONNAIRE

CODE NUMBER | DATE | RESEARCHER

Business/Institution name

Contact person + role

Address

Postcode

When was the business/institution established?

Phone

Email

Website

Good times to contact

A. TYPE OF INSTITUTION
tick one box

- School ☐
- College/University ☐
- Hospital ☐
- Care Homes ☐
- Prison (+ other penal) ☐
- Local authority offices ☐
- Other ☐

B. KIND OF INSTITUTION

- Public/Statutory ☐
- Private ☐

C. CATERING ARRANGEMENTS

- All food prepared in an onsite kitchen ☐
- All food prepared off site ☐
- Combination of both ☐
- Other: ☐

D. FOOD AND DRINK PROCUREMENT SET-UP

- Contracted out to a catering company ☐
- Procured from a wholesaler or food distributor ☐
- Procured direct from food and drink producers ☐
- Combination of above (say which) ☐
- Other: ☐

E. ANNUAL CATERING AND FOOD PROCUREMENT BUDGET (estimated)

- <£200,000 specify..... ☐
- £200,000 – £500,000 ☐
- £500,000 – £1million ☐
- £1 million – £2million ☐
- £2 million – £5million ☐
- >£5 million specify..... ☐

F. WHAT PROPORTION OF THE FOOD AND DRINK YOU PROVIDE IS SOURCED LOCALLY?

- none ☐
- 0–20% ☐
- 21–40% ☐
- 41–60% ☐
- 61–80% ☐
- 81–100% ☐

G.MAIN LOCAL PRODUCE USED
tick one box

- Meat/cooked meat/fish ☐
- Dairy/eggs ☐
- Fruit/veg ☐
- Drinks/preserves ☐
- Bread/baked goods ☐
- Packaged food ☐

CONTINUE

TOOL 24:
LOCAL FOOD PROCUREMENT QUESTIONNAIRE

CODE NUMBER	DATE	RESEARCHER

Record only the most important suppliers

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	WITHIN 30 MILES?
WHOLESALERS/ DISTRIBUTERS: Type of produce:			
INDIVIDUAL SUPPLIERS: FRUIT			
VEGETABLES			
DAIRY PRODUCTS			
EGGS			
BAKED GOODS			

CONTINUE

TOOL 24:
LOCAL FOOD PROCUREMENT QUESTIONNAIRE

CODE NUMBER	DATE	RESEARCHER

Record only the most important suppliers

TYPE OF PRODUCE	SUPPLIER'S NAME (+ location)	HOW IS THE PRODUCE TRANSPORTED?	WITHIN 30 MILES?
MEAT			
PROCESSED MEAT			
PRESERVES			
DRINKS			
FISH			
OTHER			

CONTINUE

TOOL 24:
LOCAL FOOD PROCUREMENT
FOUR QUESTIONS

CODE NUMBER

1. What criteria do you use to make decisions on catering and food-provision contracts?
What are your procurement policies? How important is local sourcing in deciding where to procure food and drink?

2. For you, what are the main benefits of using locally sourced produce?
What are your main reasons for providing local produce? How could local sourcing benefit your organisation?

3. What are the greatest challenges you face in trying to use local produce?
What makes it difficult for you to use local produce?

4. What opportunities do you see for increasing the amount of local produce you use?
What initiatives would help you to use more local produce?
What other local produce would you like to use?

MAPPING FOR...
LOCAL FOOD STRATEGIES

CONTEXT

Childhood obesity, climate change, peak oil and rising prices are all current issues that are making us think about our food and the need to create more sustainable and resilient food systems. Although many of these issues may seem beyond the control of the individual, there is a lot that can be done to create change at a community level. A Food Strategy can provide a vehicle for not just identifying actions, but for raising the issues across all sectors of the community and making the connections between food, health, the environment and the economy.

Exploring ways of re-localising food production and shortening supply chains will offer opportunities for creating employment and increasing economic prosperity. Reconnecting consumers, and particularly children, with how their food is produced and where it comes from deepens an understanding of the value of food and its relationship to health and the environment. The celebration and enjoyment of good food, locally produced brings communities together and creates opportunities to combat social problems. Taking a strategic approach will encourage cross-sectoral, joined-up work throughout the community, resulting in more effective outcomes.

Local food web mapping can play a significant role in the process of developing a Food Strategy and contributing to other important planning tools such as Neighbourhood Plans. The activities and tools described in the Toolkit can be used and adapted to gather, analyse and present information and help build a picture of the way the food web works and who's involved. Additional mapping themes can help to extend the scope of the mapping to include wider aspects of the food system beyond the production, supply and consumption of local produce.

Planning reforms in 2011/12 have created new opportunities for communities to influence the planning of the area in which they live and work. Neighbourhood Plans can be used to develop a shared vision for neighbourhoods that might include choosing where new homes, shops and offices and other development should be built. Neighbourhood Plans are community-led and can be written by town or parish councils, or where there is no town or parish council by a specially-created neighbourhood forum. Local food web mapping and the tools set out here can also help identify the issues relating to food including local food growing and food retail that should be addressed in your Neighbourhood Plan.

Find information and guidance on neighbourhood planning at

- **http://www.planninghelp.org.uk/** (search in the 'Resources' section for *How to shape where you live: a guide to neighbourhood planning*).
- **http://www.acs.org.uk/en/Advice/planning-for-diverse-local-centres/** (in particular the *Planning for Diverse Local Centres* guide and the *Further information booklet*).'

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MAPPING FOR...
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STEPS:
PLANNING

CONSIDERATIONS

The development of a Food Strategy should be based on comprehensive, community wide consultation. This will ensure that it gains the support and endorsement of all stakeholders and residents in order to be effective and meaningful.

The first stage of consultation should identify and prioritise existing work and new actions with relevant stakeholders – businesses, community groups, residents' associations, statutory agencies.

The Toolkit provides guidance on how this could be achieved through the use of participatory workshops focused on particular interest areas such as health, education, waste. The tools included in **TASK 19: Campaign launch event** and in **TASK 8: Action Charts** could be adapted to achieve this.

Other issues to consider

- **For a food strategy to be effective, it should be wide-ranging and cover all relevant issue areas, not just local food production and supply but also (for example) health, economic development, education and waste**
- **It will be important to create a sense of 'ownership' for the strategy so that it remains a live document rather than gathering dust on a shelf**
- **An independent organisation such as a Food Partnership may be set up to lead on both the development and future monitoring of the strategy**
- **A food strategy can pull together existing actions and targets from other strategies rather than create new areas of work**
- **The strategy should include clear timelines and targets in order to monitor progress and celebrate achievements**
- **Clear distinctions should be made between work which is happening or can happen as part of statutory responsibilities and aspirational activities which may require new funding**
- **Developing a food strategy is a lengthy process – but that process is as important as achieving the finished result. It is a means of raising the issues with a variety of stakeholders, creating links and recognising new opportunities**

RESOURCES

CORE MAPPING:

TASK 8: ACTION CHARTS

MAPPING FOR A COMMUNITY FOOD CAMPAIGN

TASK 19: CAMPAIGN LAUNCH EVENT (SUGGESTED TOOLS)

CONTINUE

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MAPPING FOR...
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MAPPING

CONSIDERATIONS

Local Food Web mapping can contribute to the development of the Food Strategy in many ways:

- **Raising awareness about what is already happening where**
- **Getting people involved in the Food Strategy by participating in the mapping**
- **Building a picture of the local food web as a basis for understanding where there may be obstacles and gaps**
- **Supporting and strengthening the local producers, processors and retailers of local food and drink as described in core mapping.**

However, the mapping for a Food Strategy would go beyond mapping the food web. The process can be adapted and extended to include:

– Mapping of the existing local authority development policies and strategies within which food has or could have a role – using **Mind Maps:** TASK 2. These may include policies within economic development strategies, sustainability strategies and policies addressing climate change.

– Mapping the people and organisations who are involved in local food initiatives and promoting localisation of the food system – going beyond the core mapping of producers and retailers of local food and drink. This can be used to help develop a Food Partnership.

– Mapping of productive land within and around a community and the identification of potential new land for food production. The core mapping guidelines describe how to collect and handle such data so that it can be mapped (see TASK 11: **Spreadsheet analysis** and TASK 13: **Generating maps**. You could also use mapping tools specifically geared towards land use mapping – for example Food Mapper (**www.foodmapper.org.uk**).

– Mapping of food procurement to identify potential for increasing the amount of local produce being procured by local institutions using mapping for.. local food procurement.

As the mapping process becomes more complex, involving more themes and sets of data, it may become necessary to bring in outside expertise. The analysis, interpretation and presentation of multiple layers of mapped information is referred to as a Geographic Information System or GIS. Many local authorities have specialist GIS experts and the necessary software programmes (which are often very expensive) to manage such information.

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MAPPING FOR...
LOCAL FOOD STRATEGIES

RESOURCES

CORE MAPPING THEMES 1 TO 6

TASK 2: MIND MAPS

TASK 11: SPREADSHEET ANALYSIS

TASK 13: GENERATING MAPS

MAPPING FOR... LOCAL PROCUREMENT

Food Mapper: **www.foodmapper.org.uk**

EXAMPLES:

BRIGHTON AND HOVE

Local Food Web Mapping as an integral part in the creation of the Brighton and Hove Food Strategy: 'Spade to Spoon'.

The description of how local food web mapping can be used in the development of a Food Strategy is largely based on the experience of developing a Food Strategy for Brighton and Hove.

Inspired and initiated by Food Matters, **The Brighton and Hove Food Partnership** began life in 2003 when the Primary Care Trust, City Council, community organisations and individual residents came together to see what they could do to create a more sustainable food system in the city. It now employs ten staff members, delivers food and health work for the PCT across the community, and has initiated a lottery-funded city-wide project, Harvest, to explore how the city can feed itself in the future. For more information go to **www.bhfood.org.uk**

A food partnership needs to take a systemic approach to improving the food system of a community and so it is important from the outset to understand what that is. One of the first exercises in the development of the strategy for Brighton and Hove was to undertake local food system mapping. As explained above, this not only focused on the local food web (existing relationships between local food producers, retailers and consumers) but also identified:

- **stakeholders in the local food system**
- **if there are food deserts where residents can't access fresh food**
- **how much work is already being done by community groups or statutory agencies**
- **where food is being grown locally**

The strategy acknowledged that understanding how food is grown, bought, consumed, and disposed of in your local community will help identify opportunities and barriers for making change. Mapping the local food web and the additional themes of the local food system can help to achieve this. In addition, it will fulfil one of the most important functions of the partnership – to provide information, as well as an evidence base and demonstration of need on which to build future work.

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LAMBETH

Developing a Food Strategy for Lambeth

The lessons learned by Food Matters and the Brighton and Hove Food Partnership are now being applied to the development of a Food Strategy for Lambeth.

A key element of the process (that has started with the work described earlier on mapping the Brixton Pound) will be local food web mapping to build a picture of what is happening already in Lambeth. Additional mapping of growing spaces is being carried out by a local Community Interest Company – City Farmers who are part of Incredible Edible Lambeth (see **:http://city-farmers.co.uk/**).

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ACKNOWLEDGEMENTS

BACKGROUND

The concept of a local food web stems from the work of **Caroline Cranbrook**. In 1998 Caroline grew concerned about the impact of a proposed superstore on her local market town of Saxmundham in east Suffolk. She researched the local food network and showed its importance to Saxmundham, and the surrounding towns and villages.

Caroline found that local food producers, wholesalers and outlets depended upon each other and also supported local businesses such as builders and electricians. Local outlets provided an accessible market for new food business start-ups. Keeping local shops open gave people access to good affordable food and places to meet. By providing a market for their produce local outlets enabled farmers to raise livestock which, through grazing, maintains important nature reserves and river valleys.

Suffolk Coastal District Council refused the superstore application and the East Suffolk food web survived and flourished. Caroline's research suggested local food networks with similar benefits exist elsewhere, but further evidence was needed.

MAPPING LOCAL FOOD WEBS

Between 2007 and 2012 the **Campaign to Protect Rural England** (CPRE) developed and led Mapping Local Food Webs, a national project supported by **Sustain**, and funded by the **Big Lottery Fund** through the **Making Local Food Work** programme. The project engaged people in researching their own local food web in up to three towns and cities in each of the eight English regions.

The project aimed to increase the local community's understanding of the size and importance of the local food web and its impact on local people's lives, livelihoods, places and the countryside. It explored the relationships between what people buy and eat and the character of their town and the surrounding countryside. Finally, it aimed to increase support for greater local food production and better supply in local outlets, and to strengthen and secure local food webs across the country.

Individual mapping projects were implemented between early 2009 and late 2010 in 19 towns and cities across the country. The projects employed regional co-ordinators to recruit and support local volunteers to research shoppers' attitudes to local food, identify and interview outlets selling locally sourced food in the core study area, interview a sample of their suppliers, and to run open public meetings and workshops. Reports of these 19 projects entitled 'From Field to Fork' are available from the CPRE website.

DEVELOPING THE TOOLKIT

The **Mapping Local Food Webs Toolkit** has been developed to provide a lasting legacy for the Mapping Local Food Webs project. It brings together the learning, experience and understanding of the mapping process and makes it available to different groups helping them to carry out their own local food web mapping project.

In late 2011 CPRE commissioned **Food Matters** to produce the Toolkit. The 'action pack' of activities and tools developed and used in the 19 mapping projects combined with personal testimony from volunteers and regional co-ordinators provided the starting point. A draft of the Toolkit was tested by volunteer mapping teams and feedback from their experience was used to improve and refine this final version.

The Toolkit was developed and written for CPRE by Ben Messer of Food Matters and designed by Wendy Barratt. The author gratefully acknowledges the contribution of Leonard Gouzin and Victoria Williams of Food Matters and the CPRE staff, co-ordinators and volunteers involved in the original mapping projects.

Development of the Toolkit would not have been possible without the invaluable contribution of Rosemary Moon and Jenny Cole and the food mapping team from Transition Chichester and Peter Boyce and the team from Incredible Edible Lambeth.

Thanks also to Professor Elizabeth Dowler, Dr Moya Kneafsey, Hannah Lambie-Mumford and Alex Inman for their work on the original Mapping Local Food Webs project.

For more information see:

www.makinglocalfoodwork.co.uk

www.biglotteryfund.org.uk

www.cpre.org.uk

Food Matters is a national food policy and advocacy organisation with expertise in participatory development. **www.foodmatters.org**

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