

Food & Drink				
ZCS VISION	Most food consumed will be grown/produced locally, organically & in a wildlife-friendly way. The bulk of diets will be plant based, with non-intensive, organic animal products forming only a small part of diets. Most meals will be cooked/baked by the consumer or local caterers from raw ingredients (rather than industrially processed). Everyone will have access to sufficient nutritious food and food waste will be minimal. Surplus food from retailers and hospitality is redistributed to groups that can make use of it.			
	Sourcing/Production	Distribution/Retail	Consumption	Post Consumption
CURRENT PRACTICE (summary)	<p>Most food produced and consumed is not local & not organic. Animal products from intensive livestock farming represent a significant part of most people's diets.</p> <p>There has been an increased trend to buying bottled drinks especially water. There are concerns that the consumption of high sugar soft drinks has led to an obesity crisis in the UK. To find out about the impact of plastic bottles on health, look here and on the environment, look here.</p>	<p>Most food consumed is highly processed, with problematic ingredients such as palm oil and sugar. Also highly packaged, with inadequate systems/facilities for reusing/recycling packaging. Prevalence of multibuy discount offers (e.g buy one get one free) encourage overconsumption and waste. Increasing amounts of food surplus from manufacturing, retail and hospitality and food service is either being redistributed via charitable routes or being diverted to produce animal feed</p>	<p>Most food consumed has huge food miles. Local shops & markets struggle to compete with supermarkets. Food safety legislation/Best Before dates and cosmetic factors (vegetable shape etc) contribute to food waste.</p> <p>People are increasingly wanting more info about the food they buy - where ingredients come from, growing and processing methods, how it was transported and its overall carbon footprint. See this excellent article: https://www.forbes.com/sites/briankateman/2020/07/20/carbon-labels-are-finally-coming-to-the-food-and-beverage-industry/.</p>	<p>Most food consumed is processed, not local, not organic. About 1/3 of purchased food is wasted.</p> <p>Data unavailable for food waste content of residual waste in Shropshire/Telford, typically in UK it is 25-35% by weight. However, food waste collection data in Telford & Wrekin extrapolated for Shropshire Council as a whole indicates at least 15,000 tonnes of food per annum is in the Shropshire County municipal waste stream. Minimising wastage of this food should be a first priority through education followed by collection of this waste stream where it is practicable. The low population density of the Shropshire Council area does not lend itself to a dedicated food waste collection service, unlike more densely populated areas such as Telford & Wrekin. There are various initiatives such as the Too Good</p>

	Sourcing/Production	Distribution/Retail	Consumption	Post Consumption
				To Go Take their "Look, Smell, Taste" pledge.
BASELINE CARBON-FOOTPRINT (estimate)				Estimated in excess of 10,000 tpa (tonnes per annum) of household food waste in Shropshire Council municipal waste stream

Key STRATEGIES to achieve ZCS vision	Support local food production e.g. market gardens, veg-box schemes, allotments.	Create shorter supply chains. See case study of local nut butter producer.	Eat a more seasonal diet, buy local and organic food where possible and reduce consumption of intensively farmed meat, fish, dairy and eggs.	Education of consumers to avoid food waste through smart consumption. Jamie Oliver's top tips
	Encourage/support organic & wildlife-friendly food production	Support farmers markets (Ludlow , Oswestry , Shrewsbury) and local veg box schemes	Giki Badges App enables a mobile phone camera to scan a barcode and the app tells you the environmental impact of that product.	Reduce food waste by rethinking sell by dates https://lovefoodhatewaste.com/ Increase home composting , bokashi bins or wormeries .
	Encourage/support shift in farming towards pulses, cereals, nuts, seeds, veg etc rather than livestock	Increase redistribution of surplus food to community groups or for animal feed to avoid waste	Improve education and skills in cooking with unprocessed and nutritious ingredients	Support community composting schemes and production of bio-gas from household and commercial food waste.
	Encourage retailers to buy from local producers (rather than from further afield and/or from large suppliers/farming businesses that over-produce and generate food waste)	Reduce use of multibuy discount offers such as "buy one get one free", particularly for perishable goods.	Consider having your milk delivered the old fashioned way in a glass bottle or collect it from a dispensing machine .	Support campaigns such as Love Food Hate Waste - run by the Waste Resources Action Programme (WRAP).

	Sourcing/Production	Distribution/Retail	Consumption	Post Consumption
EXAMPLES of good practice or innovation	Grow Local project (Bishops Castle)	Farmers markets (Ludlow , Oswestry , Shrewsbury) and local veg box schemes	Local to Ludlow Produce market (Bi-Monthly)	Olleco - national services collecting and supplying cooking oils, food waste collections and generating renewable energy from food waste. Nearest depots are in Newport, Wales and Liverpool.
	The British Quinoa Company (Ellesmere)	Seed swap in Ludlow (Bi-annual)	Osnosh - community initiative making community meals from surplus food, and education in cooking	Community composting projects collect local food waste to compost. Guidelines for setting up such a scheme are outlined in Carry on Composting .
	Pimhill Farm - a family-run farm in Shropshire, which has been organic for 70 years. Oats, mueslis, flour and oatcakes delivered to your door!	Shrewsbury Food Hub - surplus food redistribution. Last year, the Food Hub prevented 64 tonnes of good food from going to waste - enough for 153,000 meals.	Shropshire Larder - comprehensive list of links to community food projects and advice	WRAP Love Food Hate Waste campaign
<p>Oatly</p> <p>Alternative oat milks:</p> <p>Rude Health</p> <p>Plenish</p> <p>or you can make your own Oat Milk.</p>	<p>Oatly is working with local farmers to transition from intensive meat production to more sustainable methods. As one US farmer says, "Climate change makes people more interested in these questions. Not everyone can come out here and raise crops or livestock, but they can support those activities through their purchasing decisions."</p>	<p>Oatly have calculated that by switching from dairy milk to oat milk, you save 73% greenhouse gas emissions.</p> <p>Oatly give a detailed account of their carbon footprint on their website, including the breakdown of their own greenhouse gas emissions which is as follows:</p> <ul style="list-style-type: none"> growing oats 49% manufacturing product 12% packaging 13% distribution 24% business travel 2% 	<p>Oatly's pilot program is a great example of people buying a product that supports a different and better way of doing things." Recently Blackstone, a private Equity Firm, has invested in Oatly (Daily Mail on-line 1st Sept 2020) This could be seen as positive move that established investment funds are investing environmentally positive businesses.</p>	

Recommended POLICIES/ACTIONS and associated carbon savings/impacts & other benefits

		Sourcing/Production	Distribution/Retail	Consumption	Post Consumption
Policy/action #1	Summary of proposed policy/action	Request landowners to make unused land available as allotments or community veg-gardens/orchards, for free or at token cost.			Identify new initiatives and expand the existing network of community initiatives such as: Surplus Food Sharing ; community growing; and food and cooking initiatives, to all areas of Shropshire and Telford. There are several food sharing apps such as Olio
	Potential impact on carbon footprint	People eat fresh, local, organic produce instead of packaged food with a high footprint.			
	Carbon savings: estimate in CO2e tonnes				
	Other benefits e.g. health/social benefits	Huge health benefits from eating fresh, organic veg/fruit and from outdoor exercise/sunshine.			
	Relevant local, regional and/or national strategies/plans	Grow Local initiatives Middle Marches and Tamar			
	Key stakeholders to engage	Local landowners, SC, T&WC, town & parish councils etc			
	Potential sources of funding				
	Obstacles to overcome				