

WHO FEEDS FROM



The challenges
and possibilities
of a small town's
food system



FOREWORD

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Over the past few decades, the consumption of local produce has shifted from being commonplace to something perceived as a luxury. Much of the food on supermarket shelves has arrived via a long and complex supply chain and, as is the case for many other goods, cheap prices are often the result of people elsewhere paying the high price of poor labour practices and environmental standards.



A thriving and equitable local food network holds the solution to many of these issues – if we can see how our food is being grown and distributed, we can also understand its impact on the welfare of people, animals, and the wider environment. Access to local food means we are also not beholden to the fragile supply chains that lead to shortages on supermarket shelves. And buying locally means more money is kept within the local economy, supporting local jobs and wider enterprise. Ultimately returning to a localised food system is likely to become a necessity in the coming decades because of climate change – a good starting point for understanding this issue in detail can be found in *A Small Farm Future* by Frome farmer, academic, and author Chris Smaje.

The starting point of this report was not that Frome’s food system needs to be “fixed”, but that there is an opportunity to bring many individually strong elements together into a coordinated approach to futureproof access to local food in the face of climate change and economic uncertainty. At Frome Town Council, we are interested in how we can support such a movement and so we commissioned this research thanks to funding from The Little Charity, part of the Be The Earth Foundation. This report has been produced for everyone who is involved or interested in supporting the growth of a local, sustainable food system.

The project has already evolved beyond a report and has led to the creation of the Frome Food Network, which is bringing together eaters, growers, retailers, and food-focused community initiatives. The table at the end of this report demonstrates some of the activities that are progressing out of this collaboration and sets out how to get involved.

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SUMMARY

- Across the UK, fragile supply chains, changing weather patterns, and the shortcomings of the industrial food system are creating a need for quality food produced locally
- Frome producers have a decent diversity in routes to market. This could be furthered via opportunities for provisioning hospitality and the public sector
- Frome is surrounded by producers following sustainable, agro-ecological methods, but don't always have the time or knowledge to create more public awareness for themselves
- Local initiatives are working on strengthening the connections between Frome businesses to address issues such as labour shortages, supply and procurement, and food waste
- Frome-based movements are facilitating locals' access to good food and access to land, and supporting low-income households and Frome's most vulnerable citizens
- Early recommendations such as marketing support, mapping the local food network, and identifying more land for food production are already being explored or put into action

METHODOLOGY

This research was commissioned by Frome Town Council, and funded by [Be The Earth Foundation](#).



Produced by food journalist and Frome resident [Hugh Thomas](#), the research primarily draws on the experiences of those involved in the local food network – and its peripheries – to detail how the town could provision itself with more local food, preparing it for a greener, healthier future. This took the form of interviews with 20 individuals based in and around Frome, including but not limited to market managers, grocers, stallholders, academics, growers, smallholders, restaurant owners, butchers, caterers, and composters.

A workshop entitled 'Future Proofing Frome's Food Network' was held at Frome Town Hall on the 17th of September 2021 to present these experiences and the common challenges arising from them. The 40 attendees (all either involved in the local food network, or otherwise interested in helping enrich it) were invited to workshop possible solutions, and, with support offered by Adventure's Future Shed, take the lead on them going forward.



A BIT OF CONTEXT

Part of the brief for this project was to explore how Frome can feed itself with more local food. But what is 'local'? And is it always 'better'? Should we choose mass-market wheat from down the road in favour of heritage, landrace populations from halfway up the country? When shops are sourcing organic honey made in Zambia, is it really preferable to what's produced by Frome's own (non-organic) beekeepers? And what about food not growable at scale in this country – should we snub limes, coffee, and bananas from our diets entirely?

When making the case for local food, food miles are inevitably part of the narrative. But transport accounts for roughly 10% of food's emissions.¹ Not a small number, but not a significant one either. Rather, the more compelling justification for local food stems, in part, from a need for more resilient supply networks. At the time of writing, the fragilities in Britain's food networks are being laid bare, as a 'perfect storm' of shortages in haulage drivers, fuel, and carbon dioxide batter the food supply chain.² With Britain's over-reliance on longer supply lines (especially from overseas, from which over 80% of the UK's food is sourced), 'It is clear,' reads a diagnosis in Nature, 'we need a new strategic plan to reorientate the UK food system to grow more food sustainably in the UK.'^{3,4}

Transparency is key here, and local supply chains help us understand where and who our food is coming from. Products lining supermarket shelves, however, have in many cases arrived via a supply chain vulnerable to poor practices

including deforestation, unfair working conditions, and low wages.

Support for local food is also about enriching the interactions between residents and businesses. The New Economics Foundation found that every £10 spent in a local food business is worth £25 to the local economy, while research from the University of Gloucestershire shows that for every £1 invested in local food, £6-8 is returned in the form of social and economic benefits including health, wellbeing, and training.⁵

Climate change brings another challenge, so the argument for local food is also about supporting those producers working with nature (and informing others about how this might be possible) rather than against it. Crop failures – like those of rice in China, California, and India, and wheat in Syria during the 2021 harvests – are thought to be a sign of things to come.^{6,7} Here in the South West of England, warmer, wetter winters, and drier summers – exacerbated by extreme weather events – are creating an uncertainty over whether certain crops will be viable for the future, especially among growing operations not practicing resilient methods such as improving crop diversity, soil structure, and water retention.⁸

In other words, producers close to the areas they serve, and are employing climate-friendly techniques (or looking to) are, in many cases, deserving of more support. What, then, is needed to make that happen in Frome?

¹'You want to reduce the carbon footprint of your food? Focus on what you eat, not whether your food is local'

²'Perfect storm hits the food and drink supply chain'

³'80% of British Food Is Imported, Food Shortages Will Come From a No-Deal Brexit, HSBC Says'

⁴'Vulnerability of the United Kingdom's food supply chains exposed by COVID-19'

⁵Sustainable Food Trust

⁶'Rice feeds half the world. Climate change's droughts and floods put it at risk'

⁷'Dry year leaves Syria wheat farmers facing crop failure'

⁸'Growing Through Climate Change'





PROFILE: FROME FOOD HUB

Frome Food Hub is an online farmers' market where customers order in advance of a weekly pickup in the town centre. It's currently a route to market for 40 of Frome's smaller producers – some of which, like Palette & Pasture's gelato, you can't get anywhere else in town.

Ian and Kerry-Ann took over the running of FFH in November 2021, and say they are excited to help increase sales for producers while making the hub system as efficient as possible for customers. "The more orders we have, the more sustainable it is for producers by limiting their need to deliver multiple times. The more producers we have on board, the more attractive proposition it is for customers to get all their fabulous produce from one place."

FROME'S ROUTES TO MARKET

The ways local producers and processors can get their produce served and sold in and around Frome are relatively diverse, whether online via Frome Food Hub or their own direct delivery service, or through weekend markets, highstreet retailers, pubs, cafes and restaurants.

For better or worse, preferences here have changed quite a bit in the past two years. Schemes such as Food Hub and The Community Farm saw an uptick over lockdown, but, as is the case with delivery schemes more generally, interest is starting to return to pre-pandemic levels. Some highstreet businesses, such as Penleigh butchers, noted similar patterns. Here we meet a juncture: is there the need to support newer shopping habits such as home delivery, or should the focus be on revitalising the highstreet after it had probably its most brutal couple of years ever? There may be room for both. Penleigh and 8 Stony Street, both bricks-and-mortar retailers in Frome, have started to discuss how they could initiate a shared delivery network utilising local logistics company Priority Express.

Such initiatives would enhance the interplay between local food businesses, especially among producers and hospitality – logistics in particular is a tricky business, and there is yet to be one service that Frome's food network can utilise more broadly.

Shared procurement platforms could also be pivotal for independent retailers otherwise struggling to source certain ingredients locally. Currently, procurement among hospitality venues is suffering from the scattered nature of the small farms surrounding Frome. To fulfil bulk orders, there needs to be a system that consolidates food grown (Burrito Boi cited salad ingredients as one example) from many small producers if they are to use those producers at all. As a solution to this, Frome Food Hub (which hosts a variety of small producers in the area) has started to explore wholesale, which could present a brilliant opportunity to improve the links between local producers and hospitality.

On a larger scale, platforms such as Tried & Supplied and Equilibrium can tap into existing networks of suppliers across the UK, even those independent from one another. This enables a better efficiency when purchasing at volume, cutting emissions and fuel costs, and opens up a larger selection of goods for procurers.

Some of Frome's independent venues already source most of their menu from responsible local producers (approximately 75% of Burrito Boi's ingredients are sourced locally, which, for a Mexican-inspired restaurant in the UK, could be considered an anomaly). And there's a desire to improve that share. But some ingredients need to be sourced from further afield, requiring additional manpower and resources like fuel, and special capabilities such as refrigeration. Where wholesalers can't fulfil those orders, it's often up to the venue to problem-solve. Fishmonger and restaurant Hesperian, for example, is looking at setting up refrigerated storage off the A303, in combination with couriers, to help its procurement of Scottish salmon.

Should the initiative to help provision hospitality with more local food be successful, it could provide a blueprint for feeding the public sector in Frome. In the last few years, Bath & North East Somerset Council have demonstrated how dynamic procurement systems (DPS) can help more small, local farms to provision schools, hospitals, and prisons – something that was thought unrealistic before.⁹ Building on this, The South West Food Hub is currently preparing the region for a more comprehensive scheme in Spring 2022 at the earliest.¹⁰ Within Frome specifically however, red tape has gotten in the way of provisioning the town's schools with better food, with little to no headway expected for the duration of the current catering contracts, which extend for the next three years. Faye Penfold, who tendered for a contract to provide organic food to schools in Frome, said pupils' takeup of school meals in the area is 'staggeringly low' because the food offered is so poor.

Finally, supermarkets do provide some outlet for local producers. Some local Co-ops, for instance, have small dedicated sections for local food, while a store manager at ASDA on Warminster Road registered some interest in what's being produced around Frome. The staff that are accessible, however, tend to have little say in what gets stocked on their shelves.

There is understandably some reluctance from producers to get involved with supermarkets at all, what with their propensity to squeeze producers for everything they can get, and for cheaper than they could normally get it. A Sustain survey of 500 farmers across the country determined that only 5% of those supplying supermarkets would 'prefer' to continue doing so. Alternative routes to market, producers say, require better local infrastructure, and improved connections between local people and local food.¹¹

⁹'Bath and North East Somerset Pilot'

¹⁰South West Food Hub

¹¹'Beyond the farmate'



PROFILE: BURRITO BOI

Dom Palmer and co. set up a hearty and affordable burrito delivery service out of his kitchen during lockdown. More recently, they've opened a restaurant near the station, doing roughly 300 covers a week, but with potential to do much more.

'I had to turn away several tables last Friday,' says Dom, 'just because we didn't have the staff.' Dom is supporting the local economy as much as possible (his signs, for example, are made by Frome Hardware), and sources as responsibly as possible (even the Burrito Boi t-shirts are Organic).

High standards with low price points can, it seems, be possible.



PROFILE: MEADOWSWEET

Having gained a grazing license on an ex-dairy farm 8 miles south of Frome, Hannah Steenberg has gone about regenerating the land with the help of her rare breed Shetland cattle. Her aim is to restore the soil health and biodiversity of the grassland ecosystem back to pre-industrial farming levels. Meadowsweet produces 100% pasture-fed beef boxes at a rate of £12/kg, and Hannah finds that the extra time and costs involved in direct sales (butchery, sales, marketing, deliveries) are worth it in comparison to the £3/kg rate butchers can offer. Currently, approximately 60% of Meadowsweet's sales are in the Frome area, with the rest in Bruton, Bristol, Trowbridge and elsewhere. Hannah says 'it would be amazing' to do more collaborative things within the food network, such as supper clubs on the farm, or a community kitchen focused on using up every cut.

A VOICE FOR THE VOICELESS

In June 2020, Frome Town Council distributed a survey to local producers. From the responses, it was clear they wanted two things: more promotion, and better connections with the local community and its businesses.¹²

Several farmers around Frome have the capacity and desire to grow and rear more food, but mostly lack the demand required to justify it. Meadowsweet, a regenerative farm eight miles to the south of town, sells beef boxes direct to local customers, as the income generated indirectly via butchers, retailers, and meat markets would not be sufficient to sustain the enterprise. The farm has enough land area to increase the herd size, but can only viably do this if their customer base enlarges.

The struggle, as is supported in the various conversations with producers, is the time and knowledge they're able to dedicate to marketing themselves. Some of the country's leading and most sought-after producers are within 25 miles of town – Westcombe dairy (10 miles), Wilkins cider (23 miles), Castlemead poultry (6 miles), Fernhill Farm (20 miles), Ivy House dairy (4 miles), and Yonder Brewing (13 miles) to name a few. But there are those just as worthy of support who don't have as much of a reputation.

Many of these producers are already being promoted via Frome Food Hub, Somerset Farmers' Market, and The Frome Independent Market, but how could more attention be drawn to them? An independent food publication, perhaps, featuring the stories behind residents' food and the people who make it; posters mapping out where food is grown and where it's stocked in Frome; pamphlets on restaurant tables detailing who supplies the kitchen; chefs demoing how to prepare locally grown ingredients; or stickers indicating that that food has been produced in the area. Of the more promising initiatives at the moment, there's the possibility of organising, in collaboration with Somerset Food Trail, farm visits so residents can see how their food is grown for themselves.

Whatever form it takes, marketing would help residents understand the extent of the issues around them, how food fits into those issues, and how local producers are addressing them. For instance: with rice crops failing in Asia due to climate change, local alternatives, like pearled spelt from Sharpham Park, may become a more necessary substitute than simply a nice-to-have. There are also significant challenges here, such as convincing residents to give up their Easter lamb (typically from New Zealand, or reared indoors) in favour of hogget or mutton raised on local pastures. ►

¹²'Food Producer Survey'

Exposure, though, isn't a challenge restricted to producers. Somerset Farmers Markets makes a monthly appearance at the Cheese & Grain, and has proven an important route to market for around 100 local producers, but realises visibility at the venue is low. Despite their popular market days at Boyle's Cross at the monthly Independent Market, attracting shoppers to what is essentially the same offering at a different space has proven challenging.¹³ Even highstreet food businesses have, since the subsidence of pandemic restrictions and associated messages to 'support local', noted a significant decline in custom, with some businesses suggesting they subsidise car parking fees to encourage more people to visit shopping areas.

None of this is to say local independents aren't receiving any pre-existing support, however. Fiver Fest (an initiative by Totally Locally to encourage spending in local, independent highstreet stores) is being introduced among Frome businesses, and Pixie (a local start-up helping foster loyalties between residents and the indie shops around them) is the currently the closest thing Frome has to a local currency. A 'Made in Frome' label is also in the works, which will help shoppers identify what's produced in the area. ■

¹³'SFM feeling 'hidden away' at the Cheese & Grain'

FOSTERING ALLIANCES

Frome is a fiercely independent town, but is often disjointed in the ways its food businesses interact with, and support, one another. As other towns, cities, and regions have demonstrated (such as [Plymouth](#), [South Devon](#), and [Bristol](#)) food networks need to be highly synergistic from all fronts – including producers, processors, retailers, and hospitality – to better solve the challenges before them.

While a couple of WhatsApp groups exist for Frome traders, some interviewees expressed a desire for a hub in which to share resources, learnings, and contacts to assist those wanting to contribute to Frome's food network and the circular economy. It could be there to form a collective, sharing certain opportunities while agreeing to oppose others.

Deliveroo's recent appearance in town could be an example of the latter. Based on a 30% commission rate, at least some Frome hospitality businesses think Deliveroo's model unsustainable.

The biggest current challenge however, particularly in the hospitality industry, is that of labour shortages. In August, the UK had a record-high shortfall of 117,000 hospitality workers.¹⁴ Local businesses are no exception, but they have tapped into some solutions. The Government's Kickstarter programme has helped Rye bakery take onboard a handful of new employees, while The Community Farm has a connection with Bristol Drug & Alcohol project, which has been wildly successful in getting much-needed labour under their wing. ▶

¹⁴'Number of hospitality job vacancies hits record high'

As one of the main issues is training new entrants, external support could be considered, such as what West Somerset have started doing, in offering free courses to local residents looking to resume or get into a hospitality career.¹⁵

Frome's cohesive food movements could be exemplified in Loop, a community composting initiative introduced through Edventure's start-up course in 2021. Using electric trikes, Loop collects food waste from local restaurants (10 at the time of writing) to turn into compost, which, ultimately, could be used to grow more food for those businesses.

Frome's independent businesses appreciate the cost of waste, both to them and the environment, and are mobilising against it. While UK retailers are generally increasing the amount of food they throw away, independent businesses are more likely to find use for surplus.¹⁶ Next Door on Stony Street and White Row farm shop are such examples, transforming produce near the end of its life into meals for their respective cafes.

In 2016, a community fridge – the very first to be set up in the UK – was installed near the Cheese & Grain. It continues to make surplus food freely available to Frome citizens, saving around 30 tonnes of food waste a year, mostly from local supermarkets. ■



PROFILE: PENLEIGH BUTCHERS

Though only a small town, Frome supports three butchers.

Owen Singer's shop is the newest, on one of Frome's most desirable streets. The pork and lamb he sells are raised from his own hand, while beef is from heritage, grass-fed cattle.

Owen is a key link in the local economy and food network, supplying meat to The Griffin pub, Burrito Boi, The High Pavement, and 8 Stoney Street. 'The key thing,' he says of local food functioning properly, 'is cooperation between all food businesses.'

¹⁵'Free hospitality training for West Somerset'

¹⁶'UK retail food waste increases despite overall levels dropping'





PROFILE: FAIR FROME

Among other endeavours, Fair Frome's mission is to help feed Frome's residents living on benefits and low incomes.

It serves hot meals three days a week – an initiative supported by several food businesses around town, including Bistro Lotte, Marston Foods, and Lungi Babas.

The charity also runs a food bank, open three mornings a week.

FUTURE-PROOFING FOOD FREEDOMS

The National Food Strategy (an independent review of the UK's food published in July 2021), has made it clear: the race to beat hunger has resulted in food, though cheap, not particularly nutritious or actually any good for us. Agrochemicals widely used in the production of cheap food, such as glyphosate, are making people, and the planet, sick. A fair deal, perhaps, only for the industrial food complex.

Some neighbourhoods in Frome are among the most deprived in Somerset, making them particularly reliant on cheap food, and therefore vulnerable to its dangers. 'Local' and 'organic' can be synonymous with 'more expensive'. But that is not always the case (compare Beech Ridge's £1.25 for half a dozen free-range eggs to Co-op's £1.30).

Meanwhile, quantity is not a viable substitute for food lacking in nutrition. Farms operating on industrial scales may yield more, but also demand more from the land, therefore depleting soil health and hindering crops' access to nutrients. To this end, Fair Frome partners with local producers such as Vallis Veg to help people receiving food bank parcels gain at least some access to fresh, nutritious food.

There is also support for the elderly and otherwise vulnerable – Frome Medical Centre is, at the time of writing, compiling recipes for the lonely and isolated, with a dream goal of providing a community cafe where individuals (older widowers, for example) can eat well and affordably while socialising with their peers.

The affordability of good food is endangered by rising living costs and access to land. Some producers around Frome, such as Vallis Veg and Root Connections, manage to offset the cost of growing food, such as through volunteers and diversified income streams. They are therefore able to minimise food's end cost to those consuming it, without compromising on production standards. Vallis are also in the early stages of dedicating spaces and the means to help more people get into food production, something very difficult among aspiring entrants into conventional farming. ►

¹⁷ 'The National Food Strategy - The Plan'

¹⁸ 'Cheap food has expensive consequences but how can we make 'better' food?'

In the shadow of climate change, the pandemic, and recent supply chain crises, food sovereignty has become an important talking point among some of Frome's communities. Shortages, the likes of which we saw in supermarkets in the late summer 2021, have compelled suburban groups around the world to become more self-sufficient. In Frome, Broadway Community Gardens is providing free growing space for residents, enabling them to produce their own food in the middle of town. However, with the site under consideration for housing development, the future of this community space is in doubt. A bit further down the road, Frome Field 2 Fork has similar goals, wanting to lead or support food initiatives that start with the land. As well as growing, this includes the potential for a community kitchen, where food residents grow can be processed into jams, preserves, and so on.

Currently, there is a five-year waiting list for Frome's allotments, and both Frome Town Council and local residents want to explore ways to access more space for community growing. This could be achieved by purchasing or renting land outright, but there are other creative solutions, such as AllotMe, which allow people to rent out unused garden space as allotment plots .

Food production is time – and often labour – intensive. Perhaps, then, there needs to be more education and resources available to the public related to wild foods. Those working at 42 Acres (a regenerative farm ten miles out of town) are excellent proponents of this. Blackberries, wild garlic – even dandelions – are nutritious and widely-available in Frome in season. 42 Acres are working on a processing facility available to the surrounding community, where such ingredients can be dried, pressed, pasteurised, or bottled, with a capacity to process 100 kilos worth of raw material per day. ■



PROFILE: FROME FIELD 2 FORK

Founded in 2019, Frome Field 2 Fork is a CIC with a community garden on Whitemill Lane. Here, they aim to 're-skill' the local population in food production and healthy eating, thereby fostering a more food-resilient community.

'We would really like to see more local food businesses, and people growing their own food,' says Elise Wach, one of F2F's four founders.

'We want to inspire and empower residents to reconnect with their food, and understand where their food comes from.'

¹⁹'Urban Agriculture Combats Food Insecurity, Builds Community'

²⁰AllotMe | Grow Your Own Food | UK

REFLECTIONS & WHAT'S NEXT

Frome's residents have decent access to fresh, nutritious, inexpensive, local food. We have cafes, restaurants, and retailers who want to support the local economy, and champion the produce on their doorstep. There's a general recognition, not exclusively among producers, of the human and social element to food and farming, while the town is rallying around issues of surplus and waste, food inequality, and procurement.

Many of the challenges related to Frome's food network – whether it's a lack of public awareness surrounding the farmers' market, understanding the nuanced pros and cons of local food, or strengthening the connections between producers and residents – more or less stem from the same issue: producers not having the time or energy to spend on marketing and story-sharing. Local producers in many cases want to produce more food for the town, and have the capacity to do so. They just don't yet receive the right level of awareness or demand.

This communication challenge could be addressed from a centralised hub, perhaps in the form of a website, to which eaters and producers alike would go to participate in the local food network. Run by local residents, it would record and publicise local food stories of public interest, organise growers' networks and/or a joint food collective, and provide marketing support where needed. It could increase cohesion and resource-sharing between food businesses, form part of a campaign to support independent highstreet shops, and provide education resources for local schools.

Dozens of towns and cities have already followed this line of thought. Totnes, Plymouth, and Bristol bring together the diverse food groups, citizens, businesses, and initiatives of their respective areas under a collective force for positive change. These collectives have also provided the foundation for becoming recognised as a 'Sustainable Food Place' – organised by Sustain, Food Matters, and the Soil Association, this is an accolade Frome could set as a goal on its way to transforming its food system for the better.



One area not covered by the scope of this project, but worth pursuing, is consumer perception and behaviour in Frome. Perhaps in the future, residents' perspectives could inform a manifesto or food strategy for the town council to follow.

As well as dedicated consumer research, collecting the views from a wider array of hospitality businesses (i.e. not just the ones with a pre-existing local, independent focus) would help understand the true potential of how local ingredients could appear on local menus. Though this was one of the aims of the research, hospitality businesses were short on time and staff, and responses to invitations for interview were, though often positive, limited in number.

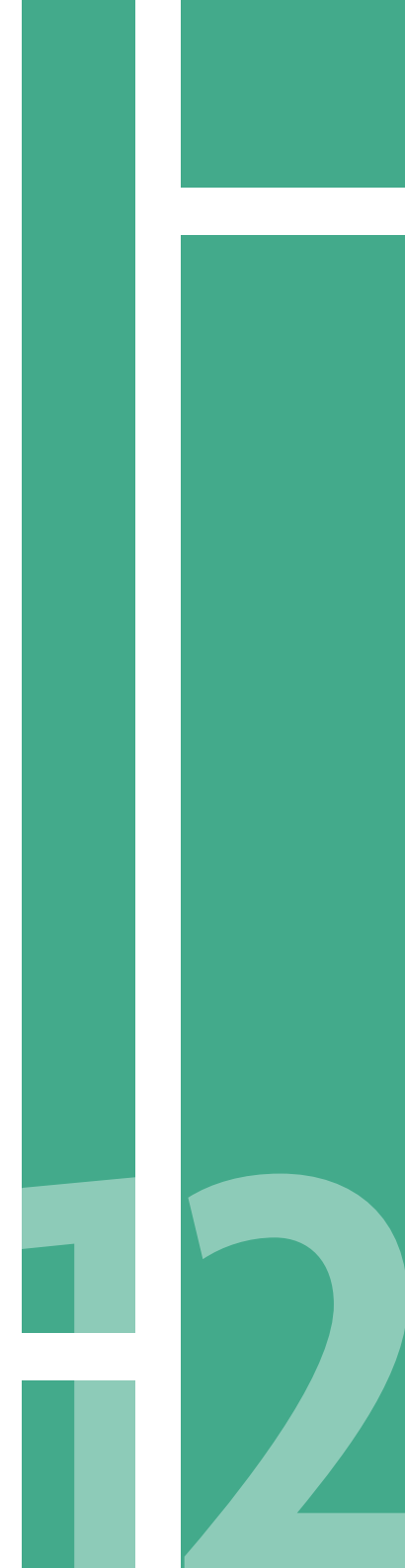
FROME'S FOOD NETWORK

The 'Future Proofing Frome's Food Network' event on the 17th of September, which this research helped inform, has spawned the beginnings of a food network, with monthly meetings and a newsletter (stakeholders in the local food network can register at <http://eepurl.com/hLYrWz>). Ideas coming out of the event also included starting up a community cafe, writing a local recipe book, organising a Community-Supported Agriculture scheme, producing a map depicting Frome's producers (as planned by Somerset Food Trail's Liz Pickering), and hosting chef demos on how to prepare local produce.

To scale up the Network and begin to deliver these projects, funding will be required, whether from initial grants or through sponsorship from local businesses. Social or collaboratively-funded enterprises could work too, especially in instances such as a local startup fulfilling the role of Deliveroo, but with a fairer commission (two hospitality venues suggest 10-20%). This could operate on behalf of the local restaurants, pubs, and cafes that have a stake in it, or could simply pass on operating costs to the consumer.



Ongoing support is also available locally – to aid the development of projects, Future Shed at Edventure is offering support for growing networks and training in fundraising, as long as the project in question is progressing towards a greener, healthier future.



RECOMMENDATIONS

At the Future Proofing Frome's Food Network event/workshop, attendees were encouraged to suggest their own ideas for what challenges are at hand in Frome, and their possible solutions to them. Attendees were given the opportunity to put their name down to lead, actively support, or approve of each idea (anyone with further suggestions is encouraged to submit at <https://yrpri.org/group/4935>). Below is a selection of the ideas both drawn from the report and from the event.

IDEA	WHY?	LEAD	CURRENT STEPS	FUTURE STEPS	APPROVAL LEVEL (1-15)
Recipe book	Help individuals living on their own look after themselves	Health Connections Mendip	HCM crowdsourcing recipes and advice		3
Community cafe	Feeding the lonely/isolated, provide a space where locals can eat + chat	Frome Medical Centre, 42 Acres	Exploring potential sites, who it could cater to	Researching existing initiatives and how they operate	11
Education offering for children/schools	Improve awareness/connectivity between young people and good food	42 Acres, Somerset Food Trail		Marketing to schools re encouraging trips to local farms	10
Food marketing support, Frome-based comms agency, or brand mentoring	Supporting the growth of local food businesses while informing citizens about the food produced around them	SFT, Frome Food Network	Identifying what marketing strategy is best, what support is available		6
Mapping the local food network, IRL and on a physical map	Improve citizens' awareness of the incredible producers on their doorstep, but also the benefits of short supply chains	SFT	Somerset Food Trail planned for summer 2022, SFT are also mapping producers on their website before Jul 2022		4



IDEA	WHY?	LEAD	CURRENT STEPS	FUTURE STEPS	APPROVAL LEVEL (1-15)
Connecting people to local growing spaces	Providing access to land for those who want to grow food, but not wait 5 years for an allotment plot	Field2Fork, Land Workers' Alliance			7
Shared delivery service	Consolidating local butchers, bakers, veg, wine, orders into a single delivery. Like a Frome Ocado				
Deliveroo alternative	A more sustainable option for small, local hospitality businesses	Frome Town Council		Explore E-cargo bike scheme for local businesses	
Identify/support more land to be used collectively (vs. privately)	Offsetting the cost of land & growing (therefore the cost of food)	Vallis Veg, Broadway Community Gardens, Frome Town Council	Identify land suitable for growing that could be taken into community ownership		6
Chef demos and recipe sharing	How to get the most out of local, seasonal produce. But also harnessing chefs' followers to promote local	Lungi Babas, F2F			4
Community Supported Agriculture	Fostering 2-way interactions between producers and citizens	F2F			2

IDEA	WHY?	LEAD	CURRENT STEPS	FUTURE STEPS	APPROVAL LEVEL (1-15)
Integrating cooking/ food into other school subjects, involving kids in growing	Schools taking an active part in furthering kids' understanding of food				15
Connecting local producers: growers' network	Creating a more harmonious relationship between local producers by sharing opportunities, techniques, and vision	Frome Food Network	Identifying a convenient time and place for producers to convene		7

FURTHER READING

The Wallfish Journal

[Home | The Wallfish Journal](#)

Fair Frome

[About – Fair Frome](#)

Frome Food Hub

[Frome Food Hub — Valuing Local Food](#)

Frome Town Council

[Sustainability & Resilience - Frome Town Council](#)

Somerset Farmers Markets

[Home - Somerset Farmers Market \(somersetfarmersmarkets.co.uk\)](#)

Somerset Food Trail

[Somerset Food Trail - Home](#)

Sustainable Food Places

[Home | Sustainable Food Places](#)

Sustain - Alliance for Better Food and Farming

[sustainweb.org](#)

Totally Locally

[Home - Totally Locally](#)

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