

Environment and Green Spaces committee meeting 19 November 2024

Agenda item 9 – Wiltshire Food Marque – For Information

Written by Councillor Alex Kay

Sustainable Food Group, November 2024

Wiltshire Council newsletter on 1st November announced the launch of a new **Local Food website and provenance marque** - see [Wiltshire Food Marque](#)

Ros Edwards, the very active Chair, Climate Friendly Bradford on Avon (CFBoA) Sustainable Food and Drink Group had campaigned for this. She created, with her team, the BoA Provenance and Packaging (P&P) Self-Assessment form to help guide businesses how to become more sustainable which has been rolled out across Bradford on Avon (BoA). In BoA it was linked with Plastic Free and Fair-Trade initiatives in the community.

Wiltshire's Local Food website with directory and interactive map, and provenance marque, is an easy to use, pleasing interface with lots of useful links. It is, at least in part, influenced by Ros' Climate Friendly Bradford on Avon (CFBoA) proposal for such an initiative, at the Wiltshire Council meeting on 21st July 2020 ([Wiltshire Council meeting](#), pp.6-8). The eligibility criteria are compatible with the [BoA Provenance and Packaging \(P&P\) Self-Assessment](#) for businesses that served food and drink that was developed in 2022 by CFBoA, working with the Fairtrade Group and representatives from a range of food chain sectors, and with the support of BoA Town Council.

I request the Town Council promote this initiative in our media and Snippets and with our interactions with businesses and the Market to encourage participation.

As Chair of E&GS I welcome this initiative and congratulate Wiltshire Council Team and Ros and her team for their efforts.

Ros says" I am delighted to see now a fully-fledged marque and website. I don't know who has led on this initiative, but please congratulate them and their team on our behalf - they've done a very good job. Having alerted people in our group over the weekend, there has been a flurry of very positive messages welcoming this lead by Wiltshire Council to support our farmers. growers and food sector businesses, and the availability of well-produced, local food. I think that many of our wonderful businesses in the Bradford on Avon area would

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meet the eligibility criteria. We will certainly encourage them to sign up. One concern for our smaller businesses might be the prospect of a future charge.”

In view of the climate emergency, it seems of key importance to me that the Local Food website and marque has been developed by Wiltshire Council as the unitary authority, as well as the motion passed by WC on 20th February 2024 'Supporting Wiltshire Farmers and Food Producers'. This gives a clear sense of leadership to the people of Wiltshire - supporting environmentally and nature-friendly food production, sustainable soil management, regenerative farming and high animal welfare, as well as, crucially, food security. It also has the potential to help address the disconnect between town and country.”

“On the issue of mapping fruit and vegetable production within Wiltshire (I last wrote to you concerning this on 6th June, 2024), perhaps the interactive map on the new website can act as a springboard for more spatial mapping of the commercial production within the county? The terrible flooding in Spain at present, highlights the urgent need to act on increasing food security of key nutrients, and we are particularly reliant in this country on imported fruit and veg, often from countries that are at high risk from climate change impacts. I am hoping that WC will consider how local fruit and veg production and consumption can be fostered - with an emphasis on agroecological production.”

AK 19/11/24