

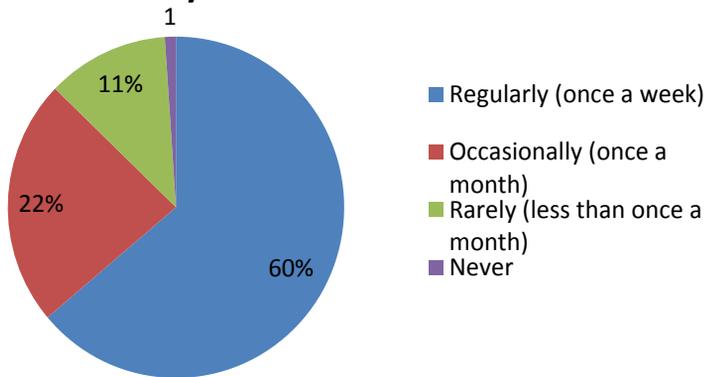


## CONSULTATION RESULTS

### CONSUMERS: BUYING AND ACCESSING LOCAL FOOD

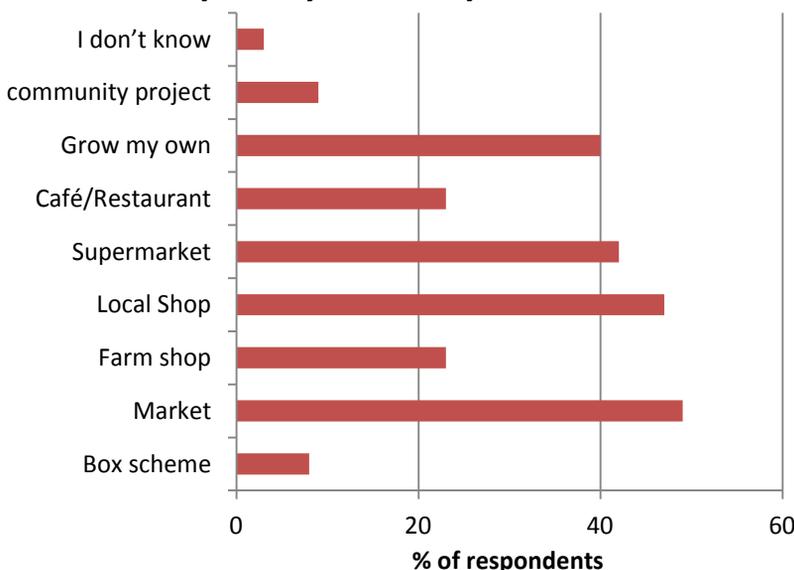
566 consumers responded to LESS’s consumer questionnaire (closing date March 2015). Consumers were approached with the questionnaire via a number of different methods including market stalls, via social media, at talks and events, through LESS’s mailing list and via contacts at Lancaster University. Although 60% of consumer’s claimed to eat local food regularly it was clear, when looking at where local food was bought, that different definitions of ‘local’ were used, and consideration to where local food was bought (supermarket compared to independent local shop) was not always considered. Reasons for eating local food, in order of popularity, included wanting to support local business; to reduce food miles; liking to know where food has come from; it tastes better; to improve animal welfare.

#### How often do you eat local food?



Reasons for not eating local food correlated with suggested methods for increasing access to local food (see below). **40% of consumers stated they would be willing to pledge to source more local food; 22% said they might.**

#### Where do you buy / source your local food from?



#### What would help you to buy & access more local food?

1. More places selling local food
2. More affordable local food
3. Better labelling of local food  
Delivery of local food  
Knowing where to get local food  
Local food events & celebrations
4. Seeing benefits of local spending  
Access to growing space
5. Training in 'Growing Your Own'

Perceived importance

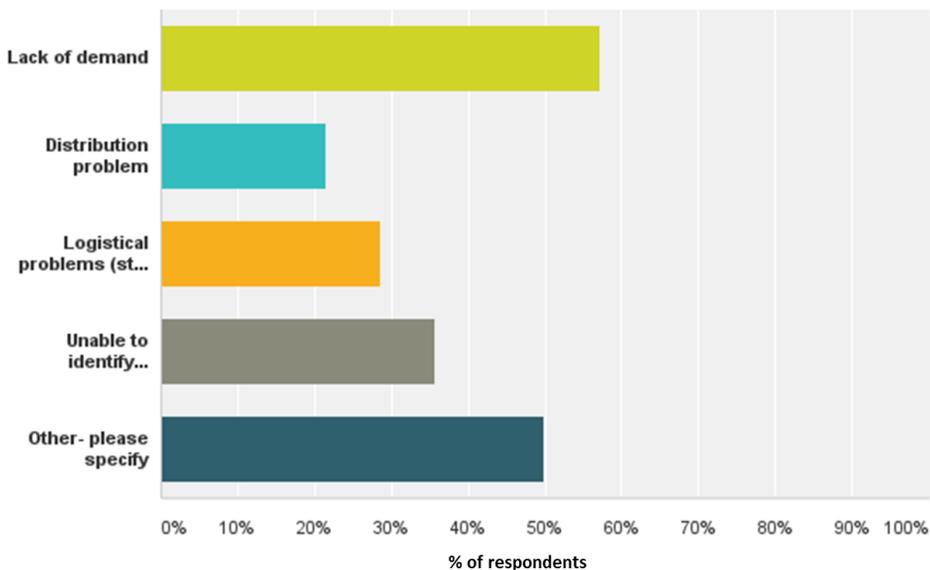


## CONSULTATION RESULTS

### PRODUCERS: SELLING MORE FOOD LOCALLY

81 producers were sent LESS's producer questionnaire. 15 producers (19%) responded. 93% of respondents wanted to provide more of their products to local people and 47% of producers said there was scope to increase the amount of their produce sold locally. Producers used a range of models to sell their produce, but no-one utilised community supported agriculture models. When producers were asked about whether they would be interested in tracking local spending, 33% of producers said yes, and 27% wanted more information. 80% of respondents were interested in using a local food logo and in participating in public events – at their workplace (57%) or elsewhere (27%) - to promote local food. Use of a logo, in order of popularity, included a sticker on produce; used on a website or placed in a shop window. Suggestions for a logo included a red rose, the Ashton Memorial, Lancaster Castle and a witch's broomstick! General comments stated a logo needed to be simple and clear.

What are the key barriers to supplying more of your produce to local outlets?



**'Other' included:**  
 lack of good promotional material (other than website); lack of time to market business & it being unviable to do small deliveries or a market stall for fruit only.

### What would you like to see happen in terms of how local food is sold?

- More and better promotion for small producers and farmers markets
- 'Local' is overused. Need to raise consumer awareness of what it means to be a local food producer.
- Shared stall at farmers market

*"A basic, cheap (ideally free) website where all local, small producers can post about what produce they have available. Maybe limited to 1 post per week on a blog with the other pages giving the basics about the producer/contributors. It would allow consumers to be informed without being bugged by marketing information. Once set up it could be cheap to run and maintain. A co-operative home delivery service may be worthwhile?"*



## CONSULTATION RESULTS

### RETAILERS: SOURCING & SELLING MORE FOOD LOCALLY

108 retailers (including shops, cafes and restaurants) were contacted with LESS’s retailer questionnaire. 9 retailers (8%) responded. All respondents, except one (who sourced 100% of their ingredients locally), sourced between 30-50% of their ingredients locally and wanted to source more local produce if feasible. 78% of respondents stated they wanted to provide more of their food products to local people. The remainder were ‘not sure’.

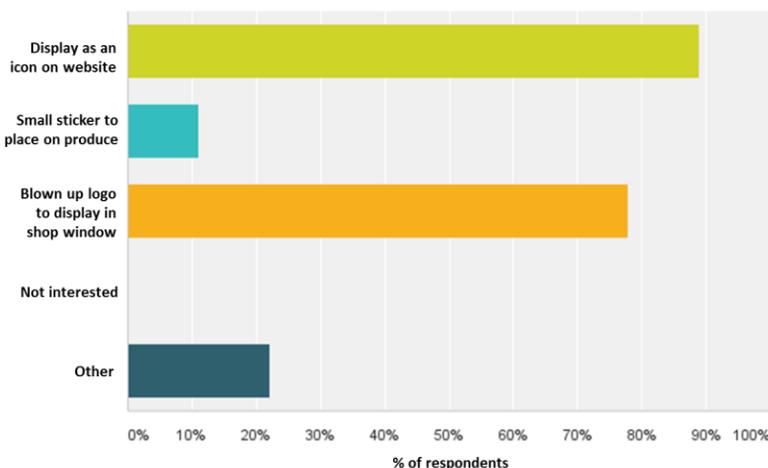
#### Barriers to sourcing & selling local food

Retailers identified logistics (38% of respondents) as being the key barrier to sourcing and selling more local food. ‘Other’ barriers identified included time, cost, certain food items being unavailable locally (due to climate or lack of local production), issues of scale, lack of publicity and consumer awareness.

#### What would you like to see happen in terms of how local food is sold?

- Raise awareness of the value of buying local food, making it more mainstream and assisting local producers to reach customers.
- We would like to see the council and the local tourism board take an active interest and role in promoting local food and businesses. The only way to reach the transient tourist population is by paying ‘Visit Lancashire’. We’d also like general promotion about things like the Food Assembly so that people can see what is on offer and how easy it is to get hold of.
- A network of local suppliers and producers working together to create a great working enterprise.
- More markets, organic markets/supermarkets and whole food stores.

#### Would you be interested in using a local food logo? What would you use it for?



Suggestions for a logo included Lancaster Castle, the Ashton Memorial, a small picture of vegetables or fruit surrounding an iconic landmark. Concerns over the level ‘of noise’ within the logo market was raised in addition to potential costs of stickers. Menu advertising and street board advertising were also suggested. 44% of respondents said they would be interested in displaying a blackboard in shops that detailed where produce comes from, and 33% of respondents stated that they already did this.

12% of retailers said they would be interested in opening up their workplace to the public; 37% in hosting a workshop or event, 12% in attending an event elsewhere to promote local food.

Contact Anna Clayton ([food@lessuk.org](mailto:food@lessuk.org)) for more information about LESS’s local food work



## CONSULTATION RESULTS

### LANCASTER UNIVERSITY: INCREASING ACCESS TO LOCAL FOOD

#### Headline findings:

- Students seem to have real aspirations to eat well and healthily, and feel bad when they don't. But life gets in the way! (This is not about changing attitudes or values.)
- It's not necessarily about cost, although perceived expense can be a factor.
- It is very much about convenience (or the lack of it) and time pressures.

The key challenge seems to be making healthy, sustainable and ethical food easy, quick, convenient and normal at the same time as trying to create more space and time for good food. Clearly there are some tensions between these objectives, but perhaps both are necessary? **How can we change the physical and social environment of campus to support healthy and sustainable food?**

#### Some challenges and opportunities:

1. There is a massive culture of busyness and living “on the run” at the university, which results in a culture of snacking and lunch getting particularly squeezed. This favours Greggs and Subway “because it’s there” and often, high fat and sugar foods when students need an energy hit.
  - We need to make healthy/local food quicker and more convenient. Packed lunches?
  - What about healthy local food in vending machines? Or a centrally located, local/ethical version of Greggs / Subway?
  - We need to create physical time and space for food within the campus day – the return of the traditional lunch hour? And create more spaces for staff and students to sit and eat and prepare food from home.
2. Online shopping and/or the Sainsbury's bus are the default option for many students as they are quick and easy and (in the case of the former), accessible 24 hours a day.
  - Could we create a central collection point for local produce (similar to Amazon-style lockers) so that students could shop online for local food and then collect it from somewhere central?
3. How do we encourage more shared cooking (and potentially procurement)? This would involve a higher degree of planning and coordination, which is tricky with the ‘on the fly’ student lifestyle. BUT students seem to appreciate the improved taste, enjoyment and potentially convenience (for example, the opportunity to batch-cook and freeze) when they cook with friends.
  - Should we supply bigger pans, freezer and cupboard space to encourage this?
  - What about more Vlog recipes and ‘cookalongs’ – to build and share cooking skills, recipe ideas and make food a social event. There is also potential to build on the different food cultures of international students, and food presents an alternative to alcohol-based events. If food becomes fun and sociable then perhaps students will make more time for it?
  - Could we build on the popularity and success of catered meal package?