



Bring fresh and affordable local food to your university

A student guide to community food enterprises

What is Making Local Food Work?

Making Local Food Work is a five year programme funded by the Big Lottery Fund that helps people to take ownership of their food and where it comes from by providing advice and support to community food enterprises across England. It is a partnership led by the Plunkett Foundation with Campaign to Protect Rural England (CPRE), Co-operatives UK, Country Markets Ltd, National Farmers' Retail & Markets Association (FARMA), Sustain and Soil Association.

Community food enterprises are businesses run by communities for their benefit, which are involved in at least one part of growing, harvesting, processing, distributing, selling or serving local food.

Making Local Food Work helps specific types of community food enterprises in many ways. We provide dedicated support to:

- Farmers' Markets
- Community Supported Agriculture
- Country Markets
- Food Co-operatives and Buying Groups
- Local food hubs
- Community-owned shops and other rural shops

If you would like to talk about the services that we offer and how we may be able to help you, please call us on **01993 810730** or email info@makinglocalfoodwork.co.uk.

Student Food Research

This research was completed by SPA Future Thinking through an online questionnaire which surveyed 500 students across England in April 2011.



WHAT'S IN YOUR SHARE

	LARGE	SM
POTATOES - MILVA	3kg	
CARROTS	2kg	1
ONIONS	600g	4
LEEKs	600g	4
Purple Sprouting Broc	225g	1
Cauliflower	1.2kg	8
SALAD	BAG	B
Radish	12	2
Spring greens	300g	2
Spring onions	6	
SPINACH	225g	1

A student guide to community food enterprises

Price and quality are the most important factors to students when purchasing and preparing food.

Student Food Research, SPA Future Thinking, April 2011

As a student, there is a way to access top quality food at a low price which is even easier than going to your local supermarket; it starts right here on campus. More and more students are looking at community food enterprise as a way of getting access to great, locally produced food at a price usually reserved for the bargain bin.

But what is a community food enterprise?

It's a way of growing, making or buying food that gives your student community greater control of where your food comes from. Research shows that students in particular rate price and quality as the most important factors when it comes to food. Community food enterprise doesn't just save you money, it can actually make you money too.

This guide will tell you more about how you can be involved with a community food enterprise at your university, as well as who to go to for help and support.



The Bardon Grange Project,
University of Leeds

A growing interest

Over 3 in 5 students would be interested in getting involved in a food growing project. 29% would be interested in doing this in the next 2-3 months.

Student Food Research, SPA Future Thinking, April 2011

Food growing projects ensure you have access to fresh, top quality, seasonal produce. With price and quality being the most important factors to students getting involved in a food growing project comes out top marks.

All you need to get a growing project up and running is a green space and lots of enthusiasm. Perhaps there is an area on your campus that has seen better days? Or your town council might have a free space it would be happy to lease you? If you identify a group keen to give this a go, approach your university and ask them to help you identify your plot.

With growing projects not only do you grow your own fruit and vegetables (and more – depending on how adventurous you are!) but you benefit from outdoor exercise, meeting new people and helping the environment!

CASE STUDY

The Bardon Grange Project

The Bardon Grange Project is a community food growing project set up by Leeds University Union's Volunteering and Community office in January 2009. The project itself is sited in an old walled-garden which is owned by Leeds University. Students, staff and other members of the local community are encouraged to go along to learn about and practice growing food together.

The project has a membership fee of £5 for 12 months (less than 50p a month!) for people who want to help in the garden, get a share of the produce, take part in courses and buy plants and compost. This raises income for the project, along with other activities, such as selling plants, produce, compost and woodchip, and also holding workshops and training sessions, to help cover costs.

Being a member of Bardon Grange means that you take home fresh, locally produced fruit and vegetables all year round that you've helped grow at a fraction of the price you would spend at the supermarket. You will also meet new people, learn how to grow your own food now and for the future, and enjoy a tranquil green space within the busy city of Leeds, as well as doing your bit for the environment by cutting down food miles.

Look up the Bardon Grange Project on Facebook for more info or visit www.leedsuniversityunion.org.uk

Community Supported Agriculture is part of a growing national movement. There is plenty of help available if you would like support to get started or to help an existing growing project.

The Soil Association is a partner of Making Local Food Work and provides help and guidance to groups wishing to set up a community growing group. For further information visit the website at www.soilassociation.org/csa.aspx or contact us at Making Local Food Work on info@makinglocalfoodwork and we can point you in the right direction.



"Growing my own food gives me so much more pleasure and gratification than buying produce! Nothing tastes better than your own carrot straight out of the ground."

Caroline Beckett, 3rd Year Biochemistry PHD student and Bardon Grange volunteer



Get involved with a growing project and take home your share of the produce at the end of the day

Buying co-operatively

57% of students would be interested in being involved in a food buying group.

Student Food Research, SPA Future Thinking, April 2011

As a student, there are always more fun things to do than go off to the supermarket. What about if you could pick up some weekly essentials on campus at a time and a place that suited you? Universities provide the perfect environment to establish a food buying group. They are quick and easy to set up, require low levels of management, and deliver food to a convenient pick up spot on a regular basis.

To establish a buying group, you need to identify a number of students willing to commit to a weekly purchase, and in return you will receive fresh fruit and vegetables from a local supplier. Rather than having to carry heavy bags back from the supermarket this will be delivered to a central pick up point, perhaps your hall of residence or your student union. And the best bit? As you are buying in bulk, costs are reduced per student and you are supporting the local economy by agreeing a fair price with a local producer. No price squeezing – just fair business!

Buying co-operatively saves money through bulk buying and supports local producers. It also reduces food miles and helps the environment by using less wasteful food packaging.

Sustain is a partner of Making Local Food Work and they are ready to help you set up a buying group. Visit the website for more information and download their guidance specifically for students – www.sustainweb.org/foodcoops or contact us at info@makinglocalfoodwork.co.uk.

CASE STUDY

University of Brighton Food Co-op

Tai Ray Jones is a third year Sustainable Design student and treasurer of the Brighton Food Co-op. As one of the founder members, Tai has seen the food co-op grow and strengthen in numbers since it first set up in 2009.

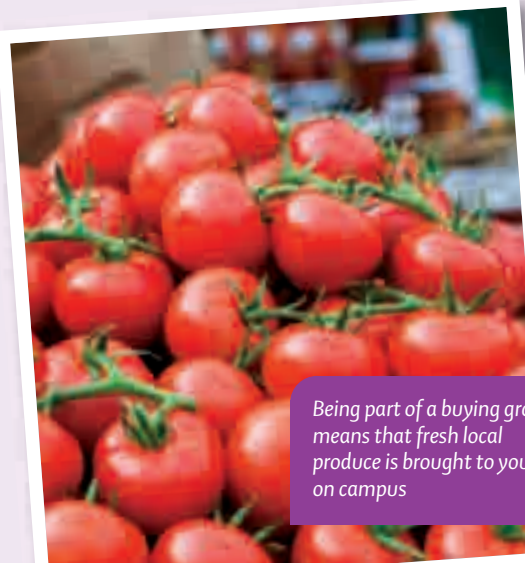
It is important to Tai to promote the idea that students can get locally produced food at a reasonable price as well as wanting to get people interested in the food they eat.

Ordering from UoB Food Co-op only takes a moment since they are located on campus and students can place orders in between classes or during their lunch break. The food co-op supplies its members with produce just days after the fruit and vegetables have been picked on a local farm. With the aim of stocking produce that stores well and is quick and easy to prepare, the food co-op

makes sure fresh food fits around the everyday demands of studying.

Tai would certainly recommend more university students set up food co-ops:

“Being part of a food co-op saves lots of money, seeing as it’s so cheap and provides a good week’s worth of veg for two. We get different things every week, depending on the season and what’s local.”



Being part of a buying group means that fresh local produce is brought to you on campus



Tai, treasurer and founder of UoB Food Co-op

Home-produced food

Almost 50% of students would be interested in producing and selling food to others.

Student Food Research, SPA Future Thinking, April 2011

As a student, two of the most precious things are in demand – your time and your wallet! But community food enterprise doesn't just help you save time, it can actually help you to make money.

Getting involved with Country Markets Ltd is really easy and allows you to generate some extra income around studying and socialising.

Country Markets is a co-operative that supports each member to produce good quality, fresh produce such as cakes, pies, jams and chutneys. By attending an established market you already have a route to market – and you could even look at setting up your own on campus to tempt fellow students. The fact that Country Markets has no minimum or maximum quotas means you can spend as much or as little time as you like in the kitchen.

As a producer and member of Country Markets you will be given access to online marketing materials that can be individually tailored, and you will be given all the tools and support you need to get started. Your 5p membership will give you product and liability insurance as well as access to markets.

If you want to find out more about getting started as a producer, visit www.cooksofcountrymarkets.co.uk or contact us at info@makinglocalfoodwork.co.uk. We will put you in touch with your local business support adviser who will have all the information you need.

CASE STUDY

Sheffield Country Market

Catherine Fathers is just entering her third year of a PhD at University of Sheffield in breast cancer research. In 2010 Catherine joined Sheffield Country Market, which is a local market selling a wide range of quality home-made produce.

Catherine produces cupcakes, cookies, fudge, cheese and onion bread and biscuits (as well as a range of crafts too!). Prompted by the fact that her love of baking meant she was producing too much for just her friends and family to enjoy, Catherine thought she should try selling at her local Country Market in Broomhill.

One of Catherine's key concerns was the amount of time she might have to commit, but Country Markets works around you and there is no minimum commitment or contribution required.

"One of the major benefits of being a member of Country Markets is that it's so flexible. I was a bit worried about fitting the market around my PhD as well as other social and family commitments but it's never been a problem. I can produce as much as I like as often as I like so I can always work around other demands."

Country Markets is a perfect way to make some extra income.

"How much you sell can vary from week to week, but so far I've made a profit from doing something I love which is great!"



Personalised produce labels lets the customer know who was behind the apron of their latest home-made purchase

Buying local

Are you interested in buying local food and supporting local producers but feel the projects in this publication aren't for you?

There are loads of other ways to buy local:

Think about visiting your local Farmers' Market: visit www.farma.org.uk to find out when and where your local farmers' market is.

Why not sign up to a local veg box? Find out who delivers to your area by visiting www.soilassociation.org

And...always look out for local and independent shops in your area and keep up to date with the local produce they stock.

This publication aims to raise the profile of community food enterprises amongst students and increase access to affordable fresh and local produce.

Are you motivated to bring local food to your campus?

Visit www.makinglocalfoodwork.co.uk

