

Edible Wellington Snapshot

Executive Summary

This report provides a snapshot of the state of local food in Wellington City by mapping and collating existing activities and initiatives that highlight the role food plays in the local resilience, sustainability and wellbeing of Wellington City. This report was commissioned by the Wellington City Council (WCC) to begin to address the increased interest and activity around food in the city.

Wellingtonians can enjoy multiple benefits from the money spent in the food system, linking economic strength, environmental protection, equity, social connection, and health along the food chain. The projects and initiatives described in this report all show the role that food plays in the resilience, sustainability and wellbeing of Wellington City. These activities and projects contribute to a stronger and more sustainable food system in Wellington but they are not yet connected in a strategic manner.

This report sets out the different sectors of Wellingtons Food systems and outlines the current activities in each. It then goes on to provide International best practice around three areas of food systems improvement: food policy councils, food strategies, and food access projects.

The report sets out some potential interventions for Wellington city that arose from the research and then lists 4 key recommendations for further work for the Wellington City Council. These are:

1. Wellington City Council should take a strategic approach to deciding what activities and projects to develop or support in order to achieve a strong and healthy food system,
2. Wellington City Council should investigate the formation of a Wellington food policy council that will work to develop and implement activities to achieve healthy and sustainable food for Wellington,
3. Wellington City Council should investigate the potential for developing a Wellington Food Strategy paying particular attention to the Camden Food Strategy for most relatable example of what Wellington City Council could establish, and
4. Wellington City Council should review the resources from Queensland Ministry of Health, VicHealth's Food For All, and Good Planning for Good Food to establish if any could be used by Wellington City Council.

The key resource to come from this research project is the database (appendix one) of food activities and contacts, which WCC can use to consult with the Wellington food sector and shape any future policy decisions.

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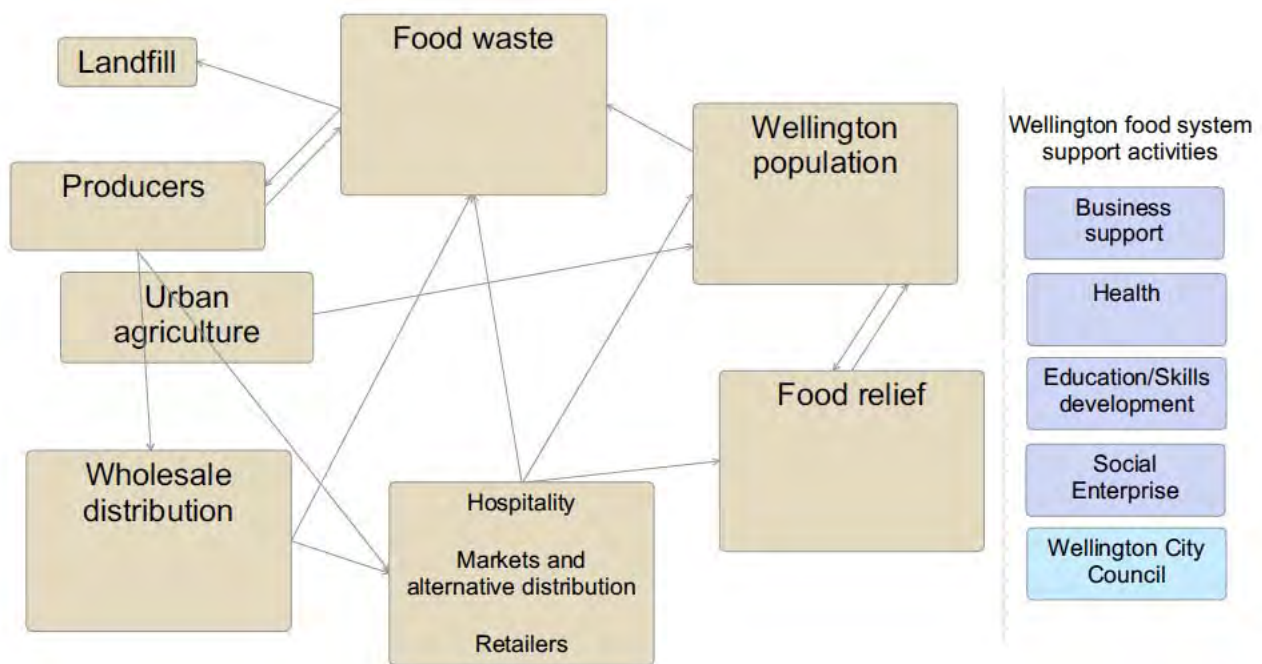
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1 Role of food to Wellington

The food system is made up of a range of groups of activity. These different groups are described in the diagram below which shows the way that food moves around Wellington. Starting with producers, food moves through wholesale distribution, markets, retail outlets and hospitality to get to the Wellington people. Food relief organisations distribute food to those who need emergency food and urban agriculture is emerging as a visible and influential part of the food system.

Figure one: Movement of Food Around Wellington City



Also represented in this diagram are some of the activities supporting and influencing the efficient running of the food system. These are: health promotion organisations, training programmes, business support activities, social enterprises, and the Wellington City Council’s own policies and activities.

Each of these parts of Wellington’s food system are discussed in this report. International best practice is then introduced for how it can be used to create a more beneficial local food system.

The level of interest in the current state of the Wellington food system is growing with an increasing number of activities and initiatives being carried out in Wellington city. The aim of this research was to take a snapshot of the state of local food in Wellington City by mapping and collating existing activities and initiatives that highlight the role food plays in the local resilience, sustainability and wellbeing of Wellington City. The term *local food* and the role of food in Wellington’s resilience, sustainability and wellbeing is discussed below as background to the research.

1.1 Local Food

Looking to international research around local food there is no standard definition. The concerns that people are often trying to express when they use the term *local food* are: the impacts of transporting food, a desire for high quality food, and wanting to support businesses and grow the

local economy. A report of a Committee of the Victorian Parliament in Australia concluded that the benefits a focus on local food can give are that it:

- Plays a part in reconnecting consumers with food producers,
- Provides new market opportunities for farmers and small-scale food manufacturers,
- Strengthens social capital within communities, and
- Provides a focus for local economic development¹.

There are different categories of local food discussed in this report. The first is food that is produced in Wellington primarily through community gardens and school gardens. The second is food that is produced in regions local to Wellington such as Levin and Te Horo. Thirdly, we discuss that food which is distributed around the city. The food that is considered in these local distribution channels is not always locally grown to Wellington but the activities that make up its distribution system is discussed here for its potential contribution to the local resilience, sustainability and wellbeing of Wellington City.

1.2 Food and Resilience, Sustainability and Wellbeing

Food Security

In 1996, countries at the World Food Summit developed a definition of food security, that it:

exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy lifestyle².

The issues for Wellington city around food security are two fold. Firstly, the day to day food security of those Wellingtonians who struggle to have access to enough food and secondly, the risks associated with getting adequate food into Wellington city in an emergency and with changes in weather patterns, food production and prices as a result of climate change and international insecurity.

Individual Food Security

There is a proven level of individual food insecurity in our communities. A Ministry of Health 2002 survey found that 20-22% of New Zealanders experienced food insecurity³. This level of food insecurity affects the health of Wellingtonians. Insufficient access to food has been linked to chronic illness and negative health outcomes such as cancer, obesity, and diabetes⁴. The Ministry of Health found that 40% of New Zealanders' deaths are related to insufficient fruit and vegetable consumption, being overweight and obesity⁵. Increases in the cost of food will only worsen these

¹ Victorian Government, 2010 *Inquiry into sustainable development of agribusiness in outer suburban Melbourne*: Government Printer for the State of Victoria.

² World Health Organisation, 2011, *Food Security*, World Health Organisation. Accessed on 20/11/11 at www.who.int/trade/glossary/story028/en/

³ Robinson, V., 2010, *Food Costs for Families*, Regional Public Health: Wellington

⁴ Carey, R., Krumholz, F., Duignan, K., McConell, K., Browne, J. L., Burns, C., & Lawrence, M., 2011, Integrating agriculture and food policy to achieve sustainable peri-urban fruit and vegetable production in Victoria, Australia. Advance online publication. *Journal of Agriculture, Food Systems, and Community Development*

⁵ Health Outcomes International, 2011, *South Island District Health Boards Evaluation of Edible Gardens in Education Settings*, Health Outcomes International

levels of food security and since 2004 basic food costs for Wellingtonians have risen by 29%⁶. These price rises are continuing, in the year to June 2011 food prices increased by 7.5% including a 9.4% increase in fresh milk and a 19.7% increase in vegetables⁷. Part of this price rise was due to GST increasing to 15% in October 2010. These increases are affecting peoples ability to purchase food, with reported increases in the numbers of families applying for emergency food parcels and a reversal of the reductions in the number of households living under the poverty line bringing that number back to its 2000 levels⁸.

Wellington City Food Security

City wide food security is influenced by external issues such as climate change, rising oil prices and economic factors. The New Zealand Parliamentary Library has reported that the rise in the price of oil is leading to increases in the costs of nearly all economic activity and that New Zealand is particularly vulnerable to changes in the price of oil⁹. Changes in climate also impact on the availability of food with many regions experiencing droughts or floods.

As well as these long term risks, the food security of Wellington in the event of a civil emergency is not guaranteed. Our current food system and Wellington's physical nature means that there are high risks of our supermarkets running out of food after a civil defense emergency. A Porirua City Council report found that the needs of Wellington's population after a major earthquake are "beyond airlift capability and would stretch sea based transportation with the added distribution requirements from seaport to cities along damaged roads"¹⁰. Foodstuffs Wellington reported that they have 2.4 days worth of stock at their milk depot and their subsidiary Toops Wholesale hold three-weeks worth of chilled goods and up to six weeks of frozen products at the Grenada North Cold Store. In the event of a widespread civil emergency and loss of electricity, this food would not be able to be safely stored for this period of time. The fruit and vegetable wholesale market respondents to this survey reported that they only keep one days worth of green vegetables in stock and a few days of fruit and more hardy vegetables such as kumara and potatoes. The supermarkets and wholesale markets are the suppliers of the vast majority of Wellington's food. This limited storage of food and the Porirua City Councils report on the lack of capability to meet Wellingtonians food needs establish the fact that Wellington would have serious food shortages in a civil emergency.

Contribution of food to our economy

Food production is very important to New Zealand's economy, with fruit and vegetable domestic trade and exports alone worth \$3.82bn a year¹¹. The food and beverage sector employs 6.5% of the Wellington population and in 2009 there were 1,290 food and beverage businesses in the city¹². These food businesses contribute a significant amount to the economy of Wellington both directly

⁶ Department of Human Nutrition, 2011, *Information package for users of the estimated food costs*, Otago University, Accessed on 20/11/11 at http://nutrition.otago.ac.nz/_data/assets/file/0019/6139/Informationpackage2011.pdf

⁷ New Zealand Council of Christian Social Services, 2011, *Vulnerability Report: Issue 10*. Accessed on 20/11/11 at [http://nzccss.org.nz/uploads/publications/VR10\(c\).pdf](http://nzccss.org.nz/uploads/publications/VR10(c).pdf)

⁸ Cooke, M., 2011, *Winter and Disasters Hit Food Prices*, Business Day. Accessed on 20/11/11 at <http://www.stuff.co.nz/business/money/5277730/Winter-and-disasters-hit-food-prices>

⁹ Smith, C., 2010, *The Next Oil Shock: Parliamentary Library Research Paper*, Parliamentary Library, Wellington. Accessed on 20/11/11 at <http://www.parliament.nz/NR/rdonlyres/7BEC9297-DEBE-47B5-9A04-77617E2653B2/163251/Thenextoilshock3.pdf>

¹⁰ Hyland, M., 2005, *Page 5 Emergency Management Report on West Corridor Roads: appendix 5*, Porirua City Council: Porirua.

¹¹ Plant and Food Research, 2009, *Fresh Facts*, New Zealand Horticulture. Accessed on 20/11/11 at <http://www.plantandfood.co.nz/file/freshfacts-brochure-2009.pdf>

¹² Andrew Freeth, 2009, *The Wellington Regional Economy*, Grow Wellington: Wellington. Accessed on 20/11/11 at http://www.growwellington.co.nz/document/6-21/Wellington_Regional_Outlook_2010_-_Final.pdf

through employment and purchasing and indirectly through contributing to the perception of Wellington as a vibrant, livable city.

Contribution of food to our environment

Our food system has a considerable impact on the environment. Research from the European Union found that over 30% of the global greenhouse gases from consumer purchases come from the food and drink sector¹³. The way we produce food also impacts on water, animal welfare, biodiversity, waste, social justice and health¹⁴.

2 Current Wellington City Council policy and activity

Wellington City Council has a number of policies and strategies that have implications for our food system. The Council also already contributes a significant amount of funding to food related activities. This policy and funding is discussed below.

2.1 Wellington City Council Biodiversity Action Plan Sept 2007

This Biodiversity Action Plan outlines how WCC will protect the biodiversity values of the land they manage. The action plan identifies that many of the threatened ecosystems in Wellington are within urban areas and also that private gardens can greatly contribute to the overall biodiversity of Wellington¹⁵. Any decisions about use of land in Wellington must take into account a consideration of biodiversity and with the increase in urban agriculture this needs to include land on which food is grown.

2.2 Town Belt Legislative and Policy Review

The Town Belt Legislative and Policy Review¹⁶ outlines principles of how the Town Belt should be managed. Some of the principles developed relate to access to local food through, for example, food growing or gathering. These are:

- The Town Belt's natural character must be protected and enhanced,
- The Town Belt is for all to enjoy, and
- The Town Belt will be used for a wide range of recreation activities.

Food growing or gathering is an activity that could contribute to these principles by either supporting them, such as providing a range of activities, or not following them for example if a community garden wanted to be fenced off and therefore not available for all to enjoy.

2.3 Community Garden coordination

The Wellington City Council has developed guidelines for community gardens and a process for dealing with requests from community groups¹⁷. Any groups interested in starting a community garden on WCC owned land must write an application, which is considered by the council against a list of criteria including: consideration of other spaces such as schools, any objections from the public, and that gardens must be not-for-profit. The successful applicant will be granted a lease for the land.

The Community Resilience Team in City Communities provides a point of contact within WCC for community gardening groups and individuals and organisations with an interest in urban agriculture.

¹³ The Strategy Unit, 2008, *Food Matters*, UK Department of Prime Minister and Cabinet: London

¹⁴ Donovan, J, K. Larsen, and J. McWhinnie, 2011, *Food-sensitive planning and urban design: A conceptual framework for achieving a sustainable and healthy food system*, National Heart Foundation: Melbourne.

¹⁵ Wellington City Council, 2007, *Biodiversity Action Plan*, Wellington City Council: Wellington

¹⁶ Wellington City Council, 2011, *Town Belt Legislative and Policy Review*, Wellington City Council: Wellington

¹⁷ Wellington City Council, 2009, *Wellington City Council Guidelines for Community Gardens*, Wellington City Council: Wellington. Accessed on 20/11/11 at <http://www.wellington.govt.nz/services/resbelt/pdfs/guidelines-community-gardens.pdf>

Support is given in connecting people in the sector as well as guidance in the process of setting up a community garden.

The Grants Team in City Communities provides funding support to community gardens throughout the city through the Council's contestable grants. Service contracts are also administered to the Sustainability Trust (to facilitate four urban agriculture networking hui per year) and to Mokai Kainga to support their ongoing costs.

Parks and Gardens support community gardens through the process of identifying appropriate land and applying for the lease of Council owned land for community gardens. The Wellington City Housing team do extensive work on supporting food growing and this is discussed in the urban agriculture section of this report.

Since October 2009 the Wellington City Council have contributed \$64,662 to urban agriculture and food security related activities (see the table below). This funding has primarily been used for setting up and maintenance of community gardens but also supported the development of markets, education activities, and coordinating of donations to food relief organisations.

Table one: Wellington City Council Spend on Food Related Activities

2009	Food related	- Tapu-te-ranga Trust, harvest festival showing small gardens, composting and recycling	\$4,500
	Food related total		\$4,500
	Community garden	- Innermost Gardens, developing and promoting gardens	\$1,500
	Community garden total		\$1,500
2009 total			\$6,000
2010	Food related	- Thorndon Farmers Market, marketing	\$3,000
		- Herd Street City Markets, redevelopment of the city market	\$15,000
	Food related total		\$18,000
	Community garden	- Transition Towns Brooklyn, performative gardening	\$1,446
		- Aro Valley Community Council, children's gardening boxes	\$3,000
		- Samoan Methodist Church Wellington Parish Au Uso Fealofani, vegetable gardens for women	\$4,412
		- Innermost Gardens, development of Mt Victoria site	\$7,500
	- Island Bay and Berhampore Community Orchard, preparing and planting community orchard	\$2,800	
Community garden total			\$19,158
2010 total			\$37,158
2011	Food related	- Kaibosh, increasing number of donors	\$5,000
		- Thorndon Farmers Market, expansion of market	\$3,504
	Food related total		\$8,504
	Community garden	- Innermost Gardens, coordination	\$5,000
	- Operation Green Thumb, for ongoing maintenance and development of new gardens	\$2,000	
	- Northern Community Gardens, set up	\$6,000	

Community garden total	\$13,000
2011 total	\$21,504
2009-2011 total	\$64,662

2.4 Wellington 2040

Wellington City Council has developed *Wellington 2040* as a plan for development of the city. All of the goals identified in this strategy could relate to the state of food in our city. Below each of the four key goals are taken directly from Wellington 2040 and discussed in the context of how Wellingtons food system is able contribute to them.

People centered city

Wellington’s people are the city’s greatest asset. Wellington’s shape and character will continue to reflect the people who live in, work in, and visit the city. Wellington’s People-centred City will be healthy, vibrant, affordable and resilient, with a strong sense of identity and ‘place’ expressed through urban form, openness and accessibility for its current and future populations.

Food is both a basic human need and a connector, being a frequent activity for community building for example through community gardens, cafes, and markets. Growing and sharing food together is one way to build communities that have a strong identity and are resilient, open and welcoming. To look after our people we need to ensure that there is sufficient access to healthy food for our population.

Connected city

As a connected city, Wellington’s people, places and ideas will access networks – regionally, nationally and globally. Connections will be physical, allowing for ease of movement of people and goods; virtual, in the form of world-class ICT infrastructure; and social, enabling people to feel connected to each other and their communities.

To ensure that we can maintain adequate supply of food into our city we need to have appropriate connections for that food to get to the market. These connections include business-to-business connections with suppliers in the region and effective infrastructure routes to transport food. These routes need to be the most efficient possible to “protect our economy against rapidly rising energy costs”¹⁸ and other civil emergencies such as floods or earthquakes. The connections with food producers in regions around Wellington will deliver economic growth to the whole region. As mentioned above, food can also be a connector and community builder.

Eco city

Developing Wellington as an eco-city means proactively responding to environmental challenges. It recognises the importance of Wellington taking an environmental leadership role, as capital city of clean and green New Zealand. Wellington’s many natural assets give the city a head-start and opportunities as part of a green economy.

The food system contributes a huge amount to environmental impacts with an estimated 30% of our carbon emissions globally attributed to the food system¹⁹. Working with businesses, public sector and the community to create demand, and ensure supply of more sustainable food is a key part of the commitment to being an Eco City as well as directly influencing environmental impact. Food activities can be used as a focus for positive change in communities and in businesses in response to the impacts of climate change and threats to our biodiversity. An Eco City also must plan for eventualities of climate change such as increases in food prices. An example of this is getting food

¹⁸ Wellington City Council, 2011, *Toward 2040: Smart Green Wellington*, Wellington City Council: Wellington

¹⁹ The Strategy Unit, 2008, *Food Matters*, UK Department of Prime Minister and Cabinet: London

businesses to commit to sustainable food purchasing along side their energy efficiency activities. As the effects of climate change continue to be felt in the price and availability of food, utilising current planning processes to plan for feeding our population will become more important.

Dynamic central city

As a city with a dynamic centre, Wellington will be a place of creativity, exploration and innovation. The central city will be a vibrant and creative place, helping Wellington to offer the lifestyle, entertainment and amenity of a much bigger city. The CBD will continue to drive the regional economy.

Wellington 2040 sets a goal of Wellington city being the region's economic engine room. Continuing to invest in growing economic activity in Wellington city will have benefit for the wider city and region including food producers in our neighboring regions. Having a strong hospitality industry will also make the city more vibrant and prosperous and will help us protect and grow the lifestyle features of Wellington to attract people to live here. The strategy identifies that many of Wellington's potential future growth industries currently lack scale, suffer from fragmentation and compete against each other. The food sector is one of the industries that would benefit from a sector-level strategy to encourage collaboration and identify market opportunities.

3 Current Wellington Activity

3.1 Methodology

The database of food activity (see appendix 1) was begun from the researcher's existing knowledge and expanded and completed by web based searches, attending relevant forums and events, and asking research participants to review the database and identify any missing activity. Representatives from the activities in the database were contacted and asked to summarise their project or organisation's work. The research interviews were semi-structured and involved face-to-face conversations, phone interviews and email questionnaires. This range of methods was used to ensure that the maximum number of people were interviewed in the limited time available. These research interviews and desk-based research are discussed below. Not every contact listed in the database was interviewed and so the discussion below is a summary of the interviews that were conducted and desk-based research into some of the other activities identified in the database. Some of the more engaged respondents gave specific information to be including in this report. In order to truly reflect their views we have included much of these longer responses which explains the difference in responses in this report.

The activities and organisations are divided into categories that make up our food sector in Wellington. Each section is discussed below

3.2 Producers

Current Activity Wellintonians eat food brought in to the city from all over the world but the majority of fruit and vegetables, meat and dairy is from New Zealand with a larger proportion of vegetables grown in regions neighbouring Wellington. Mapping producers who supply food into Wellington was too large for the scope of this research project There are a number of groups that represent producers in New Zealand and these organisations were reviewed for their contribution to Wellington's access to local food.

These groups are wide ranging, from indigenous food production to mainstream farming and more specific groups. These organisations have databases of, and information on, producers and production of food that feeds Wellingtonians and contributes to our economy.

Barriers Several of the respondents in other sections of this report highlighted the difficulty in finding food producers local to Wellington. Not many of the producer organisations have a focus on supporting producers to supply into Wellington as they mainly focus on export markets.

Opportunities Engaging with these producer organisations to highlight the importance and opportunities of supplying into Wellington would help to identify more local suppliers of food into Wellington city.

3.2.1 Te Waka Kai Ora

Te Waka Kai Ora is the National Maori Organics Authority of Aotearoa. It was formed in 2001 and works to achieve the following goals²⁰:

- *Korero atu* – promoting chemical-free production systems to Maori land owners
- *Tautoko* – supporting Maori farmers and growers
- *Whakawhanaungatanga* – building a strong network of Maori farmers and growers
- *Wananga* – traditional farming systems, organic production systems, sustainable resource development including energy and housing, climate change mitigation
- *Matauranga* – education to train our people in traditional agricultural tikanga and kawa and systems for indigenous Maori branding of our kai.
- *Kaitiakitanga* – Preservation and protection of traditional kai species and promotion of traditional diet for health of our people.

Te Waka Kai Ora works on a number of projects to promote resiliency, whānau ora and sustainable livelihoods that are grounded in Tikanga Maori. One of their key projects is the development of the Hua Parakore tohu, which is the world's first indigenous verification system. The label is awarded to producers whose production and tikanga meet certain criteria. The mark is aligned with organic certifications so that producers can more easily achieve both marks for their products. A second key project of Te Waka Kai Ora is working with Maori community groups and Marae to develop mahinga kai (gardens) to encourage self-sufficiency and wellbeing.

3.2.2 Horticulture New Zealand

Horticulture New Zealand represents 7,000 fruit and vegetable growers across New Zealand²¹. They advocate on behalf of their membership on national issues. They also provide advice and support for growers and publish two industry magazines.

3.2.3 Federated Farmers

Federated Farmers have a regional policy team that makes submissions to local and regional councils on behalf of their members with a focus on reducing the regulatory burden and costs of farming. They have regional Field Officers across New Zealand that work to support their members. We contacted Federated Farmers to get a contribution for this research but did not receive a reply.

²⁰ Te Waka Kai Ora, 2011, *Kaupapa*, Te Waka Kai Ora. Accessed on 9/10/11 at www.tewakakaiaora.co.nz/?page_id=84

²¹ Horticulture New Zealand, 2011, *About Horticulture New Zealand*, Horticulture New Zealand. Accessed on 9/10/11 at www.hortnz.co.nz/Overview/About-Us/Our-role.htm

3.3 Wholesale Distribution

Current Activity Mainstream wholesale distribution systems bring the vast majority of food into Wellington. In this report we have recorded the main companies that onsell fruit and vegetables, fish, and meat into Wellington businesses. There are several large wholesale businesses operating out of Wellington city. They source food from around New Zealand but source food locally when it is high quality and at a low cost. The real driver of the wholesale business are the supermarkets as they have the biggest buying power.

Barriers Wholesale markets do not currently have relationships with the Wellington City Council or many other players in the food system except for suppliers and their customers.

Opportunities Wholesale markets are important players for economic and food security reasons and could contribute to Wellington's desired outcomes. City councils could support this by examining how planning systems can be used to improve infrastructure.

3.3.1 Fruit and vegetables

There are four main fruit and vegetable wholesale markets in Wellington all of which are based in Granada North. They are Fresh Direct, MG Marketing, Turners and Growers and Fresh Max.

MG marketing

MG purchases produce from all over New Zealand and sells about \$1 million of produce each week to three groups of customers:

- Supermarkets - they supply daily into Progressive Enterprise's lower North Island distribution centre who then distribute to their stores. They run a distribution centre for New World supermarkets at their site in Granada North. Pack 'n Save buyers come to the market floor daily to buy produce,
- Wholesalers – there are around 4 main wholesale companies in Wellington that sell the produce on to cafes, restaurants, hotels, and catering companies, and
- Independent green grocers.

These last two types of customers either phone orders through or come on to the market floor to purchase produce direct.

MG's food waste goes to 2 pig farmers.

Fresh Direct

Fresh Direct source produce from all over New Zealand. Most of their citrus comes from Gisborne and the far North and almost all of their green vegetables come from Horowhenua and Levin. Produce does come from further afield if unavailable locally. All bananas are Fair Trade from All Good Organics.

Fresh Direct talk to their suppliers daily and not much produce is kept in stock at the market. All of the green vegetables are moved on the day they come in, often selling them all before they arrive and delivering them later in the day. About 25% of their business is organic produce. They shift between 1 and 10 truckloads of produce a day. They sell to supermarkets, wholesalers and green grocers. They don't have any food waste as they buy produce in and sell it all.

Fresh Direct commented that as the biggest customers, supermarkets drive the wholesale business. Supermarket buyers want cheap products but some like particular growers and so will pay more for produce from them. Fresh Direct reported that city councils have a role to play in food systems especially around the areas of working with other regions on infrastructure to improve roads and support growers to install irrigation systems.

24 Carrot

24 Carrot is one of the wholesale companies that buy from the wholesale markets in Granada. They are based on Cuba street and distribute food to their customers who are cafes, restaurants, and catering companies. They move around 50 pallets of produce a week. Their food waste goes to a pig farmer or to be composted by one of their customers.

3.3.2 Seafood

There are four main Wellington seafood wholesalers, they are: Wellington Trawling Co Ltd, Moana Pacific Fisheries, Deep Blue Seafoods, and Yellow Brick Road. Not all of their fish is caught locally but they operate out of Wellington City selling fish to restaurants and retailers.

3.3.3 Meat

There is one large meat processor in Wellington - Taylor Preston on Ngauranga Gorge. This is a multi species plant processing around 1,500,000 head of sheep, lambs, goats, calves, venison and beef annually.

3.4 Markets and Alternative Distribution

Current Activity There are 6 food markets in Wellington city all of which operate on the weekend. Only one of these, the Newtown Peoples Market, doesn't sell fruit and vegetables as they are next door to the Newtown Fruit and Vegetable Markets. Most of these markets have some level of focus on direct connection with producers in the greater Wellington region with some (especially City Market and Hill Street Farmers Market) having more strict criteria for, and promotion of, suppliers than others.

Anecdotal evidence is that food is cheaper at markets than at supermarkets and that they are an important way that many Wellingtonians purchase their food. Talking with the markets in the city we found that a proportion of the products are sold by the grower or producer themselves, even at the markets that aren't farmers markets. This shows the importance of markets for access to local food. These markets are frequented by a large number of Wellingtonians and an important part of people's food purchasing patterns and so they should continue to be supported by the Wellington City Council.

There are other ways to source food in Wellington through box schemes and a Community Supported Agriculture scheme. These have a strong focus on environmental sustainability and local producers.

Barriers For this research we identified some tension between retail outlets and the Wellington markets. Retail outlets are able to support local producers everyday as well as provide everyday access to good, local food. Permanent stores must comply with many more regulations than markets do and this makes it difficult to compete on price. It was also felt that markets do not have to do the same proof of origin and safety of their products and that the public are sometimes misunderstanding the origins of the products on sale at the markets. These views were particularly put forward by the Director of Moore Wilsons.

Opportunities Further linking of weekend markets with everyday retail would help to grow producers business and access to local food in Wellington.

3.4.1 Newtown Markets

The Newtown People's Market and the Newtown vegetable market run once a month on St Annes Church Hall and property. The People's Market sells some hot food, and low-risk food such as baking. The stallholders selling hot food are registered with the WCC and the whole market has a health license that is renewed once a year.

3.4.2 Harbourside Market

The Harbourside Market averages about 50 stall holders every week with some seasonal or temporary stalls. There are 11 vegetable trucks that are all market gardeners from Otaki, Levin and Te Horo who grow up to 50% of what they sell at the markets and purchase the rest from the wholesale markets.

Harbourside Market has a review team that considers applications for stalls to decide if they will fit in the market and compliment rather than compete with existing stallholders. They don't currently keep figures on visitor numbers, volume of food sold, or turnover but estimate they have about 7,000 – 8,000 visitors each week. The stallholders take all their own waste and there are rubbish bins for customers. Edible food waste has been going to the Home of Compassion but this will be changing to another charity soon. All stall holders need to have food license certificates from WCC and all food prepared off site needs to be in a commercial kitchen. There could be potential for others to lease these commercial kitchens.

Most stallholders are relatively local to Wellington and this is something the review team encourages. There are some stallholders from further afield, including one venison stallholder from Christchurch who comes up once a week for 3 days to sell at the markets and into restaurants here as his sales have reduced in Christchurch since the earthquakes. There are two fish stalls, one sources fish from a fleet of boats around the country and the other is a local fisherman who sells his catch just here and one other market in the Wellington region.

3.4.4 Victoria Street Market

We were unable to make contact with the Victoria Street Markets for this piece of research. There are about 35 stalls at this market selling mainly fruit and vegetables. This market is sometimes incorrectly referred to as the Victoria Street Farmers market but in fact the stallholders here are not exclusively selling their own produce – they purchase produce from wholesale markets in the same way that the Harbourside Market's stallholders do.

3.4.3 City Market

City Market was opened in June 2009. They have had 200 stallholders since then. Each week they have an average of 25 – 30 stalls and most of them are regulars. About 80% of the stallholders are from the local region coming from anywhere up to Horowhenua and Wairarapa. The market is a not-for-profit venture with a focus on working with established businesses to promote brands that are available in Wellington during the rest of the week. In this way the market is a business promotion tool for Wellington region businesses. The combined turnover of providers is estimated at nearly \$1 million a year and there are about 2,000 – 3,000 visitors every Sunday. Each stall deals with their own food waste separately with some food also given to Kaibosh.

3.4.5 Hill Street Farmers Market

This market is the only official farmers market in Wellington City with all stallholders selling their own products with the aim of 80% of stallholders selling products grown or produced within a 350km radius of the market. This market has a core philosophy that fresh, quality local food should be easily available to Wellingtonians and works to raise awareness about food production, nutrition and sustainability.

3.4.6 Urban Harvest

The Hill Street Farmers Market has organisational links with Urban Harvest – an online retail outlet with a focus on high quality locally produced products. They take orders through their website and then order from their suppliers which reduces food waste and ensures fresh products.

3.4.7 Box schemes

We have identified four main box schemes that serve the Wellington Market with delivered fruit and vegetables. The Organic Connection, Organic Boxes, Chantal Organic Wholesalers, and Commonsense Organics. Box schemes sell a box of seasonal produce that varies as produce is available. They all have a focus on organic produce, some of which is purchased direct from growers and some through wholesalers such as Fresh Direct. For Commonsense Organics and Chantal Wholesalers the box schemes are only part of their business.

3.4.8 Simply Good Food

We were unable to make contact with Simply Good Food for this research but this is the only Community Supported Agriculture (CSA) scheme in Wellington. A CSA is a system where consumers commit to supporting a producer throughout production of the food by paying at the start of the growing season and then receiving produce that the grower has available throughout the year. In this way growers and consumers share the risks and benefits of food production. Simply Good Food is a relatively new CSA which supplies members year round with produce from a partnership of growers in the Wairarapa.

3.5 Retailers

Current Activity Wellington City is well served with retail outlets that sell fruit and vegetables with 40 identified in this study. Many neighbourhoods have a supermarket or green grocer where they can purchase fruit and vegetables. Of the suburbs that don't have a store stocking fruit and vegetables almost all have access to one in a neighbouring suburb. The exception may be some more remote communities such as Makara and Ohariu. (see appendix 4 for list of suburbs with or without fruit and vegetable retail outlets.)

Barriers Only some of these stores have policies around local sourcing or stocking of healthy items. There is no guarantee that a store selling fruit and vegetables will be providing well prices, fresh and local produce.

Opportunities Working with stores to increase the amount of healthy and local food available would increase access to this food and potentially the revenue of these businesses particularly small businesses.

3.5.1 Commonsense Organics

Commonsense Organics is a retailer with four stores in the Wellington Region, two of which are in Wellington City. They have a purchasing policy to buy organic, New Zealand made, or fair trade

products. Commonsense Organics source produce directly or through wholesalers from many growers throughout New Zealand and have information about their suppliers on the website for customers to access. They also do deliveries. Their business operations are guided by a focus on environmental sustainability. They are active members of the Sustainable Business Network and monitor and report on their environmental impacts.

Commonsense Organics also have an ethos of supporting community projects, providing funding to many community and school groups that have food growing programmes as well as sharing compostable food waste with community gardens and any edible spoiled food with food banks and drop in centers.

3.5.2 Moore Wilsons

Moore Wilsons is a retailer based in Wellington City that is well known for their focus on high quality products and local producers. They do have policies around local food sourcing. The small team of buyers have a directive to buy local, in season produce and promote this to customers. They purchase produce as local to Wellington as they can and then purchase from further afield if products are not available in this region.

Moore Wilsons purchase as much as they can direct from suppliers but for some products they use the wholesale markets. They do have some issues with distribution with trucks frequenting their inner city store, they would appreciate support from WCC into making this easier for them. For example they get parking tickets o delivery trucks.

Another issue for Moore Wilsons is the decline in local growers. This is an issue that they have seen happen over their 12 years of operation which has a definite impact on the amount of produce available to Wellington city.

3.5.3 Food Stuffs

Foodstuffs is a New Zealand owned organisation made up of three regional cooperatives. Each of the three regional cooperatives, New World, Pak 'n Save and 4 Square, are owned by their retail members and operate independently. Between them Pak'nSave Kilbirnie and the nine New Worlds in Wellington employ more than 1,300 full and part-time staff. The eight Four Squares, being smaller operations, tend to be staffed mainly by the owners and family who may also employ a small number of local residents. Development of five new supermarkets is either in the planning stage or is underway.

Foodstuffs policy on food sourcing is that they commit to supporting local businesses and the New Zealand economy by selling New Zealand-made products as much as possible. They have a "country of origin" labelling policy for all single ingredient products. Foodstuffs Wellington has two distribution centres, one at Palmerston North and the other at Grenada North where they also have a team purchasing produce from the fruit and vegetable wholesale markets. Sixty-five to 100% of Foodstuffs' fresh fruit and vegetables are sourced from New Zealand and their fresh meat is sourced from New Zealand unless unavailable in which case it is imported. They only sell New Zealand fresh and frozen seafood, apart from prawns and shrimps which are imported as New Zealand is not a producer of these products.

Stores are encouraged to donate unsaleable but safe and edible product to local charities. However, this is always subject to stringent food safety requirements. Individual owner-operators make local arrangements for the disposal of surplus food to food banks.

New World Wellington City donates surplus food on a daily and weekly basis to Wellington City Mission's soup kitchen and other community service programmes helping people on low incomes. Their Wellington supermarkets are encouraged to participate in the Wellington City Council's kai-to-compost recycling scheme. Three New Worlds' contributions to the scheme over the 12 months to June 2011 shows they sent 123,840kg to the Kai to Compost programme. Some stores also send green waste to local farmers for animal feed.

Foodstuffs has done some work on providing healthy food. They have a target of having 25% of checkouts in Foodstuffs' supermarkets free of confectionary and their private label Pams sponsors the Food for Thought community-based nutrition programme for children. They are introducing a "healthy options" range of products under the Pams brand and looking at opportunities to reformulate products to reduce salt, fat and sugar content where appropriate.

Four Square

Four Square shops are individually owned and run but have a national group manager as part of Foodstuffs. This corporate group recommends that all stores stock fresh fruit and vegetable and a full range of fresh products. They do regular promotions with their stores around healthy food and have run a produce and fresh food workshop at their conference to help members understand how important these departments are and how to best handle, present, and store fresh produce.

3.5.4 Progressive Enterprises

Progressives own and run Countdowns, Woolworths, and Foodtowns. They did not respond to our enquiries for this research.

3.6 Hospitality

Current Activity It was beyond the scope of this research paper to investigate the access to all food outlets including fast food in each neighborhood in Wellington. There is, however, a community of cafes and restaurants who are committed to sustainable and healthy procurement. These are often involved with one of the business support organisations listed in the next section.

Barriers It is currently unmapped where food outlets are and if every community has access to healthy and local prepared food. There is also limited accountability for businesses who are advertising themselves as healthy or sustainable restaurants or cafes.

Opportunities Conducting a survey into the availability of healthy and local meals and prepared foods in Wellington would allow a better discussion of this issue.

3.6 Business Support

Current Activity There is a range of support available to businesses in Wellington that produce or serve food. This support ranges from economic growth with Grow Wellington, business promotion from Tourism Wellington, support around sustainability issues including environmental and social issues from the Sustainable Business Network, through to increasing businesses revenue by helping to communicate points of difference around sustainable operations by Conscious Consumers.

All of these business support organisations work to increase the profile of Wellington businesses including food businesses. This helps to increase the viability of these businesses, grow the food

culture of Wellington and in turn meet the 2040 strategy goal of growing the lifestyle features of Wellington to attract people to live here.

Barriers There is limited funding to ensure that this kind of business support continues in Wellington

Opportunities Businesses find real benefit to being involved with these support organisations and so they should continue to grow and respond to the needs of food businesses in Wellington.

3.6.1 Grow Wellington

Grow Wellington is the regional economic development agency charged with the delivery of the economic aspects of the Wellington Regional Strategy. Their goal is to help businesses in the Wellington region grow by accessing market opportunities to grow through exporting. They have chosen *Food and Beverage* as one of their 5 priority sectors. They have a several main work areas:

- One on one support to businesses wanting to grow, helping them to access funds and business advice.
- Working sector wide by identifying gaps in the market and developing programmes and initiatives to address these and assist the whole sector. It is out of this process that one of their high profile projects Visa Wellington On a Plate (VWOAP) came. VWOAP is developed and managed jointly with Positively Wellington Tourism. An economic impact assessment is being carried out on Visa Wellington On A Plate and will be provided to WCC as one of the supporters. The strategic goal of Visa Wellington On a Plate is to increase exports of Tourism and Food & Beverage products from the greater Wellington region, thereby growing our economy and improving the quality of life for the whole community. This goal will be achieved by positioning the Wellington region as the Cuisine Capital of New Zealand; raising the profile of food & beverage producers, manufacturers & suppliers and educating VWOAP participants of Wellington's food 'story' and economic potential. VWOAP also aims to create strong connections between producers, industry, and consumer demand to help build businesses that they continue to grow to be export capable. The feedback on the festival so far is that hospitality businesses in Wellington are using more local producers because of it and that the festival generates custom for the hospitality sector at a traditionally quiet time of year.
- Working with a group of the larger food & beverage manufacturers in the region to discuss and resolve issues common to this sector.
- They are also re-developing their Wellington Food database into a more useable, searchable database to connect demand (regionally, nationally and internationally) with suppliers from within the Wellington region.

3.6.2 Positively Wellington Tourism

This organisation works to promote Wellington as a destination for tourists. They have an online bars and restaurant database that promotes and reviews Wellington restaurants and bars.

3.6.3 Sustainable Business Network

The Sustainable Business Network is a not for profit organisation that provides advice and support to help business succeed through becoming more sustainable. They support their members year-round with networking opportunities, practical tools, training and sustainability assessments. They have recently started getting into the area of support around sustainable food purchasing with the formation of a small Good Food Forum of businesses who meet in Wellington to share their successes and challenges around sustainable food purchasing. This group has identified some key challenges to purchasing local food including:

- a lack of suppliers of high quality produce in the region
- the amount of time it takes to find suppliers locally

The group have also identified some opportunities to collaborate to overcome these challenges.

3.6.4 Conscious Consumers

The Conscious Consumers project has a vision for New Zealand to be a place where it's easy for people to live socially and environmentally responsible lifestyles. They award badges to participating food businesses so that they are able to communicate to consumers about the sustainable practices of their business. The badges cover: recycling, seasonal foods, fair trade, organic products, non-toxic cleaning products, free range eggs, encouraging customers to bring reusable cups, compostable packaging, composting food waste.

3.7 Urban Agriculture

Current Activity Wellington has a strong, vibrant, and growing urban agriculture sector, mainly influenced by community gardening groups. This sector already has strong links with Wellington City Council who provide support for community gardens. Urban agriculture has been shown to provide a range of benefits including: improved access to and knowledge of healthy food, increased physical activity levels, promote motivation to learn, improve self esteem and social skills, and teach interpersonal skills²².

Two recent meetings have been held by the food growing community to discuss urban agriculture. One was held by the Sustainability Trust and one was held by Massey University for the eastern suburbs in particular. (See appendix 2 and 3 for the notes of these hui).

Barriers Gardens do not currently record yields or much other data. Community Gardeners who want to start gardens sometimes find it difficult to identify appropriate land on which to do so.

Opportunities Community gardens are motivated, well connected, and mostly feel supported by WCC. This positive group should be continually supported to achieve maximum benefits from the high level of community engagement.

3.7.1 Wellington City Housing Food Growing

Wellington City Housing provides support around gardening to many of their tenants. There are about 16-20 food gardens on city council housing property. Most of these are run as allotments in that they are managed and gardened by an individual or family rather than a community group.

There isn't yet a good audit of how many gardens there are on City Council housing, how many people are involved or what sort of yields they are harvesting. Most of the people that do participate in these gardens are representative of City Housing tenants; low income people and new migrants. City Council staff work collaboratively with people who express interest to design and build gardens with them. City council housing also organise cooking classes in community rooms with the tenants doing the teaching. These classes are well attended with about 8 – 10 people per class.

²² SOUTH ISLAND DISTRICT HEALTH BOARDS EVALUATION OF EDIBLE GARDENS IN EDUCATION SETTINGS FINAL REPORT MAY 2011

The future plans are to develop guidelines around community gardens (like the ones currently held for community rooms). They are also planning on carrying out an audit of gardens and gardeners, what their needs are and investigate planting fruit trees on City Council housing.

3.7.2 Mokai Kainga

This garden was established two years ago with a goal to become self sufficient. They partner with Friends of the Earth to replant waterways and have received some funds from Te Puni Kokiri and Wellington City Council.

This garden has diverse demographics with 28 families maintaining plots and room for more. They also have the Community Work crew coming 3 days a week to do maintenance, large works, and maintain their own food growing plot. Regulars from the Suzanne Aubert Compassion Centre Soup Kitchen also come once a week and tend their own plot.

The garden has 3 beehives and 9 fruit trees. They don't record yields but propagate 3,000 seedlings a year. Mokai Kainga don't run any workshops themselves but other groups can do workshops on their land.

3.7.3 Tanera Park

Tanera Park started in 1990 to provide gardens to low income families without access to land. Now there are 48 families with plots and a waiting list. They have planted about 3 fruit trees. These plots are run as allotments in that they are "owned" by one family not communally tended.

3.7.4 Houghton Bay Community Garden

Houghton Bay Community Gardens have been in operation for over one year. Their 1/8 acre garden is part of Housing New Zealand property and is next to, and closely linked with Houghton Bay School. They have about nine core gardeners and don't keep records of yields but late summer this year they reported about 20 different types of vegetables growing with about half the total area under cultivation. The core group is middle class Houghton Bay residents who are over 50 years old. The Playcentre also have a plot as does the school's special needs group.

They are planning to soon plant some fruit trees donated by Operation Green Thumb and also to build a chicken hutch at the school. They don't run any specific training programmes but engage with the school and hope to do so more formally in the future allowing the garden to be a resource for the school's teachers.

3.7.5 Kilbirnie Pop up garden

This garden is part of a Massey University project called Edible Cities. The garden has only recently been established and around 20 square metres of land has been put into production in raised beds. They plan to hold a series of organic gardening workshops, extend this pilot project, and work with WCC community recreation to link into a recreation programme over summer.

3.7.6 Owhiro Bay School

Owhiro Bay School gardens have been operating for 1 year with 3 core gardeners. The last year has been focused on building up the garden so they have not yet had significant yields. They plan to establish another garden if interest grows. They have run a composting workshop in conjunction with the Sustainability Trust and will do more workshops as the opportunity arises.

3.7.7 Kai te Aro

Kai te Aro operates in the Aro Valley with 3 sites and hold working bees twice a month. There are 110 people on their mailing list but about 20 people regularly attending working bees and 10 regularly attend planning meetings. They also don't keep records of yields but describe themselves as "on the road to abundance". Their gardeners are mostly young adults 20 – 40 year olds who live (or have lived) in Te Aro. Kai te Aro don't organise education days and instead attend other education sessions. Their gardens are a resources to others such Aro School and the Victoria University student green group. They aim to be part of ongoing education of Aro Valley community and have a vision to be a model garden for Aro Valley, growing more food than they need and sharing the surplus.

3.7.8 Prince of Wales Park

Operating since 2008, this is a reforestation project in one part of the town belt. This year they have also put in a few fruit and nut trees to provide some food. The people that take part in working bees are Mt Cook residents and they average 11 people at each monthly working bee. They have been discussing the potential for a community garden at the other end of the park off the town belt land.

3.7.9 Strathmore Edible Community Garden Project.

This project has been running for about 4 years and works through the Strathmore community centre and school. Strathmore community school had an existing garden and so share with the project the names of families who want their own gardens. The project volunteers talk to families and team them up with mentors to help them garden at their own homes. They received funding from the Community Trust to carry out this work. The project worked with 4 families last year and has 6 this year. Their mentors are from nearby suburbs and they hold regular shared meals with all the mentors and families

3.7.10 Brooklyn Food Group

Coming out of the Transition Towns group the Brooklyn food group has 5 core members. They organise the Brooklyn Share garden and the Brooklyn Orchard. They also run workshops on food growing issues for example a feijoa tasting and growing workshop and a composting and worm farming workshop.

The Brooklyn Orchard has about 5 core workers who have weekly working bees at their site. This orchard has a number of fruit trees which have been planted over the past few years.

The Brooklyn Share Garden has about 4 core members who work on privately owned gardens to grow food for their use and showcase gardening for Brooklyn Food Group workshops.

3.7.11 Innermost Gardens

There are two Innermost Garden sites, one in Mount Victoria and another in Newtown. Innermost is a multicultural group of people working in community gardens to learn from one another and create a more healthy and sustainable food system. They have been gardening at their Mount Victoria site since 2006. Their core group are about 8 people at Mount Victoria and 5 at Newtown and they have many more people attending events and workshops. They don't have a system for measuring yields and pointed out in their response that community gardens don't model high production gardening as they are more a representation of the community's gardening skills and a tool for learning and connecting. Innermost run a lot of education programmes including schools coming to the garden and regular workshops teaching people about topics such as bee keeping, composting, worm farms, permaculture, alternative currencies, and the importance of local food. They are planning to develop a community enterprise through the gardens to ensure more sustainable resourcing and offer their services to the community.

Innermost have identified that they would like WCC to allocate resources to community gardens to enable them to become community hubs for sustainability and resilience. With greater resources, they argue, further community involvement in the gardens would be possible including more people from retirement homes, schools, and youth offenders.

Innermost are also active in the wider urban agriculture community and provide leadership to others. For example Innermost held, in association with the Sustainability Trust, an urban agriculture hui to identify what is currently working for food growers in Wellington and what would help them to do their work more efficiently. The key findings from this hui are found in appendix 2 and a follow up hui is planned for December of this year.

3.7.12 Northern Community Gardens

This garden is not yet in operation as they are still waiting for approval from Wellington City Council to use the land. They are working closely with other groups including native planting groups, other community gardens, and Marae. There are about 4 core people in the group who are all local Johnsonville residents. They are planning to do workshops and education sessions as well as to set up a structure that will allow other new community garden to can also come under and share administrative work.

3.7.13 Johnsonville Community Gardens

They Johnsonville Community Gardens is also still in the initial phase having not yet broken ground. They currently have 14 people in their core group and they are all Johnsonville residents.

The plan for the garden is to divide the produce among the members, sell some for profit that can be used to fund the garden and give some to the local food bank. They are also planning to hold workshops and community events and cooking days. They have invited the Girl Guides and local retirement homes to be involved as well. and are linking in closely with the Northland Community Gardens group.

3.7.14 Sustainability Trust

The Sustainability Trust is a not for profit organisation with the vision of people living healthy, happy, connected lives in balance with the environment. They do some work around urban agriculture particularly providing support for coordination of community gardeners. They are supported by WCC to run 4 Hui on urban agriculture every year as well as putting gardening information into their newsletter. They also work with the City Council to liaise around potential for additional coordination and support for urban food growing.

3.7.15 Enviroschools

The programmes run by Enviroschools aim to empower and enable individuals, families and schools to work together to create healthy, peaceful and sustainable communities. A number of schools in the Enviroschools programme choose to do growing of fruit and vegetables as part of their programme.

The Enviroschools programme offers teaching resources as well as facilitator support in terms of identifying goals and planning to take action with regard to education for sustainability, one aspect being that of food production. Enviroschools have relevant resources and cross-curricular activities in their Living Landscapes handbook and kit.

There are also a significant number of other schools and early childhood centers not involved in Enviroschools who do food growing and education.

3.7.16 Operation Green Thumb

Started in 1994, Operation Green Thumb have about 100 gardens that they support. Each plot has about 2-3 core gardeners. Their yields supplement people's diets and so the gardeners are saving money this way. Green Thumb coordinates with new gardens and provide them with help.

Operation Green Thumb is still in expansion mode so wanting to help additional gardens. Their focus is primarily those people on low incomes with no land of their own but anyone can come and be a part of the project by helping. They provide education and training on demand, and also produce a post card, calendar and website providing information about growing food.

Operation Green Thumb have had good support from the WCC and they would like the council to continue to support community gardening and in particular provide good information around what land is available.

3.7.17 Ooooby

Ooooby (Out Of Our Own Back Yards) connects communities through local food in two way:

- 1) as an online social network for people interested in homegrown and local food. There are currently over 3,900 members connecting online about a range of topics related to food growing.
- 2) as a local food home delivery service. Ooooby buys food from farmers and backyard growers in the Auckland region and delivers weekly Boxes to Aucklanders.

It is obviously this first way that is relevant to Wellington and is already well used by Wellington gardeners. This second activity has potential to be rolled out to Wellington.

3.8 Food Relief

Current Activity Food banks provide emergency food parcels to individuals and families who cannot afford the food they need. In the same way drop in centers provide food to people through cooking and serving meals to people. Demand for emergency food assistance is growing as food prices continue to increase. The Salvation Army has recorded a 40% increase in demand in 2009²³ and anecdotally demand has risen even more since then.

Wellington is well served by emergency food distribution services. There are 13 food banks in Wellington city, 4 services delivering meals, 3 drop in centers and a 'food rescue service' that collects food that would be thrown out, redistributing it to charities. There is a food bank networking group called the Wellington Food Bank Coalition where these organisations meet regularly to discuss common issues arising from their operations.

Barriers

- Food prices are rising. This means that Food Banks have increased demand from families feeling that price rise and also face increase costs themselves.
- Any amount of additional fresh produce would be used easily and would increase the healthfulness of their parcels. They are currently unable to supply as much fresh produce as they would like to.

²³ Robinson, V., 2010, *Food Costs for Families*, Regional Public Health: Wellington

- The role of government support is not clear – whether it is a local government or central government responsibility.

Opportunities

- The services of Kaibosh were well thought of and respondents hoped they could be expanded.
- Most food access organisations were well networked and shared information and suppliers. They often share food with each other if they have surplus.
- Continuing to provide affordable housing and provide other services is one way that WCC can ensure that people are able to afford the food they need to stay healthy and happy.
- Establish what the responsibility of government (local and national) is in regards to emergency food relief.

3.8.1 Wellington City Mission

The Wellington City Mission has a food bank that gives out food parcels to applicants as well as a drop in centre where they serve meals to be eaten on site. They serve people from all over Wellington City with a higher amount of applicants from Newtown and the surrounding suburbs. Most of their clients are beneficiaries or people on very low incomes but they are seeing more middle class people due to unemployment, debt, or long-term illnesses.

The Mission gave out 3,910 food parcels in the year 2010/11 and serves 60 – 80 people every day at their Drop in centre. A lot of these are regulars. They serve free breakfast and soup and a main meal at lunch for \$1.50. They try and include as much fruit and vegetable as possible. All of their fresh produce is donated and they move through about 10 crates a week. They have said that any amount of fresh produce would be able to be used. The majority of their food is from donations, often from corporate donations. They also receive a grant from Wellington City Council to purchase food.

3.8.2 Downtown Community Ministry

In the year 2010/11 the DCM assisted 631 individuals or families with 3,344 food parcels. They do support some people with parcels long-term providing they actively engage with services at DCM. Their food parcels have very little protein items and may not always have fresh fruit and vegetables so the nutrition is not complete, but like other food banks, their expectation is that some additional food will be purchased by the applicant. They have limited capacity to manage a lot of extra fruit and vegetables because of their limited space and cold storage. However they specified that if fresh food supplies were reasonably predictable they could provide more to their consumers.

DCM said that there are systemic problems that WCC should deal with to help their clients with food security including advocating for more affordable accommodation options in the city and for a more strategic approach to the provision of services generally.

3.8.3 Johnsonville Food Bank

This food bank is run by the Johnsonville Citizens Advice Bureau. Their demand for parcels has also risen with 230 parcels given out before September this year compared to 250 parcels for the whole of last year. The value of their parcels is about \$80 for a single person and \$120 - \$130 for a family. Most of this food is donated but they use a grant from Trusts Community Foundation to purchase mince, sausages, eggs, bread, and milk.

They see their parcels as a supplement for people but realize that sometimes they are all people have to eat. In saying that, they feel the nutrition of the parcels is good except for a lack of fresh fruit and vegetables which they just can't afford to buy or store.

In particular they specified they would love to have a van coming round dropping off donations.

3.8.4 Free Store

The Free Store started life as an art project but now operates long term like a store where the food is displayed and people chose what they want. They average 950 people through the store every month redistributing 2,110 items of food a month. They do not have any application process as people self-determine their own need and are asked to take what they need and keep in mind the other people waiting at the store. They open Tuesday – Saturday in the evening and close when all the food has been given out. The Free Store doesn't supply the traditional food bank items but do have fruit and vegetables and a range of ready to eat food such as sandwiches, muffins, pies, and soup. They do not have a focus on nutrition but offer a wide range of food. This food is donated by a range of cafes, bakeries and restaurants and some from Cuba Fruit Mart. They average 30 items of fruit and vegetable a day. They would happily accept more fruit and vegetables and say there is definitely a need for it.

3.8.5 Suzanne Aubert Compassion Centre

Last year the Compassion drop in centre served 31,452 meals and sandwiches. They are open six days a week and there is no application process for getting food, anyone may come to the soup kitchen. They have a focus on providing healthy food with nutritional guidelines as part of their operating policy. They provide fresh fruit and vegetables with all meals

Most of their food is donated and a portion is purchased. They said they can always take more food, if they have surplus they pass it on to food banks and other agencies.

3.8.6 Bellyful

Bellyful bring together volunteers to cook a number of meals which they distribute to families with babies under 3 months old and families in crisis such as having a child in hospital.

3.8.7 Kaibosh

Kaibosh was incorporated in 2008 and have an aim to encourage and inspire individuals and businesses to work towards alleviating food poverty and reducing food waste. They provide a food rescue service; food that is good enough to eat but not good enough to sell is collected from retailers and redistributed to charities that work with people in need. The need for a food rescue service in Wellington was originally identified in 2008 when the Kaibosh board members contacted foodbanks and drop-in centres, and spoke to the Wellington Foodbank Coalition. They have 50 volunteers and since the start of 2011 they have redistributed 13,943.68 tonnes of food from 16 donors to 12 charities.



3.8.8 Edible Wellington – A Gatherer's guide

Wellington's 42 Collective have developed a map of food which is growing in Wellington and is available to be freely harvested. This map is publically available for anyone to add food crops to it. It provides information about food that is growing on public land or on private land that can be accessed by the public. In some cases the map gives contact details for the land owner.

3.8.9 Community Fruit Wellington

This group is following the model of Community Fruit Auckland where people can inform them when they have fruit trees that need harvesting and Community Fruit will organise volunteers to go and

harvest the fruit and maintain the trees. They have only just launched so are currently working to build their networks.

3.8.10 Wellington Coalition of Food Banks

This coalition of all of the Food Banks in the greater Wellington region meet monthly as a resource sharing group. Their most common issue identified at these meetings is a lack of food or finances to help all of the people that are seeking food parcels or other assistance. The role of food banks in the region is clear but the Coalition representative commented that support from councils is complicated by the question continuing to arise as to whether it is a responsibility of central government, local government or the community at large for providing emergency food relief.

3.9 Health

Current Activity There are several organisations who carry out initiatives highlighting the role that healthy food plays in the wellbeing of Wellingtonians. Their key findings from surveying these organisations is that there is a wealth of skills and activity in community .

Barriers Health is not currently defined in WCC strategic plans

Opportunities The health of Wellingtonians could be improved by linking health outcomes to food activities in the city.

3.9.1 Regional Public Health

Regional Public Health (RPH) is a business unit of Hutt Valley District Health Board and supports not only the Hutt Valley but the whole of Wellington region.

Public health nutrition focuses on the prevention of ill health and nutrition related diseases such as obesity, rather than treating diseases in individuals. RPH focuses on improving opportunities for good health for Maori, Pacific, low income and refugee groups and reducing the inequalities in health outcomes that exist between these groups and others.

Their current nutrition projects relevant to this research are:

- Stocktaking food and nutrition policies in councils,
- Researching the influences (promoters and barriers) for store owners in the sale of affordable and healthy food items,
- Researching and advocacy on the percentage of low incomes required to purchase a healthy diet cost,
- Holding workshops around barriers and solutions to accessing affordable healthy food,
- Supporting community markets to promote healthy and affordable food,
- Professional development for early childhood educators and parents on nutrition
- Running the programme *Health Promoting Schools* working with low decile schools (including Strathmore and Miramar East) to develop action around healthy eating,
- Planning to do some work around increasing food preparation skills (i.e. cooking).

3.9.2 Agencies for Nutrition Action

Agencies for Nutrition Action are a national organisation that connect people, organisations and communities who are working to improve nutrition and increase physical activity. They produce a regular newsletter and hold conferences around these issues.

3.9.3 Heart Foundation

The Heart Foundation is a national organisation working with to encourage lifestyles that lead to decreased heart disease. There are several projects they work on in the Wellington region:

- Work with early child centers through to secondary schools to administer the *Healthy Heart Award*, which awards schools that take action on healthy food and activity. This programme can be prefaced by the *Heart Start Programme* which introduces some of the basics. Both of these programmes are free,
- Run a *HEAT* nutrition course for chefs that educates around heart healthy cooking,
- Carry out some individual work with chefs at the Westpac Trust Stadium,
- Run *The Chip Group* which provides information and support on best practice for cooking chips in light of the fact that more than 7 million serves of chips are consumed in NZ every week, and
- Provide community advice around menu planning.

The Heart Foundation Wellington office had several ideas around ways that the Wellington City Council could help to improve the health of Wellingtonians through food policy:

- Support more food growing in Wellington,
- Investigate how to support access to healthy food through town planning processes,
- Lead by example at council events, and at Council owned venues with healthy catering,
- Investigate how to encourage people to sell more fresh produce in the city for example fruit and vegetable markets during the week,
- The Heart Foundation has identified how easy it is to run a sausage sizzle in Wellington. There is potential for WCC to make it easier for people to run other types of more healthy food sales fundraising,
- Address transport for getting food home. If families are to purchase 5 servings of fruit a day for each person it may be difficult to transport that amount of food,
- Facilitate a Healthy Kai²⁴ programme in Wellington, and
- Include and define health in strategic plans.

3.10 Education/Skills development

Current Activity Wellingtonians are able to access education for formal food sector qualifications. They are also able to access basic skills around food purchasing and cooking through Supergrans and food growing through community garden workshops.

Opportunities The location of these programmes in Wellington city should be utilised to help maintain Wellington's vibrant food sector.

3.10.1 Wellington Institute of Technology (Weltec)

Weltec is the main institution offering training for people to be employed in the food sector. They offer a range of courses in both hospitality and horticulture.

3.10.2 Le Cordon Bleu New Zealand Institute

Le Courdon Bleu will soon be opening a institute in Wellington which will offer several courses in education in culinary arts and hospitality management.

3.10.3 Supergrans

²⁴ For information see <http://www.arphs.govt.nz/nutrition%20and%20healthy%20eating/healthykai.asp>

Supergrans offers a service where volunteers work one-on-one with clients to share basic life-skills such as cooking, shopping, cleaning, budgeting and organisation. Their clients include young families, recent immigrants, mental health consumers and the elderly.

One of their programmes is called *Cheap as Chips* which has seen Supergrans partner with the Wellington City Council Community Action Programme to develop a 6 week workshop designed to teach City Housing tenants basic cooking, shopping and budgeting skills along with modules encouraging them to grow their own food and how to “forage” for ingredients that are freely available throughout the city.

3.11 Social Enterprise

Current Activity Social enterprises are organisations or projects set up with the purpose of achieving social and environmental improvements. Profits are reinvested to sustain and further their mission for positive change²⁵. There are two main organisations working on developing social enterprises around the issue of sustainable food systems or access to good food in Wellington.

Barriers The area of social enterprise is relatively new to New Zealand with not many examples to learn from yet.

Opportunities Having social entrepreneurs working to develop innovative solutions to problems in Wellington will create a whole host of opportunities and so should be supported.

3.11.1 Possibilitez

An organization set up to develop social enterprises to provide income and satisfying work. They have two projects related to food systems.

- Oooby Neighbourhood CSA - households pay to have a garden installed and managed on their property by a local person. They get to keep the produce from this garden. This project is in its scoping phase.
- Communitas – people come together to have a community meal with a group of people to connect and talk about community issues.

3.11.2 Enspiral

Enspiral has designed Bucky Box, software for CSAs and box schemes that can save a day of administrative work per week. They charge fees on a per delivery basis. Bucky Box is in its development phase and is currently being beta tested.

4 International Best Practice Examples

There is a wealth of activity internationally around improving food systems. Some of the key examples are outlined below and discussed for how similar activity they might be applied to Wellington. The three areas we have divided international best practice into are:

- Food policy councils and networks,
- Food strategies, and
- Food access projects.

²⁵ Social Enterprise UK, 2011, *Frequently asked questions*. Accessed on 9/10/11 at www.socialenterprise.org.uk/pages/frequently-asked-questions.html

Wellington City Council should review the best practice in each of these three areas and decide which would most allow WCC to meet its objectives.

4.1 Food Policy Council/Networking

There are a number of food policy councils forming around the world that aim to improve food security, health, and promote sustainable local food systems. Food policy councils work across sectors, engage with government, community, local businesses and individuals. In this way they bring together the many players trying to improve different parts of the food system and establish a platform for coordinated action at the local level.

4.1.1 Auckland Food Alliance

A group of interested stakeholders have formed the Auckland Food Alliance to support a healthy and vibrant Regional Food Economy. They have produced a report to outline the importance of the food economy to the city of Auckland in which they call for Local Authorities to:

- Start work on developing a strategic framework that includes the mapping and modelling of existing and potential activities and enterprises which support a strong regional food economy.
- Build capacity and expertise in Regional Food Economy and Culture by establishing a small team with a budget to deliver the strategy to the next required level.
- Develop a realistic timeframe and expectations²⁶

4.1.2 United Kingdom Council of Food Policy Advisors

The Council of Food Policy Advisors²⁷ is made up of a range of experts and leaders in the food system and was set up to:

- provide advice on how to achieve sustainable production, distribution and consumption of food, ensuring that it is available and affordable for all sectors of society,
- consider the effects of global trends on the above,
- advise the Secretary of State on how to achieve the objectives set out in the UK food strategy Food Matters, and
- make practical policy recommendations.

4.1.3 Toronto

The City of Toronto has a Food Charter, developed in 2002²⁸. The City Council have funded a Food Policy Council which partners with business and community groups to develop policies and programs promoting food security to meet their aim of a food system that fosters equitable food access, nutrition, community development and environmental health.

4.1.4 London Food Board

The London Food Board is an advisory group of independent food policy organisations and experts which meet twice a year and oversee the implementation of the London Food Strategy and to co-ordinate work and lead the debate on sustainable food issues in the city²⁹.

²⁶ Hoare, Brendan, 2010, *Regional Food Economy – Culture Background Paper*, Brendan Hoare and Associates. Accessed on 9/10/11 at aucklandfoodalliance.org/a-new-day-0

²⁷ For information see archive.defra.gov.uk/foodfarm/food/policy/council/index.htm

²⁸ For information see www.toronto.ca/food_hunger/pdf/food_charter.pdf

²⁹ For information see www.london.gov.uk/london-food/general/what-london-food-board

4.1.5 London Food Link

This networking part of Sustain: the alliance of better food and farming, brings together people, organisations, and companies in London who are interested in more sustainable food. They hold networking events and write a quarterly magazine³⁰.

4.1.6 Oakland Food Policy Council

The Oakland Food Policy Council³¹ is made up of representatives from across the community and food sector to reach the objectives of:

- Bringing underserved neighborhoods to the food policy table,
- Keeping food, hunger, and food systems on the agenda and contributing to the national dialog on food policy,
- Serving as a liaison between different actors in the food system,
- Developing an integrated strategic plan to foster a sustainable food system for the City, including policy and program recommendations,
- Actively advocating for and supporting implementation of new and existing food policies and programs in the City, and
- Convening meetings and leading discussions aligned with their mission and goals.

The formation of a food policy council was one of the key recommendations from a 2005 study into Oakland's food system commissioned by the Mayor's Office of Sustainability.

4.1.7 Sustain Ontario

Sustain Ontario is an alliance organisation that promotes healthy food and farming in Canada. They carry out research, policy development and action to improve the food system. Sustain Ontario were contracted by the Metcalf Foundation to develop a paper called Menu 2020 – Ten Good Food Ideas for Ontario. The ideas they developed are:

1. Support producers of locally consumed fruit, vegetables, and meats.
2. Make room for new farmers and alternative markets within the supplymanaged system.
3. Harvest the whole value of ecological goods and services from agriculture for example by compensating farmers for ecological services.
4. Plant urban Ontario.
5. Implement a school food program, and embed food literacy in the curriculum.
6. Support community food centres.
7. Establish local food infrastructure through regional food clusters for example appropriately scaled food processing hubs
8. Expand public procurement of local, sustainably produced food.
9. Link good food with good health for example by linking food production and distribution to health promotion as a central public health strategy.
10. Plan for the future of farming and food.³²

4.2 Food Strategies

International trends are towards local and central government doing food strategy planning but New Zealand does not yet have strong food policy. By focusing on developing healthy, vibrant, sustained and integrated food strategies governments are able to facilitate multiple benefits arising from the

³⁰ For information see www.sustainweb.org/londonfoodlink/

³¹ For information see www.oaklandfood.org/

³² Baker, L., P. Campsie, & K. Rabinowicz, 2010, *Menu 2020: Ten Good Food Ideas for Ontario*, Metcalf Food Solutions; Ontario. Accessed on 9/10/2011 at metcalfoundation.com/wp-content/uploads/2011/05/menu-2020.pdf.

money spent in the food system, linking economic strength, environmental protection, equity, social connection, and health along the food chain.

A good food strategy should specify targets, identify resources for implementation, and outline what monitoring and evaluation will be undertaken.

4.2.1 Food Matters

In 2007 the Prime Minister of the United Kingdom commissioned an inquiry into food policy to ensure the UK's long-term food security, the sustainability of food production and consumption, and the promotion of public health. The paper outlines a set of actions for the UK government to take that will address the challenges and opportunities presented by their food system.

4.2.2 Food 2030

Food 2030 sets out the priorities for the UK Government on food. The vision for this strategy is that consumers are informed and can choose and afford healthy, sustainable food and that this demand is met by profitable, competitive, highly skilled and resilient farming, fishing and food businesses, supported by first class research and development.

4.2.3 London Food Strategy

The London Food Strategy sets a vision to 2016 and outlines 5 key strategic objectives:

- To improve Londoners' health and reduce health inequalities via the food they eat
- To reduce the negative environmental impacts of London's food system
- To support a vibrant food economy
- To celebrate and promote London's food culture³³
- To develop London's food security

The Strategies strategic themes and priority issues are:

- Security: access, resilience
- Culture: values, awareness, reconnection, celebration
- Economy: jobs, sustainable supply chains, skills and training, business development
- Environment: waste, climate change, land use, biodiversity
- Health: inequalities, malnutrition, obesity, food safety, healthy diet

4.2.4 Camden food strategy

The London Borough of Camden has developed a food strategy, *Good Food For Camden*, with the aims of improving the environmental sustainability and healthiness of food brought into, eaten, and disposed of in their borough.

They define Good Food as:

food that is healthy, of good quality nutrition, affordable, and sustainable, thereby contributing to reducing health inequalities whilst also minimizing environmental impact³³.

The scale of this borough wide action focused strategy is most suited of all these examples, to the scale of Wellington City.

³³ For information see www.camden.nhs.uk/downloads/Camden_Food_Strategy.pdf

4.2.5 Scotland

Recipe for Success – Scotland’s National Food and Drink Policy sets out how Scotland plans to grow their food industry while maintaining the environment and promoting access to healthy food. The five work streams of the policy are:

- Sustainable economic growth of the food and drink industry
- Healthy and sustainable food and drink choices
- Celebrating and safeguarding Scotland’s reputation as a Land of Food and Drink
- Walking the talk – getting public sector procurement right
- Food security, access and affordability

4.2.6 San Francisco Food Policy

In 2009 The Mayor of San Francisco gave an Executive Directive to declare the city’s commitment to increasing the amount of healthy and sustainable food. This directive sets out the principles of healthy and sustainable food, the establishment of a Food Policy Council, and the specific actions that each department must to take within the given timeframes(Newsom 2009).

4.2.7 Illinios Local Food, Farms and Jobs Act 2009

The Illinios Local Food, Farms and Jobs Act³⁴ has two central purposes, to set up public sector procurement goals and to establish an Illinios Food Council.

The goals for public sector procurement are that local farm or food products will make up 20% of all food purchases State agencies and State-owned facilities, and 10% of food purchases of entities funded in part or in whole by State dollars which spend more than \$(US)25,000 per year on food or food products.

The food council will facilitate the growth of an Illinois-based local farm and food product economy that revitalises rural and urban communities, promotes healthy eating with access to fresh foods, creates jobs, ensures a readily available supply of safe food in a civil emergency, and supports economic growth through promoting food producers.

4.2.8 Pennsylvania: Fresh Food Financing Initiative

In 2004 \$(US)10 million was committed to establish a Fresh Food Financing Fund which has since been increased by \$(US)20 million. This financing pool allocates grants and loans to shops and has achieved:

- 68 new or improved grocery stores in underserved neighborhoods
- 4,000 jobs created or retained
- 400,000 residents with improved food access
- 4-7 percent increase in nearby home values
- Increased local tax revenue³⁵

4.2.9 South Australia

Released in 2010 the *South Australia Food Strategy (Government of South Australia 2010)* has the vision of “beyond the expectations of consumers around the globe” and focuses on three key targets:

- Generate \$(AUS)16 billion in Gross Food Revenue by 2015,
- Increase the food industry’s contribution to South Australian’s wellbeing, and
- Reduce the South Australian food industry’s impact on the environment.

³⁴ For information see law.justia.com/illinois/codes/2010/chapter505/2909.html

³⁵ For information see www.thefoodtrust.org/php/programs/fffi.php

4.2.10 Tasmania

The first Tasmanian Food and Nutrition Policy was released in 1994 and the latest redeveloped policy was released in 2004. The *Tasmanian Food and Nutrition Policy (Department of Health and Human Services 2004)* was developed by a Tasmanian Food and Nutrition Policy Steering Committee, chaired by the Department of Premier and Cabinet and administered by the Department of Health and Human Services. The policy has the aim of:

a State which produces quality, healthy, safe and affordable food, while sustaining the natural environment and strengthening the local economy; a community empowered to make food choices that enhance health and wellbeing.

4.3 Food Access Projects

There are a number of different projects carried out to increase access to good food. They are carried out by not for profits, city councils and central government ministries. The range of projects outlined above include activities to support:

- A higher diversity of retail outlets,
- Food growing,
- Reduction and management of food waste,
- The growth of jobs,
- Efficient food distribution,
- Alternative food access systems (for example food co-ops and markets),
- Community food centres, and
- Health promotion activities.

4.3.1 Good Planning for Good Food

This report developed by Sustain: the alliance for better food and farming, sets out what urban planners can do positively influence the availability of food in cities. They put special emphasis on:

- Protecting and enhancing the diversity of food stores in communities
- Creating and protecting food growing places
- Discouraging food waste sent to landfill
- Supporting jobs by supporting small and medium sized food businesses including markets
- Enabling efficient food distribution by planning for localised distribution networks

4.3.2 Capital Growth

Run by Sustain: the alliance for better food and farming, this project³⁶ has the aim of the creation of 2012 new community growing spaces by 2012. They provide advise, support, and networking opportunities to those people wanting to start community gardens.

4.3.3 Food Coops

Another project run by Sustain, they work to support and encourage the setting up of food buying cooperatives around England. They have developed a Food Coops Toolkit³⁷ for anyone to use.

4.3.4 Greenwich Community Development Agency – Community Food Coop

This project³⁸ carried out a community needs assessment to identify the food access barriers affecting the Greenwich community and the best ways of overcoming them. They then developed a

³⁶For information see www.capitalgrowth.org/

³⁷For information see www.sustainweb.org/foodcoops/

³⁸For information see www.greenwich-cda.org.uk/project_gcfc.htm

Food Action Plan incorporating the results of the needs assessment and laying out a plan of action for establishing local food projects to overcome barriers and meet local needs.

4.3.5 The Stop Community Food Centre

The Stop is a successful community food centre, which began life as a food bank but widened its focus to address the causes of food insecurity. The offer a range of services including:

- Community gardens,
- A drop in centre,
- Food bank,
- Food growing and preparation skills training,
- Antenatal and parenting training,
- Community cooking, and
- A food advocacy component that provides analysis and advocacy for improved government food policy.

The Stop Community Food Centre has a goal to increase access to healthy food in a manner that maintains dignity, builds community and challenges inequality³⁹.

4.3.6 Victorian Food For All Project

The Victorian Health Promotion Foundation (VicHealth) ran a programme called Food For All⁴⁰. This project worked with local councils to help them take a lead in improving access to healthy foods. They encouraged local government authorities to improve integrated planning of those things that influence access to food, such as transport, housing, economic development and land use. The final part of the Food For All Project was the development and dissemination of 10 resources explaining different projects that councils could carry out in their area. These were:

- Allocate responsibility,
- Building the local picture,
- Policy and plans,
- Setting a good example,
- Regulatory and fiscal power,
- Land use planning,
- Healthy eating for residents,
- Growing food locally,
- Getting food and residents together, and
- Advocacy.

4.3.7 Queensland resources for local councils

Queensland Ministry of Health has developed resources for their Councils to assist them to shape healthy local environments through their roles in planning and development, and the provision and management of facilities and services.

The key areas highlighted are:

- Providing breastfeeding and baby-care facilities,
- Encouraging local food systems and agriculture especially by identifying and developing sites for community gardens,
- Planning the location of food outlets,
- Considering the location of fast food outlets and signage regulations, and

³⁹ For information see www.thestop.org

⁴⁰ For information see www.vichealth.vic.gov.au/en/Programs-and-Projects/Healthy-Eating/Food-for-All-Program.aspx

- Ensuring healthy foods are available at meetings and community events⁴¹.

4.3.8 Regional Development Victoria (RDV)

RDV administers the government's \$(AUS)2 million Farmers' Markets Program which aims to develop markets that can grow and operate as economically sustainable community events to bring local produce direct from producers to consumers.

The program has three streams:

- Grants for development of a professional market plan,
- Grants to assist new markets to get underway,
- Grants to assist existing markets to expand and become economically sustainable⁴².

5 Future of Local Food in Wellington

There are a large number of food system improvement activities that are carried out already in Wellington as illustrated in this report. There are a huge number more that could also make improvements some of which are outlined in the best practice section above. Emerging from this research were several specific recommendations for further investigation based on the research participants responses and supported by international best practice. These recommendations are discussed below in two sections: general potential interventions, and further work specifically for Wellington City Council to investigate.

5.1 Potential interventions for Wellington city

Each of these potential interventions have been highlighted throughout the report above. They could all be carried out by different organisations.

1. Link food producers to businesses, consumers and activities in Wellington City (see Sustain Ontarios work for an example).
2. Create efficient infrastructure for production and transport of food for and into Wellington (see Good Planning for Good Food for an example).
3. Include food wholesalers in business support programmes (see the London Food Strategy for an example).
4. Investigate the potential benefits of expanding markets to sell low cost produce during the week (see the Greenwich Community Development Agency for an example).
5. Investigate how businesses might be supported to stock more healthy options and keep the prices of these items low (see the Victorian Food for All project for an example).
6. Investigate how food retail mix can be influenced through town planning processes (see Good Planning for Good Food for an example).
7. Support collaboration amongst food growers in a strategic manner (see Sustain Ontarios work for an example).
8. Support community gardens to grow into community hubs to deliver a range of benefits (see the Stop Community Food Centre for an example).
9. Support Kaibosh to widen their scope and include all food banks in Wellington City – especially around redistributing fruit and vegetables.
10. Work with the Food Bank Coalition to commit to a level of support for the food banks feeding those at need in the city – taking into account the level of support the Council already offers.

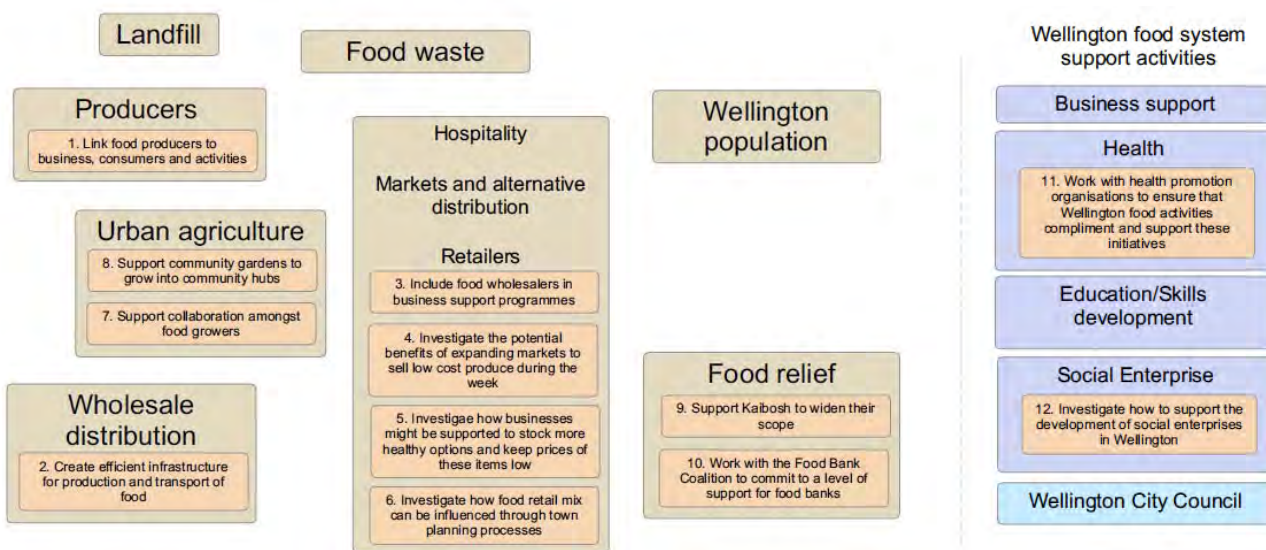
⁴¹ For information see <http://www.activehealthycommunities.com.au/content/healthy-eating>

⁴² Victorian Government, 2010 *Inquiry into Farmers Markets*. Government Printer for the State of Victoria.

11. Work with health promotion organisations to ensure that Wellington food activities compliment and support these initiatives (see the Victorian Food for All project for an example).
12. Investigate how to support the development of social enterprises in Wellington to achieve desired social and environmental outcomes without relying on long term external funding.

Each of these potential interventions is mapped below onto the diagram of the movement of food around Wellington. This demonstrates the range of interventions that could benefit the whole food system.

Figure two: Potential Interventions Mapped onto Sectors of the Wellington Food System



5.1 Recommended activities for Wellington City Council

The international case studies outlined in this report show that all of the specific interventions above would be most effective if based as part of strategic planning. The complexity and breadth of activity in Wellington’s food system outlined in this report could be taken advantage of by WCC if they supported them in a strategic manner. The following recommendations are based on international best practice outlined in this report and emerge from the premise that this report was based on, that Wellington City Council can reap multiple benefits by taking a strategic approach to deciding what activities and projects to develop or support in order to achieve a strong and healthy food system.

1. Wellington City Council should investigate the formation of a Wellington food policy council that will work to develop and implement activities to achieve healthy and sustainable food for Wellington.
2. Wellington City Council should investigate the potential for developing a Wellington Food Strategy paying particular attention to the Camden Food Strategy for most relatable example of what Wellington City Council could establish.
3. Wellington City Council should review the resources from Queensland Ministry of Health, VicHealth’s Food For All, and Good Planning for Good Food to establish if any could be used by Wellington City Council.

Producers

Te Waka Kaiora
 Horticulture New Zealand
 Federated Farmers
 Wellington Beekeepers Association

Category	Sub-category	Website
Producer organisations		www.tewakakaiaora.co.nz
Producer organisations		www.hortnz.co.nz
Producer organisations		www.fedfarm.org.nz
Producer organisations		www.beehive.org.nz

Wholesale Distribution

Wholesale Markets

Turners and Growers
 Fresh Direct
 MG Marketing
 Fresh Max Limited
 24 Carrot Dream Produce
 Fresh Connections
 Fresh Wellington

Wholesale Distribution	Fruit and vegetables	www.turnersandgrowers.com
Wholesale Distribution	Fruit and vegetables	www.freshdirect.co.nz
Wholesale Distribution	Fruit and vegetables	www.mgmarketing.co.nz
Wholesale Distribution	Fruit and vegetables	www.freshmax.co.nz
Wholesale Distribution	Fruit and vegetables	www.24carrot.co.nz
Wholesale Distribution	Fruit and vegetables	www.freshconnection.co.nz
Wholesale Distribution	Fruit and vegetables	www.molesworthfruit.com

Fish Wholesalers

Wellington Trawling Co Ltd
 Moana Pacific Fisheries
 Deep Blue Seafoods
 Yellow Brick Road

Wholesale Distribution	Fish and seafood	
Wholesale Distribution	Fish and seafood	www.moanapacific.com
Wholesale Distribution	Fish and seafood	
Wholesale Distribution	Fish and seafood	www.yellowbkroad.com

Meat processing

Taylor Preston

Wholesale Distribution	Meat	www.taylorpreston.co.nz
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Markets and Alternative Distribution

Markets

Hill Street Farmers Market
 Harbourside Market
 Victoria Street Market
 City Market
 Newtown Peoples Market
 Newtown Veggie Market

Markets and Alternative Distribution	Markets	www.hillstfarmersmarket.org.nz
Markets and Alternative Distribution	Markets	
Markets and Alternative Distribution	Markets	
Markets and Alternative Distribution	Markets	www.citymarket.co.nz
Markets and Alternative Distribution	Markets	
Markets and Alternative Distribution	Markets	

Box Schemes

Johnsonville Woolworths	Retailers	Retailers	www.progressive.co.nz
Aro Fruit Supply	Retailers	Retailers	
Jimmy's Fruit Mart	Retailers	Retailers	
Miramar Fruit Supply	Retailers	Retailers	
Lindon Fruit Mart	Retailers	Retailers	
Dunshea's Deli	Retailers	Retailers	
Yan's Supermarket	Retailers	Retailers	
Brooklyn Food Market	Retailers	Retailers	
One Stop Super Shop	Retailers	Retailers	
Wing On Chang Foodmarket	Retailers	Retailers	
Cuba Street Fruit Mart	Retailers	Retailers	
Crofton Road Dairy	Retailers	Retailers	
Kanti's Dairy	Retailers	Retailers	
Tawa Fruit Mart	Retailers	Retailers	
Business Support			
<i>Regulation</i>			
Wellington City Council	Business Support	Regulation	www.wellington.govt.nz
<i>Business Promotion</i>			
Wellington On a Plate	Business Support	Business Promotion	www.wellingtononaplate.com
Wellington Food Database	Business Support	Business Promotion	www.growwellington.co.nz/page/wellington-food-database
Positively Wellington Tourism	Business Support	Business Promotion	http://bars-restaurants.wellingtonnz.co
<i>Sustainable Business</i>			
Sustainable Business Network	Business Support	Sustainable Business	http://www.sustainable.org.nz/
Conscious Consumers	Business Support	Sustainable Business	
Urban Agriculture			
<i>Growing</i>			
Arlington Street Community Gardens	Urban Agriculture	Growing	
Kai o te Aro - Aro Street	Urban Agriculture	Growing	
Kai o te Aro - Secret Garden	Urban Agriculture	Growing	
Kai o te Aro - Steps	Urban Agriculture	Growing	
Brooklyn Community Garden	Urban Agriculture	Growing	www.transitiontowns.org.nz/node/731
Brooklyn Community Orchard	Urban Agriculture	Growing	www.transitiontowns.org.nz/node/731
Island Bay and Berhampore Community Orchard	Urban Agriculture	Growing	

Mokai Kainga	Urban Agriculture	Growing	
Tanera Park	Urban Agriculture	Growing	
Johnsonville Community Garden	Urban Agriculture	Growing	
Common Ground	Urban Agriculture	Growing	
Innermost Gardens Mt Victoria	Urban Agriculture	Growing	
Innermost Gardens Newtown	Urban Agriculture	Growing	
Strathmore Kitchen Garden	Urban Agriculture	Growing	
Lyndfield Lane Community Orchard	Urban Agriculture	Growing	
Northern Community Gardens	Urban Agriculture	Growing	
St Christophers Church	Urban Agriculture	Growing	
St Michael's Church	Urban Agriculture	Growing	
Prince of Wales Park	Urban Agriculture	Growing	
Kotuku City Housing	Urban Agriculture	Growing	
Daniell St Flats	Urban Agriculture	Growing	
Newtown Park Flats	Urban Agriculture	Growing	
Harrison st	Urban Agriculture	Growing	
Drummond St (bottom of steps)	Urban Agriculture	Growing	
Houghton Bay Gardens	Urban Agriculture	Growing	
Kilbirnie Pop up garden	Urban Agriculture	Growing	
Owhiro Bay Gardens	Urban Agriculture	Growing	
<i>Community Gardening support</i>			
Sustainability Trust	Urban Agriculture	Community Gardening Support	www.sustaintrust.org.nz
Operation Green Thumb	Urban Agriculture	Community Gardening Support	www.communitygardenz.org.nz
WCC Housing	Urban Agriculture	Community Gardening Support	www.wellington.govt.nz/services/hc
OOOOBY	Urban Agriculture	Community Gardening Support	ooooby.ning.com/
Margaret Earl - Researcher	Urban Agriculture	Community Gardening Support	
<i>Education</i>			
The EnviroSchools Foundation	Urban Agriculture	Education	www.enviroschools.org.nz
Box Hill Kids - EnviroSchool	Urban Agriculture	Education	www.onslowanglicans.org.nz/boxhillkid
Childspace Early Learning Centre - EnviroSchool	Urban Agriculture	Education	www.childspace.co.nz
Childspace Early Learning Centre - EnviroSchool	Urban Agriculture	Education	www.childspace.co.nz
Childspace Ltd - EnviroSchool	Urban Agriculture	Education	www.childspace.co.nz
Clifton Terrace Model School - EnviroSchool	Urban Agriculture	Education	cliftonterracemodelschool.blogspot.com
Holy Cross School - EnviroSchool	Urban Agriculture	Education	

Houghton Valley School - Enviroschool	Urban Agriculture	Education	www.houghton.school.nz
Johnsonville School - Enviroschool	Urban Agriculture	Education	www.johnsonville.school.nz
Karori West Normal School - Enviroschool	Urban Agriculture	Education	www.kwns.school.nz
Khandallah School - Enviroschool	Urban Agriculture	Education	www.khandallah.school.nz
Kids' Environment - Enviroschool	Urban Agriculture	Education	www.kidsenvironment.co.nz
Ngaio School - Enviroschool	Urban Agriculture	Education	www.ngaio.school.nz
Paparangi School - Enviroschool	Urban Agriculture	Education	www.paparangi.school.nz
Seatoun School - Enviroschool	Urban Agriculture	Education	www.seatoun.school.nz
Tawa Montessori Preschool - Enviroschool	Urban Agriculture	Education	www.tawamontessori.co.nz
Te Puna Reo O Nga Kakano - Enviroschool	Urban Agriculture	Education	www.punareo.co.nz
Thorndon School - Enviroschool	Urban Agriculture	Education	www.thorndon.school.nz
Victoria University Creche - Enviroschool	Urban Agriculture	Education	www.victoria.ac.nz/st_services/creche
Brooklyn Primary School	Urban Agriculture	Education	www.brooklynprimary.school.nz
Westpark School	Urban Agriculture	Education	www.westpack.school.nz
Otari School	Urban Agriculture	Education	www.otari.school.nz
Te Kaingānui Early Childcare Centre	Urban Agriculture	Education	www.tekaingānui.co.nz
Wellington Rudolf Steiner Kindergarten	Urban Agriculture	Education	www.wn.steiner.school.nz
Makara Model School	Urban Agriculture	Education	
Houghton Valley Playcentre	Urban Agriculture	Education	http://www.wellingtonplaycentre.org.n

Food Relief

Foodbanks

Downtown Community Mission	Food Relief	Foodbanks
Johnsonville Foodbank	Food Relief	Foodbanks
Karori Foodbank	Food Relief	Foodbanks
Wadestown foodbank	Food Relief	Foodbanks
Massey at Wellington Students Association (MAWSA)	Food Relief	Foodbanks
Mirimar and Strathmore Foodbank	Food Relief	Foodbanks
Salvation Army Tawa	Food Relief	Foodbanks
Newlands Community House Foodbank	Food Relief	Foodbanks
Salvation Army Newtown	Food Relief	Foodbanks
The Society of Saint Vincent de Paul (Newtown)	Food Relief	Foodbanks
Victoria University of Wellington Students Association (V	Food Relief	Foodbanks
Wellington City Mission Food Bank (Newtown)	Food Relief	Foodbanks
Free Store	Food Relief	Foodbanks

Drop in centres

The Crypt - St Mary of the Angels	Food Relief	Drop in centres
Suzanne Aubert Compassion Centre (the Soup Kitchen)	Food Relief	Drop in centres
Wellington City Mission Drop- in Centre	Food Relief	Drop in centres

Delivered meals

Capital Coast District Health Meals on Wheels	Food Relief	Delivered meals
Wellington City Mission Ezee Meals	Food Relief	Delivered meals
Bellyful	Food Relief	Delivered meals
Grampy Meals	Food Relief	Delivered meals

www.bellyful.org.nz

Distribution

Kaibosh	Food Relief	Distribution
Gatherers Guide	Food Relief	Distribution
Community Fruit Wellington	Food Relief	Distribution

<http://maps.google.com/maps/ms?>

Networking

Wellington Coalition of Food Banks	Food Relief	Networking
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Health

Regional Public Health	Health
Agencies for Nutrition Action	Health
Heart Foundation	Health

www.heartfoundation.org.nz

Education/Skills development

Le Cordon Bleu New Zealand Institute	Education/Skills development
Weltec	Education/Skills development
Supergrans	Education/Skills development

www.lecordonbleu.co.nz

www.weltec.ac.nz

Social enterprises

Possibilitiez	Social Enterprises
Bucky Box	Social Enterprises

beta@buckybox.com

Waste

Kai to Compost	Waste
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<http://www.wellington.govt.nz/services>

Appendix 4: List of suburban access to fruit and vegetable retail

Suburb	Shop with fruit and vegetables?	Neighbouring suburb with a shop
Aro Valley	Yes	
Berhampore	No	Newtown
Breaker Bay	No	Seatoun
Broadmeadows	No	Johnsonville
Churton Park	No	Johnsonville
Crofton Downs	Yes	
Granada Village	No	Johnsonville
Hataitai	Yes	
Highbury	No	Kelburn
Houghton Bay	No	Island Bay
Island Bay	Yes	
Johnsonville	Yes	
Kaiwharawhara	No	Thorndon
Karaka Bay	No	Mirimar
Karori	Yes	
Kelburn	Yes	
Khandallah	Yes	
Kilbirnie	Yes	
Kingston	No	Brooklyn
Linden	Yes	
Lyll Bay	No	Kilbirnie
Makara	No	Karori
Maupuia	No	Mirimar
Melrose	No	Kilbirnie
Mirimar	Yes	
Mornington	No	Brooklyn
Mount Cook	No	Te Aro
Mt Victoria	No	Te Aro
Newlands	Yes	
Newtown	Yes	
Ngaio	Yes	
Ngauranga	No	Khandallah
Northland	Yes	
Ohariu	No	<i>None</i>
Owhiro Bay	No	Island Bay
Rongotai	No	Kilbirnie
Roseneath	No	Te Aro
Seatoun	Yes	
Southgate	No	Island Bay
Strathmore	Yes	
Tawa	Yes	
Te Aro	Yes	
Thorndon	Yes	
Vogeltown	No	Brooklyn
Wadestown	No	Ngaio
Wilton	No	Northland
Worser Bay	No	Mirimar