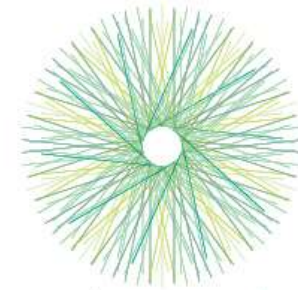


# EIP-AGRI Workshop

## Cities and Food

September 21 – 22, 2016 – Kraków, Poland



eip-agri  
AGRICULTURE & INNOVATION



funded by





## Programme 22 September

### **Sharing experiences in breakout sessions**

09:30-11:00 Breakout sessions – Discussing cases in three groups

### **2.1 Setting up and funding of short supply chains**

Setting up a farmer cooperative to serve the urban market of Ljubljana – Ms Vesna Erhart - Jarina rural development cooperative, Slovenia

***Involvement of small scale growers and citizens in the urban food system of Manchester – Mr Rob Alderson – Manchester Veg People, England***

# Short supply chains in Manchester

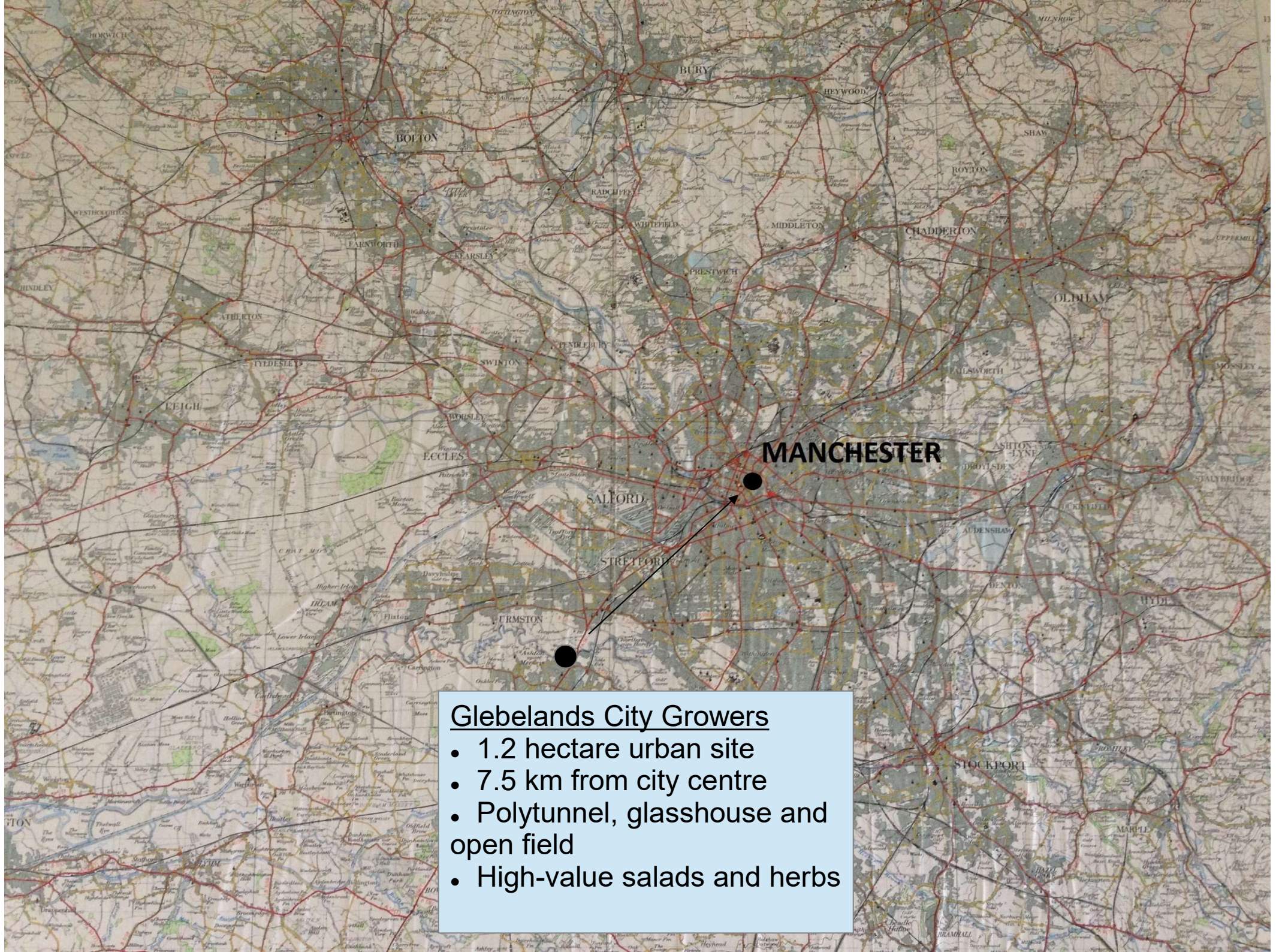
(organic fruit  
and vegetables)

LOCAL  
SALAD  
LEAVES  
£13.50 kg  
(£6.18/16)  
(Ulebelands/Sale)



**MANCHESTER**

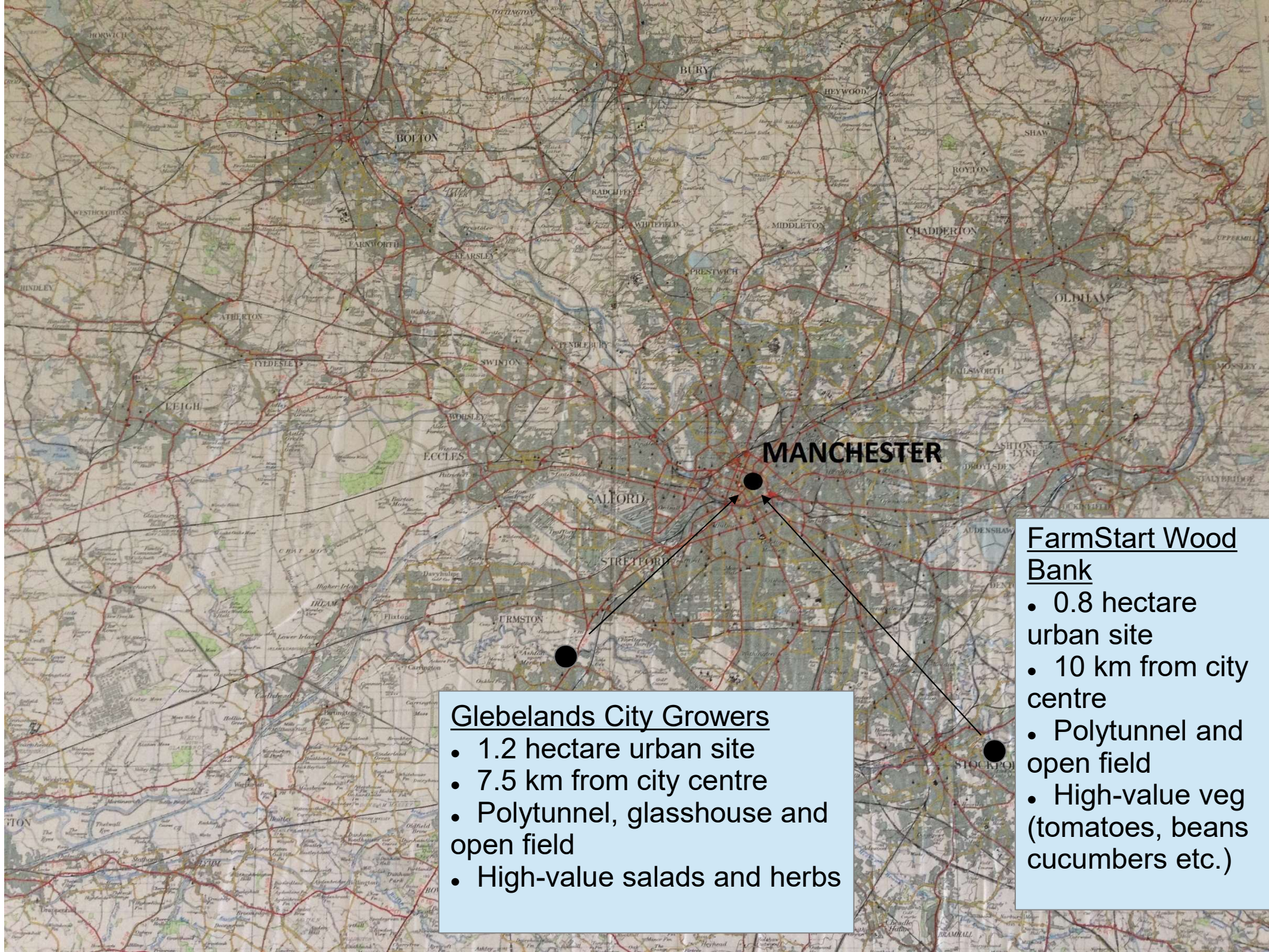




**MANCHESTER**

Glebelands City Growers

- 1.2 hectare urban site
- 7.5 km from city centre
- Polytunnel, glasshouse and open field
- High-value salads and herbs



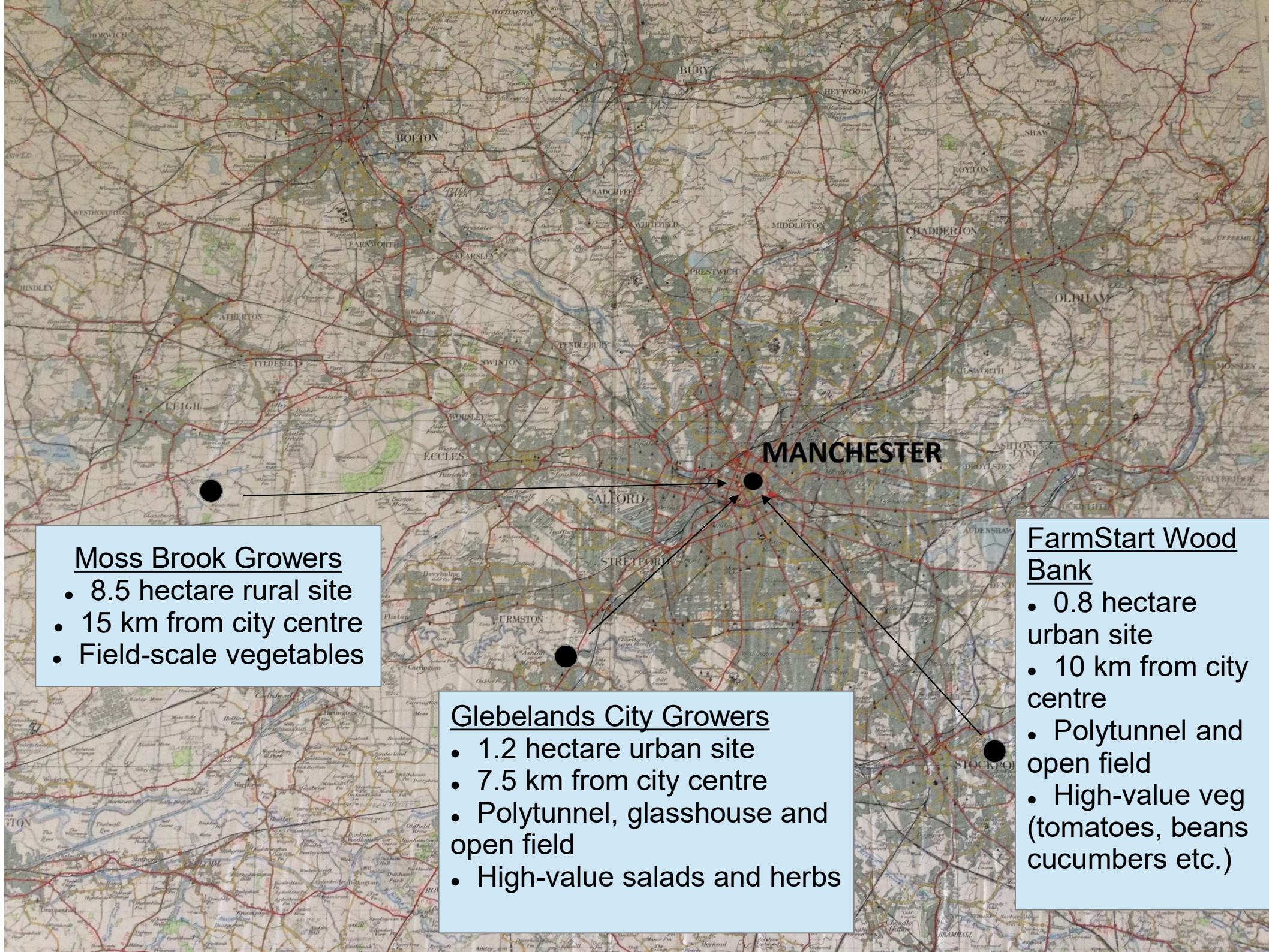
## MANCHESTER

Glebelands City Growers

- 1.2 hectare urban site
- 7.5 km from city centre
- Polytunnel, glasshouse and open field
- High-value salads and herbs

FarmStart Wood Bank

- 0.8 hectare urban site
- 10 km from city centre
- Polytunnel and open field
- High-value veg (tomatoes, beans cucumbers etc.)



### Moss Brook Growers

- 8.5 hectare rural site
- 15 km from city centre
- Field-scale vegetables

### FarmStart Wood Bank

- 0.8 hectare urban site
- 10 km from city centre
- Polytunnel and open field
- High-value veg (tomatoes, beans cucumbers etc.)

### Glebelands City Growers

- 1.2 hectare urban site
- 7.5 km from city centre
- Polytunnel, glasshouse and open field
- High-value salads and herbs

### Lyncroft Farm

- 40 hectare rural site
- 55 km from city centre
- Polytunnels and open field
- Full range of vegetables

### Moss Brook Growers

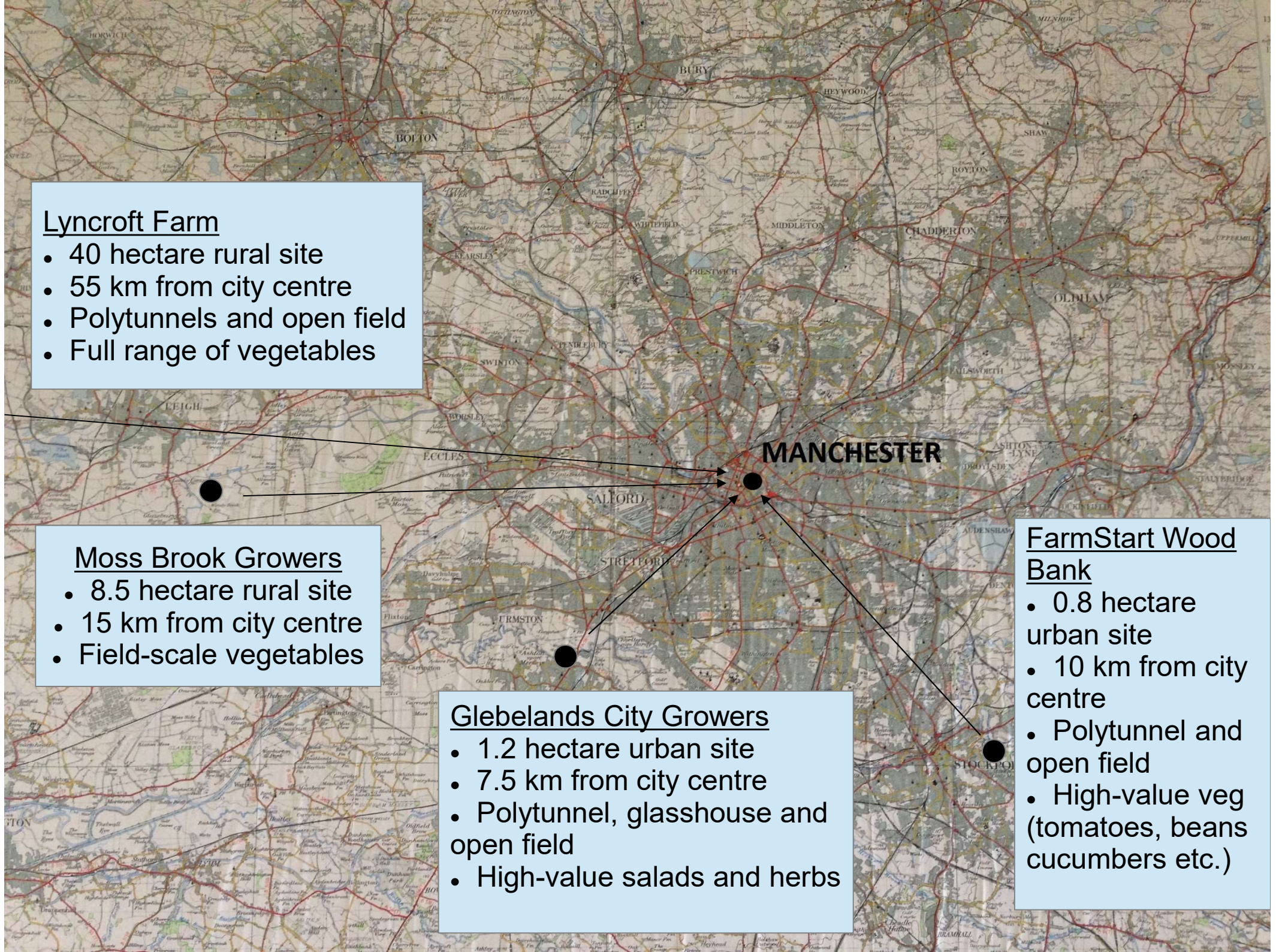
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### Glebelands City Growers

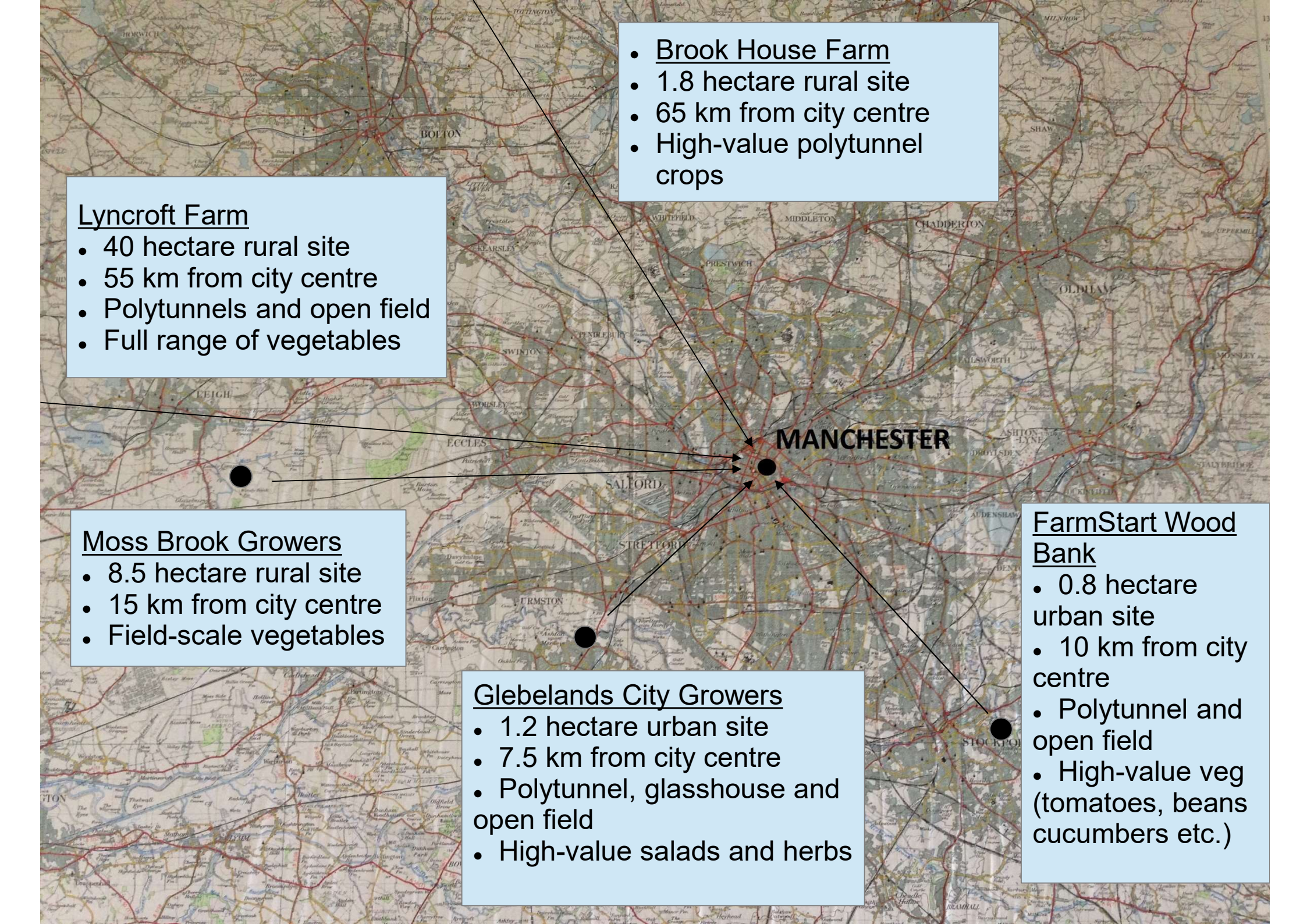
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- 
- A detailed map of the Greater Manchester region in the UK, showing major roads, rivers, and urban areas. Five black dots mark the locations of different farms, with lines connecting them to text boxes. The city of Manchester is centrally located and labeled in large bold letters. Surrounding areas like Bolton, Salford, and Stockport are also labeled.
- Brook House Farm
  - 1.8 hectare rural site
  - 65 km from city centre
  - High-value polytunnel crops

### Lyncroft Farm

- 40 hectare rural site
- 55 km from city centre
- Polytunnels and open field
- Full range of vegetables

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# Retail

# Retail

## 1. Unicorn Grocery (organic supermarket)



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20 years old



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Workers' co-operative



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Workers' co-operative

£600,000 yearly sales  
of UK fruit & veg



# Retail

## 1. Unicorn Grocery

(organic supermarket)

20 years old

Workers' co-operative

£600,000 yearly sales  
of UK fruit & veg

Growth financed by  
public loans and co-  
operative / ethical  
bank loans



# Retail

## 2. Veg Box People (organic veg box scheme)





# Retail

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1 year old



# Retail

## 2. Veg Box People (organic veg box scheme)

1 year old

Workers' co-operative



# Retail

## 2. Veg Box People

(organic veg box scheme)

1 year old

Workers' co-operative

£30,000 yearly sales



# Retail

## 2. Veg Box People (organic veg box scheme)

1 year old

Workers' co-operative

£30,000 yearly sales

Financed by charitable grants and co-operative loan



# Wholesale

# Wholesale

## Manchester Veg People (catering wholesaler)



# Wholesale

## Manchester Veg People

(catering wholesaler)

5 years old



# Wholesale

## Manchester Veg People

(catering wholesaler)

5 years old

Multi-stakeholder co-operative (growers, buyers, workers)





# Wholesale

## Manchester Veg People

(catering wholesaler)

5 years old

Multi-stakeholder co-operative (growers, buyers, workers)

£150,000 yearly sales



# Wholesale

## Manchester Veg People

(catering wholesaler)

5 years old

Multi-stakeholder co-operative (growers, buyers, workers)

£150,000 yearly sales

Financed by charitable grants



# Strengths

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2. strong retail and marketing opportunities
3. direct deliveries
4. co-operative businesses
5. successful fundraising – but n.b. NOT from UK government or local Council



# Supply issues

## 1. Finance



# Supply issues

## 1. Finance



# Supply issues

## 2. Scale



# Demand issues

## 1. Low catering demand



# Demand issues

## 2. Inconsistent catering demand



# Solutions?

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1. Greater financial support for new entrants and small-scale growers

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2. UK government needs to introduce local and sustainable procurement rules for public institutions (schools, prisons, hospitals etc.)



# Solutions?

1. Greater financial support for new entrants and small-scale growers
2. UK government needs to introduce local and sustainable procurement rules for public institutions (schools, prisons, hospitals etc.)
3. Public pressure on caterers to buy local and sustainable produce