



**To climate and nature friendly food for all**



# Systemic challenges



# Collaborative design



# Pilots



**75,000**  
children  
in schools

**2,500**  
households  
that identified  
as low income

# Findings

**It can  
be done**



**With the right  
investment it is  
possible for...**

- people to buy climate and nature-friendly fruit and vegetables in their local communities, grown just a few miles from their homes
- young people to eat nutritious fruit, veg and pulses grown close to their schools.

# Benefits

- Local economic growth
- Improvements in health and wellbeing
- Stronger communities
- Climate and nature gains



# Local economic growth



# Improvements in health and wellbeing



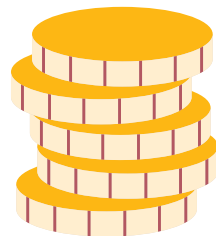
# Stronger communities



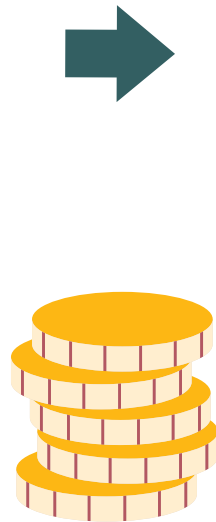
# Climate and nature gains



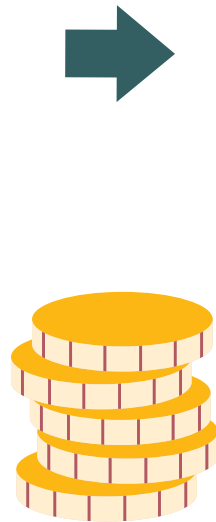
# Return on investment



# Return on investment



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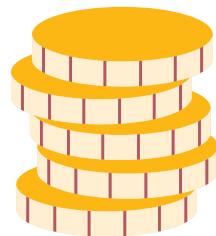


# Return on investment

**£1**  
public  
investment

**+**

**£1.10**  
customer  
investment

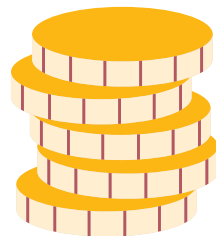


**29p**  
climate and  
nature gains

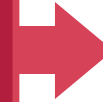
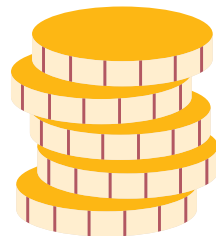
**£1.44**  
local  
economic  
growth

**£3.11**  
improvements  
in health and  
wellbeing

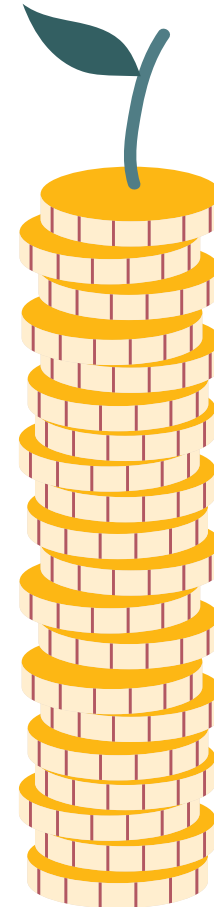
# Return on investment



# Return on investment



**£8.78**



# Identifying obstacles and solutions

- **Insufficient supply**
- **Missing middle**
- **Barriers to access**
- **Fix the supply**
- **Fix the missing middle**
- **Fix the access**

**Fix the  
supply**



**Fix the  
middle**



# Fix the access



# Policy opportunities

## Fix the supply

Boost British  
fruit and veg  
production

## Fix the middle

Ensure fair prices, and  
infrastructure for farmers  
and growers

## Fix the access

Enable everyone  
to access  
good food



# Stay in touch

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