

Local Economic Alternatives

Session 1

Local economic alternatives –
Food as a starting point

Tim Crabtree

Course learning outcomes

- Understand the rationale for “alternative” local economic systems, and the problems associated with globalised economic systems, using food as a focus for the analysis.
- Understand the impacts of environmental limits on economic systems, and explain the social, economic and environmental benefits of activity at a local level.
- Understand the key features of “alternative” eco-social enterprises – including organisational structures, financing, operations, ethos, the role of collaboration, etc.
- Apply learning from the course to the design of an eco-social enterprise.

Currently:

- Completing research contract with Cardiff University on local food initiatives.
- Development Director, Wessex Community Assets, part of Wessex Reinvestment Trust group – working on affordable housing, renewable energy, social forestry, workspace, arts sector.
- Senior Lecturer in Economics, Schumacher College / Plymouth University











Introductions

- Ask your partner:
 - Where are you from?
 - What are you studying?
 - Is there an economic problem in your country that could benefit from an “alternative” economic approach?

Previously

- Grew up in Poole
- Went to local state school then Oxford
- Went to Japan
- Worked with colleagues from the Philippines
- Worked with New Economics Foundation from 1988 to 1992
- Moved to Bristol, then back to Dorset
- Set up West Dorset Food & Land Trust, Local Food Links and Wessex Reinvestment Trust

Poole







Mondragon, Spain

84,000 employed in
256 co-operatives

Supported by Mondragon Co-operative Corporation





Oxford: 1982



“There is no alternative”

At Oxford I was taught:

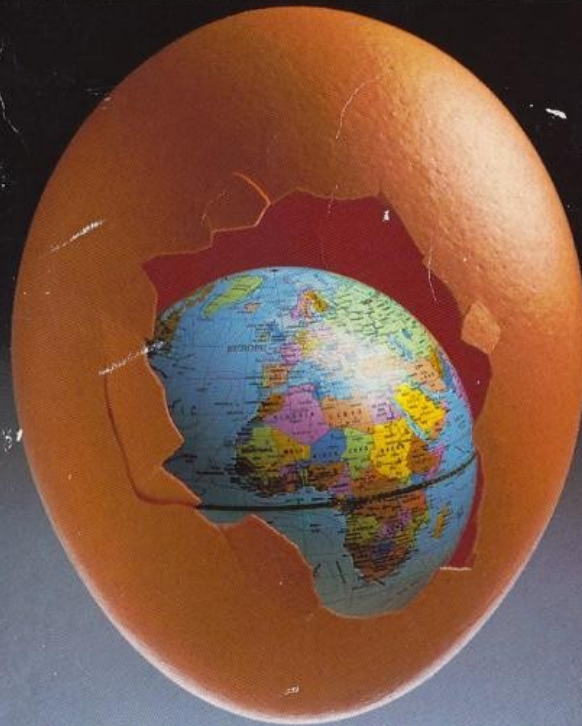
- That people are self-interested, rational and competitive, and that more consumption will create well-being.
- That firms should focus only on profit and growth, that decreasing returns to scale will prevent monopoly power
- That economies best function with “free” markets, free trade, growth maximisation, deregulation, privatisation, globalisation....

ABACUS

E.F.

SCHUMACHER

SMALL IS BEAUTIFUL



A STUDY OF ECONOMICS AS IF
PEOPLE MATTERED

Schumacher: Small is Beautiful

“the modern private enterprise system ingeniously employs the human urges of greed and envy as its motive power”, but then asks:

“Can such a system conceivably deal with the problems we are now having to face?”

The answer is self-evident: greed and envy demand continuous and limitless economic growth of a material kind, without proper regard for conservation, and this type of growth cannot possibly fit into a finite environment.

We must therefore study the essential nature of the private enterprise system and the possibilities of evolving an alternative system which might fit the new situation.”

Kenneth Boulding

“Anyone who believes exponential growth can go on forever in a finite world is either a madman or an economist”

Japan - Hiroshima







Seikatsu Club

おいしくてカラダによくて
自然を壊さない
食べ物や生活品をお届けします。



Seikatsu Club

- Started in 1965 by Japanese housewives
- Established three jointly owned milk plants with milk farmers, and also owns chicken farms.
- 3,000 products, e.g., rice, pork, vegetable oil, soy sauce and eggs
- 307,000 members; 99.9% women
- Turnover: £600m p.a.
- 700 workers collectives, with 20,000 members:
 - preparing meals for elderly people, homecare, kindergartens, handicrafts, recycling, etc.



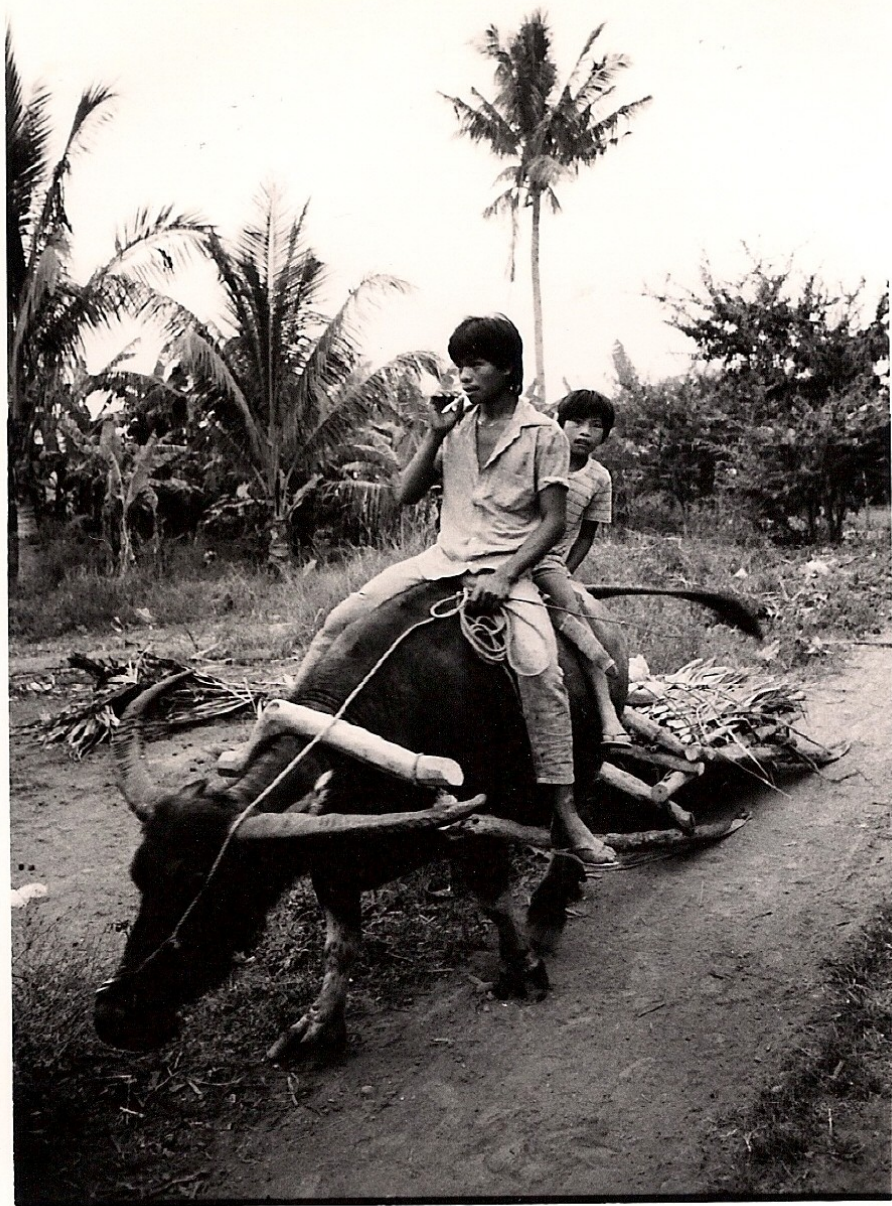
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消費材



Philippines

Sugar production on Negros Island, the Philippines



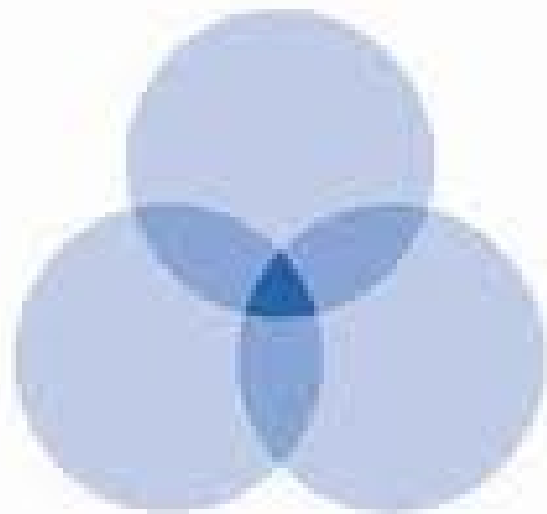




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n e f

economics as if people
and the planet mattered

ABACUS

SMALL IS POSSIBLE

George McRobie



The sequel to E.F. Schumacher's **SMALL IS BEAUTIFUL**
and **A GUIDE FOR THE PERPLEXED**

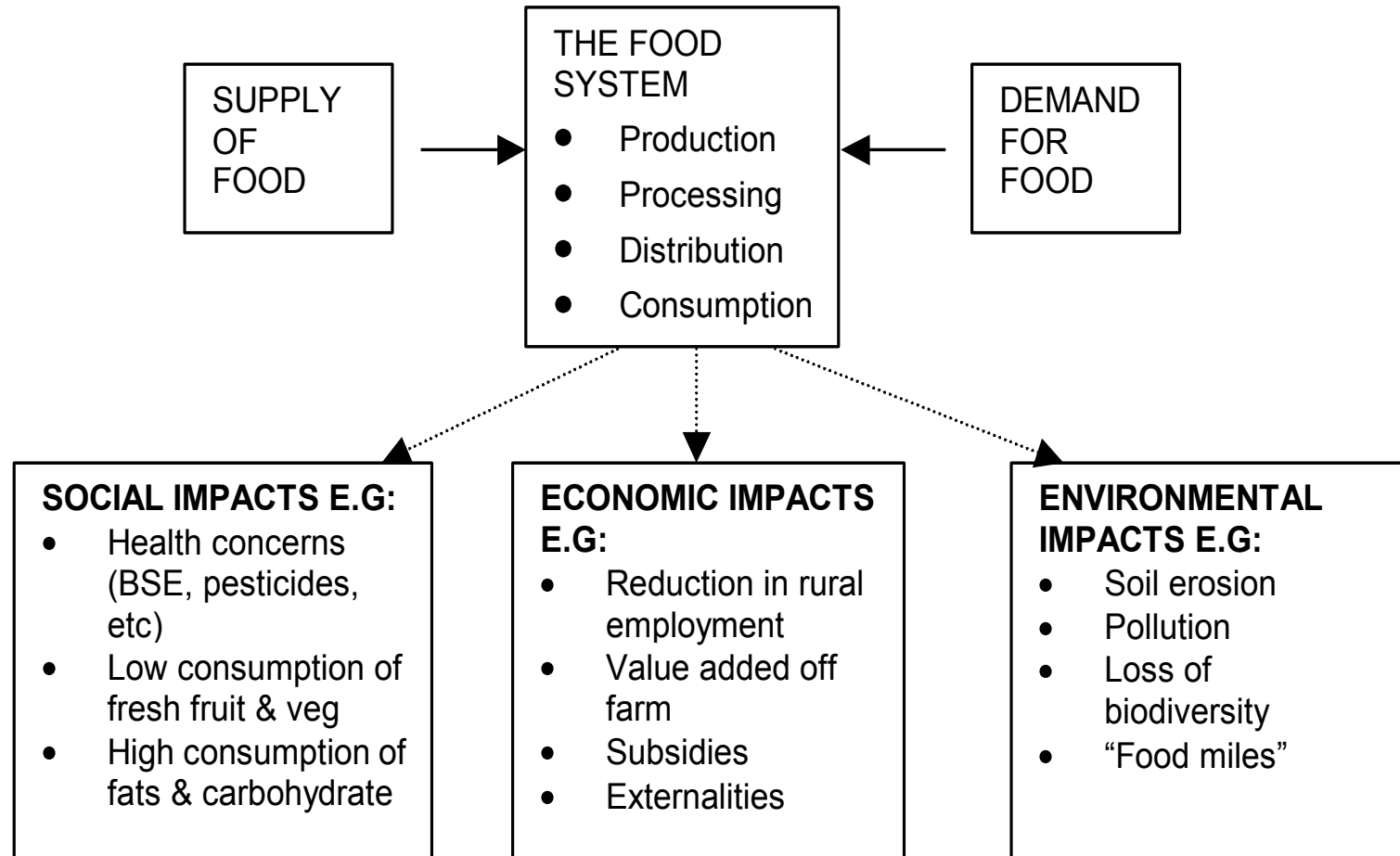
Professor Kevin Morgan, Cardiff University

“the multifunctional character of the food system means that it has profound effects on a host of other sectors – including public health, social justice, energy, water, land, transport and economic development”

Question 1

- What problems associated with national and global food systems can you identify?
E.g.
 - Health & well-being
 - Environment
 - Economic
 - Fairness throughout the food chain

Social, economic and environmental impacts of the prevailing food system



Food – some key issues in the UK

- The development of “food poverty” as low income households are forced to consume “low value commodities” while “high quality” foods become a niche product for those with high enough incomes;
- obesity in children and food-related illnesses such as coronary heart disease, cancer and diabetes;
- malnutrition in older people, leading to a range of health problems;
- the loss of skills at a household and community level relating to the growing and cooking of healthy food, and the reduction of opportunities for people to sit and share meals with others;
- environmental pollution from pesticides, fertilisers and herbicides, alongside the green house gas emissions caused by the food and farming industry.

The “New Food Equation”

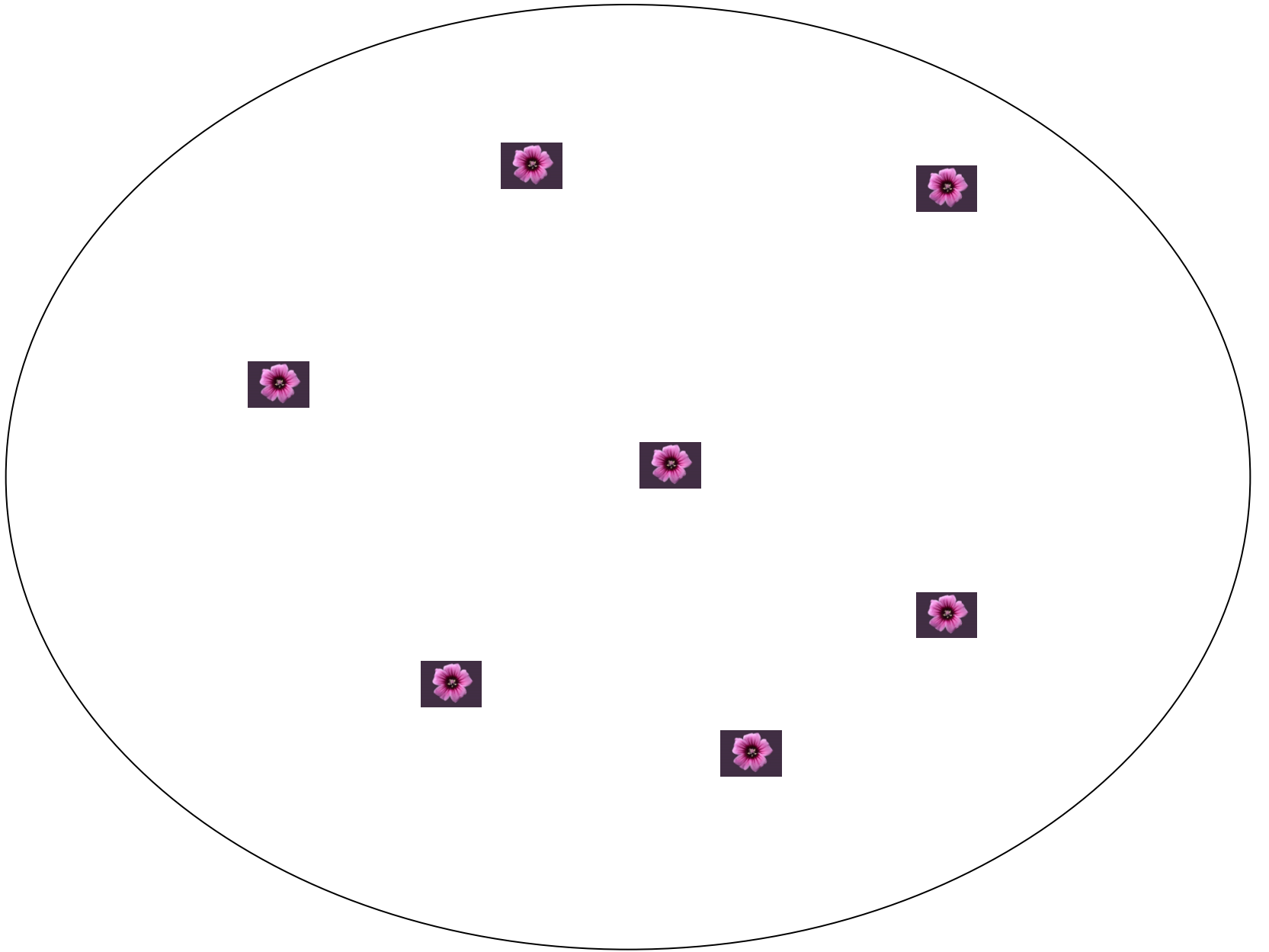
There is a new understanding of the agri-food system’s contribution to a range of key issues, e.g., burgeoning public health costs, dwindling natural resources and escalating national security threats.

This is due to a set of new trends:

- The food price surge of 2007 - 08
- Food insecurity – 2 billion people are food insecure
- Food security now understood as a matter of national security
- Climate change – with agri-food accounting for 30% of climate change emissions
- Land conflicts due to the new global “land grab”

Developing sustainable food systems

- West Dorset Food and Land Trust
 - Charity, established 1996
- Local Food Links
 - Trading company, established as subsidiary of Trust in 1999
- Wessex Reinvestment Trust
 - Community Development Financial Institution established 2003





Sainsbury's



Waitrose

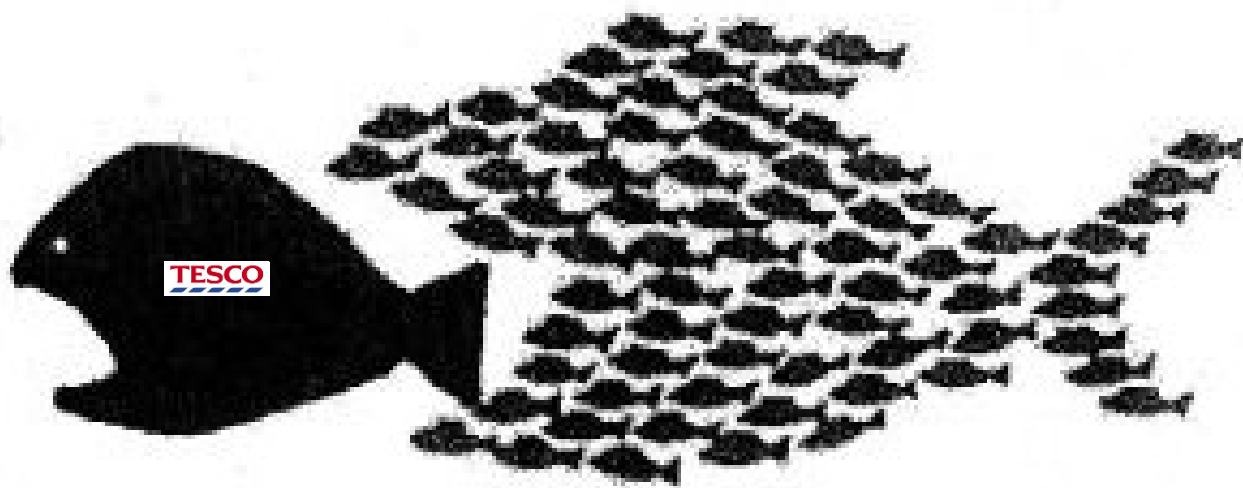
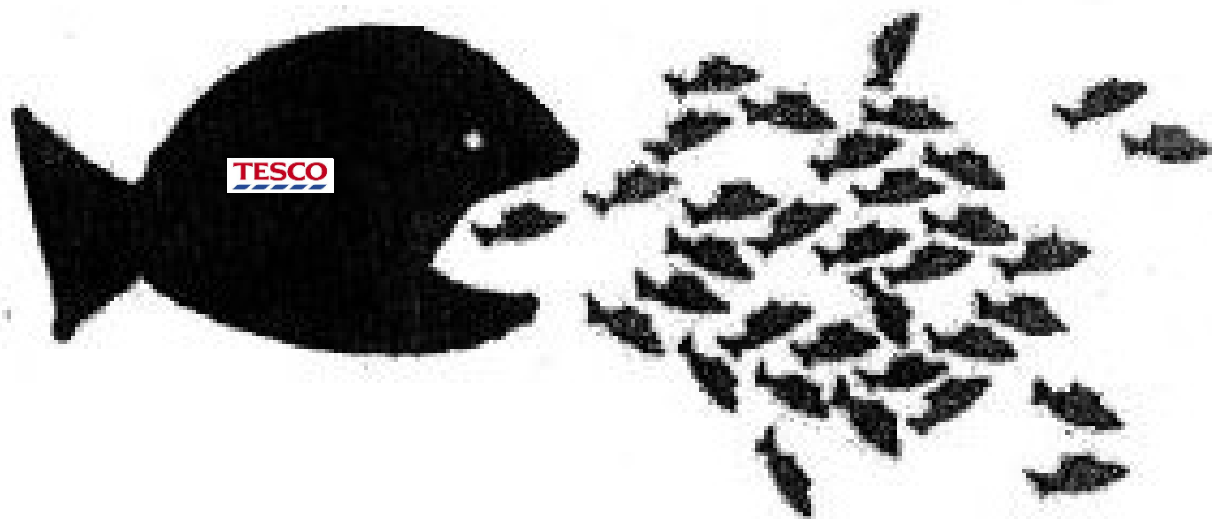


MORRISONS



The co-operative





The local food sector in Dorset

- Mapping exercise resulting in Directory

West Dorset Food Links Local Food Directory 2000/2001

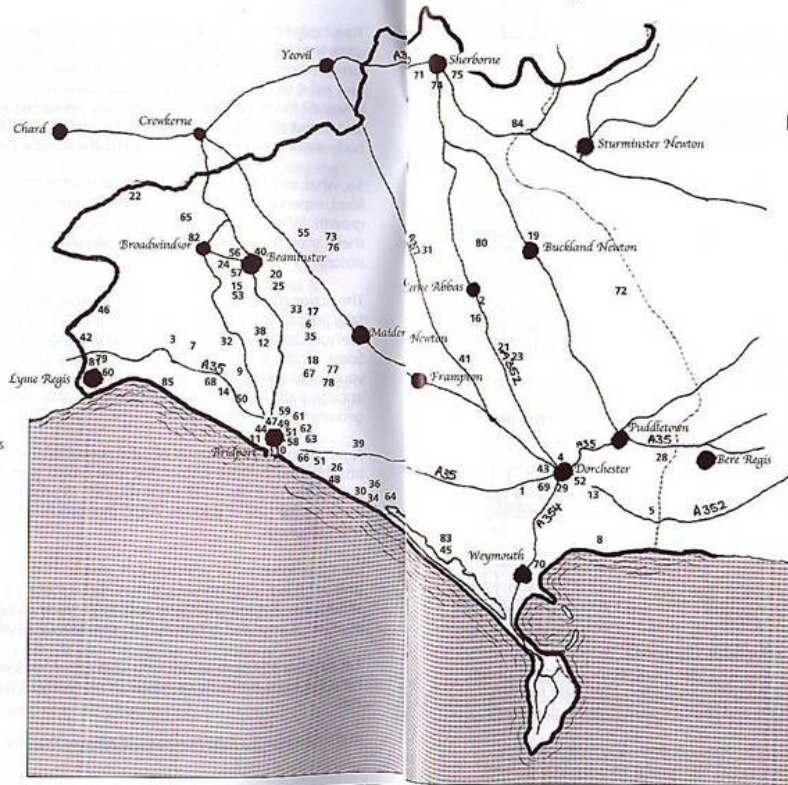


Local Food from Local Land

West Dorset Farmers and Growers

- 1 Barnes Beef
- 2 Barton Meadows
- 3 Becklands Farm
- 4 Bockhampton Botanics
- 5 W J Chikott and Co
- 6 Colesmoor Farm
- 7 Crabbs Bluntshay Farm
- 8 Craig Farm Dairies
- 9 Denhay Farms Limited
- 10 Dorset Fresh Fish
- 11 Down House Farm
- 12 Elwell Fruit Farm
- 13 Froom Vale Honey
- 14 Heritage Prime
- 15 Higher Silkhay Farm
- 16 T R Horsington & Sons
- 17 The Kingcombe Centre
- 18 Klar's Field
- 19 L&C Game
- 20 Lake Farm
- 21 Longmeadow Organic Vegetables
- 22 Magdalen Farm
- 23 Manor Farm, Godmanstone
- 24 Manor Farm, Stoke Abbot
- 25 Mapperton Boar
- 26 Modbury Farm
- 27 Ourganics - Evolving Systems
- 28 Pampered Pigs
- 29 Plantaholix
- 30 Sea Spring Farm
- 31 Summerlands Poultry
- 32 Sunnyside Happy Hens
- 33 Sunnyside Farm
- 34 Tamarisk Farm
- 35 Trinneys Farm
- 36 Vurlands Farm
- 37 Waghingpool Farm
- 38 Waydown Wild Boar
- 39 West Hembury Farm
- 40 White Sheet Farm
- 41 Woolsery Cheese
- 42 Wyld Meadow Lamb

West Dorset and Weymouth



West Dorset Local Food & Drink Businesses

- Alington Dairies 43
- R J Balson & Son 44
- Bakehouse Tearoom 45
- Bottle Inn 46
- Bridfish Smokery 47
- Bridge Cottage Stores 48
- Bridget's Market 49
- Chideock House Hotel 50
- Dairymaid 51
- Emma's Delicatessen 52
- Exclusive Preserves 53
- Forest Products (UK) Ltd 54
- Fox Inn, Corscombe 55
- Frampton & Sons, Beaminster 56
- Fruit 'n' Two Veg 57
- Fruits of the Earth 58
- Green Yard Cafe 59
- M R and L Hartley 60
- Henry's Beard 61
- Hanger's Dairy 62
- Leakers 63
- Manor Hotel 64
- Market Day Products 65
- Marsh Barn Restaurant 66
- Marquis of Lorne 67
- S Moores 68
- P & J Butchers 69
- Perry's Restaurant 70
- Pear Tree 71
- Mrs Pook's Kitchen 72
- Post Office Stores 73
- Puddings and Pies 74
- Sabins 75
- Summer Lodge Hotel 76
- Tempting Terrines 77
- Three Horseshoes 78
- Thursday Cottage Limited 79
- Townsend Treats 80
- Uplyme Butchers 81
- West Dorset Community Trading Co 82
- Wheelwrights 83
- White Hart 84
- White House Hotel 85

West Dorset Food Week & Bridport Food Festival



Farmers' Markets



Grow it, Cook it, Eat it Project



Bridport Centre for Local Food



Bridport Centre for Local Food



Bridport Centre for Local Food

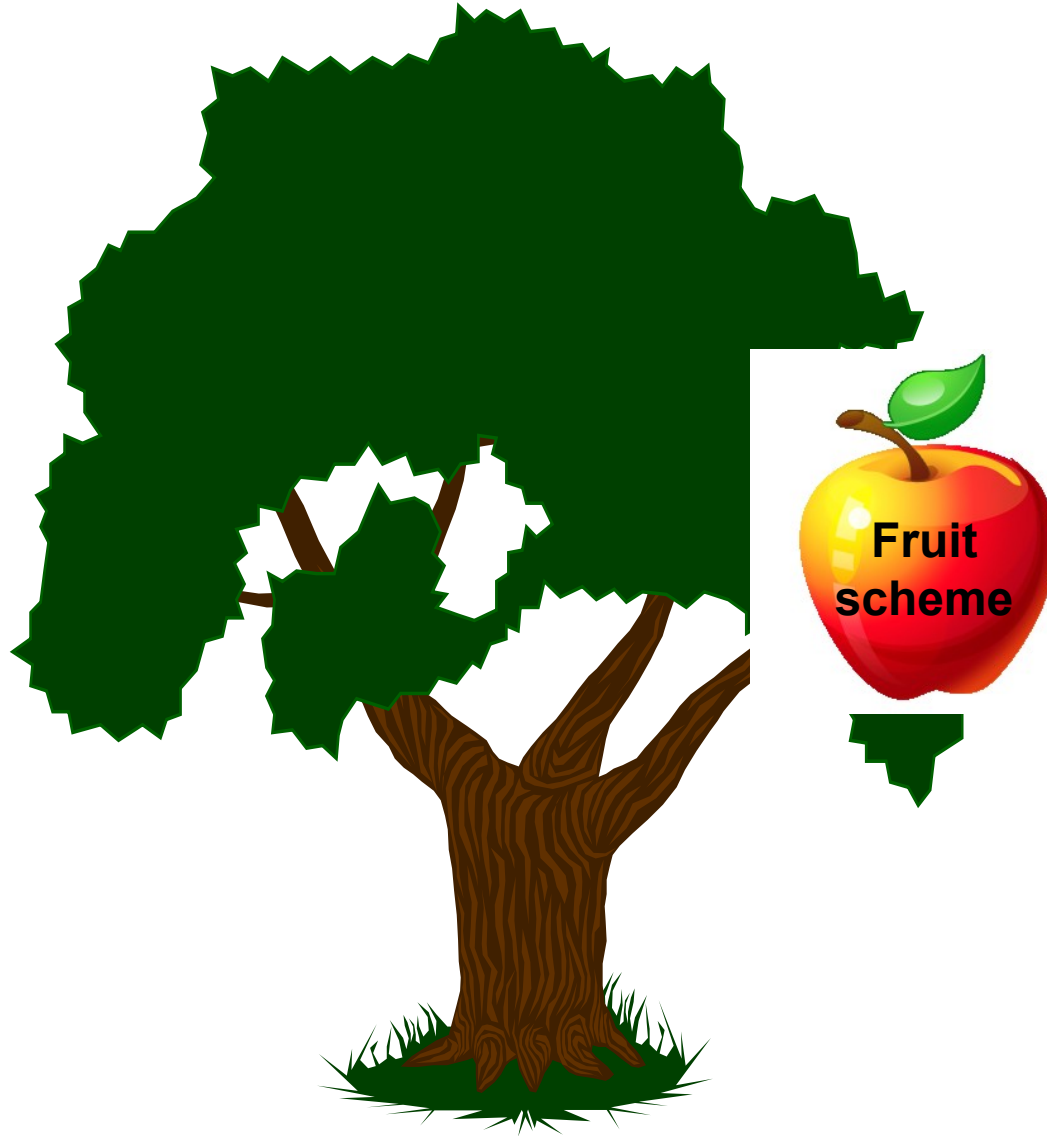


School Fruit Scheme











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ons

GET DIRECTIONS

141 mi, 2 hours 47 mins

to London, UK

ry Ln

95 ft

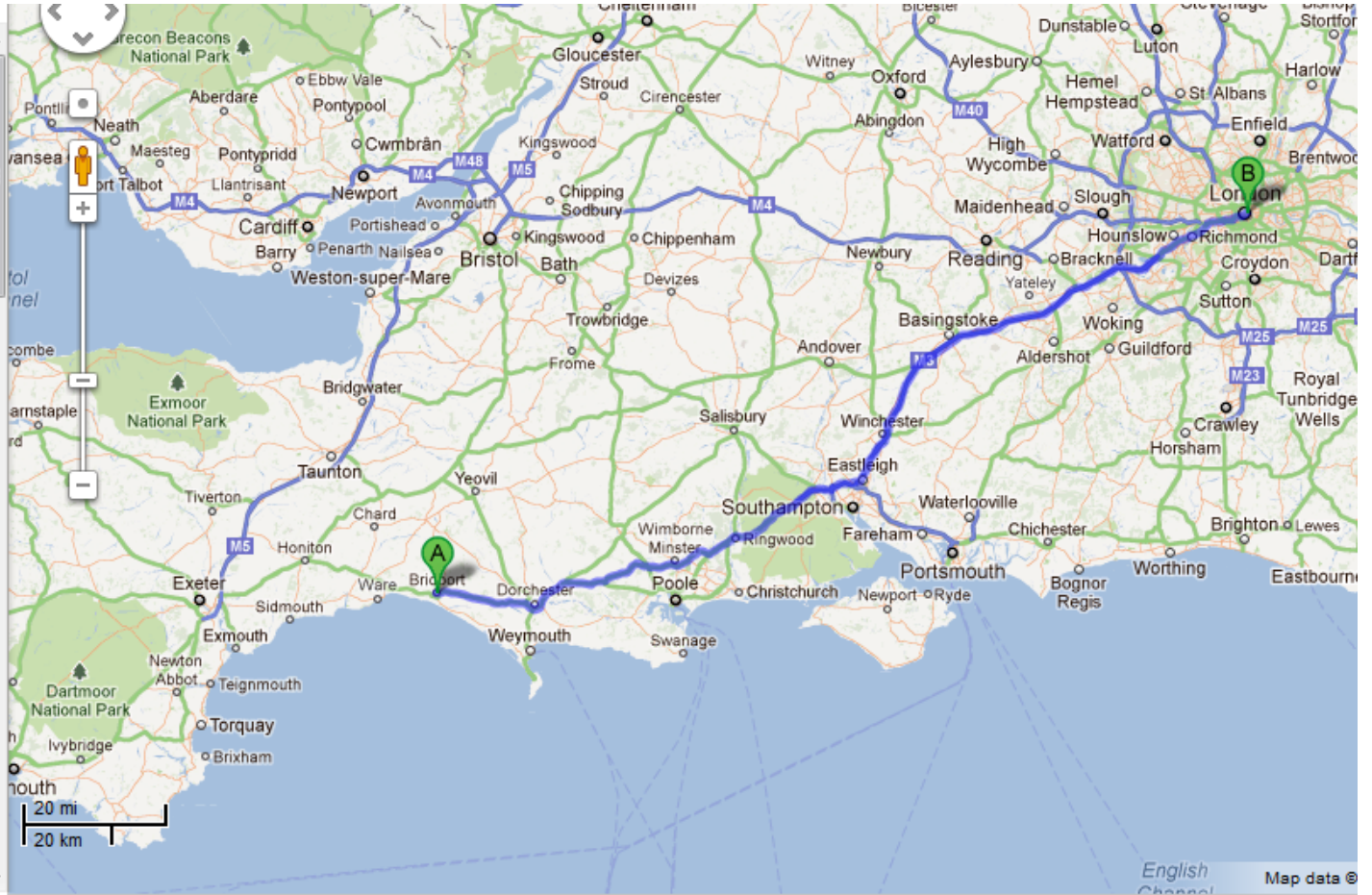
oundry Ln

69 ft

hael's Ln

0.1 mi

Tannery Rd



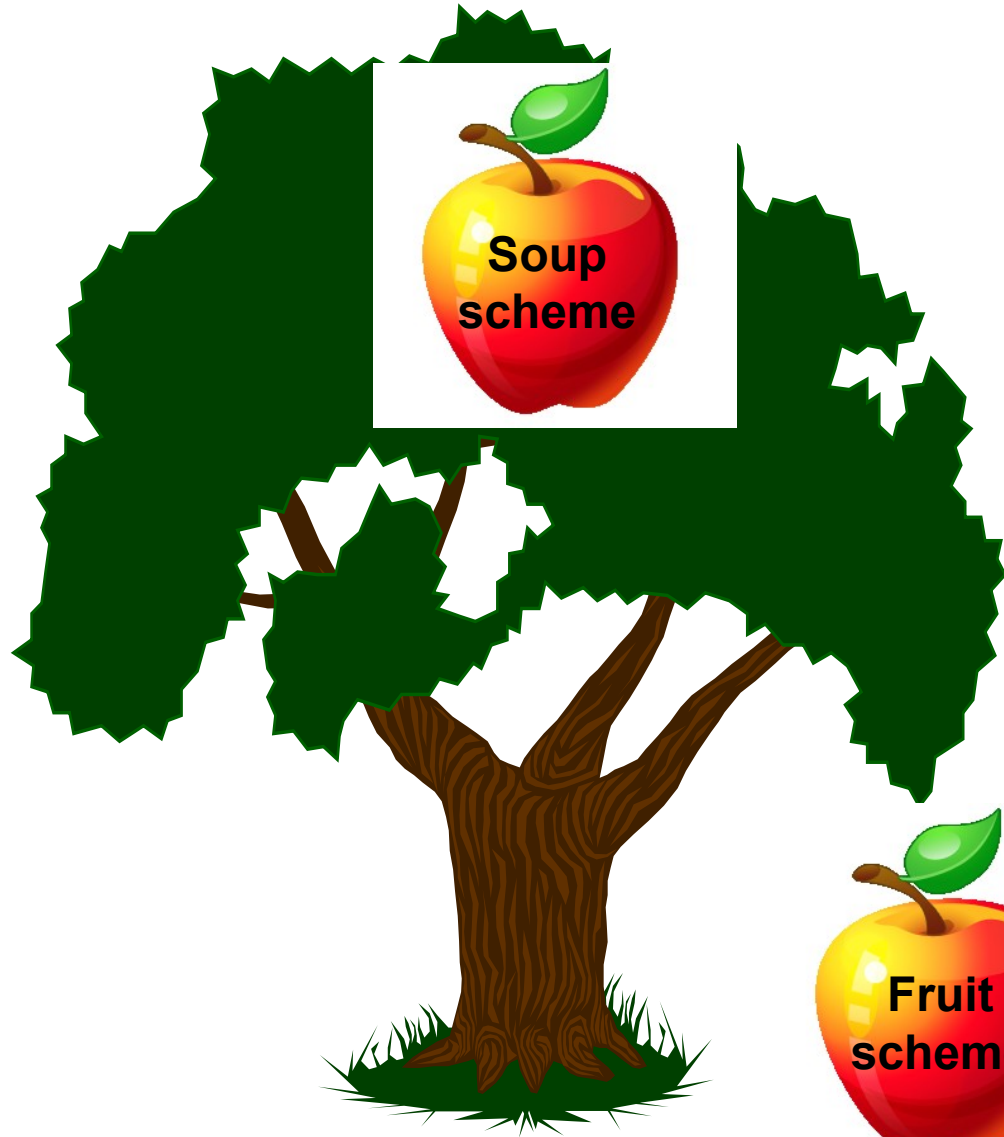
English Channel Map data ©

Soup Lunch Pilot



Soup Lunch Pilot





**Soup
scheme**

**Fruit
scheme**

Places

United Kingdom

United Kingdom

Directions

GET DIRECTIONS

212 mi, 3 hours 58 mins

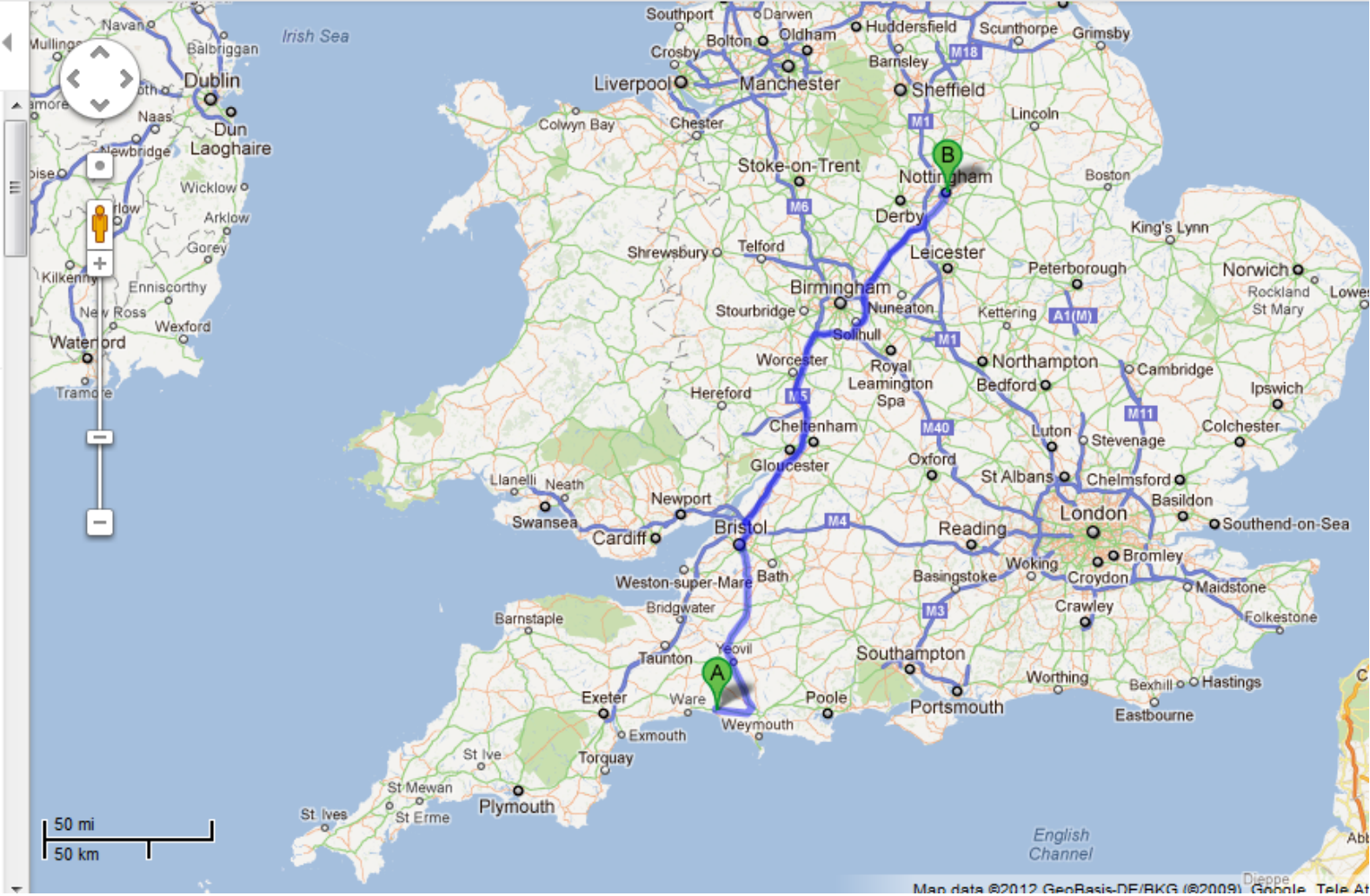
211 mi, 4 hours 3 mins

253 mi, 4 hours 30 mins

to Nottingham, UK

ry Ln 95 ft

country Ln 69 ft



New Central Kitchen at Centre for Local Food







Pupils from St. Mary's Primary – A Food for Life Flagship School – visiting the central kitchen at the Bridport Centre for Local Food





Local Food Links: ethical sourcing

- **Meat** – Genesis Farmers
- **Milk** – Coombe Farm
- **Yogurt** – Yeo Valley
- **Butter** – Denhay Farms & Coombe Farm
- **Cheese** – Denhay & Coombe Farm
- **Flour** – Edward Gallia, Cerne Abbas
- **Eggs** – Vurlands Farm
- **Vegetables in season** – Bothen Hill Organic, Washingpool Farm, Somerset Organic Link
- **Fruit in season** – Elwell Farm
- **Bread** – Leakers, Punch & Judy Bakery
- **Food service** – Essential Trading





food

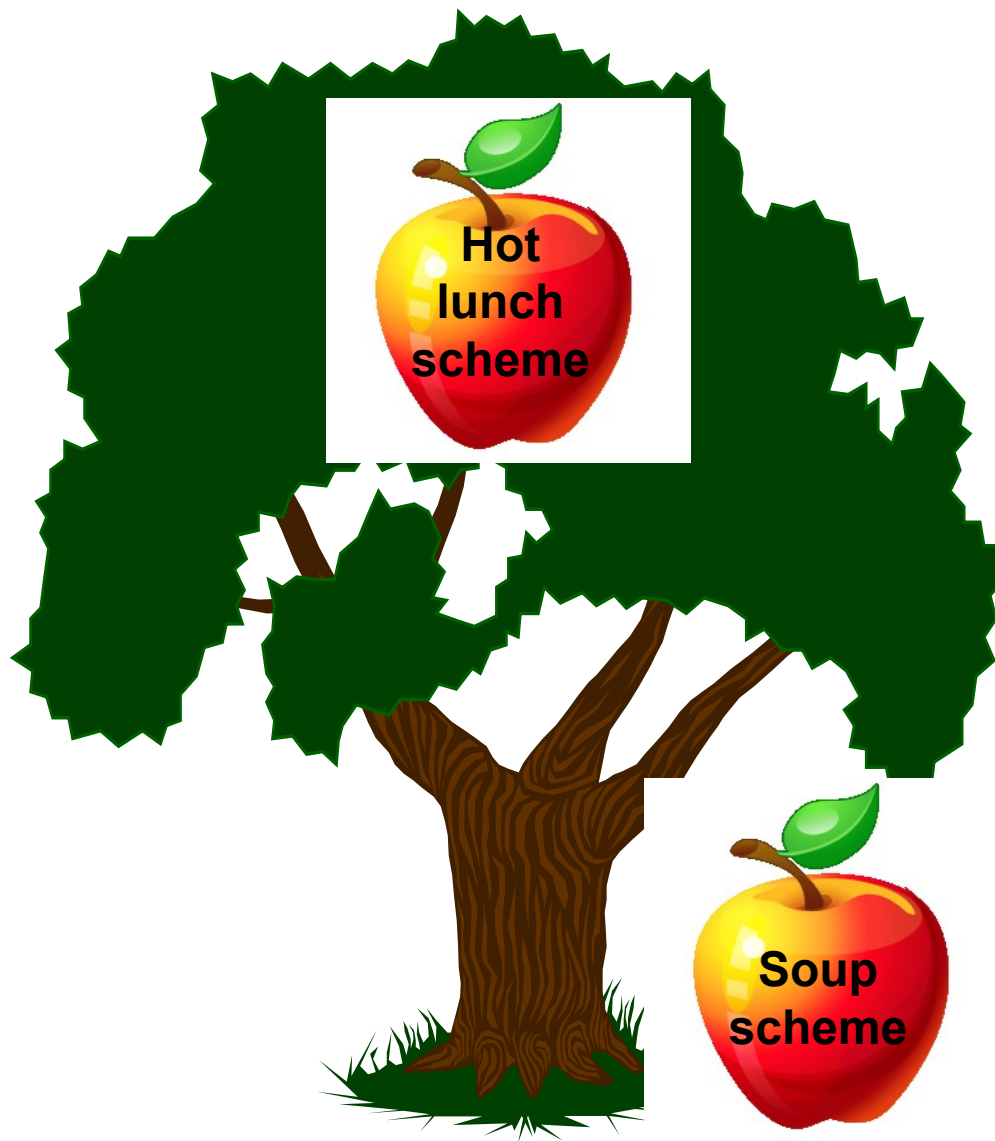
for **life**

GOLD

CATERING

Expansion of school meals service

- 5 new schools and 1 nursery joined the 8 original schools in West Dorset
- New kitchen opened in Blandford
- 10 new schools and 2 nurseries joined the Blandford operation
- 24 staff
- Turnover: £500,000 p.a.
- Over 200,000 meals per year



**Hot
lunch
scheme**

**Soup
scheme**

**Fruit
scheme**

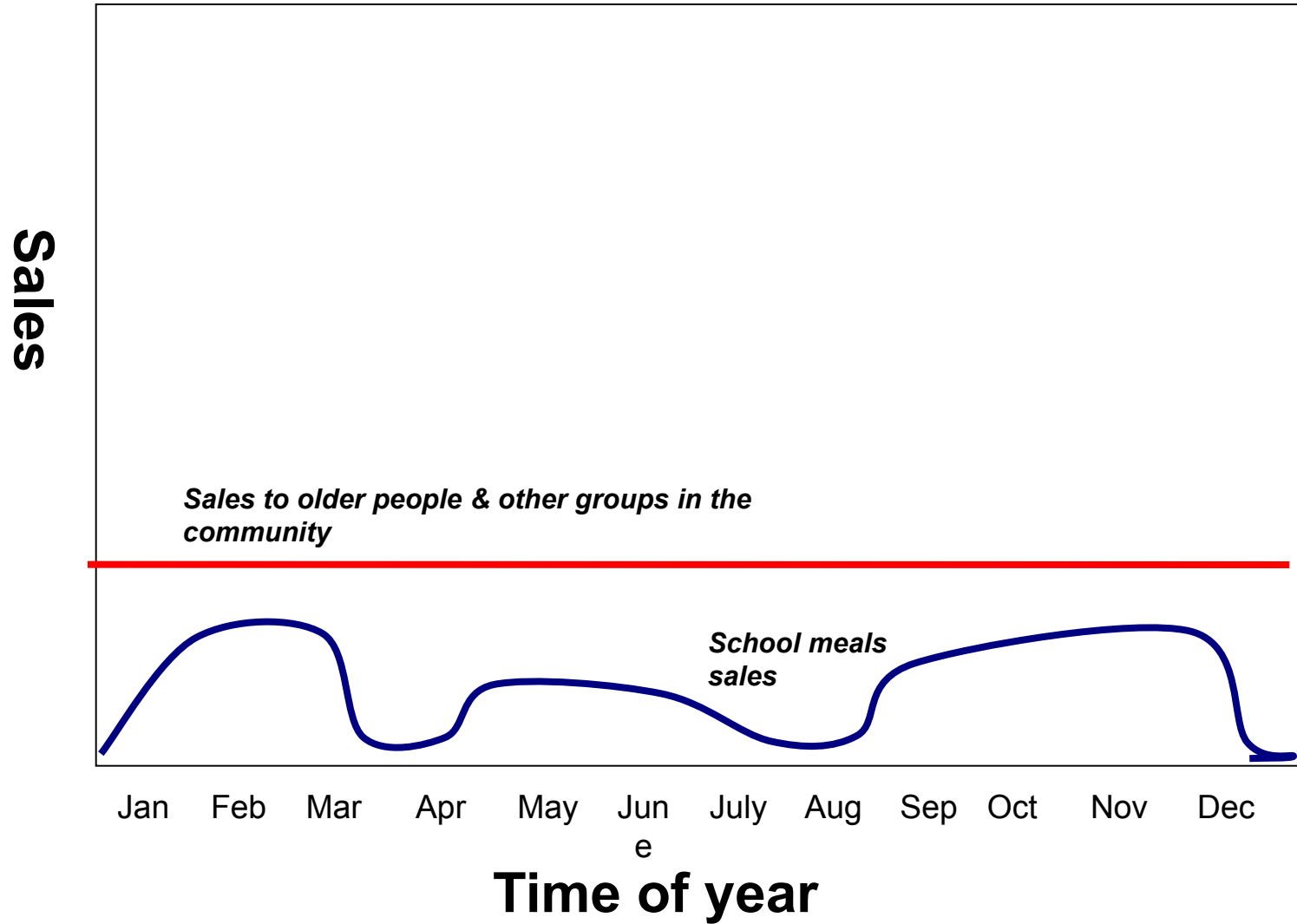
Vocational Training

- Contract with 3 local secondary schools
- Contract with Children Out Of School Service
- 24 students over 3 days
- Year 10 and 11
- NVQ levels 1 and 2

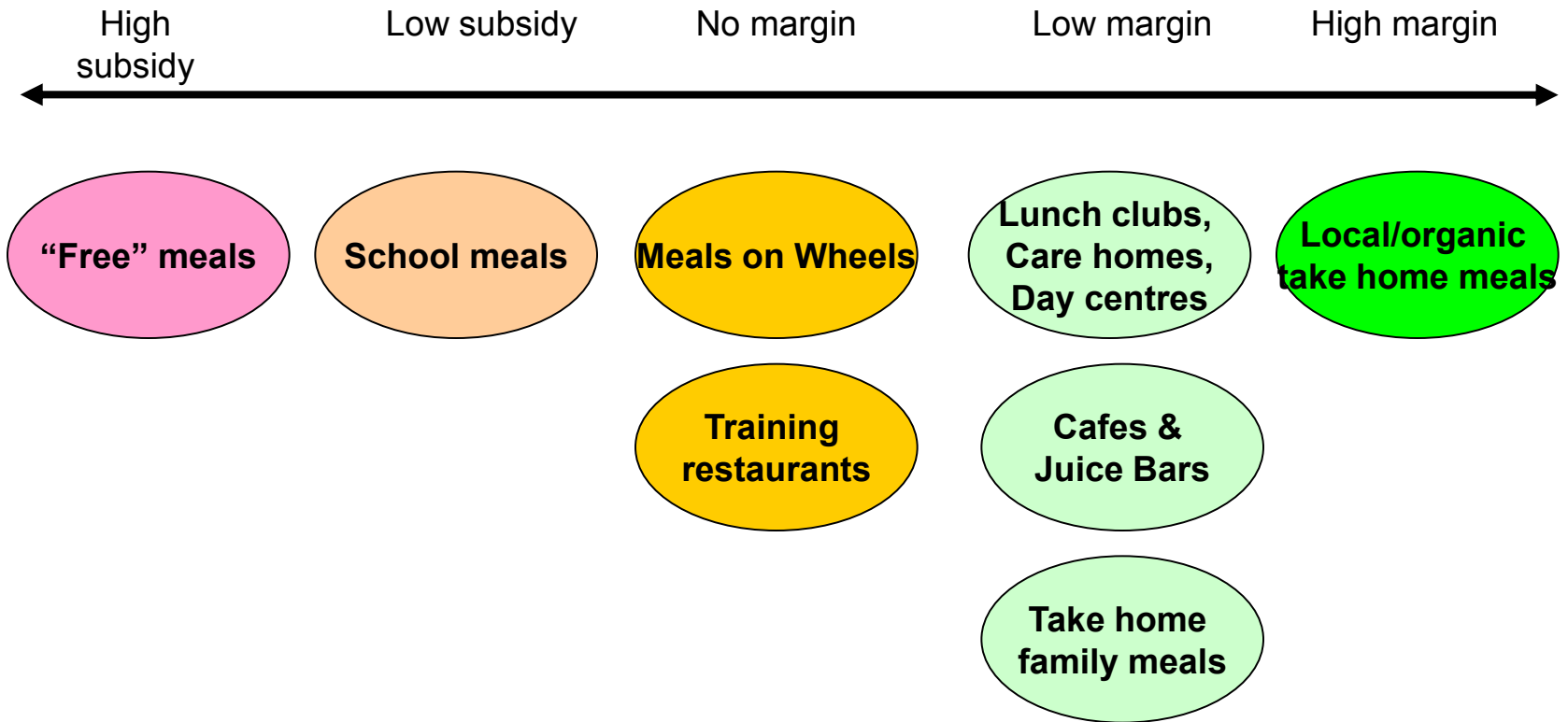
NVQ Training in Catering



Local Food Links: Balancing Demand through Diversification



Spectrum of potential catering activities

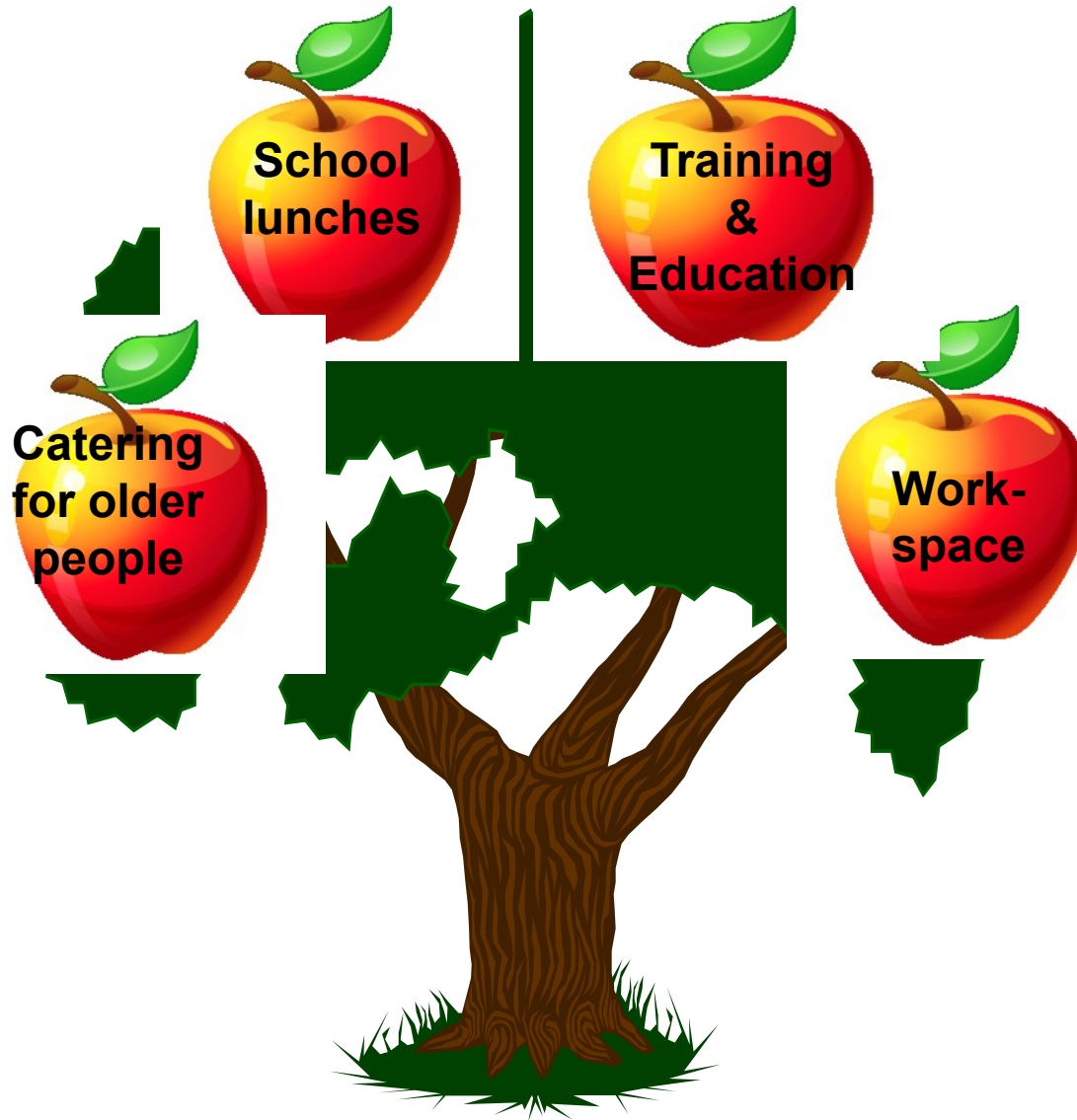












**School
lunches**

**Training
&
Education**

**Catering
for older
people**

**Work-
space**



Local Food Links: The first 10 years

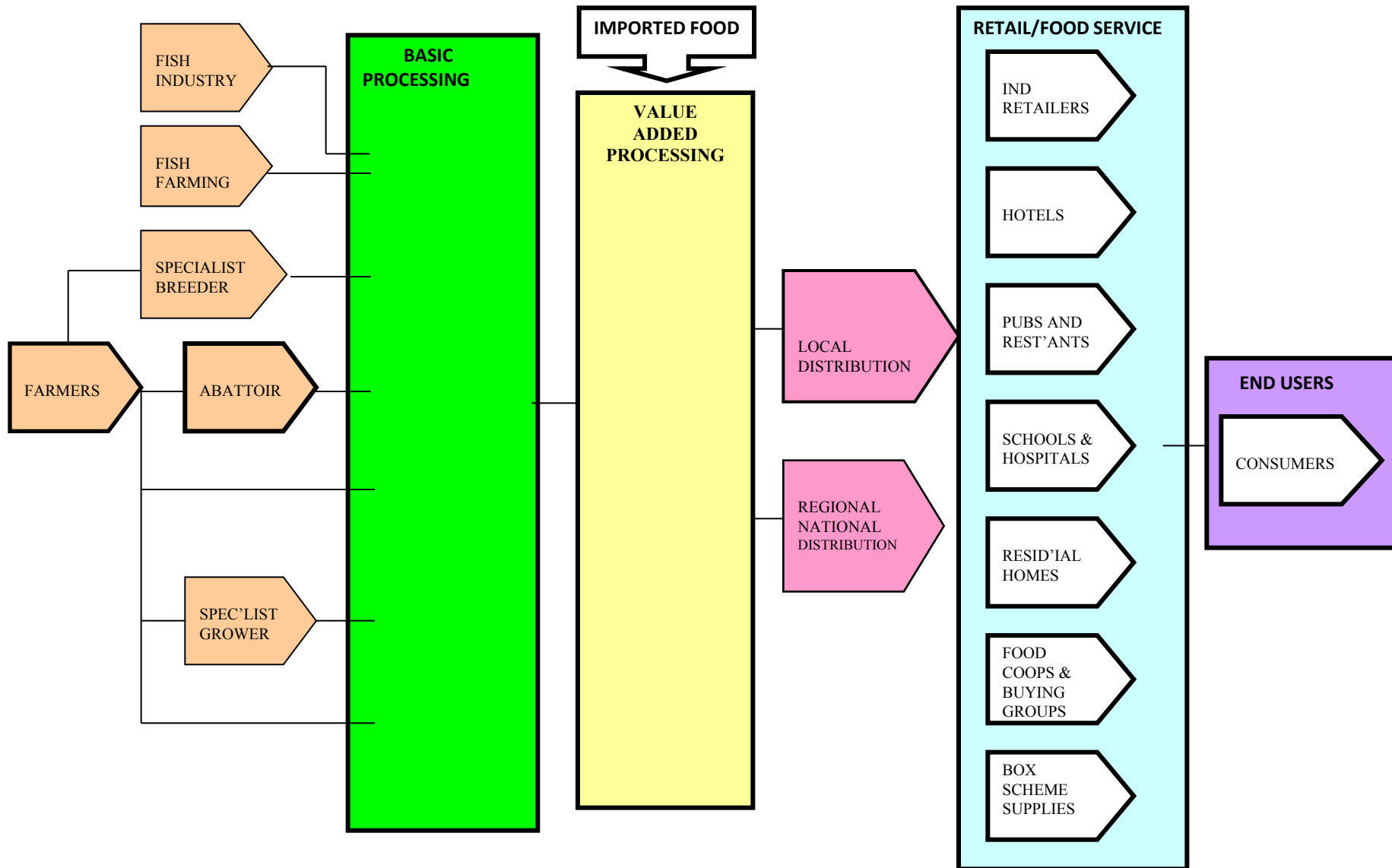
What we have done and what we have learned
about adding value to local produce through catering



Locating enterprises along the food chain

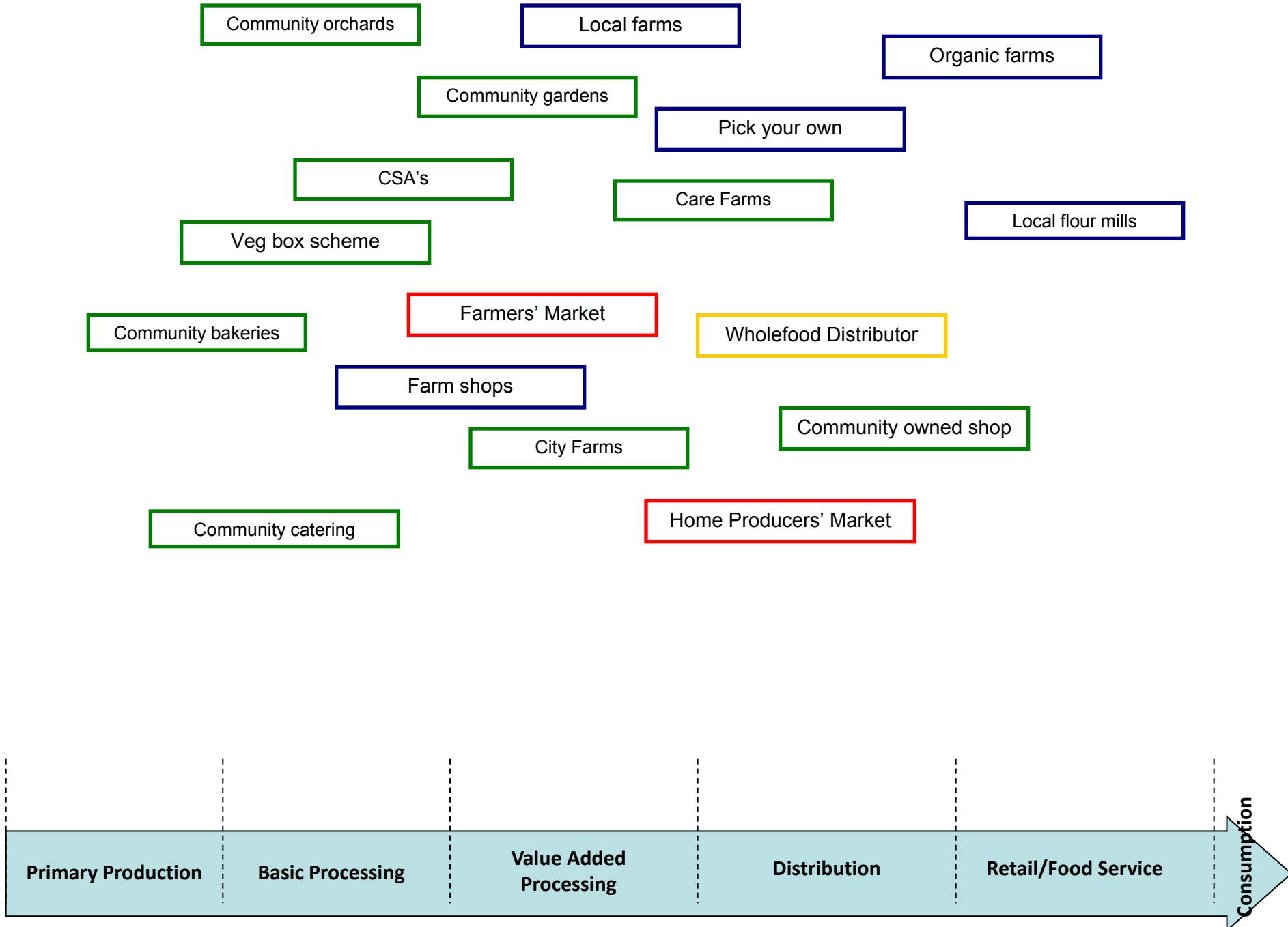
- The food chain can be divided into separate stages:
 - Primary production
 - Basic processing
 - Value added processing
 - Distribution
 - Retail & Food Service
 - Consumption

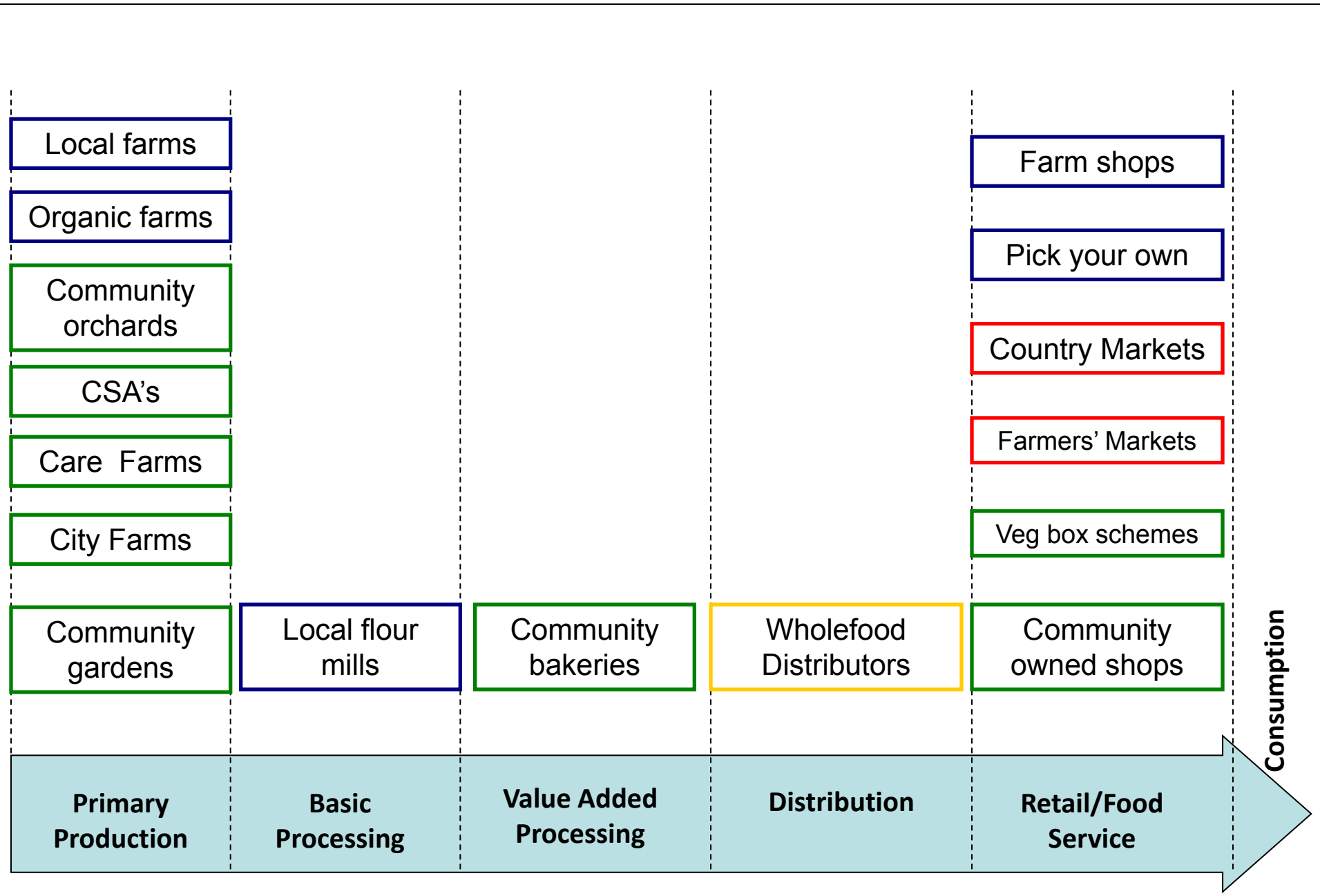
THE FOOD CHAIN



Question 2

- Locate the following local food initiatives along the food chain





Local farms

Organic farms

Community orchards

CSA's

Care Farms

City Farms

Community gardens

Local flour mills

Community bakeries

Wholefood Distributors

Community owned shops

Farm shops

Pick your own

Country Markets

Farmers' Markets

Veg box schemes

Primary Production

Basic Processing

Value Added Processing

Distribution

Retail/Food Service

Consumption