



Local Food in Moray:

*Producing more of what we eat and eating
more of what we produce*

2014



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A Confidence to Cook session at Keith Resource Centre

Background

Moray is a small Scottish county covering 2238 square kilometres and with a population of about 93,000.¹ Its northern edge is along the Moray Firth coast and its southerly tip is high in the Cairngorm mountain area. The administrative centre, Elgin, is a small city of 23,000 people and the towns of Forres, Buckie and Keith are the other centres of population in a county that otherwise consists of villages and scattered rural communities.



A variety of vegetables grown at Elgin Allotment Association's shared garden

Moray is one of the least deprived local authority areas in Scotland,² and life expectancy is higher than the Scottish average.³ However, Moray has a lower than average weekly wage,⁴ and the level of income deprivation varies across the area. Moray has pockets of deprivation: some places are relatively prosperous and others much less so.⁵

Moray has a range of fertile arable land and upland grazing, and the Moray Firth microclimate provides clement weather for growing and livestock rearing. Residents and visitors to Moray alike see acres of root vegetables and grain crops, and plenty of cattle and sheep, and the area has an excellent reputation for producing quality food. Walkers of Aberlour and Baxters of Speyside are both family-run food businesses with roots in Moray. They have become household names throughout the UK and internationally, and are large employers locally. Moray is also known as 'the whisky county' and is home to more than 45 distilleries.

In contrast to this picture of plenty, a foodbank was launched in Moray in 2013 to provide emergency food for those in poverty, and the demand upon it continues to grow. Average referrals have jumped from 26 in Jan/Feb 2013 to 301 for the same period in 2014.⁶ Despite the region having a reputation for quality, fresh produce, overweight and obesity is increasing in both children and adults. This reflects the national picture within Scotland, as this quotation from Nourish Scotland shows:

*'We are earning more from food exports than we are spending on food at home – but while we export premium products we have stubbornly high levels of malnutrition and increasing food poverty. We have plenty of land – but we have ever growing waiting lists for allotments. We produce plenty of healthy foods – vegetables, oats, soft fruit and fish – but we eat much too much sugar and saturated fat.'*⁷

(Nourish Scotland is an organisation reconnecting producers, growers, retailers, consumers and all who care for local, sustainable food in Scotland.)



Surveying consumers at Elgin Farmers' Market

The Moray Food Network

It is against this background of contrasts that community groups with an interest in food, health and the environment came together to set up the Moray Food Network. It was launched in March 2013 by local MSP and Cabinet Secretary for Rural Affairs and the Environment, Richard Lochhead. The priority of the network has always been to benefit the health and well-being of the people of Moray. Whilst it is keen to support local food businesses, it is community-focussed rather than business-focussed. By the time of the launch, aims and objectives for the network had already been drafted, a steering group was in place, and a year's funding obtained for a part-time development worker.



REAP Scotland



Community Food
Moray



Transition Town
Forres



Moray Community Health &
Social Care Partnership



MFN's steering group

The Moray Food Network is now established as an informal network of community organisations, individuals and businesses that are all enthusiastic about local food. Its aims are to:

- Increase co-operation between partners involved in food and health in Moray
- Promote growing, production and marketing of local food
- Improve access to locally grown produce for the benefit of Moray communities
- Raise awareness of knowledge and skills around food and health

The development worker's role has initially been dominated by the first aim – the need to make the loosely-linked groups and individuals feel like a network. A strong support base was seen to be necessary to implement the other aims. A series of public events has been hosted by the network to bring together community groups, individuals and businesses with an interest in local food. This allowed everyone to gain greater familiarity with some of the excellent work already happening in Moray, to share good ideas and best practice from Moray and further afield, and to explore opportunities to work together.



A MFN steering group meeting at the Inkwell

A well-attended consultative event in June 2013 provoked debate and confirmed the emerging ethos of the network. It provided strong support to prioritise healthy food produced in a sustainable way by small businesses for the local community. An on-line survey conducted shortly after the event added further weight to these priorities.



Making decisions at the MFN consultative event

Lunch at the events has allowed MFN to show the wide range of local produce that is available in Moray and nearby. The network has been careful to highlight the origin of all local ingredients – from farm to retailer to caterer. For example, soup was labelled with the farm where the main ingredients (carrots) grew, the social enterprise that sold them and another social enterprise that cooked and served the soup. Being specific about the provenance of food draws attention to the whole chain from farm to plate, and clearly shows the local multiplier effect at work. (Research shows that spending £10

in a local food shop is worth £25 to the local economy because it gets re-spent locally several times. Every £10 spent in a supermarket leads to only £2.40 being spent locally.⁸⁾

Having stalls at other food events has raised the profile of the network in the wider Moray community and provided opportunities for some background consumer research.

Improving communication between those involved in local food was identified as a need, and a monthly events bulletin was developed to supplement the quarterly newsletter. Initially this was a single page providing notice of events planned by MFN and the steering group organisations. It has increased to a three page document that includes a range of food and health events from many organisations. Farmers' markets, nutrition courses, raw food workshops, community markets, smoothie bars, cooking sessions, gardening courses, apple days and potato days – all have been advertised on the MFN bulletin. Over the year the mailing list has more than doubled from 38 to 91. The readership may be much wider since many recipients are a single contact point for an organisation.



Local food at MFN event

Along the way, improved marketing has helped to identify and brand the network. The colourful logo and distinctive newsletter design reflect the food grown and produced in the area, and they have been well-received by supporters of the network. The branding continues on the website.

The website has only recently been established, but it is hoped that this will become the public face of MFN and provide another way for the network to achieve its aims. Food and health events can be easily posted on the site, providing a straightforward way to advertise to a wide audience.

The website also contains a map-based directory of local food producers, with opportunities to add to or modify the entries as and when required. This is an early step towards the network's second aim of promoting the growing, production and marketing of local food and the third - improving access to locally grown produce for the benefit of Moray communities.

The fourth aim is to raise awareness of knowledge and skills around food and health. After early interest in supporting cooking skills was shown by several organisations, MFN worked in partnership with NHS Grampian to provide Confidence to Cook Training for Trainers in

two Moray locations. This training aims to equip those working in community settings with the skills, knowledge and confidence to help others start to cook. It is particularly aimed at supporting those on low food and fuel budgets to feed themselves cheaply, healthily and well. Fifteen people took part in the training. Collectively, they have since run over twenty cooking sessions - reaching nearly 100 people who are new to cooking. Many other cooking sessions are being planned.

In addition, MFN has provided local and sustainable food information to be added to a revised version of the Confidence to Cook resource pack. This includes a colourful food wheel illustrating when fruit and vegetables are in season locally.



The MFN-branded newsletter



The events page on the Moray Food Network website



The MFN seasonal food wheel - a guide to which fruit and vegetables are in season

Attendance at the 'Grow the Future' community growing conference in Inverness and the Nourish Scotland 'Feeding the Five Million' conference in Edinburgh provided inspiration and ideas for the steering group, as well as confirmation that the network is working to national priorities. Best practice visits to food projects in Glasgow (Locavore local food shop and Urban Roots' community growing sites) and to a community market on the Black Isle showed other possibilities for supporting local food in Moray.

The barriers to buying local food in Moray

Moray Food Network consumer surveys show that there is a considerable feeling of goodwill towards the idea of local food and its production. 96% of those surveyed said they buy local food, with the most popular reason for this being to support local farmers and businesses. However, in many cases this is not translating into regular purchases of local food. This is not an issue peculiar to Moray: a study of consumer buying behaviour talks of 'the gap between how much people say they want to buy local food compared to how little they actually buy',⁹ and a DEFRA report comparing consumer attitudes and actual purchasing behaviour also found a considerable mismatch between the two.¹⁰



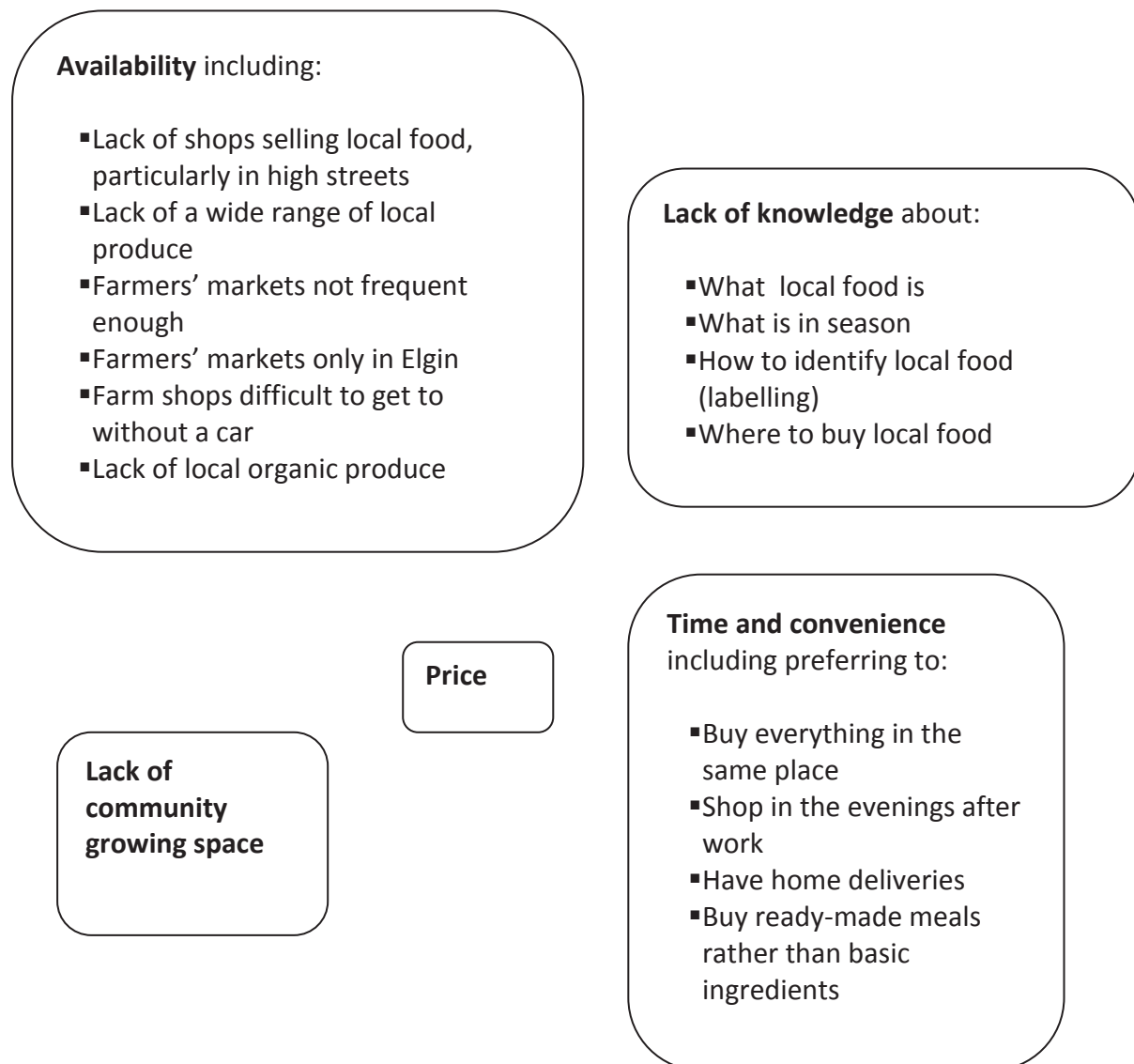
Produce for sale from Urban Roots community project, Glasgow

A recent feasibility study on community markets soon to be published by REAP states that:

*'Both nationally and in Moray, people express a desire to have a local market, but there is a difference between the aspiration and actually shopping there. We live in an era where supermarket logistics, advertising, and mass buying power have led to domination of food sales.'*¹¹

Barriers to increased consumption of fresh local food abound in Moray as elsewhere, not least because there is confusion as to what local food actually is. MFN community research focussing on those with an existing commitment to local food found that similar barriers were identified. Although far more local food purchases were made (and there was much greater awareness of what is meant by 'local food') the reasons given for not buying more were very similar.¹²

The following were all mentioned in MFN surveys as barriers to buying local food:



Nationally, availability and price are also seen as the most important barriers to buying local food. Interestingly, in this survey, availability, convenience, and price were also mentioned as reasons why people *do* buy local food. Perceptions and experience of local food in Moray are not the same for all consumers.

Overcoming barriers

It is tempting to think that availability is the main problem. Whilst improving availability may encourage people to buy more local food, the situation is more complex than that. Most people shop out of habit - and they primarily shop at supermarkets. Keith, for example, has a range of independent shops including some that stock local food but 68% of those

surveyed there did all or most of their food shopping in supermarkets.¹³ This is a similar picture to the UK as a whole (72%).¹⁴ In addition to increasing availability and advertising more widely, customer behaviour change is also needed if local food is to become a bigger part of Moray diets.

MFN's consumer survey identified a wide range of places where local food is bought - in and around Moray - and there may be many more:

*'Nine different farm shops..., six general stores, eleven butchers, at least four fish shops or vans, several bakeries and two vegetable box schemes. In addition, there was a café, a pick-your-own fruit farm, a monastery and a juice bar.'*¹⁵

However, there are certainly some genuine problems of availability including those relating to particular foods. Although edible crops are grown throughout Moray, that does not always mean plentiful supplies for Moray communities. Much of the grain grown here, for instance, is used in the whisky industry and does not find its way into local bread. No supplies of local flour have been identified, although it is possible to buy locally-milled oatmeal. The root crops that are clearly visible growing in fields throughout Moray are grown primarily for supermarkets and wholesalers: shops wishing to buy small quantities to sell locally are not always able to do so.



Discussing community markets with Anne Thomas from Transition Black Isle

Another issue identified in Moray was confusion about the term 'local food'. There is a tendency for consumers to think of where the food is bought rather than where it is grown, reared or made. 'Local food' is not a legally defined term. Because of this, it can be used as an incentive to buy without giving any meaningful information to the consumer. 'Local' can mean whatever you want it to mean. It can, for instance, be simply Scottish, or, local produce that has been transported huge distances as

part of a centralised packing and distribution system. Those who sell produce that is genuinely local are rightly keen to advertise this, but so far seem to do so in a generic way ('we sell local food') which risks confusion.

Making Local Food Work (MLFW) is an organisation working to 'help communities gain access to good, fresh, local produce with clear origins'. Their report *Influencing Consumer Buying Behaviour*¹⁶ gathered evidence from a variety of sources to create a handbook of effective ideas to help a community wanting to 'nudge' itself into greater support for its local food system. The report specifically addresses barriers, tackling availability of local food and behaviour change in a joined up way. The MLFW emphasis is on making local food **easy** (both practically and psychologically), making local food **normal** (by becoming more visible, part of the community and something that 'everybody does') and making local food **personal** (by recognising that people have different needs and respond to different incentives - and that personal stories connect food and people).

One example of an idea to 'make local food easy' is to shift the emphasis from price to value for money. Whilst local food is not always more expensive, for some consumers, the perception that 'local means expensive' puts them off buying local food. MLFW suggests highlighting how local food from local businesses is different and better, so cannot be compared directly with other food.



The food directory on MFN's website

REAP's study came to similar conclusions, talking of how to 'differentiate the market and show added value, compared with a supermarket'.¹⁷ The report was referring to markets but the point relates more generally to local food. The same principle could also be applied to convenience and availability. As the report says:

*'It is difficult to compete with supermarkets in terms of convenience, so it may be a better tactic to highlight that the market provides a 'break from the norm' and a chance to slow down. It can be an opportunity to focus on socialising, strengthening community links, and talking about products with those who make them.'*¹⁸

After a successful first year for the Moray Food Network, there is still plenty of work to be done. The network has become well established and initiated some good work, but has only scratched the surface in terms of overcoming barriers to local food. Although some consumers are regularly eating a wide range of local produce, it seems that, for the majority, local food is not easy, normal nor personal. The next section focuses on practical steps that the network could take in the coming years - so that Moray communities can 'produce more of what we eat and eat more of what we produce'.¹⁹

Next steps for the Moray Food Network – the priorities

What	Why
<p>Work with existing food businesses (retailers, stallholders, cafés etc) to:</p> <ul style="list-style-type: none"> ▪ Identify those that are enthusiastic local food supporters ▪ Develop criteria for MFN food business membership ▪ Set up guidelines for local food labelling, with the possibility of creating a Moray brand using the MFN logo ▪ Encourage businesses to make the most of both local food and the local multiplier effect by buying from one another ▪ Trial evening opening when appropriate ▪ Consider a membership fee, once the benefits of being part of MFN are proven 	<p>Moray consumers identify supporting local farmers and businesses as a key reason for buying local food. (MFN consumer survey)</p> <p>Supporters want clear guidelines so that MFN supports healthy local food produced in a sustainable way by small businesses. (MFN consultative event and supporter survey)</p> <p>Making Local Food Work (MLFW) suggests a range of measures based on making local food more visible and more available.²⁰</p> <p>Providing income will make the network more financially sustainable.</p>
<p>Plan a marketing campaign in conjunction with a range of local food businesses</p> <ul style="list-style-type: none"> ▪ Raise the profile of local food – what it is and why it benefits local communities ▪ Highlight the local multiplier effect ▪ Use the MFN logo to create a distinctive Moray brand for locally-produced food ▪ Use the MFN logo to brand a network of food outlets that wholeheartedly support local food ▪ Identify local food champions from a range of backgrounds ▪ Move the debate from price to value for money ▪ Introduce a local food reward card ▪ Work with local media to keep local food on the agenda 	<p>Many Moray consumers are not sure what local food is or where to buy it. (MFN consumer survey)</p> <p>Moray consumers identify supporting local farmers and businesses as a key reason for buying local food. (MFN consumer survey)</p> <p>MLFW suggests a range of measures based on making local food more visible and more the normal choice. Moving the focus from price to value for money is key. Reward cards create a sense of community and loyalty as well as incentivising purchases.</p> <p>The Scottish Government wants to make it easier for consumers to know about the origin of their food, and to recognise establishments with a commitment to using and promoting local food.²¹</p>

<p>Support the development of community markets</p> <ul style="list-style-type: none"> ▪ Ensure a collaborative approach that complements and supports Elgin Farmers' Market ▪ Create pilot community markets in a number of areas ▪ Support existing community markets by sharing information, best practice and marketing ▪ Support those wishing to increase the number of local food stalls at their regular events – turning coffee mornings into markets ▪ Use MFN branding to indicate and promote local food 	<p>Community markets are a good outlet for local food and a lower risk than farmers' markets. Another farmers' market is unlikely to succeed in Moray due the low population density. (REAP feasibility study, and experience of Transition Town Forres (TTF) and Transition Black Isle (TBI))</p> <p>First Friday Coffee Mornings in Duffus are a community venture that have successfully incorporated fruit and vegetable sales (a CFM stall) into their events.</p> <p>Cullen Food Market reports needing more food stalls if it is to thrive.</p>
<p>Set up and support growers groups (including community groups) to:</p> <ul style="list-style-type: none"> ▪ Learn from and support one another ▪ Complement one another's growing plans in terms of seasonality and variety of crops ▪ Buy compost, seeds etc in bulk ▪ Work in partnership to stock and man stalls at community or farmers' markets ▪ Consider group organic certification 	<p>Transition Black Isle identifies vegetable stalls as the main 'draw' for customers at community markets.</p> <p>Small growers face challenges in providing a range of produce throughout the year.</p> <p>Working together can save costs and labour.</p> <p>A small group of new growers in Forres have found it helpful to meet regularly, and have generated ideas of how to work more effectively together.</p>
<p>Involve more individuals in MFN by providing opportunities to:</p> <ul style="list-style-type: none"> ▪ Become part of a 'Fife Diet'-type community movement in Moray ▪ 'Sign-up' to local food pledges and challenges ▪ Increase food knowledge particularly about healthy eating and seasonality ▪ Improve cooking skills and confidence ▪ Encourage food growing skills ▪ Pass on the skills that have been gained 	<p>MLFW emphasises that groups create a powerful momentum for behaviour change.</p> <p>The Fife Diet - with its attractive and recognisable branding and emphasis on sustainability - provides an excellent example of how to motivate communities to be more involved in local food.²²</p> <p>Community organisations report the need to increase food knowledge and</p>

	<p>skills within Moray.</p> <p>Beginners' courses for cooking and growing are already proving popular in Moray. (REAP's growers' course, TTF's cooking workshops)</p>
<p>Maintain, advertise and develop website</p> <ul style="list-style-type: none"> ▪ Keep website up to date (particularly the events and food suppliers sections) ▪ Encourage others to be involved in creating content ▪ Add Confidence to Cook trainers forum ▪ Consider adding further pages relating to member organisations, volunteers wanted, ▪ Add links to social media 	<p>Websites need to be up-to-date to be attractive to new and regular users.</p> <p>Adding fresh content is the most effective way of search engine optimisation.</p> <p>Being involved encourages feelings of ownership in the network.</p>
<p>Develop and support a network of Confidence to Cook (C2C) trainers by:</p> <ul style="list-style-type: none"> ▪ Providing a forum for trainers to keep in touch with and support one another ▪ Matching new and inexperienced trainers to those with more experience ▪ Enabling organisations who wish to provide cooking workshops to contact C2C trainers ▪ Running regular C2C Training for Trainers ▪ Considering the potential of a social enterprise for supporting cooking skills 	<p>C2C Training for Trainers identified a need to share best practice, to support each other and to work together.</p> <p>A range of community and other groups have requested trainers to run or support cooking classes on both a voluntary and a funded basis.</p> <p>Creating a social enterprise will make the network more financially sustainable.</p>
<p>Develop and support a network of community growing tutors by:</p> <ul style="list-style-type: none"> ▪ Creating a standard new growers' course focussing on food growing ▪ Training experienced gardeners to deliver the course ▪ Maintaining a database of trained gardeners ▪ Enabling organisations to access trainers ▪ Considering the potential for a social enterprise for supporting food growing skills 	<p>A range of community and other groups have requested trainers to run food growing workshops.</p> <p>Urban Roots in Glasgow run a similar tried and tested model for offering gardening courses in their community.</p> <p>Creating a social enterprise will make the network more financially sustainable.</p>
<p>Work with others to provide more land for community growing including making sure that:</p> <ul style="list-style-type: none"> ▪ Space for food growing is included in the Local Plan 	<p>A number of community groups and individuals have requested access to land for food growing. (MFN via consumer survey and direct by the groups)</p>

<ul style="list-style-type: none"> ▪ Areas for food growing are planned into all major developments ▪ Each Moray community has access to food growing space 	<p>Helping people to grow their own is a key part of the Scottish Government's commitment to ensuring food is available and affordable to all.</p>
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Further steps for the Moray Food Network

What	Why
<p>Support 'upscaling' of food production from supplying family and friends to becoming a business</p> <ul style="list-style-type: none"> ▪ Provide, or signpost people to, information and courses on scaling up production, food hygiene, labelling, packaging, marketing and advertising 	<p>REAP has identified a number of people trying to make this transition. (Keith & Strathisla Local Food Project)</p> <p>Moray needs more small-scale local food producers to supply the local community. (MFN consumer research)</p>
<p>Identify gaps in local food production and distribution to establish:</p> <ul style="list-style-type: none"> ▪ Which foods are produced in Moray but are sold elsewhere and are unavailable as local products for local consumers ▪ How best to make more of these foods available for the Moray community ▪ Which primary foods could be produced in Moray but are not at present ▪ Which lightly processed foods (e.g. bread, jam, cheese) are made with non-Moray produce because of a lack of supply of raw ingredients ▪ Which lightly processed foods are not made in Moray because of a lack of processors ▪ How best to fill the production gaps 	<p><i>'Too often we are confronted by an array of imports on our shop shelves when we do, or could, produce the direct equivalent right here in Scotland.'</i> Richard Lochhead, MSP for Moray²³</p> <p>Some gaps have already been identified anecdotally by MFN consumer surveys - flour, barley, milk, butter, and organic meat, for example.</p>
<p>Campaign for local food procurement policies following Food for Life or similar criteria in</p> <ul style="list-style-type: none"> ▪ The Moray Council and NHS Grampian ▪ Other community planning partners 	<p>MLFW states that ensuring public bodies use local produce is a major way to make local food normal. It also creates a market for local food.</p> <p>Sustainable food procurement in the public sector is a priority for the Scottish government.</p>

<p>Work with Moray-based food wholesalers to:</p> <ul style="list-style-type: none"> ▪ Improve the traceability of Moray produce ▪ Increase the amount of Moray produce they buy and sell 	<p>Small businesses report difficulty in buying Moray produce both because smaller quantities are unavailable and because Moray produce is mixed with non-Moray produce. (MFN producer survey)</p>
<p>Consider hosting a community growing or community food conference</p>	<p>Conferences are an opportunity to network, to share ideas and best practice, and to increase the visibility of local food initiatives.</p>
<p>Support local farmers to produce food for the Moray community</p> <ul style="list-style-type: none"> ▪ Work with farmers to increase the amount of food they grow ▪ Encourage and support farmers to keep supply chains short – by selling at local markets and to local businesses 	<p>REAP reports a number of farmers seeking advice on growing more food for the community (rather than cash crops).</p>
<p>Further research required on the feasibility of:</p> <ul style="list-style-type: none"> ▪ Local food distribution hubs for micro and small producers ▪ Community shops selling primarily local food ▪ Community kitchens/cafés with a local food emphasis ▪ Community composting projects 	
<p>Evidence from: Moray Food Network and partner organisation's surveys and community work; Making Local Food Work's <i>Influencing Consumer Buying Behaviour: a guide for community food enterprises</i>; and The Scottish Government's <i>Recipe for Success –Scotland's National Food and Drink Policy</i>.</p>	

2019 - What will the Moray Food Network look like?

In five years' time, MFN will continue to be a community-based organisation with a strong idea of what it stands for and what it is doing. The network will have made progress in



Harvesting at Urban Roots community project, Glasgow

overcoming the barriers to local food by implementing some of the outlined steps and working towards others. It will be well-funded to work in partnership with and support Moray communities to have access to healthy, sustainable, local food that they can afford. This will involve more opportunities to 'grow your own' and to gain food preparation and cooking skills. Many people will have signed up to the 'Moray Diet' or been involved with the associated events, and these will have become an established (and fun!) part of the community.

The network will have supported domestic-scale growers and producers to take the step to become small food businesses supplying the local community, and encouraged and enabled existing businesses to use more local food. Therefore, Moray will have a greater number of small food businesses and community enterprises. There will be a wider choice of places where people are able to buy local food, and more types of produce available. Local food will be far more visible in the community and will be clearly marked – perhaps with the MFN logo. Some of the network's own ventures will start to bring in an income.

Five years is not long to achieve so much. But the network is full of organisations and individuals with a passion for local food and a track record of working constructively together, with and for Moray communities. They are already committed to enabling everyone to eat healthily and well, and, in partnership with others, to be part of making a better and more sustainable future for food in Moray.



Locavore – a Glasgow shop specialising in local food, and selling produce from the neighbouring Urban Roots project

References

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- ² Scottish Index of Multiple Deprivation (SIMD) figures for Moray available at <http://www.scotland.gov.uk/Resource/0041/00410735.pdf>
- ³ National Records of Scotland available at <http://www.gro-scotland.gov.uk/files2/stats/council-area-data-sheets/moray-factsheet.pdf>
- ⁴ NOMIS Official Labour Market Statistics available at www.nomisweb.co.uk/default.asp
- ⁵ SIMD figures available at <http://www.scotland.gov.uk/Resource/0041/00410735.pdf>
- ⁶ Article in the *Press and Journal* 26th February 2014
- ⁷ Nourish Scotland's *Feeding the Five Million*. Available on the Moray Food Network website and at http://www.nourishscotland.org/wp-content/uploads/2013/11/AA_Conference-Report-NovemberFINAL.pdf
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- ¹¹ REAP's *Community Market Feasibility Report*, Keith & Strathisla Local Food Project, 2014, due to be published shortly. It will be available at www.reapscotland.org.uk
- ¹² MFN community research
- ¹³ REAP's Keith & Strathisla Baseline Food Survey 2013 available at <http://www.reapscotland.org.uk/downloads/?did=72>
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- ¹⁵ MFN consumer research
- ¹⁶ MLFW *Influencing Consumer Buying Behaviour: a guide for community food enterprises*.
- ¹⁷ REAP's *Community Market Feasibility Report*, Keith & Strathisla Local Food Project, 2014
- ¹⁸ REAP's *Community Market Feasibility Report*, Keith & Strathisla Local Food Project, 2014
- ¹⁹ 'Declaration of Dunbar' – Nourish Scotland www.nourishscotland.org
- ²⁰ MLFW *Influencing Consumer Buying Behaviour: a guide for community food enterprises*
- ²¹ *Recipe for Success – Scotland's National Food and Drink Policy* available at <http://www.scotland.gov.uk/Resource/Doc/277346/0083283.pdf>
- ²² www.fifediet.co.uk
- ²³ Speech announcing the next steps for the national food policy, Royal Highland Show, June 2008 <http://www.scotland.gov.uk/News/This-Week/Speeches/Greener/food>

The Moray Food Network works to increase co-operation between those involved in food and health in Moray; to promote growing, production and marketing of local food; to improve access to locally grown produce; to raise awareness of knowledge and skills around food and health.

info@morayfoodnetwork.org.uk

www.morayfoodnetwork.org.uk



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