

CYNHADLEDD :  
**Tyfu'r  
Dyfodol**

: CONFERENCE  
**Growing the  
Future**



prydau ysgolion · coginio  
caffael cyhoeddus  
ymweld â ffermydd  
garddio · bwyta'n iach



school meals · farm visits  
public procurement  
gardening · cookery  
healthy eating



Canolfan Organig Cymru  
Organic Centre Wales

**COLEG GARDDWRIAETH  
CYMRU, YR WYDDGRUG  
SIR Y FFLINT**  
Dydd Iau, 25 Mai 2006

**WELSH COLLEGE OF  
HORTICULTURE, MOLD  
FLINTSHIRE**  
Thursday, 25 May 2006

**REPORT**



Asiantaeth Datblygu Gwledig  
Rural Development Agency



## Tyfu'r Dyfodol : : Growing the Future

25<sup>th</sup> May 2006 – Programme for the day

10.15	<b>Coffee and registration, Mitchelmore Centre, Welsh College of Horticulture</b>
10.30	<p><b>Chair: Antony Lewis, Mid Wales Food and Land Trust</b></p> <p><b>Mike German AM</b> Keynote speech</p> <p><b>Gwyn Thomas, Blaen-y-Nant Farm</b> School visits to farms</p> <p><b>Caroline Jones, Welshpool High School</b> Organic and local food in school meals</p> <p><b>Teresa Owen, National Public Health Service</b> Food and Well Being – strategy and action</p> <p><b>Mark Simkin, Welsh College of Horticulture</b> Linking education and procurement</p> <p>Written statement by <b>Jane Davidson AM</b>, Welsh Assembly Government</p> <p><b>Questions to the panel</b></p>

**12.30-2pm Local food lunch** Introduced by **Lavinia Vaughan** of the Mid Wales Food and Land Trust. Delegates' exhibition.

**2.00 Four parallel workshops** Participants can choose to attend one in this block of four

<b>Sourcing sustainably</b>	<b>Cooking and tasting</b>	<b>Using the outdoors</b>	<b>Links to the community</b>
<p>Chair: <b>Joy Carey</b>, Soil Association</p> <p><b>David Frost</b> Organic Centre Wales</p>	<p>Chair: <b>Mari Jones</b>, Anglesey Local Health Board</p> <p><b>Bruce Etherington</b> Setpoint Wales, <b>Elwen Roberts</b> Hybu Cig Cymru, <b>Edna Roberts</b> Sainsburys, and <b>Gwyn Fleming</b> and pupils, Ysgol Carreglefn</p>	<p>Chair: <b>Nick Rebbeck</b>, Learning on the Farm</p> <p><b>Bill Graham</b> FACE <b>Lauren Evans</b> Welsh College of Horticulture and <b>Foyzul Gani</b> Groundwork Wrexham and Flintshire</p>	<p>Chair: <b>Caroline Davies</b>, Mid Wales Food and Land Trust</p> <p><b>Linda Broughall</b> and pupils, Aberhafesp Primary School, <b>Mark Jones</b> Welsh Community Food Coop Project and <b>Brian Hubble</b>, ContinYou Cymru</p>

3.15	<p><b>Plenary session</b></p> <p><b>Chair: Nic Lampkin</b> Organic Centre Wales <b>Janet Ryder AM</b> Shadow Education Minister, Plaid Cymru <b>Iwan Wynne Jones</b> Groes Bach Farm and Calon Wen</p>
4.00	<b>Tea and close of conference</b>

This conference was organized by Organic Centre Wales in association with the Mid Wales Food and Land Trust, the Welsh College of Horticulture and the Soil Association. The organizers would like to thank Cadwyn Clwyd and Hybu Cig Cymru for support. OCW is funded by the Welsh Assembly Government.

## PLENARY SESSION

**Chair: Antony Lewis, Mid Wales Food and Land Trust**

### **Keynote Speech**

**Mike German, AM**

Mike German made a heartfelt plea for concerted action to tackle obesity in our children and put healthy eating at the heart of learning, calling for tough new regulations to protect children from harmful foods, and a promotional programme to ensure more children eat healthier school meals. At present, 37% of Welsh children are overweight and 52% have tooth decay. Of the 5% of Welsh public expenditure which is spent on food, 80% goes on processed food and at least half of all food is sourced from outside Wales.

He also called for action to undo some of the negative image of school meals:

"Jamie Oliver did a great service in highlighting the poor quality of many dinners. But the down side is that now, there are many parents who will not encourage their children to eat them. We need to reach out to parents and reassure them that they can get a 'square meal'. And we need to market them to children so they see them as 'cool' rather than 'square'.

"We need to reconnect school meals with the wider curriculum - so children understand that vegetables grow in the ground, and meat comes from animals on farms. And we must encourage local farms to develop their potential as suppliers, and encourage contract managers to use home-grown resources.

"As politicians we have to clear up the legislation on school meals - put nutrition at a premium. And ban fizzy drinks and high fat snacks - and the vending machines which distribute them - from our schools. We can put greater emphasis on food standards and traceability. All this needs to be backed up with the money to make it happen.

"Wales is a small country. This means that we never have to go far to work with one another to make things better. We owe it to our children to give them the best start in life, and the tools to live a healthy, productive and fulfilling life. We must avoid the mistakes of the past, to give our children the best chances for the future."

*For more details see [www.mikegerman.com](http://www.mikegerman.com).*

### **School visits to farms**

**Gwyn Thomas, Blaen-y-Nant, Snowdonia**

Gwyn farms in Nant Ffrancon, near Bethesda, as a tenant of the National Trust. His land varies from small walled fields on the valley floor, through a rock-strewn ffridd, up to mountain land and the crags of Tryfan and Glyder Fach. He has a hefted flock of Welsh Mountain sheep and Welsh Black Cattle, selling beef and lamb direct to the public, and the farm is managed organically. It is also in Tir Gofal, and features woodland regeneration, wildlife corridors and river restoration.

Gwyn receives many visits from school, particularly from groups from outside the area who stay in residential centres in Snowdonia, but also from local schools. He is passionate about the importance of young people visiting the countryside, both to experience the pleasures of paddling in streams and running around in the fresh air, but also to learn more about where their food comes from.

He called for more encouragement for schools to visit their local farms, and also to teach children how to use basic ingredients to prepare nutritious meals.

*For more information about Blaen-y-Nant, see [www.blaenynant.co.uk](http://www.blaenynant.co.uk) or call Gwyn Thomas, 01248 600400.*

## **Organic and local food in school meals**

**Caroline Jones Business Manager, Welshpool High School**

Caroline explained that the school, with over 1000 pupils and a food budget of more than £100,000 a year, opted out of local authority catering in 2001, and embarked on a programme of change before Jamie Oliver had even entered a school kitchen!

The seating capacity of the canteen was extended five fold, and new healthy eating options were introduced at the same time as snack vending machines were removed from the school. A forum of pupils and staff was set up to advise and give feed-back. With the help of the Mid Wales Food & Land Trust a group of local and Welsh producers has been coordinated to enable the catering manager to procure from local producers, who proved keen to engage the pupils with cooking demonstrations and samplings.

In 2005, the school introduced a cashless payment system for meals. Similar to a credit card, this enables parents to have any dietary restrictions coded onto the card as well as to control the amount pupils spend on each meal. They can also receive a printout of what each pupil has consumed. This way, the money is captured within the school rather than spent on snacking en route to and from the school. Cards are not transferable, and they provide anonymity for pupils receiving free school meals. Queuing for payment is also reduced, as is staff time counting cash.

At present, 600 pupils purchase school meals. Menu choice has been reduced but so has the level of wastage. Healthy school breakfasts have also been introduced, and some 60 pupils enjoy this facility, increasing to 150 in the winter. Teaching staff have identified that the behavior of some pupils has significantly improved.

Food and nutrition have assumed a higher profile in the life of the school, with catering staff working with GCSE pupils to plan, cost, prepare and cook meals using locally sourced produce. In addition there is now a School Meals Council of 35 pupils, teaching and support staff who provide feedback on and new ideas for menus. Standards of catering have improved with the catering staff working as a team, motivated to best practice and training, with resulting increased confidence together with reduced turnover and sickness rates.

The school itself has attracted an increased profile, with opportunities to exhibit displays and attend conferences at which it has been possible to demonstrate that its catering service is sustainable, environmentally positive with greatly reduced food miles and a significant contribution to the local food economy. And furthermore it runs at a profit.

***Caroline Jones, Welshpool High School, Salop Road, Welshpool, Powys SY21 7RE.***

## **Growing the Future: Food and Nutrition – Science, strategy and action**

**Teresa Ann Owen, SpT Public Health, National Public Health Service for Wales**

Starting with the science, Teresa stressed the links between long-term health and well being and early diet. Referring to the three age bands of pre-school children, school age children and teenagers, she explained the need for children to eat a healthy varied diet which provides for their nutritional needs and to establish good eating habits. The balance of food with activity levels was also briefly introduced, and also the need to translate the wealth of scientific and nutritional information into food messages, which Teresa illustrated through the 'Balance of Good Health' model.

In terms of actual intake in Wales, Teresa referred to two main surveys (For full results from these studies, go to the Nutrition Network for Wales website - [www.nutritionnetworkwales.org.uk](http://www.nutritionnetworkwales.org.uk)):

- The National Diet and Nutrition Survey (2000) young people 4-18 years, which is the most detailed survey undertaken in this age group in Britain, surveying 1700 school children and adolescents. It revealed that Britain's young people have an adequate intake of most vitamins, although intakes were lower in those families receiving benefit and this was especially noteworthy for vitamin C and folate. Also, a sizeable proportion of children may have inadequate intakes of some minerals, including zinc, calcium, potassium, and iron.
- The Health Behaviour in School Aged Children Survey (HBSC) – Wales, was detailed. This is a cross national research study conducted in collaboration with the WHO Regional Office for Europe. It collects data every four years to help measure and track adolescent health and health related behaviours.

In terms of strategy, Teresa referred to 'Food and Well Being' - the nutrition strategy for Wales, launched in 2003, focussing on the recommendations most relevant to children and young people.

Next, the presentation turned to 'action' across Wales, and Teresa focussed on the work of the National Public Health Service for Wales, which has developed a Framework for Action on Nutrition to guide local teams on priority areas. Teresa highlighted a variety of activities currently being undertaken across Wales by a range of partners and organisations, ranging from local action plans to school and community activities. Finally, Teresa considered the future, and the drivers for change. In particular she highlighted the NICE Obesity guidance which is due out before the end of the year, and the soon to be published 'Appetite for Life' relating to improving food in schools.

Echoing the conference title, Teresa stressed the importance of getting nutrition right for children and young people – we are growing the future and these young people will be our future society.

**Teresa Ann Owen, SpT Public Health, National Public Health Service for Wales, Mold. Tel. 01352 803305, e-mail [teresa.owen@nphs.wales.nhs.uk](mailto:teresa.owen@nphs.wales.nhs.uk) or see [www.nphs.wales.nhs.uk](http://www.nphs.wales.nhs.uk).**

## **Written statement to conference**

### **Jane Davidson AM, Minister for Education, Life-Long Learning and Skills**

I am delighted to provide these few words of support for your Conference. The Welsh Assembly Government recognises that a healthy balanced diet is important both to children and young people's health, and to their performance at school. And that is why we are committed to taking a whole-school approach to improving food and nutrition.

As part of this approach, we have already introduced a wide range of initiatives to improve nutrition in our schools including the Primary School Free Breakfast Initiative, the provision of free milk to Key Stage 1 pupils, fruit tuck shops, water coolers, the piloting of healthy vending machines in secondary schools in Pembrokeshire, and the Welsh Network of Healthy Schools Scheme.

We have made school meals one of the top ten target priorities in our Sustainable Development Plan. Last year, we set up the Food in Schools Working Group, to advise how to improve the quality of school meals, and how to ensure a uniform approach in making these improvements across the school day. The Group includes dietitians, headteachers, caterers, public health experts, and representatives from the Food Standards Agency Wales, the Caroline Walker Trust, the Welsh Local Government Association, the Soil Association and Organic Centre Wales. I am pleased to say that the increasing use of organic food was a key consideration in developing the Group's proposals.

We strongly encourage local authorities and schools to prioritise healthy food in Wales. They are aware of the need to provide children with healthy, nutritionally balanced food, and many are working directly with local producers and farmers, implementing 'farm to fork' initiatives such as school visits and children working in school gardens and vegetable plots where they grow their own produce. Some primary schools are introducing school gardens as part of their work on the Welsh Network of Healthy School Schemes.

The Food in Schools Working Group has helped pull together these different strands. The Group's report "*Appetite for Life*" will be launched on 29 June 2006 alongside the "*Food and Fitness Action Plan for Children and Young People*", a five year action plan to improve nutrition and levels of physical activity. We will consult widely on its recommendations with all interested parties before any final decisions are made.

It is the Welsh Assembly Government's intention to continue to improve school nutrition in 2006-2007 and in the succeeding years, informed by the Food in Schools Working Group and using the new powers that will come from the Education and Inspection Bill in respect of food and drink provided at school.

There is a need to build coalitions, locally, regionally and nationally to support the implementation of this ambitious agenda. Where good practice exists we need to learn from this and make sure we have effective mechanisms in place to share such practice.

We all have an important role to play in taking forward this agenda, initiatives such as this Growing the Future Conference, will help us, to educate and encourage our children to eat meals made from fresh, healthy ingredients. Our children are our future. We must ensure that we help them build strong bodies and minds to give them the best possible start in life.

**For more information see [www.learning.wales.gov.uk](http://www.learning.wales.gov.uk).**

## **The future for food in schools**

### **Janet Ryder AM**

Jamie Oliver may have done wonders in putting school nutrition firmly on the political agenda, but it has been a priority for me since I was first elected to the National Assembly in 1999 and is an important issue for me as Plaid's Shadow Minister for Education. We would like to see restrictions on the advertising of unhealthy food and drink on children's television. Plaid was even castigated four years ago for seeking to restrict the sale of junk food in our schools - but the political climate has changed and the Government now seems to be more accepting of the need for change.

Plaid negotiated the last Assembly budget to ensure that £3.1m will be provided to ensure more nutritious school meals and healthier food in school vending machines and the funding will help local authorities to give better information about nutrition.

There is also plenty to learn from the EU. In Rome, school food is fresh and sourced locally. There, and elsewhere in Europe, lunchtime in schools is largely a leisurely and sociable affair where most children sit down to a three-course meal of healthy, fresh, local produce. The dining table becomes a virtual classroom for developing essential social skills and children develop these desirable skills with little effort on their part in this familiar and comfortable environment.

There are also encouraging developments in this country too. In Carmarthenshire, the large county-wide contracts with school food suppliers are ending and being replaced by smaller local areas sourcing local food for their own local schools, but to make this a reality elsewhere in Wales we will require procurement units within our local authorities with the will and the means to challenge bad practice and to bring about change. More organic, fresh and locally-produced food should be on the menu in every school. It has the added advantage too of being more easily traceable, an important tool in maintaining standards and a valuable reassurance.

Some schools, especially secondary schools, have lost canteen facilities. Catering staff have become masters of reheating but many may have forgotten how to cook on the whole-school scale. The facilities and the structured training need to be paid for. There will be increased capital and revenue costs, but the benefits will be worthwhile and permanent. Let us also not forget the beneficial multiplying effect of spending in the local economy.

Government at national and local level will have to invest more, but so too will parents. Fresh local food need not be hugely more expensive but we must persuade parents of the health benefits - comparisons with the cost of fast food treats at the local burger joint should be helpful in this respect.

This summer the Minister for Education will publish her food strategy for schools. I look forward to reading it and hope that she can meet the objectives I have outlined above.

Plaid welcomes contributions to policy development on its What Wales Wants website at [www.www2007.info](http://www.www2007.info) our six-month programme of engagement with the people of Wales. If you would like to communicate more directly with me please do not hesitate to ring, write or email me on [janet.ryder@wales.gov.uk](mailto:janet.ryder@wales.gov.uk) or visit [www.janetryder.org](http://www.janetryder.org).

I look forward to the continuing debate on improving school nutrition.

**Janet Ryder AM, Shadow Minister for Education, Plaid Cymru – The Party of Wales, Constituency Office, 65 Stryd y Ffynnon, Rhuthun Denbighshire LL15 1 AG. Tel: 01824 704625**

## **Farmers and public procurement**

### **Iwan Wynne Jones, Groes Bach and Calon Wen**

Iwan spoke about the opportunities that are available to farmers through public procurement, and their enthusiasm for involvement with their local communities, but highlighted the logistical and practical obstacles they face in marketing their produce to the local sector. Iwan is a director of Calon Wen, the organic milk cooperative, which has done much to expand markets for organic milk in Wales.

**Iwan Wynne Jones, Groes Bach, Groes, Denbighshire LL16 5RS. E-mail [Iwan@cwcom.net](mailto:Iwan@cwcom.net).**

## WORKSHOPS

### 1. Sourcing sustainably

Chair: Joy Carey, Soil Association

Issues discussed:

Is there public sector demand for organic and if so, why? How can producers break into the supply system where contracts seem to be 'tied up'? How to find local suppliers? Are there any examples of local authority shifts in procurement practice? What to do if local authorities buy through huge consortia? How is it that councils serve such different quality food? How to persuade producers to engage in supply of the public sector? How to encourage more production?

Many answers to these questions can be found in the following reports from the Soil Association:

[www.localfoodworks.org](http://www.localfoodworks.org) - an overview of where to find more information on local supply, plus more case studies and useful information on local food

*Going public* - An introduction to supplying the public sector, published 2006 (£5 incl p&p), available from the Soil Association.

*Food for Life, Double Dividend* and *Setting the Standard* – three reports on improving school meals and boosting local and organic procurement, available from [www.soilassociation.org/foodforlife](http://www.soilassociation.org/foodforlife) under 'how can I get involved'.

Also see Defra's website on public sector procurement for more case studies and guidance

<http://www.defra.gov.uk/FARM/sustain/procurement/index.htm>

### David Frost, ADAS and Organic Centre Wales

**Organic procurement:** The Welsh Public Sector spends £60 million per year on food, of which £20 million is fresh food, but why should procurers consider organic suppliers for school meals? The main reason is that using organic produce fits in with wider aims of sustainability and public health - organic food is quality food from sustainable production. Most importantly there is a legal basis to the standards and traceability of organic food. Furthermore there is strong demand from a committed and growing number of consumers. Some of the key issues are the attitudes and perceptions of key stakeholders in the supply chain, the tendering system, the availability of a range of organic produce and price.

Wales is fortunate in having a wide range of organic produce. Organic Centre Wales has produced an Organic Trade Directory designed to help buyers source organic food from Welsh Suppliers. It lists suppliers who wish to supply schools and other public sector institutions. Many of the companies have experience supplying multiple retailers & other buyers who have quality management, traceability & delivery specifications. Several organic companies are already supplying schools, many others would like to and Organic Centre Wales is working with producers, suppliers and procurers to promote the use of organic food in school meals in Wales.

See [www.organic.aber.ac.uk/tradedirectory/](http://www.organic.aber.ac.uk/tradedirectory/)

**The Rafael Project:** The aim of the project is to support and promote 'authentic' food by linking regions of the Atlantic coastal area of Europe.

Authentic food production is part of the natural, cultural and historical fabric of each region. Authentic food comes from sustainable farming and processing systems, often certified organic and can be traced along the food chain. It is concerned with people, those who produce and process the food, ensuring good work ethics and fair-trade, and the people consuming the food, so that they receive high quality, healthy and safe food that has been produced to high animal welfare standards. The project focuses on land based production systems and includes production, processing, marketing, retailing, consumption and associated activities such as agri-tourism.

RAFAEL is being delivered by organisations from nine regions in Wales, Northern Ireland, South West England, Spain, Portugal and France who share a passion for 'authentic' food and whose landscapes reflect their systems of food production. The partners from each of the regions work together to share experience and expertise.

Funding for the project comes from the European Regional Development Fund (ERDF) INTERREG III B programme with match funding - in Wales from the Welsh Assembly Government.

**For more information, contact David Frost at [David.Frost@adas.co.uk](mailto:David.Frost@adas.co.uk).**

## 2. Cooking and tasting

### **Chair: Mari Jones, Anglesey Local Health Board**

#### **Food and Nutrition Strategy for Anglesey Schools and Leisure Centers**

The Isle of Anglesey County Council in partnership with the Anglesey Local Health Board and the National Public Health Service seek to assist and enable schools to promote a healthy attitude to food and nutrition. Delivery is through a broad health education curriculum supported by the environment ethos of the school and continuing the message in leisure centers. The objective is to “make every school a healthy school”, where health promotion and awareness is integrated into school life as part of a drive to improve health and educational standards.

There are four main areas of work with the first being the need to establish a clear whole school approach; devising an action plan as part of the ‘Healthy Schools Scheme’ for the delivery of food, nutrition and health within the curriculum; liaising with leisure centers to ensure a whole campus food and health policy and having a holistic approach to locally grown food within schools both within the curriculum and by the procurement services.

**Mari Jones, Anglesey Local Health Board, 17 High Street, Llangefni, Anglesey, LL77 7LT, 01248 751229 or e-mail [Mari.Jones@angleseylhb.wales.nhs.uk](mailto:Mari.Jones@angleseylhb.wales.nhs.uk)**

### **Bruce Etherington, Setpoint Wales**

Setpoint Wales have in recent years distributed an education pack to all Welsh schools containing resources for use during British Food Fortnight, which this year is 23<sup>rd</sup> September to 8<sup>th</sup> October.

This year the pack is bilingual for the first time and has a focus on cookery. ‘Putting the Ooo back into food - A Guide to including Cookery within the National Curriculum’ is available from [www.britishfoodfortnight.co.uk](http://www.britishfoodfortnight.co.uk).

### **Gwyn Fleming, Corey Chivers, Llio Jones and Iwan Owen, Ysgol Carreglefn**

See [www.garreglefn.anglesey.sch.uk/](http://www.garreglefn.anglesey.sch.uk/) for more about their school garden. For general information about organic gardening in schools, see [www.schoolsorganic.net](http://www.schoolsorganic.net).

### **Edna Roberts, Sainsbury’s, Rhyl**

Edna provides support and advice on healthy eating programmes and dietary needs. She helps to motivate and educate children and parents on healthy eating by visiting schools, giving practical advice and arranging store tours for consumers and schoolchildren, to promote Sainsbury’s healthy eating initiative. She is also involved with Jamie Oliver’s ‘Feed me Better’ campaign for schools ([www.feedmebetter.co.uk](http://www.feedmebetter.co.uk)). She liaises with Denbighshire County Council and Glan Clwyd hospital dieticians to provide support on health issues, and provides a service across north Wales and parts of the West Midlands.

**Contact Edna Roberts on 01745 351906**

### **Elwen Roberts, Hybu Cig Cymru**

I work on the education and health issues side for Hybu Cig Cymru, promoting the important role red meat can play in a balanced diet. All our initiatives and plans reflect the government’s guidelines and support ‘Food and Wellbeing’ in Wales.

**Education** I run training courses / INSET days with the curriculum advisers across Wales on Food Technology in Primary and Secondary Education. The aim is to provide teachers with ideas and resources that will help them deliver the curriculum.

We attend school Healthy Eating Days, campaigns and so on, where I go along and either use our resources to reinforce the messages of eating a balanced diet, or give demonstrations on preparing balanced meals and the pupils taste them.

#### **Resources:**

- Balanced plate posters, booklets, ‘Drag & Drop Balanced plate’ and ‘Health & Safety Blockbusters’ game on HCC’s website, [www.hybucigcymru.org](http://www.hybucigcymru.org)
- New Primary resource being developed for all primary schools in Wales.

## **Health**

HCC support many projects either with funding, resources or attending events to cook/ promote balanced diets.

We obviously promote Welsh meat – Welsh lamb and Beef – and other local produce whenever possible. Hybu Cig Cymru are also able to offer advice and act as facilitators in negotiations over school meals and catering.

**To contact Hybu Cig Cymru, e-mail [enquiries@hccmpw.org.uk](mailto:enquiries@hccmpw.org.uk).**

## **3. Using the outdoors**

### **Chair: Nick Rebbeck, Learning on the Farm**

The workshop came up with the following points:

1. Capital Grants are needed for farmers and growers to build toilet and washing facilities for visitors to their holdings.
2. We need more clarity on policy for farm visits - hygiene etc
3. The disconnection between people and farming and growing is so great that a UK Government report in 2002 on the future of farming recommended that every schoolchild in the UK should have the opportunity to visit a demonstration farm.

Will the Welsh Assembly Government adopt this policy as a priority?

**Nick Rebbeck facilitates school visits to farms in west Wales. For details see [www.learningonthefarm.org.uk](http://www.learningonthefarm.org.uk).**

### **Bill Graham, FACE (Farming and Countryside Education)**

FACE helps pupils learn about the real business of farming and maintaining the countryside. It works in partnership with many different organizations to present a broad range of views and approaches. Amongst the services it provides are:

- Teachers' seminars to explore the curriculum value of the countryside
- Encouragement for educational visits to countryside locations such as farms
- A catalogue of books, posters and CD Roms about food, farming and the countryside
- Real life farm profiles and other topical information

In Wales, FACE's activities are delivered by a number of local representatives linked to the Growing the Future network, and coordinated by Jane Powell, the Regional Education Coordinator for Wales.

**Contact Jane Powell on 01970 622248 or e-mail [jane@face-online.org.uk](mailto:jane@face-online.org.uk) or see the website, [www.face-online.org.uk](http://www.face-online.org.uk).**

### **Lauren Evans, Schools Liaison/Marketing Officer, Welsh College of Horticulture**

The Welsh College of Horticulture prides itself on creating and maintaining links with both Primary and Secondary schools within the catchment area. Staff at the college feel that as well as working with secondary pupils, it is of extreme importance to introduce primary school pupils to Horticulture.

We are currently working with a number of local primary schools assisting them in 'growing their own garden' within the school grounds. Even though this is not at the college specifically, this enables the school children to learn to maintain their garden and see from first hand where their food comes from. This assistance can range from providing them with materials to giving them advice.

Lauren also organises for both Primary and Secondary school groups to come in to the college for the day and carry out horticultural activities with them utilising the facilities available on site. The activities vary from 'Pond Dipping' to 'Propagation' dependant on the ages of the children, all thoroughly enjoying their time here.

The college will continue to work with schools at various levels partly to raise awareness in the horticultural field and partly to educate them. For more details see [www.wcoh.ac.uk](http://www.wcoh.ac.uk).

**Lauren Evans, Welsh College of Horticulture, Northop, Mold, Flintshire CH7 6AA 01352 841000.**

## **Foyzul Gani, Healthy Eating Officer, Groundwork Wrexham and Flintshire**

Groundwork Wrexham and Flintshire's "Roots for Healthy Hearts" Project aims to reduce the incidence of coronary heart disease (CHD) and cancer in the most disadvantaged communities by means of diet and exercise. As well as traditional classroom methods, the project also runs practical sessions at a Victorian Kitchen Garden based at Erlas House in Wrexham, and an activity-inspiring trim trail in Alyn Waters Country Park. See [www.groundworkwales.org.uk/wrexham/](http://www.groundworkwales.org.uk/wrexham/).

**Groundwork Wrexham and Flintshire, Borrass Road, Borrass, Wrexham LL13 9TW Tel: 01978 363555**

## **4. Links to the community**

### **Chair: Caroline Davies, Mid Wales Food and Land Trust and CAFÉ Project Coordinator**

The workshop heard three dynamic presentations which illustrated what could be achieved when groups of people are committed to action on food! We heard from the head and pupils (who gave an entertaining Powerpoint presentation) of a Newtown Primary School about their regular Schoolyard Farmers' Markets, about a thriving Community Food Coop movement that was impressive in its simplicity and about the work being done by ContinYou Cymru to increase knowledge and awareness about food in the community.

Our conclusions were that links with the community were going to be vital if we were to achieve the goal of communities of 'foodwise' people; that simple schemes were the best way of harnessing people's energy and enthusiasm; and that education – about food and practical cookery skills – was an essential component. Finally the workshop felt that an event to focus on such activities throughout Wales and facilitate effective sharing and networking would be a well-timed boost for such initiatives – perhaps funding for such an event could be sought?

### **CAFÉ (Children, Agriculture, Food & Education) Project**

The CAFÉ (Children, Agriculture, Food and Education) Project works with schools in Powys and aims to:

- develop a programme of school/farm visits
- develop a network of farms offering willing to host school visits on a voluntary basis, including local links between schools and farms within walking distance
- Publicise visits and activities via the website, newsletter, conferences and events/competitions to encourage participation
- Highlight the potential and benefits of farms as 'outdoor classrooms' for the delivery of the national curriculum
- support and motivate teachers and lecturers to visit farms and Welshpool Farmers' Market (held on a Friday)
- work in partnership with the Powys Education Authority, the food, farming and tourism sectors
- create and monitor a farm visit resource bank.

It is managed by the Mid Wales Food & Land Trust and funded by the CCW (Countryside Council for Wales) and supported in kind by Powys County Council and by farmers, teachers and others.

Website: [www.midwalesfoodandlandtrust.org.uk/cafeproject](http://www.midwalesfoodandlandtrust.org.uk/cafeproject)

**Contact: Caroline Davies. Project Co-ordinator tel 01938 810302. e-mail: [cafe@powys.gov.uk](mailto:cafe@powys.gov.uk)**

### **Linda Broughall, Ryan Andrews and Thomas Owen, Aberhafesp CP School**

This 38 pupil school near Newtown has pioneered termly 'Schoolyard Farmers' Markets' in the community hall. Typically they are attended by a dozen producers, most of whom also sell at other Farmers' Markets but a few of whom are local and small scale producers. Meat, vegetables, eggs, plants, crafts, cakes and preserves are sold in just two hours in a social setting with refreshments available. The children run their own stall and have carried out market research into consumer spending habits and preferences. Attended by up to 200 parents, grandparents and members of the community the markets are held on a Friday after school and proceeds go to the PTA and the children's enterprise fund. These markets are run by the school and the PTA with the help of the Mid Wales Food and Land Trust and the CAFÉ Project. Other schools in Montgomeryshire are interested in holding similar markets and Guilsfield CP School (141 pupils) will be holding their second in September.

**Contact: Linda Broughall, Headteacher, [office@aberhafesp.powys.sch.uk](mailto:office@aberhafesp.powys.sch.uk) or the CAFÉ Project above**

## **Mark Jones, Welsh Community Food Coop Project**

The food co-op is a simple system through which people can access fresh fruit and veg on a weekly basis at extremely cheap prices: £2 for a bag of veg, £2 for a bag of fruit or £2 for a bag of salad gives a family enough for the week, improves their health and is a lot better value for money than produce from the big supermarkets. Because the co-op suppliers either grow their own or access as much local produce as they can (quality and price permitting) the scheme benefits local farmers and it is hoped will encourage them to grow more fruit and veg. More of the money customers spend is then kept within the region and food miles are reduced.

The Rural Regeneration Unit (RRU) has been running the Community Fruit and Veg Co-op Project in the north and south Wales for over two years. The Project is funded through Health Challenge Wales. Since April 2004 the RRU have opened over 80 Community Co-ops across Wales.

Food Co-ops operate well in any community. Wales has successful co-ops in rural villages, towns and cities. Three or four volunteers are needed, usually for no more than 2 hours per week. They take orders and money for the following week and phone the total order through to the supplier. The supplier makes the selection of fruit and veg as they know what is in season and best value for money: nearly always potatoes, carrots and onions, then two or three other items. They deliver the produce in bulk and the volunteers spend an hour dividing it up into carrier bags for collection. There is no membership or constitution required for a co-op, and customers can order as little or as much as they like. All the money taken goes to the supplier.

***For more details call Mark Jones on 01492-660263 or 07717 734406 or email [mark.jones@rru.org.uk](mailto:mark.jones@rru.org.uk).***

## **Brian Hubble, ContinYou Cymru**

ContinYou Cymru is the Wales arm of ContinYou, a UK-wide educational charity which specialises in community learning and out-of-school-hours learning - in their widest interpretations. We have a contract with the Welsh Assembly Government to promote and advise on out-of-school-hours learning (osh!) across Wales, and have links with all 22 Local Authorities as well as other national bodies such as Estyn, Arts Council Wales, Children's University Cymru, NIACE, Food Standards Agency, and FE institutions. We are also engaged by all 22 IEAs, through ADEW, to provide the support service for the Community-focussed schools initiative. In both of these areas we have developed strategic support materials, codes of practice, training events and materials, guidance resources and programmes of activities.

All materials produced in Wales are bilingual. We also run 'Schools ETC' - a membership network with publications. Our special interest in this conference arises from our belief that Healthy Schools and Communities are a pre-requisite for quality Learning, but that learning is also a key route to health. We have a special interest in developing Breakfast Clubs and activities, 'Cook-it!' clubs and a variety of fitness activities for both school and community.

***Our website [www.continuous.org.uk](http://www.continuous.org.uk) provides details and downloadable materials - click on the 'Wales' section. Or contact our Cardiff office : 02920 478929.***

## SPONSORS

### Cadwyn Clwyd

Cadwyn Clwyd is a rural development company operating in Denbighshire and Flintshire. The company is funded via a variety of programmes such as the EU funded LEADER+ and Objective 1 programmes and domestic programmes such as the Assembly's Rural Community Action Programme. It supports initiatives within the following sectors: diversification of agriculture, agri-food and speciality foods, environmental schemes, cultural tourism, green tourism heritage projects, community development and joint projects with other regions within the EU. Within the food sector, Cadwyn Clwyd provides support to develop the sector at the local level, including the following:

- (i) Product Development - a grant at 40% for individual businesses seeking to develop new foodstuffs. An on-going project aimed at identifying and propagating local and indigenous fruit varieties (North East Wales Orchard Initiative).
- (ii) Marketing - a marketing grant at 40% to assist food businesses to market their products. Financial and staff support for food businesses seeking to market produce on a collective basis.
- (iii) Developing local supply chains - Cadwyn Clwyd provides on-going staff and financial support for the establishment and development of local produce markets. Cadwyn Clwyd also enables micro food businesses to market and distribute products via Celyn Produce Ltd (a not-for-profit food marketing & distribution company) - [www.celynproduce.co.uk](http://www.celynproduce.co.uk)
- (iv) Showcasing of local produce - Cadwyn Clwyd organises and provides support for local companies to attend food festivals and events such as The Llangollen Food Festival ([www.llangollenfoodfestival.co.uk](http://www.llangollenfoodfestival.co.uk)), the Denbigh & Flint Show Food Hall ([www.denbighandflintshow.com/foodhall.htm](http://www.denbighandflintshow.com/foodhall.htm)), the ClayArt Food and Ceramics Festival, in addition to a variety of other food showcasing events.

**For further information contact Catrin Jones, Agricultural Officer, on [catrin.jones@cadwynclwyd.co.uk](mailto:catrin.jones@cadwynclwyd.co.uk) or 01824 705802, or see [www.cadwynclwyd.co.uk](http://www.cadwynclwyd.co.uk).**

### Hybu Cig Cymru

Hybu Cig Cymru/ Meat Promotion Wales (HCC) is an industry-led organisation responsible for the development, promotion and marketing of red meat in Wales. HCC's stakeholder representatives implement, on behalf of all Welsh farmers and other key industry participants, a strategic plan to develop profitable and sustainable markets for Welsh red meat to derive benefit for all in the supply chain.

Hybu Cig Cymru are also active in schools education: see also Elwen Roberts' contribution in the Cooking and Tasting workshop.

For more information see [www.hybucigcymru.org](http://www.hybucigcymru.org).

## DELEGATES' REPORTS

### Jennifer Evans

Swansea Food Connections is a three-year Big Lottery funded project, aiming to improve access and availability of health food in twelve targeted areas of Swansea. Well into its second year, the project employs a community development approach, working closely with various organisations and services, but most importantly with community members themselves.

The project helps communities to set up and run various food related initiatives by providing relevant training, support and advice and small scale equipment. To date, it has helped set up three food co-ops, organized numerous food hygiene training sessions, supported the setting up of a local produce market, organized cookery sessions and worked with groups interested in growing. The project has also help develop nutrition training along side the Open College Network and is currently working on producing a How to...Guide for food initiatives, as a sustainable resource.

**For more information see <http://www.swansea.gov.uk/index.cfm?articleid=6527>**

## **Susan Roberts, Education Officer, National Trust**

The National Trust has adopted as one of its themes " Local Food " which we try to link into both our formal and informal learning at our properties (as appropriate). For example, at some of our properties they grow produce and keep animals organically and sell items in the shop. At others, we link into local initiatives for events such as Food Fayres and British Food Fortnight or team up with local schools. Other NT shops have been set up with some local food items for sale - other properties have actually set up Farm shops selling local foods.

*To find out more, please contact Sue Roberts on 01492 860123 or [susan.roberts@nationaltrust.org.uk](mailto:susan.roberts@nationaltrust.org.uk)*

## **Anna Sadler Ceredigion Producer Support Service II, Antur Teifi**

Finding New Markets: Encouraging and supporting the sustainable economic development of Ceredigion's Food and Craft producers.

What are the aims of the project?

- Support producers in developing new markets
- Assisting in developing events involved in the promotion of food, craft and local culture
- To develop produce tourism initiatives within the County
- Offer advice and training on public procurement
- Promote Ceredigion as a visitor destination for quality produce

Who benefits?

The project has been developed to provide advice and support to businesses and event organisers within Ceredigion involved in food, craft and local culture.

*For further information e-mail Anna Sadler at [asadler@anturteifi.org.uk](mailto:asadler@anturteifi.org.uk) or telephone 01239 710238.*

## **Sally Shiels, New Harvest Project Officer, Glasu**

Glasu, based in Builth Wells, is the LEADER+ Programme in Powys. As part of Glasu's work, the New Harvest Project aims to find innovative ways to add value to food and drink produced in Powys. Recent projects we have supported have raised awareness of local food; developed new crops in the county, such as shiitake mushrooms; and investigated new markets for traditional produce, such as mutton. Glasu is in preliminary discussions with Powys County Council's Procurement Section regarding the sourcing of local produce for their school catering service.

See [www.glasu.org.uk](http://www.glasu.org.uk).

## **David Skidmore, Welsh College of Horticulture**

Four concepts, which should be developed into objectives, came out strongly at the Conference. These were:

- healthy eating at school is essential for the future welfare of the nation
- government, producers and processors, teachers, children, parents, the media and the public all have a role to play in encouraging young people into healthy eating at school, at home and when out
- local procurement is essential in maintaining a vibrant Welsh food production industry and in providing fresh seasonal produce to young people
- food education is essential not only to maintaining healthy eating in the long term but also to supplying skills and recruits to the food industry and contributing to the Welsh economy.

The economy and quality of life are co-dependent and this is particularly evident in the food industries. There are a number of Welsh initiatives which will assist healthy eating at schools. Amongst these are Fforwm Tirlun whose function is to facilitate the whole of the horticulture supply chain, and Celtic Horticultural Clusters which is developing groups of businesses to work together so that economies of scale are achieved, Welsh produce can be branded as such and quantities of supply can be increased.

*David Skidmore, Welsh College of Horticulture, [www.wcoh.ac.uk](http://www.wcoh.ac.uk).*

## Local food lunch

Organized by Lavinia Vaughan, Mid Wales Food and Land Trust, see  
[www.midwalesfoodandlandtrust.org.uk](http://www.midwalesfoodandlandtrust.org.uk)

### Castell Farm / Calon Wen

David Roberts and Rose Prichard, Castell Farm, Rhosesmor Road, Northop, Mold, Flintshire CH7 6AG ☎  
01352 840856

llaeth, menyn, wyau : : milk, butter, eggs

### House of Rhug

Philip Hughes, Rhug Estate, Corwen, Denbighshire, LL21 0EH

☎ 01490 413000 [contact@rhug.co.uk](mailto:contact@rhug.co.uk)

selsig amrywiol : : assorted sausages

### Llaeth y Llan

Gareth a Falmai Roberts, Llaeth y Llan, Tal-y-Bryn, Llanefydd, Dinbych LL16 5DR ☎ 01745 540256

llaeth@villagedairy.co.uk

iogwrt : : yoghurt

### Cegin Famau Kitchen

Elfed Williams, Dolwar, Llanrhaeadr, Dinbych LL16 4NT

☎ 01745 890377 [huwelfed@afallon32.freeserve.co.uk](mailto:huwelfed@afallon32.freeserve.co.uk)

cawl Cymreig : : Welsh cawl

### Tiresford Guernsey Gold

Andrew Hope, Tiresford Farm, Tarporley, Cheshire CW6 9LY

☎ 01829 734080

iogwrt : : yoghurt

### J H Jones Market Gardeners

John Jones, Heath Lane, Childer Thornton, South Wirral CH66 7NS ☎ 0151 339 3169

johnjones1@ntlworld.com

tatws, mefus : : potatoes, strawberries

### North Wales Buffalo

John Sigsworth, Midlist Farm, Halkyn, Holywell CH8 8DH

☎ 01352 781695

byrgyrs byffalo, cig rhost : : buffalo burgers, roast meat

### Bwydydd Ffynnon Foods

Silas Jones, 41 Beacons Hill, Denbigh LL16 3UD

☎ 01745 812337 [ffynnon-foods@tiscali.co.uk](mailto:ffynnon-foods@tiscali.co.uk)

bara : : bread

### The Patchwork Traditional Food Company

Rufus Carter, Llys Parcwr, Rhuthin, Denbighshire LL15 1NJ

☎ 0845 123 5010 [info@patchwork-pate.co.uk](mailto:info@patchwork-pate.co.uk)

pate llysieuol : : vegetarian pâté

### Snowdonia Cheese Company

Eric Thomas, Unit B5 and B6, Trem y Dyffryn, Colomendy Industrial Estate, Denbighshire LL16 5TX ☎

01745 813388 [sales@snowdonia-cheese.co.uk](mailto:sales@snowdonia-cheese.co.uk)

caws : : cheese

### Welsh College of Horticulture

Ben Raskin, Welsh College of Horticulture, Northop, Mold, Flintshire CH7 6AA ☎ 01352 841000

dail salad : : salad leaves

### Classic Organic Ltd

Hugh Ellis, Pentre Wern Farm, Gobowen, Oswestry SY10 7JZ

☎ 01691 650450 [enquiries@classic-organic.co.uk](mailto:enquiries@classic-organic.co.uk)

ysgytlaethau : : milkshakes

## Delegate List

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