



foodvision

improving community health & well-being

Easington Improves Access To Fruit and Veg



The Food Vision website has a new case study, submitted by Donna Thompson of County Durham PCT, which details a pilot project which worked with local retailer Mr Shah (pictured) to help him provide better quality and better priced fruit and vegetables in his corner shop.

Research with local residents meant that the

shop could focus on produce which would sell, and the PCT provided a display stall including healthy produce labels, scales, and subsidised the fruit and vegetables for sale.

The project has been judged a success with good quality fruit and veg now on sale in one of the country's most deprived areas. The project team now hope to roll out the idea to other retailers in needy areas of the county.

For more information see:

www.foodvision.gov.uk/pages/easington-improving-local-availability-of-fruit-and-veg-

Food Vision Guidance on Project Evaluation

All good projects include evaluation. Which is why Food Vision asks those submitting case studies to include details of their evaluation methods and, if possible, attach their tools as downloads for others to use.

To help those thinking of setting up a project Food Vision have now added more detailed guidance on project evaluation to the website. The guidance expands on previous pointers and is designed to help project developers decide why, when, and how to evaluate their projects.

It also has some links to some useful evaluation tools which are available and tools are available with individual case studies on the Food Vision site.

www.foodvision.gov.uk/pages/evaluation

EATING - Migrant Workers Project

Cambridgeshire Trading Standards EATING project (Everybody's Access to International Groceries) works with local Portuguese migrant workers to help



them comply with UK labelling legislation, by labelling their products in English. But the project also aims to improve social cohesion by encouraging the indigenous population in to the café and by improving levels of English spoken in the indigenous community.

The project helped the owners (pictured) to label their produce, and menus, in English, and researched and created a marketing strategy to encourage new local users to the café.

www.foodvision.gov.uk/pages/eating-everybodys-access-to-international-groceries

There are also two other new case studies on the site Bristol's 'Cooking from Scratch' and 'Newham early years nutrition scheme'. These can be found in the What's new section of the Food Vision site.

Welsh AFAL Awards 2008 Nominations Wanted

The AFAL (Awards For Food Action Locally) Awards are open to all individuals or organisations whose work aims to improve the diet of their local community in Wales.

This covers all sectors including community and voluntary workers, those in education, caterers, retailers and food producers, and Local Authorities and Health Boards who are working to make an impact at the community level.

Awards will be made to five projects considered to make the most significant contribution to improving diet in their community. Five runners-up will also be awarded.

Nominations must be made by 7th December 2007.

<http://www.foodstandards.gov.uk/wales/nutwales/afal/afal2008>

Apply Now for Food Champion Award!



The Food Standards Agency has now released further details and applications forms for the local authorities' food champions' awards.

Authorities in England & Wales will be able to apply for an award in two

categories

- improving local food safety or standards
- and improving community diet and nutrition

The scheme will allow authorities to demonstrate a calibre of good practice which others can learn from and aspire to; an opportunity to support improvement across the sector.

Applications need to be made by December 2007

www.foodstandards.gov.uk/enforcement/goodpractice/foodchampion/

Swansea Food Connections making Local Food Projects work

Swansea Food Connections was a three year project which aimed to encourage local communities in Swansea to set up their own food projects.



The project, funded by the Big Lottery Fund, and run by the national Public health Service for Wales helped start local projects such as

- Growing food projects – giving people the skills and land to grow their own food
- Six local food cooperatives
- A local farmers and crafts market
- Providing healthy cooking events for mums and older people

The project has now been added to the FV site at: www.foodvision.gov.uk/pages/swansea-food-connections

Shelia McKechnie Awards 2008 Launched

The Agency's Dame Sheila McKechnie Award scheme for community initiatives was launched on 5 September 2007. The awards recognise community food initiatives which have developed innovative approaches to tackling food inequality.

Full details and information on how to apply can be downloaded from the Food standards Agency website at:

www.food.gov.uk/multimedia/worddocs/dsmapp2007.doc

EATWELL Plate Launched



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The Food Standards Agency has recently launched the Eatwell plate which aims to make healthier eating easier to understand by showing the types and proportions of foods we need to have a healthy and well balanced diet.

Further guidance on the plate and how to use it to promote balanced diet messages can be found at: www.food.gov.uk/healthierating/eatwellplate/guidelines#h_4

Good Food on the Public Plate

Food Vision would like to wish ex Food Vision project officer Maresa Bossano the best of luck in her new position at Sustain leading the Good Food on the Public Plate (GFOPP) project.

The GFOPP is based in London working with hospitals, schools, and care homes to increase levels of procurement of food that is local, seasonal, fair trade, produced with high animal welfare standards, and where possible, organic in their routine catering. To find out more about the project, including how to participate, go to www.sustainweb.org/page.php?id=83 Or contact Maresa at maresa@sustainweb.org

You can subscribe to receive the Food Vision newsletter directly via email at: www.foodvision.gov.uk

For more information please contact:

Food Vision, LACORS,
Local Government House,
Smith Square, London, SW1P 3HZ
E-mail: foodvision@lacors.gov.uk
Tel: 020 7665 3888
Web: www.foodvision.gov.uk

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