

Transition Black Isle Climate Challenge Fund 2011-12 - Sub-project Plan

FOOD SUB-PROJECT

SUMMARY SECTION

PURPOSE

We will support the development of local food production and consumption by initiating new projects that link producers and consumers.

- Promote the consumption of local, seasonal, organic produce with less reliance on meat.
- Nurture a culture of community celebration of local food production.
- Make available the information and skills needed to tap into locally available resources.
- Promote and support local food markets and extend this successful model to a new part of the Black Isle.
- Reduce carbon emissions by facilitating a cultural behaviour change in the manner in which food is consumed.

BROAD ACTIVITIES

- New community Market
- 2 main food events
- 4 smaller demos
- promotion and updating of food directory
- increased repertoire of on line recipes
- monthly email food newsletter
- research for food part of zero carbon relay

OUTPUTs

Establishment of Cromarty Market.

Support for eating local, seasonal, organic and vegetarian food.

CO₂ IMPACT

[Final results of CO₂ calculations from ccf guidance (working out shown below)]

TOTAL COST

DETAILED DESCRIPTION

ACTIVITY 1 – Local Larder Project New Cromarty Market and Food Events

DESCRIPTION

Following on the success of our programme last year in setting up a Community Market in North Kessock and promoting local food through the Highland Food Challenge we are proposing to set up another Community Market at the other end of the Black Isle in Cromarty. This will be held monthly and complement the existing community market at Culbokie and the North Kessock one. The North Kessock one is now self funding.

This will enable at least 150 more people a month to have access to local food and crafts, reducing emissions from food miles and enabling local crafts people to sell locally, further reducing transport costs.

A series of local food events promoting local food, supporting our existing network of 60 people who signed up to the Highland Food Challenge to continue to eat local, organic seasonal and more vegetarian food and recruiting further participants with one large event linking up with a national local food day in conjunction with the Fife diet. There will be ongoing support for eating local, seasonal, organic food and less meat with a monthly emailed food newsletter to encourage people. The recipe section of the website will promote cooking with local ingredients.

We will also promote local food producers retailers and restaurants selling local food with our Local Larder Food Directory and Map which was created as part of the last Climate Challenge Fund.

OUTPUTS AND KEY MILESTONES

- Hold 11 monthly markets starting May 2011
- Numbers of stall holders 20
- Market attendance at least 150
- Records of attendance and survey evaluation of shoppers' attitudes.
- Monthly Food Newsletters.
- Updating of Food Directory
- Zero carbon relay food element.

COSTS BY TYPE

- Contract for Market and Food events co-ordinator: 44 days @ x£75 = £3300
- Share of administrator ½ day per month. 6 days at £75 = £450
- Food Demonstrator. £100 x4 =£400
- Market co-ordinator training and expenses: £500?
- Publicity £1000
- Hall hire £30 x4 demos = £120 £60 x2 main food events =£120.

TABLE OF MONTHLY COSTS WITH TOTAL

CO₂ CALCULATIONS EXPLAINED