

HOW TO DEVELOP A **GOOD FOOD PLAN** FOR YOUR ORGANISATION

Supporting food that's good
for communities, climate and
nature



What is Bristol Good Food 2030?

Bristol Good Food 2030 has been set up to grow Bristol's good food movement further, following the achievement of the Gold Sustainable Food City award in 2021. The aim is to make Bristol's food system better for people and communities, climate and nature, workers and businesses.

Work on Bristol Good Food 2030 is split into six themes, eating better, food justice, food waste, good food governance, local food economy and urban growing. Together, the themes make up a 'whole food system' approach, making sure that every aspect of food in Bristol is considered.

Many organisations, community groups, institutions and citizens are contributing to a better food system for Bristol. They're all part of the Bristol good food movement, and you can be too. One way to get involved as an organisation is by creating your own Good Food Plan.





What is a Good Food Plan?

A Good Food Plan is a policy document providing clear aims and commitments for your organisation to work towards in relation to food. You can outline what actions your organisation needs to take and what progress looks like.

It is a starting point and not the end goal. A successful Good Food Plan will be a working document, regularly updated as you make progress to a positive food future.

Creating a Good Food Plan helps to embed positive food practices within your organisation and create an organisational culture where food choices matter. It can also contribute towards your wider net zero or sustainability goals as improving food sourcing and tackling food waste can result in a reduction in carbon emissions.

STEP BY STEP GUIDE TO DEVELOPING A GOOD FOOD PLAN

- 1. Do your research**
- 2. Involve key staff members**
- 3. Map your organisational influence**
- 4. Set your goals**
- 5. Write it down**
- 6. Share!**
- 7. Monitor your progress**

Step 1: Do your research

The first step is doing a bit of investigative work. Here are some prompts to get you started.

- Who do you need to involve?
- Where does your organisation have influence over food choices?
- How much of the food and drink your organisation buys is healthy, locally sourced, package free, meat/dairy free, Fair Trade and organic?
- Who are your suppliers, caterers and service providers? What awards and accreditations do they have e.g. Bristol Eating Better or Food for Life?





- How much food waste do you produce? What happens with any packaging waste? Does your organisation have composting facilities? Do you have food waste collected for recycling? If not, does your waste collector provide this facility?
- What assets does your organisation have? For example, land for growing, a staff canteen, relevant knowledge within the staff team.
- Does your organisation support any community food projects or do any charity fundraising?
- What effects does your organisation's work have on the global food system? Do you own or buy land in the UK or abroad? Do you invest in property and development? Have you assessed the impact of these on food production, nature and biodiversity?

Step 2: Involve key staff members

Getting the right people involved from the start will make the whole process much smoother. Perhaps your organisation is already committed to making positive changes, or maybe you need to involve some green champions or foodies who could help gain wider support for your Good Food Plan. You may need to identify one named person or a small food task group to drive this process.

First up, find out which manager is responsible for catering and supplier contracts and whether there are any staff members who work directly with food, for example in a canteen, the events team or the waste or facilities staff. Have a friendly chat with them, you might find they have already been doing some research of their own.

Consider what your 'ways in' are with senior staff. For example, has your organisation declared a climate emergency or made a sustainability commitment? The One City Climate Strategy could help you raise the topic with management, delivery theme 9 is all about food and highlights some of the opportunities created by a fair and resilient food system.



Step 3: Map your organisational influence

Your organisational influence will depend on the size of your organisation and the industry you work in. By mapping the different groups you have influence over, it will help you focus your efforts and consider what actions you want each group to take and how best to reach them. Turn to the next page for an example.



Groups of influence	How they can support your Good Food Plan	How to reach them
Staff	<ul style="list-style-type: none"> • Make positive food choices at work and when working from home • Reduce and recycle your food waste whether at home or at work • Choose caterers and suppliers that meet high sustainability standards • Donate time, money or expertise to a local community food project • Spread the word about your organisation's good food efforts • Consider whether to work with clients based on their environmental impact 	<ul style="list-style-type: none"> • Internal comms • Peer to peer • Team/staff meetings
Customers / clients	<ul style="list-style-type: none"> • Enable and support your good food efforts • Spread the word about your organisation's good food efforts 	<ul style="list-style-type: none"> • Social media • Newsletter • External meetings
Suppliers / caterers	<ul style="list-style-type: none"> • Attain high standards of sustainability • Apply to Bristol Eating Better / Food for Life Awards • Minimise food and packaging waste 	<ul style="list-style-type: none"> • Direct contact with contract holder
Waste service providers	<ul style="list-style-type: none"> • Provide food recycling service • Share data on levels of food and packaging waste 	<ul style="list-style-type: none"> • Direct contact with contract holder
Neighbouring businesses	<ul style="list-style-type: none"> • Collaborate to influence property management waste collection services to provide food waste • Collaborate to share cost of recycling services • Seek local composting opportunities e.g. community farms 	<ul style="list-style-type: none"> • Direct contact with building management, sustainability team or facilities and catering staff
Members of the public	<ul style="list-style-type: none"> • Get involved in Bristol Good Food 2030 • Spread the word about your organisation's good food efforts 	<ul style="list-style-type: none"> • Social media • Local media • Newsletter



Step 4: Set your goals

Using all the knowledge you've collected through your research and conversations with colleagues, set some realistic goals. Be clear about what steps you are going to take as an organisation to reach those goals and by when. Make sure you set goals that are easy to monitor and report on. Some examples could be:

- Reducing food waste by 50% within 3 years.
- Ensuring 80% of packaging waste is recycled within 1 year.
- 100% of tea/coffee provided is Fair Trade and organic within 6 months.
- At all meetings where catering is provided, a healthy option, such as fruit, is available.

- All food suppliers and caterers have the Bristol Eating Better Award within 3 years, and a Gold Food for Life Award within 5 years.
- 100% of catering for internal meetings and events is locally sourced and in season within 1 year.
- 80% of catering for external meetings and events is plant-based within 2 years.
- Fundraise for a community food project.
- Check out the resources at the end of this document for more ideas.





Step 5: Write it down

Your Good Food Plan doesn't have to be long or complicated, it can simply be a couple of pages that states your overall aim, includes your goals and some of the actions required, plus key contacts and a review date.

Perhaps your organisation has a policy template document you can use to ensure internal requirements are met. If not, look at these example policies from other organisations, to inspire you.

- University of Bristol [Sustainable Food and Beverage Policy](#)
- University of the West of England [Sustainable Food Policy](#)

Step 6: Share!

Well done, you have created your Good Food Plan. Share it with your staff and start those conversations with suppliers and caterers.

When communicating about your Good Food Plan with staff and suppliers, remember to:

- Start where they are at. Don't assume how much they do or don't know about sustainable food. Ask open questions.
- Be kind and don't judge.
- Involve them e.g. rather than ditching your supplier or caterer, can you work with them to gain a Bristol Eating Better Award?
- Share your learning.



JOIN BRISTOL'S GOOD FOOD MOVEMENT

Don't forget to also share your plan with Bristol Good Food 2030 for inclusion in the Bristol Good Food Action Plan, and share your activities on social media using #BristolGoodFood2030, to inspire other organisations to get involved.

Here are some example tweets to help you spread the word:



We have created a Good Food Plan to embed positive food practices. You can also be part of the good food movement and help grow the #BristolGoodFood2030 movement. Visit bristolgoodfood.org to find out how @bgf2030



Food matters. By putting our good food ambitions in writing we are making a commitment to positive change. Visit bristolgoodfood.org to find out how you can get involved in championing #BristolGoodFood2030 @bgf2030

Step 7: Monitor your progress

Your Good Food Plan is just the beginning of the journey. It is a helpful map for how to become an organisation that prioritises good food but will require regular reviews and updates as you and your organisation make progress.

You could include this monitoring as part of tracking your wider sustainability efforts. There are loads of resources available to support this and do [get in touch](#) if you want to chat any of this through.



Further resources and useful links

- WRAP. [Your workplace without waste – how does it work?](#)
- [Food Ethics Council](#)
- [Sustain](#) including [Good Food at Work](#) and [Guide to Good Food](#)
- [The Food Foundation](#)
- [Bristol Food Policy Council](#)
- [Bristol Eating Better Award Scheme](#)
- [Food Matters](#)
- [Sustainable Food Places](#)
- [Bristol Food Network](#)
- [Bristol Food Producers](#)
- [Good policy for good food: A toolbox of local authority food policy levers](#)
- [Bristol Green Capital Partnership's Climate Action Programme](#)