STRONG LINKS

- Good quality food
  - Good wholefoods
  - Strong livestock traditions

- Strong networks in specific fields (dry strong, fresh weak)
  - Links with tourism
  - Strong food image
  - Good core skills base

- Land close to the people
  - Tradition of family scale farms
  - Belonging to the land
WEAK LINKS

Lack of local processing facilities - e.g. flour mills, abattoirs

Stifles innovation and investment

Lack of convenient outlets

Lack of cooperative and other organisational structures

Unhelpful planning regime

Best quality produce exported

Impact of chemicals on bees

Lack of coherent food education strategy

Lack of awareness

Poor fresh food distribution network

Poor transport facilities - esp. for frozen goods

Lack of food culture - esp. vis-a-vis fruit and veg
HOW TO STRENGTHEN WEAK LINKS?

- Greater role for cooperatives
- Sharing of infrastructure
- More support for local shops
- Make local products more attractive & easily accessible
- Education - make benefits of local food more obvious
- Producers and processors willing to work together - and supported to do so
- Upgrade skills
ROLE OF GOVERNMENT POLICY

- Change of land-use planning to encourage food production
- Presumption against large-scale developments - esp. supermarkets
- Regulate monopolies - lower cap on market share
- Greater support for local retail outlets
- Relax bureaucracy on small producers and processors
- Awareness-raising/support for public education

'Local' labelling
Joined-up government