

Briefing for Senior Management of
Monmouthshire County Council & Brecon
Beacons National Park and for Welsh
Government Ministers in advance of the formal
launch in March 2022

January 2022



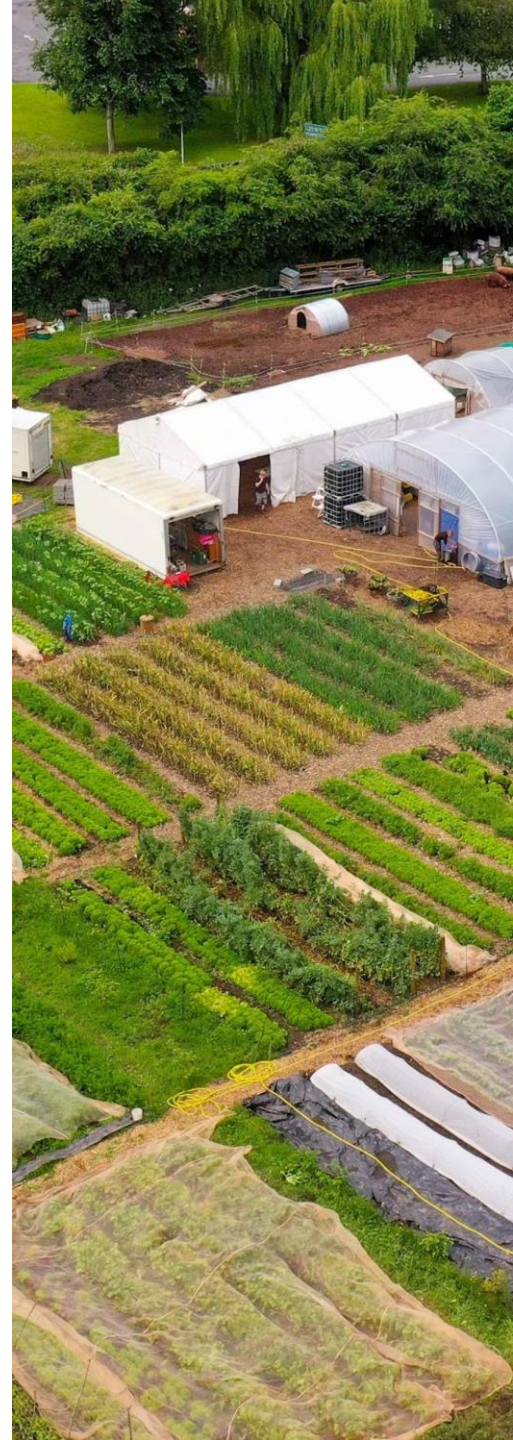
The challenges

- Former thriving mixed farming & food economy dismantled.
- Farmers poorly paid.
- House and land prices.
- Supermarket culture.
- Fragile food system.
- Climate change.
- Health crisis.
- “Cheap” food.



Rebuilding a local food economy means fixing everything.

- Local growing with horticulture foundation.
- Acquire land.
- Find new farmers.
- Locally owned supply chains.
- Housing for farmers.
- Business start-up funding.
- Rebuild local demand.
- Supportive policy and planning rules.



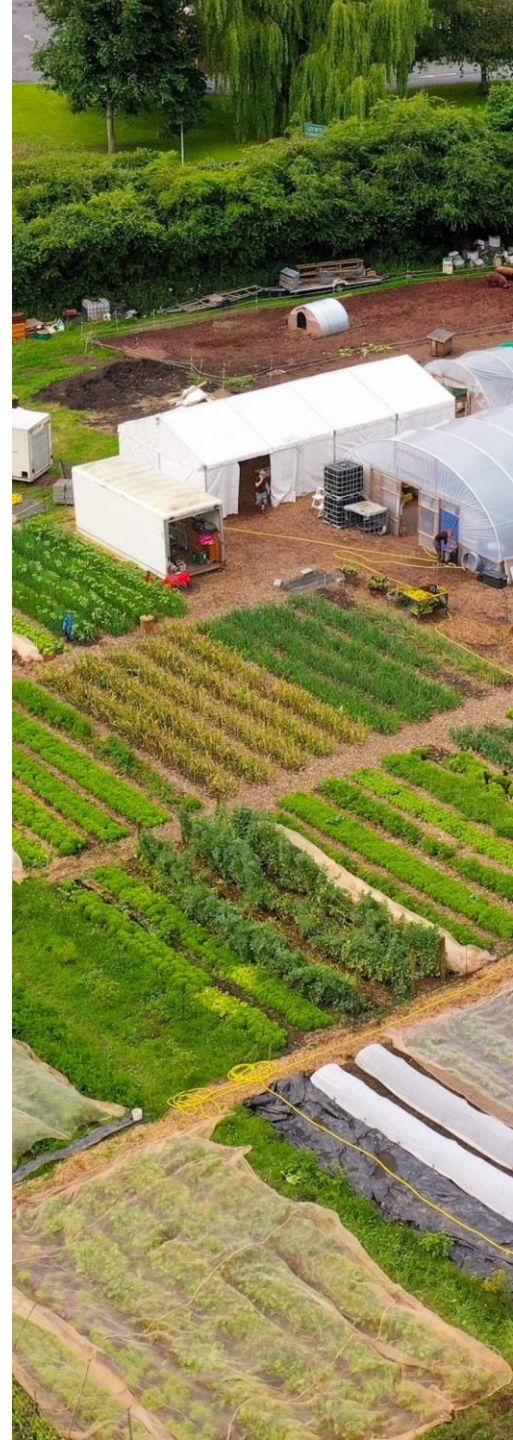
Good news

- Demand for local food exceeds supply.
- Modern small-farm regenerative horticulture is profitable.
- Regenerative horticulture fixes carbon, reduces flooding, cuts food miles.
- Fresh seasonal produce is good for health.
- Requires small amount of land.



So far...

- Discovered the primary constraint: low local production.
- Tested modern small-farm regenerative farming – Langtons Farm.
- Helped 2 new farms / 4 jobs to start in 2021.
- Created on-line “how to” resource: www.our-food.org.
- Set up peer network of regenerative farmers.
- Prepared for UK-wide outreach to landseekers.
- Built local awareness: meetings & coverage by BBC Wales, Nation Cymru, IWA.
- Created Our Food 1200 / Ein Bwyd 1200.



Next....

- Build Our Food 1200 / Ein Bwyd 1200 as powerful local leadership engine, able to buy/manage land.
- Launch Our Food 1200 community membership.
- Develop alliance of regenerative farmers.
- Launch land search with local land agents.
- Prepare for recruitment of new farmers.

We are on a 10-year journey to build a new local food economy!



Our Food
1200

