



Cynghrair Polisi
Bwyd Cymru

Food Policy
Alliance Cymru

Put Food at the Heart of Welsh Government

Food Policy Alliance Cymru calls on the next Welsh Government to put food at the heart of its Programme for Government prioritising equal access to local, affordable, healthy, delicious, nature and climate friendly diets.

To help protect and support the people of Wales and fulfil our global responsibilities, the Senedd must put food at the heart of the next Programme for Government by:

- 1 Developing a comprehensive Food Resilience Plan that delivers on Wales' Well-being Goals**
- 2 Ensuring every child leaves school Food Literate**
- 3 Building Community Food Wealth**
- 4 Creating an ambitious Growth Plan for Edible Horticulture**

About Food Policy Alliance Cymru (FPAC)

Food Policy Alliance Cymru is a coalition of organisations and stakeholders building and promoting a collective vision for the food system in Wales.

Through collaboration, engagement and research the Alliance aims to:

- Co-produce a vision for a food system in Wales that connects production, supply and consumption, and gives equal consideration to the health and wellbeing of people and nature.
- Advocate for policy change to address climate and ecological emergencies, the public health crisis and the rise in food insecurity.
- Ensure Wales is linked to UK policy, research opportunities and the broader global system.

In developing these recommendations [Food Policy Alliance Cymru](#) members have drawn on evidence from members' own experience of working within Wales' food system; consultation through the 2024 delegation of the [Wales Real Food and Farming Conference](#); and from Welsh citizens through the policy insights from the Food, Farming & Countryside Commission which highlights [widespread public support](#) for policies that prioritise sustainability, health, and resilience in Wales' food system.

Across Wales, stakeholders have recognised that action needs to be taken to redress the balance of our food system to benefit society and protect the environment. There are many examples of bold and ambitious initiatives which are being undertaken in Wales ([see Appendix 1](#)) but more needs to be done by Government to demonstrate leadership and to unlock potential.

Production and consumption of food should mean protecting the environment, both in Wales, and globally. It means sustaining good jobs and livelihoods at home, and delivering on our global responsibility to communities abroad. It also means celebrating our heritage and culture, whilst providing nutritional security for everyone in Wales. Wales must strengthen its resilience to [global food shocks](#) – such as those seen during COVID-19, climate-related disasters, and rising food prices – while ensuring our food system doesn't contribute to deforestation or rely on importing from climate-challenged countries for produce that could be grown at home.



1

Develop a National Food Resilience Plan

Wales cannot achieve its well-being goals without access to sustainable and healthy diets for all. Wales is the only UK nation that does not have a comprehensive plan for food. Scotland has a Good Food Nation Act (2022) and a forthcoming [Good Food Nation plan](#); Northern Ireland has a [National Food Framework \(2024\)](#), and England has launched a new [UK Food Strategy for England \(2025\)](#). Food is largely missing from the well-being objectives that public bodies are required to set under the Well-being of Future Generations (Wales) Act.

Eating healthily has become increasingly challenging, particularly for low-income households, and poor diet is now the leading risk factor for preventable diseases. Moreover, the way our food is produced and consumed is accelerating climate change and biodiversity loss. These environmental impacts are weakening supply chain resilience and driving up food prices. Current government efforts to address the multiple challenges of the food system remain fragmented across multiple policy areas. To address these interconnected issues, we believe a robust governance framework for food policy is essential.

We believe a plan:

- **Should enable decisive action across the entire food system and form part of a future land and marine use framework which should integrate climate and nature friendly food production with energy and nature recovery targets.**
- **Should set clear, measurable targets that reflect the long-term outcomes we seek for public health, environmental sustainability, economic stability, and national food security.**
- **Should include mechanisms for tracking progress, fostering coherence across government departments, and ensuring accountability.**
- **Should set the direction for amending the Well-being of Future Generations Act (WFG Act) to include the food system in the definitions of Wales' Well-being goals – with access to healthy, climate and nature friendly diets for all. Wales cannot achieve its well-being goals without access to sustainable and healthy diets for all.**

2

Ensure every child in Wales leaves school Food Literate

Every child has the right to a healthy diet that is fundamental for their growth and development, fosters joy, protects their planet and respects those who work within the food system. Through a whole school approach, all children should have access to the resources, knowledge and experiences to learn about food, to learn through food and to share good food.

- **All children should receive a nutritious and delicious, climate and nature friendly free school meal – sourced from Welsh produce where possible – and monitored by an audit system involving children, staff and parents.**
- **Teachers and early years providers should be trained in nutrition skills and food leadership. Catering staff should be supported with professional development.**
- **The curriculum should be mobilized to ensure children learn, experience and are inspired by all aspects of the food system, including how to grow, purchase and prepare food.**
- **Every child should have the opportunity to visit a farm, grower or producer – that delivers on nature and climate friendly production – during their learning journey and has access to proportionate growing spaces in school.**
- **Build on established school and community based holiday provisions, such as Food and Fun and Nutrition Skills for Life, that ensure children have access to year round opportunities to learn about food, to learn through food and to share good food**



3

Build Community Food Wealth

Local food should contribute to healthier diets, stronger communities, and environmental sustainability. In order to scale up local food systems to make them a mainstream part of the Wales food economy we need to: Ensure policy alignment; redirect public sector food purchasing toward locally sourced, sustainable options; invest in infrastructure and empower communities.

- **Food and diets should be integrated into the duties, goals, and indicators of the Well-being of Future Generations Act to provide a clear mandate for public bodies to take action and measure progress.**
- **Every local area should have a cross sector local food resilience plan supported by a local food partnership(s) aimed at ensuring everyone in their community has access to and can benefit from local, healthy and sustainable food**
- **Public bodies should commit to local and sustainable food procurement in their wellbeing and procurement plans with mandatory reporting.**
- **Support local authorities to enact their powers to improve local food environments by using planning rules to reduce the number of unhealthy fast food outlets and restrict local advertising of unhealthy food and invest in positive advertising**
- **Create a Foundational Economy and Food Infrastructure Fund – to invest in infrastructure to develop diverse local, nature and climate friendly supply chains in Wales. This should include shared access to processing equipment and storage at county food hubs, developing shared routes to local markets and working with coastal communities to optimize the potential of seafood.**
- **Create incentives to help develop the market so people are buying (at a fair price) and eating healthy climate and nature friendly locally produced food.**



4

Develop an Ambitious Growth Plan for Edible Horticulture

Less than 0.1% of agricultural land in Wales is used for fruit and vegetable production in Wales and 2% of land is required to grow our 5 a day. We need a plan to grow more food to support the climate and nature friendly production and consumption of minimally processed foods such as fruit, vegetables and legumes and ensure that we are not overly reliant on imports.

- **Target a 100% increase in agricultural land dedicated to horticulture by 2030 (to 0.2%)**
- **Set an ambitious growth target for organic horticulture as part of a an Organic Action Plan for Wales to support the sustainable growth of the organic sector**
- **Develop a planning system that reserves land for food growing (including publicly owned land) whilst enabling the infrastructure and rural enterprise dwellings needed for successful fruit and vegetable production**
- **Optimise the potential of the optional and collaborative layers within the Sustainable Farming scheme for sustainable horticulture**
- **Invest in paid work-based accredited training/apprenticeships for sustainable farming including horticulture**
- **Invest in and build infrastructure required on farm and centrally (growing, processing, packing and storage)**
- **Support the development of innovative finance to drive the sector**
- **Target 2 portions of local, sustainably produced vegetables in all school meals seasonally and monitor progress**
- **Trust in the power of community growing. Public bodies in partnership with the third sector should support communities to manage food growing spaces acknowledging the economic, social and environmental benefits.**



Appendix 1: Case Studies of Initiatives taking Action

Ask of Government	Description
National Food Resilience Framework	<u>Food for Our Future: How Local Authorities Can Shape Better Food Systems in Wales</u> This guidance document by the Future Generations Commissioner and Food Sense Wales outlines a suite of policy levers that local authorities can deploy to improve their local food system while maximising progress against all seven of Wales’ well-being goals <u>Food Cardiff</u> 95 Cardiff residents took part in 7 Food Conversations, facilitated by Food Cardiff utilising the Food Farming and Countryside Commission’s Framework. One of the top five solutions identified was stronger government leadership, with participants envisioning a body such as a Ministry of Food to coordinate policy. https://youtu.be/2iyzc5gLgkQ
Every child leaves school Food Literate	<u>Nutrition Skills for Life</u> (NSfL) supports early years settings to promote and provide nutritious, sustainable food options through training and award schemes. In schools, NSfL provides training and support to teaching staff to deliver Food and Fun and nutrition components of the Health and Well-being Area of Learning and Experience. <u>School Food Hour</u> Developed through a dynamic partnership between Education Catering at Cardiff Council, the Cardiff and Vale University Health Board Dietetics Team, and Food Sense Wales, The Food Hour pilot was implemented across six Cardiff primary schools, offering children a daily hour dedicated to food – encompassing nutritious meals, food education, and experiential learning. The initiative promotes the development of ‘Food Citizens’ by embedding nutritional health messages and leveraging resources from local food partnerships including Veg Power and Size of Wales. With the rollout of Universal Primary Free School Meals now complete across Wales, the Food Hour Project plays a vital role in increasing meal uptake. Through direct teaching, after-school cooking clubs, and a whole-school approach driven by pupil voice, the project strengthens home-school engagement and encourages healthier eating habits.

Ask of Government	Description
	<u>Food and Fun</u> Food and Fun is a school-based education programme that provides food and nutrition education, physical activity, enrichment sessions and healthy meals to children during the school summer holidays. It's a fully funded Welsh Government programme administered by the WLGA. <u>Cegin y Bobl</u> Cegin y Bobl runs transformational food education programmes developed and delivered by some of Wales' best cooks, growers and food experts. It offers Food Discovery courses for children, exploring food through practical cooking as well as a Food Leadership programme, giving teachers, school staff and community leaders a deeper understanding of food education and sustainable food.
Build Community Food Wealth	<u>Powys Planning Guidance for Horticulture</u> This planning guidance has been prepared specifically to support and assist small-scale horticultural enterprises in the preparation of a planning application for a Rural Enterprise Dwelling (permanent or temporary). <u>Monmouthshire County Council – Wales' first Deforestation Free Champion Council</u> (Size of Wales) Monmouthshire County Council has taken a significant step towards combating climate change and protecting biodiversity by becoming the world's first Deforestation Free Champion Council. <u>Backing Local Firms Fund</u> The Backing Local Firms Fund has been supporting businesses in parts of our local everyday economy, also known as the Foundational Economy, to deliver more of the products and services required by the public sector, helping to create more and better jobs closer to home. One of the fund's aims was to increase the amount of Welsh food served on public plates, by assisting local food producers and suppliers to attain accreditations required to access public sector supply chains. <u>Local Food Partnerships</u> Local food partnerships bring together partners from a range of different sectors to help tackle social, economic and environmental issues, working together to ensure good food for all. They work across-sectors bringing key people together to develop a vision for a more sustainable food future that's tailored to its local area and responds to its specific needs. In Wales, there are 22 food partnerships, one in each local authority area, promoting innovation and best practice in healthy and sustainable food systems.

Ask of Government	Description
	<u>Community Food Strategy</u> The Welsh Government's strategy to enhance the production and supply of locally sourced food. <u>Food Environment – Advertising</u> Advertising influences what we buy and what we eat. Outdoor advertising is often dominated by images of foods and drinks that are high in fat, sugar and or salt (HFSS). For children in particular this can lead to strong brand awareness and influences their food choices. Both the Vale of Glamorgan and Cardiff Council have restricted the promotion of foods high in Fat, Sugar, Salt from all outdoor advertising spaces that they own, which will come into full force once all current contracts end. <u>Planet Card</u> Planet Card is a pilot scheme in Cardiff to increase access to planet-friendly food to households on low-incomes. Participants receive £11 per week to spend on organic fruit & veg at Cardiff Farmers Markets. Initial findings from Cardiff University's independent evaluation have shown increases in healthy eating behaviours and reports of reduced social isolation amongst participants; with the financial investment directly benefiting small Welsh growers. <u>Welsh Public Sector Collaborative Food Group Food Framework</u> (In 2023, Caerphilly County Borough Council (CCBC) embedded mandatory deforestation free criteria into a £228 million food procurement framework covering 20 public bodies in mid and south Wales and 21 suppliers. These criteria include reducing the use of ultra-processed foods, sourcing higher welfare and organic meat and dairy, requiring RSPO-certified palm oil where reduction is unavoidable, ensuring seafood is MSC/ASC certified, promoting Fairtrade coffee and cocoa, and increasing the variety of seasonal and plant-based foods)
Ambitious Horticulture Action Plan	<u>Welsh Veg in Schools</u> An initiative to increase the production and consumption of sustainably produced veg through school meals. <u>Sustainable Food Procurement Hubs</u> A pilot that demonstrated a willingness from growers, community businesses, procurement managers and public sector chefs to increase the demand and supply of local fruit and veg <u>Procurement 4 Good</u> Working with food hubs, smaller scale producers and public sector buyers, the project aims to expand place-based public food procurement networks through collaborative practices, digital innovation and policy recommendations.

Ask of Government	Description
	<u>Farming Connect Horticulture</u> A horticulture programme that provides growers and farmers with the support, guidance and training needed to achieve their goals. <u>Future Farms project in Powys</u> The project has seen a Powys county farm of 36 acres divided into three 8-acre units and offered to local growers, providing them with land and infrastructure to grow food <u>Food Systems Development Project, Carmarthenshire</u> Bremenda Isaf is a 100-acre lowland farm in the village of Llanarthne nestled in the heart of the Tywi valley that forms part of Carmarthenshire County Council's rural estate. This public land is now being used as a trial location for an exciting initiative to grow fresh, high-quality and affordable fruit.



Appendix 2: Key References and Further Reading

Ask	Example
National Food Resilience Framework	Professor Tim Lang's report for the National Preparedness Commission (2024) Nature Friendly Farming Network's Rethink Food Report (2022) Nature Friendly Farming Network's Nature Means Business in Wales Report (2023) AFN Network+ Roadmap for Resilience: A UK Food Plan for 2050 (2025) Food, Farming and Countryside Commission: The Food Conversation Findings from Wales (2024) How could Wales Feed Itself by 2035?: Wales Net Zero 2035 Challenge group (2024) Good Food Nation Act (2022) Scotland's National Good Food Plan Northern Ireland Food Strategy Framework A UK government food strategy for England
Every child leaves school Food Literate	Characteristics of successful primary school-based experiential nutrition programmes: a systematic literature review (2021) Development of food literacy in children and adolescents: implications for the design of strategies to promote healthier and more sustainable diets (2024) The Generating Excellent Nutrition in UK Schools (GENIUS) network: working towards a more health-promoting food and nutrition system in UK schools (2024) Enhancing Food and Nutrition Literacy: A Key Strategy for Reducing Food Waste and Improving Diet Quality (2024) Eat Them To Defeat Them is the award-winning Veg Power campaign that gets kids eating more veg

Ask	Example
Build Community Food Wealth	Size of Wales' Deforestation Free Charter Welsh Public Sector Collaborative Food Group Food Framework Backing Local firms fund Local Food Growth Plan: An ambitious, collaborative action plan to expand the local food sector (2025)
Ambitious Horticulture Action Plan	Tonnes of Change - Welsh Veg in Schools (2025) Commercial Horticulture Plan, Tyfu Cymru (2020) The Case for an Organic action plan, Soil Association (2024) Future of Horticulture UK Parliament (2023) Bridging the Gap Policy Review, Sustain (2024) The strong economic case for expanding UK horticulture 2025, Green Alliance





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