



middlesbrough
food partnership

Joe Dunne

Middlesbrough Food Partnership Manager
Middlesbrough Environment City



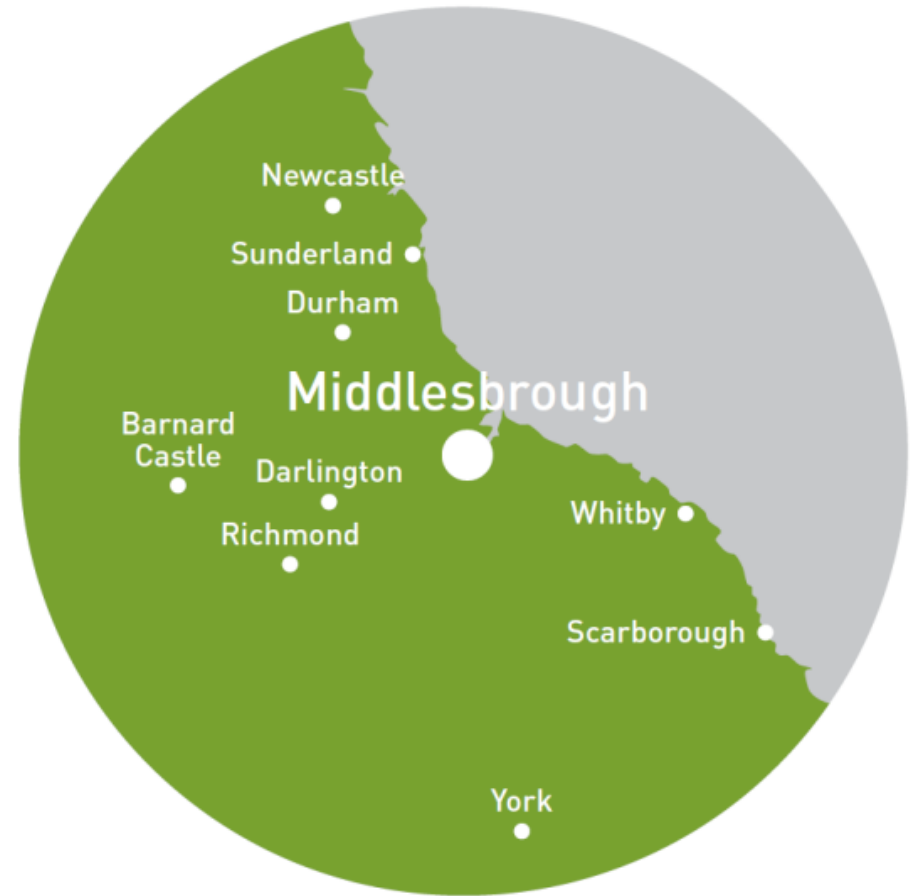
Joe Dunne
joe.dunne@menvcity.org.uk

growing middlesbrough

- Improving access to local food
- Grown, reared or made from ingredients within 50 miles



Registered Charity 1070131



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joe.dunne@menvcity.org.uk

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- Criteria
- October 2015 launch and meet producer event
- Local food directory and website - over 120 entries



FILTER BY

Google

Show 10 entries

	Title	Category	Address	Description
	Sticky Fingers Cafe/Bar	Catering/Cafes/Restaurants	152-154 Linthorpe Road Middlesbrough TS1 3RB	<p>Contact Name: Steven James Telephone: 01642 249959 Email: Contact us Social Media: Facebook Opening Hours: Mon - Sat: 9:30AM - 1AM, Sun: 11AM - 4PM Main Products: Piejacker pies and sides, coffee, beer, wine Description: Steven James Sticky Fingers Bar/Cafe is a musical environment where anybody can come for a</p>



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What is Growing Middlesbrough doing to facilitate local procurement?

- Supply and demand – more demand
- Survey of local people



- 80% important that the food they bought was locally produced



97% wanted to be able to buy more local food



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What is Growing Middlesbrough doing to facilitate local procurement?

- Supply and demand – more demand
- Survey of local people
- Raising the profile of local food
- Promotional videos and literature
- Events
 - Town Meal
 - Restaurant Week
 - Farmers markets and Local food markets
 - Local Food Weekends



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local food weekend

1st – 3rd
September 2017

Celebrating locally sourced
food and drink

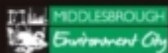


Ask for
local

www.growingmiddlesbrough.org.uk

Image from The Curing House

free prize draw for a meal for two
ask inside participating venues for details



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Extra life



LOTTERY FUNDED

Foodies

Foodies

Zakouma's

Zakouma's

JURYS INN

Jurys Inn

THE GARDEN

The Garden at Teesside University

mohuos
MEXICAN RESTAURANT

Mohuos Mexican Restaurant

THE CURING HOUSE

The Curing house

the **YOUNG** house
young tea house

FA
in Cafe

LIVE MUSIC • FOOD • COFFEE • CIGARETTES • BEER
Sticky Fingers

Sticky Fingers

FELLINIS
THE FAMILY RESTAURANT
CHINA

Fellinis Family Restaurant

GOODBODY'S EATERIE

Goodbody's Eaterie

The Fork In the Road

The Fork In the Road

Dresser's Tea Room

Dresser's Tea Room

The Oven

The Oven

ROUNTON COFFEE ROASTERS AT BEDFORD ST COFFEE HOUSE

Rounton Coffee



ACKLAM HALL
Acklam Hall

Elianos BRASSERIE

Elianos Brasserie

THE SMELTERY
SLOW FOOD RESTAURANT
Middlesbrough Institute of Modern Art

ALFORNO
RESTAURANT

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What is Growing Middlesbrough doing to facilitate local procurement?

- Supply and demand – more demand
- Promotion of online platform – mechanism for people to find local food
- Procurement policy workshop
- Promotion through partners – settings and businesses
- Promotion to businesses
 - Tees Valley Business Summit
 - Middlesbrough Means Businesses Breakfast Exchange
- Peer to peer



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What is Growing Middlesbrough doing to facilitate local procurement?

- Supply
- Development and promotion of online platform – mechanism for businesses to find local food
- Meet producer events
- Wider promotion and recruitment through farmers' markets and other channels
- Putting buyers in touch with producers
- Explore business support and development and promote it to producers



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Challenges for the future

- Supply and demand balance
- Wholesale and efficient distribution
- Maintaining and building on momentum
- Self financing



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“Buying local has always been important to us. The easiest way that people can help to develop their own town is simply by spending their money with local businesses where any profit will be spent locally. Its only those independent businesses that are popping up now that will help develop Middlesbrough; corporate brands and organisations will be the first to leave when the going gets tough.”

David Beattie, Rounton Coffee

OFF THE
GROUND
COFFEE HOUSE



“At the Growing Middlesbrough launch event in October 2015 I met with Holcroft Wholesalers, and they now deliver my eggs to more customers, increasing my sales.”

David Hugill, JD & G Hugill (Eggs)

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- Main cafes embedding local food
- 7 local suppliers – 2 met at Growing Middlesbrough event
- Community markets
- Sustainable Food Policy
- Local Food Weekend
- Warrens



“We try to buy local food because we want to make a difference to our town. Buying local helps to protect local jobs. Why on earth would we want to do anything else?”

Debby Roberts, Teesside University



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- Public Health
- Economic development
- Waste & recycling
- Environmental Health
- Procurement team

 **Extra life**

Food4Health



North East
Better Health
at Work Award

Gold Award



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middlesbrough
college

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Middlesbrough College – leading by example

- Developed a smart buying strategy (maximising discounts, reducing delivery drops & invoicing)
- Maintaining low prices for local and healthy food
- Passionate and in a position where he can influence
- Challenging wholesalers and demanding local, if not happy, he changes
- Direct to suppliers if wholesaler could not guarantee – Acorn Dairy
- Support of his procurement team and senior managers
- Undertaking own checks on provenance
- Champions all aspects of MFAP



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