



## Social Enterprise and Community Food



### CHANGING LOCAL FOOD ECONOMIES

#### Case Studies

2014



# Community Food Social Enterprises

## What is community food and what is social enterprise?

A Social Enterprise is a business trading in the marketplace – selling goods and services – but whose primary objective is to achieve social and/ or environmental benefit.

A social enterprise is not defined by its legal status but by its nature: its social aims and outcomes, the basis on which its social mission is embedded in its structure and governance, and the way it uses the profits it generates through its trading back into the business. It is helpful to consider some characteristics common to social enterprises.

Social Aims - they have explicit social and/ or environmental aims such as job creation, training or the provision of local services. Their ethical values may include a commitment to building skills in local communities. Their profits are principally reinvested to achieve their social objectives.

Regardless of its legal form, the constitution of a SE will include the requirement that profits are reinvested in the business or in the beneficiary community – and not distributed to owners/ shareholders/ investors.



There is no formal definition of a community food enterprise; however, we have taken the view that they are social enterprises with an involvement in food. Community food enterprises are businesses run by communities for their benefit, which are involved in at least one part of growing, harvesting, processing, distributing, selling or serving local food. Community food enterprises include farmers' markets, Community Supported Agriculture (CSA) enterprises, community-owned shops and food co-operatives.

## How we are changing local food economies:

1. Building right-size, mutually beneficial trading relationships – starting at local level and working out to global levels – so that the interests of micro-producers, small farmers, co-operatives, larger farms and imports are in balance;
2. Exploring new ways to make food affordable to all through shorter, more resilient and more transparent supply chains;
3. Supporting and connecting existing local food networks to increase their economic impact;
4. Research and development into new economic models for production, distribution and financing of food.

In June 2013, Senscot set up a Social Enterprise Community Food Roundtable to gather together strategically placed individuals committed to maximising the benefits that a social enterprise approach can bring to the community food sector in Scotland. Members include members of the Community Food SEN, NHS Community Food and Health, Scotland's Rural College (SRUC),

Federation of City Farms and Community Gardens (FCFCG), Nourish Scotland, Plunkett Foundation Scotland, Scottish Government Food and Drink and Keep Scotland Beautiful.

The Social Enterprise Community Food Roundtable will continue to support social enterprises across Scotland to maximise the opportunities that present themselves and address barriers they face when delivering community food services and projects and will meet quarterly.

The following case studies are examples of community food social enterprises and their commitment to positive environmental and social impact which makes them an important response to a complex global food system and healthy communities.

For more information regarding the Community Food SEN or Community Food Roundtable contact;

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# Whitmuir Community Farm

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West Linton

EH46 7BB

[www.whitmuircommunityfarm.org](http://www.whitmuircommunityfarm.org)

Staff: 35

Unpaid co-producers:50

Volunteers: 5



Whitmuir Community Farm is a working organic farm, just south of Edinburgh with an organic farm shop and restaurant. The farm also hosts the Breadshare Bakery and Dancing Light Gallery and is home to the Black and Green Project. Whitmuir has big plans and even bigger aspirations.



As well as producing good food every day, Whitmuir is working to become a national resource on sustainable food and farming, with discovery trails, exhibits, educational opportunities and citizen science projects. The farm is twice the size of the Botanical Gardens in Edinburgh and they will work with the landscape to bring the story of past and future food to life.

In addition to organically rearing traditional sheep and beef, the farm partnership currently rears pigs for pork and bacon, turkey for meat and hens for eggs.

The farm is currently home to nearly 640 living souls – 230 laying hens, 190 black rock pullets, one boar, 10 sows and 86 pigs, 49 cattle, 70 ewes and lambs, Heather, Pete and Lily the dog.

In 2006, the farm partnership built the farm butchery, the farm office, the original farm shop (now converted to the bakery) and other retail associated spaces. In 2009 they built the new purpose built shop/ café/ gallery building. With these combined enterprises, the farm is a place of work for around 35 people.





Whitmuir is planning to become Scotland's first community owned farm and a national resource on sustainable food and farming, pioneering a new model of land ownership and use. Whitmuir Community Benefit Society has been established to purchase the organic farm land at Whitmuir, oversee the farming and develop the land as a living learning space on sustainable food and farming.

There are now over 300 shareholders and the land is expected to move into community ownership later in 2014. Transferring the land from private ownership to community ownership not only protects the long term future of the farm, but also allows greater collaboration with the educational and science sectors than is currently possible.

Whitmuir already hosts around 50 educational visits a year and some 70,000 people visited the farm last year. Whitmuir will be the place for your pupils to explore and discover how we begin to build a more sustainable food system.

With close links to the curriculum for excellence pupils will be able to;



Imagine the future of food and farming in our one planet polytunnel, measure the farm's carbon footprint on our zero carbon, zero waste trail, enjoy growing, foraging and cooking organic food in our community garden and field kitchen, discover what birds, bugs and beasts do all day on our nature trails, climb our hill on the history trail and see for years and years and learn what it takes to be a farmer.

Whitmuir Community Farm is one of the best organic shops in the UK with a long term vision to promote healthier communities through respect for the environment, livestock, the planet and its people.

# Healthy Valleys

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Healthy Valleys is a community led health initiative, established in 2003 by community members, voluntary and public sector agencies. Their vision is to reduce health inequalities, promote positive lifestyles and improve health and wellbeing in rural South Lanarkshire communities. Healthy Valleys believes that communities are not the problem, but the solution. Health is about more than the physical and mental state of a person, it includes wider determinants including housing, environment, social networks and culture. In partnership with other organisations, including NHS Lanarkshire and South Lanarkshire Council, Healthy Valleys endeavours to deliver services that respond to unmet demand and which are sustainable over the long term.

Clydesdale Community Cook and Chat (CCCC) was started in September 2013 as a response to the health needs of the people in Rigside. Access to fresh produce and affordability of transport are two key areas of concern in Clydesdale. This is crucial at a time when families living in poverty will feel the most impact of the harsh effects of the welfare reform. It is envisaged that lone parents, people with disabilities and men will be worse off and we will see an increase in poor mental health. In a bid to reduce the negative impact of the Reforms, Healthy Valleys focused on this project to support families suffering from food poverty to help inform them of alternatives to fast food, processed type foods that mistakenly are perceived to be the cheaper option to homemade wholesome meals.



Eighteen individuals participated in the 4 week course with 14 people on average coming to the session per week. From the 18 individuals, 6 of them lived in Rigside and the other 12 were from nearby villages.

The aim of CCCC is to enhance the knowledge of healthy eating and cooking on a budget and to increase participant's social network with integrating with members of their community and improve their family relationships. To achieve these aims, we have to:

- create the opportunity for disadvantaged members of the community to come together and have a positive experience whilst learning about the benefits of healthy eating
- increase awareness of the importance of spending time with their family over mealtimes
- increase confidence & skills to cook healthy meals on a budget
- and establish new social networks within neighbourhoods.



Participants stated through evaluation forms that confidence about cooking increased, they felt more involved in their community; they were more informed about healthy eating, increased their social network, changed their family eating habits and shared information and recipes with other family members and friends. Socialising was a key driver for people to attend and the opportunity for their child to mix with other children.

Healthy Valleys also arranges fortnightly transport to the local farmers market for people needing extra support. These are great examples of people led community food initiatives which are simple, responsive and have lasting positive impacts on the health of communities.





# Edinburgh Community Food

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0131 467 7326  
Email: [admin@edinburghcommunityfood.org.uk](mailto:admin@edinburghcommunityfood.org.uk)  
<http://www.edinburghcommunityfood.org.uk/>  
Staff: 18  
Volunteers: 10



Edinburgh Community Food aims to get people into healthy food, and healthy food into people.

Their work helps to tackle health inequalities in low-income communities in Edinburgh through their food and health development and promotion work including cooking courses, cookery demonstrations, nutrition workshops, health information sessions and tasting sessions.

Edinburgh Community Food runs and supplies food co-ops throughout Edinburgh which allows access to high quality good food and cooking support.

ECF has just been awarded £98,272 from the Big Lottery to develop a healthy food bank project. ECF will implement new ways of dealing with food poverty and engage with people in hardships about healthy eating and nutritional information.



Canny Families is a new city wide programme which ECF deliver in partnership with Changeworks and Citizens Advice Edinburgh. The programme supports families with children to better manage rising energy/ food costs and maximize income.

ECF offers healthy food delivery of healthy treats and snacks to your office or place of business. A healthy workforce brings a whole wealth of benefits alongside them. With simple office fruit and vegetable deliveries, businesses can;

- reduce the number of sick days and employee absences
- bolster workers' health by providing them with delicious, nutritious snack options
- have a happier healthier workforce, boost productivity
- project a positive image of your business by being socially responsible
- give something back to Edinburgh. When businesses choose ECF for office fruit and vegetable deliveries, it allow ECF to reach out to others in the city so that they can enjoy the same fresh, quality food and learn about nutrition, thanks to the co-ops and cookery demonstrations ECF run throughout Edinburgh.

# CFIWL Community Food Initiatives West Lothian

Unit 10  
Stoneyburn Workshops  
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Stoneyburn  
West Lothian  
EH47 8BA  
Tel: 01501 763201  
Email: [westlothian@cfine.org](mailto:westlothian@cfine.org)  
<http://www.cfine.org>  
Staff: 6  
Volunteers: 40+



Community Food Initiatives West Lothian (CFIWL) is a branch of CFINE and improves health and well-being, contributes to regeneration, increases employability and creates employment in and with disadvantaged and excluded geographical and interest communities by promoting fruit, vegetables, pulses, healthy snacks consumption and encouraging and supporting volunteering which brings a range of personal, family and community benefits.



CFIWL presently operates 15 Community Food Outlets (CFO's) throughout the West Lothian area where good quality fresh fruits, vegetables and other healthy produce can be accessed at affordable prices. This activity is supported through competitive commercial sales to businesses and individuals in the area.

Amongst the Food Co-ops in operation, the St John's Hospital stall which operates all day Wednesday has been hugely popular this year; this can also be accessed by members of the public and each week there is a special offer.



Many of the other Food Co-ops operate in a school based environment which focuses the children attending these schools on the healthy eating agenda – a good influence in the longer term on both the children and the parents.



CFINEWL is also involved in the recently formed West Lothian Council Food Poverty Working Group and are looking to bring collaborative working to the fore to maximise the benefits achievable in overcoming disadvantage from food poverty. The aim of this work will involve links with strategic partners to include budgeting/ benefit advice, cooking demonstrations including healthy recipes maximising the use of left overs which in turn will minimise food waste.

# Community Food Moray

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Unit 3 Mosstodloch Service Station

Mosstodloch

Moray

Fochabers

IV32 7LH

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**Website:** <http://www.communityfoodmoray.co.uk/>



Community Food Moray is a charity and social enterprise supporting healthy eating through access to affordable fruit, local vegetables and whole grains in Moray. CFM aims to improve healthy eating choices and contribute to community well-being and focuses on using local produce where possible, reducing food miles and food waste.



Produce is available in a number of local food outlets and van sales throughout Moray. The base and shop in Mosstodloch is accessible by the local community and anyone traveling along the A96 between Aberdeen and Inverness.

CFM are working in partnership with REAP to develop a local Food network for Moray. This is an important strategic approach for the local food sector, growers and the communities of Moray.

CFM are also working in partnership with Moray Communities through the 'Let's feed Moray' initiatives which offers a range of free information and services to help Moray families get off to a good start.

On your first booking visit, you will receive a complimentary 'Let's Feed Moray' Voucher from a midwife, which will give 20% discount off Community Food Moray produce which includes all fruit, vegetables and dried goods. Families will also be able to access a range of free services and information which complement the advice given by a midwife, health visitor and GP;

- Information on healthy eating
- Recipe ideas
- Fun with Food – get together with others to enjoy cooking and share hints and tips
- Weaning packs and information
- Fruit and Vegetable delivery service – free of charge



CFM supports homelessness, low income groups, school education, people who have experienced domestic abuse, people living with disabilities, older adults, young mums, early years nutrition, rural isolation, employability and carers.

CFM is changing their local food economy by providing accessible and affordable good food and supporting and connecting local food networks for the benefit and health of their community.