

1. Food Culture



5-Year Objectives	Aims	Actions
<p>Raise public awareness of food, health and sustainability issues.</p>	<p>3.1 Develop an engagement and digital marketing plan.</p>	<p>Investigate funding, unemployment schemes and university placements to employ a part-time media and marketing officer.</p>
	<p>3.2 Raising awareness of support, services, initiatives, and best practice across all key areas.</p>	<p>Embed all maps identifying services, opportunities, training etc on local authority websites and partner websites.</p> <p>Upload regular updates across all social media platforms, encouraging healthy & sustainable food choices.</p> <p>Develop a monthly newsletter.</p> <p>Develop and promote food charter, encouraging good practice.</p> <p>Develop a website.</p>
	<p>3.3 Implement a campaign such as 'Sugar Smart' or 'Veg Cities'</p>	<p>Identify areas of need to focus a campaign.</p>

		<p>Identify partners to host/support a campaign.</p> <p>Apply to SFP for campaign funding.</p> <p>Monitor and evaluate outcomes for campaign.</p>
Increase cooking skills & promote training opportunities.	3.4 Understand the level of food skills training available.	<p>Continue to map available kitchen spaces across Aberdeenshire to identify suitable training facilities.</p> <p>Map all organisations currently delivering food skills training, identify gaps in provision.</p>
	3.5 Support, promote and develop current and potential training opportunities.	<p>Engage with community assets to create a sustainable model for the delivery of food skills classes.</p> <p>Promote NHS Grampian's Confidence 2 Cook Training \$ Trainer's program, Garioch Kitchen and other initiatives through all social media platforms.</p> <p>Link trainers with facilities and food growing initiatives.</p>
Increase participation in food growing	3.6 Understand the current provision in Aberdeenshire for community growing, sites and levels of demand.	<p>Continue to map current and potential food growing spaces.</p> <p>Review the allotment survey (2018), map areas of demand and potential sites.</p>

		Engage with AC Housing to reduce allotment waiting lists by signposting community gardens.
	3.7 Encourage schools to develop food growing activities.	<p>Provide training opportunities to primary and secondary pupils and teachers.</p> <p>Promote and encourage participation in OSF Garden Schools programme.</p> <p>Identify funding to support OSF Garden Schools project so it can be widened across Aberdeenshire.</p>
	3.8 Promotion of best practice and where to access opportunities to train through web and local events for residents of Aberdeenshire.	<p>Share information to be promoted through FFA social media and webpage.</p> <p>Investigate the feasibility of hosting a food growing event through campaign funding.</p> <p>Provide training for households.</p> <p>Formalise process for constituted groups made up off Aberdeenshire residents who wish to access land for food growing.</p> <p>Publicise the availability and opportunities for community groups to use council owned land for food growing.</p>

		Develop a Facebook page for novice and expert growers to share advice and organise events.
Support current food growing spaces to adopt a holistic approach to tackle environmental, social and economic challenges.	3.9 Support and encourage local food growing businesses to aid the circular economy.	Create an email list to provide info and regular updates to food growing businesses. Deliver food growing training to food businesses.
	3.10 Targeting of resources to alleviate food poverty and social isolation.	Make links with emergency food providers and growers to distribute surplus and promote available food growing opportunities. Link mental and physical wellbeing services to food growing spaces and community gardens.
	3.12 Encourage all current and future food growing projects maximise habitat creation and increase biodiversity.	Provide information to food growers through email, site visits, workshops and events.