



# South Kintyre local food feasibility study

October 2008 – January 2009



# CONTENT

<b>EXECUTIVE SUMMARY</b> .....	<b>2</b>
<b>CHAPTER 1: AIMS AND BACKGROUND</b> .....	<b>4</b>
1.1    RATIONALE, WHY DEVELOPING A LOCAL FOOD PROJECT IN SOUTH KINTYRE .....	4
1.2    AIMS OF THE STUDY .....	6
1.3    ORGANISATIONS INVOLVED .....	8
1.4    DEFINITIONS .....	9
1.5    CONTEXT .....	11
1.5.1 <i>National</i> .....	11
1.5.2 <i>Regional</i> .....	13
1.5.3 <i>Local</i> .....	15
1.6    EXAMPLES OF LOCAL FOOD PROJECTS .....	18
1.6.1 <i>Islay</i> .....	18
1.6.2 <i>Bute</i> .....	18
1.6.3 <i>Isle of Skye</i> .....	19
1.6.4 <i>Transition Town</i> .....	20
<b>CHAPTER 2: RESEARCH</b> .....	<b>22</b>
2.1    METHODOLOGY .....	22
2.1.1 <i>Householder Survey</i> .....	22
2.1.2 <i>Catering Survey</i> .....	23
2.1.3 <i>Shopkeeper Survey</i> .....	24
2.1.4 <i>Interview with Producers (Horticulture, Dairy, Poultry)</i> .....	24
2.1.5 <i>Limitations</i> .....	25
2.2    RESULTS .....	26
2.2.1 <i>Householders</i> .....	26
2.2.2 <i>Catering</i> .....	30
2.2.3 <i>Shopkeepers</i> .....	35
2.2.4 <i>Producers</i> .....	37
<b>CHAPTER 3: STUDY OUTCOMES</b> .....	<b>39</b>
3.1    SURVEY ANALYSIS .....	39
3.1.1 <i>Potential Market for householders, catering industry and shopkeepers</i> .....	39
3.1.2 <i>Products required for catering distributors in Schools and Hospital/Care</i> .....	41
3.1.3 <i>Produce currently available</i> .....	42
3.1.4 <i>Analysis of supply and demand</i> .....	43
3.2    OTHER KEY FINDINGS.....	44
3.2.1 <i>Present and future Community garden and Local Produce Projects</i> .....	44
3.2.2 <i>Existing distribution networks</i> .....	47
3.2.3 <i>Potential groups and organisations involved</i> .....	48
3.2.4 <i>Update on the local fishing industry</i> .....	51
3.3    SWOT ANALYSIS OF THE LOCAL FOOD PROJECT .....	52
<b>CHAPTER 4: SUGGESTIONS FOR FUTURE DEVELOPMENT AND CONCLUSION</b> .....	<b>53</b>
4.1    SUGGESTIONS FOR PROMOTING LOCAL FOOD .....	53
4.2    POST SUGGESTIONS.....	55
4.3    CONCLUSION .....	56
<b>APPENDICES</b> .....	<b>58</b>

# EXECUTIVE SUMMARY

In September 2008 Kintyre Environmental Group and Fynes Homes launched a Local Food Feasibility Study in Kintyre, funded by Leader.

## **The overall aim of this study:**

To highlight the demand for Local Food in Kintyre, this is part of a longer term goal to both increase and promote local produce in Argyll and Bute.

## **The objectives**

To assess the feasibility, scope and scale of the demand for local food produce in Kintyre and further if this would justify a food hub and box scheme that supplies regional produce (as wide as possible, but depending on the nature of the demand) to Campbeltown's catering distributors, food service outlets and shops. This is with the long term goals of providing greater profitability for and widening the market for Argyll and Bute producers and increasing employability in the region.

Between October and December 2008, the public involvement in the study has been extensive, this has included; local community groups and projects, in particular the Campbeltown Community Organic Garden, local schools, local producers, local businesses and the wider public. Various activities i.e. workshops have been carried out in order to raise awareness about the local food project by engaging with the local community.

The research has involved collecting data from catering distributors, food service outlets and shops and specific surveys were compiled to collect data. The findings were then analysed to complete this feasibility study.

The following has been identified:

- 83.5% of householders stated that they are willing to buy local food if the food was sold locally at a centre point for the same price and better quality than the food sold in the local supermarkets.
- 66% of householders expressed an interest in a vegetable box scheme

- 40% of householders expressed interest in learning about how to grow fruit and vegetables.
- The majority of Shopkeepers stated they would be willing to sell local food.
- Most of the catering industry (including schools, cafes and restaurants) surveyed would be willing to introduce or increase local food in their menus.
- Several organisations and groups stated that they would like to be involved in further Local Food Projects.
- It was also found that there are an insufficient number of producers to supply the demand of food required by the local community.

From these results some recommendations for future development of the project were highlighted:

- We would like to work with the appointed organisations of the above feasibility study on how we could improve the demand and supply side.
- Promotion of local food to individual householders, catering distributors, food service outlets and shops. Including educating children and wider public regarding the benefits of local food.
- Involve community organisations and groups, other regional stakeholders and funders.

*“Imagine that there is a food crisis. Our gas pipelines are bombed; conflict in the Middle East renders energy supplies critical. Within a week the supermarket shelves are empty, people are hoarding food and an atmosphere of mild panic and anarchy prevails.*

*This wouldn't happen nowadays, people think, and in any case, we've had a crisis before and we coped. Yes, we did, but that was at the beginning of the second world war and back then we had the pre-Beeching railways, the small abattoirs and a lattice work of small food producers surrounding every town and city. During the intervening 60 years we've lost all that.” Patrick Holden.<sup>1</sup>*

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<sup>1</sup> Think global, eat local; Patrick Holden, director of the Soil Association  
<http://www.guardian.co.uk/lifeandstyle/wordofmouth/2007/jul/05/excerptsfromthisblogpost>

2.Feenstra, G. (2002) Creating space for sustainable food systems: lessons from the field. *Agriculture and Human Values*. 19(2). 99-106.

# Chapter 1: AIMS AND BACKGROUND

This chapter will firstly explain why this study has been carried out in South Kintyre and following that the aims and objectives of the study will be discussed. Then the organisations involved and some key definitions will be noted. Subsequently the context in which the study took place will be looked at and lastly some examples of similar studies including existing community garden and local produce project activities.

## ***1.1 Rationale, why developing a Local Food Project in South Kintyre?***

Local food (also regional food or food patriotism) or the local food movement is a "collaborative effort to build more locally based, self-reliant food economies - one in which sustainable food production, processing, distribution, and consumption is integrated to enhance the economic, environmental and social health of a particular place<sup>2</sup> and is considered to be a part of the broader sustainability movement. It is part of the concept of local purchasing and local economies, a preference to buy locally produced goods and services.

Local food systems are an alternative to the global corporate models where producers and consumers are separated through a chain of processors/manufacturers, shippers and retailers. With an increasing scale of industrial food systems the control of quality is increasingly decided by the middlemen while a local food system redevelops these relationships and encourage a return of quality control to the consumer and the producer respectively. These quality characteristics are not only in the product but in the method of producing.<sup>3</sup>

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<sup>2</sup> Feenstra, G. (2002) Creating space for sustainable food systems: lessons from the field. *Agriculture and Human Values*. 19(2). 99-106.

<sup>3</sup> Sonnino, R. & Marsden, T. (2006) Beyond the Divide: rethinking relationships between alternative and conventional food networks in Europe. *Economic Journal of Geography*. pp. 181-199.

The popular resurgence of farmers markets in many parts of the world, including Europe and North America (from 1,755 in 1994 to 4,385 in 2006 in the U.S.)<sup>4</sup>, contributes to local economies. They are traditional in many societies, bringing together local food and craft producers for the convenience of local consumers.

There are many benefits in increasing local food production. Some of which include, strengthening local economies by protecting small farms, local jobs, and local shops, thereby increasing food security, community benefits include, a way to rediscover valuable community structures, values and perspectives, providing greater profitability for and widening local markets and increasing employability in local areas.

Geographically, 'the Kintyre peninsula is long and narrow. The central spine of the peninsula is mostly hilly moorland, the coastal areas and hinterland, however, are rich and fertile and the area's economy has long relied on farming and fishing industries'<sup>5</sup>. Therefore, this region provides optimum conditions for supplying local food to its inhabitants, who are relatively low in number compared to the surface area.

Increasing local food production and consumption in this region would provide many benefits to the local economy and community as a whole. The principal benefits that have been highlighted include:

- Increasing economic activity for local producers
- Increasing employment and training
- Reducing food miles and carbon foot print
- Moving closer to a sustainability
- Sustaining rural communities in Scotland
- Increasing food security in the region
- Bringing the local community together

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<sup>4</sup> USDA Agricultural Marketing Services (2006). Farmers Market Growth.  
<http://www.ams.usda.gov/farmersmarkets/farmersmarketgrowth.htm> accessed on Dec 6, 2006 at 1044:pm PST

<sup>5</sup> Newton, Norman S (1999). *Kintyre*.

Local food production and consumption also has the potential to benefit South Kintyre's community in many other ways, some of which include:

- Better interaction and links between community and other local organisations
- Opportunities for development from local authorities
- Development of tourism (Springbank Whiskey is an example)
- Improving health (working in conjunction with the present Scottish health initiatives, i.e. Healthy Living Partnership)
- Community taking responsibility of their diet/health by growing their own
- Reducing household food expenditure in area with widespread rural poverty
- Development of social enterprise in the community

## ***1.2 Aims of the Study***

The aims of this study have been to assess the feasibility, scope and scale of the demand for local food produce in Kintyre and further of a food hub that supplies regional produce (as wide as possible, but depending on the nature of the demand) to Campbeltown's catering distributors, food service outlets and shops and at the same time provide greater profitability for and widen the market for Argyll and Bute producers and increase employability in the region. As well as rediscovering valuable community structures, values and perspectives

Outputs

There are two phases to this work (and what follows is by no means exhaustive):

### **Phase 1: Feasibility study – market research and viability**

- Is there sufficient demand to justify a hub and are there enough suitable suppliers to supply such a venture?
- If there is not sufficient demand or enough suppliers, how could the re-creation of these be facilitated?
- A potential distribution hub
- Who would be the main suitable customer groups (householders, shopkeepers and in the catering industry schools, care homes, and hospitality industry)
- What would they require when and how often?

- What would be the range of products/categories that are suitable to be sold and what would be their gross margins?
- The produce currently available locally.
- Existing distribution networks.

### **Tangibles**

- A report for the way forward bearing the above in mind (be it a commercially viable hub or not). This report should form the basis and provide the data for a business plan.
- Recommendation on business structure and potential partners
- High Quality data on the type and number of suitable suppliers/products (who, what, where, when, how much)
- High quality data on the type of potential customer and insight into their purchasing behaviour regarding local food.

**Phase 2:** Depending on the outcome of the feasibility study two avenues will potentially be focused on:

- There is no business case for increasing the demand for local food and creating a local food hub; in this case Kintrye Environmental Group would like to work with the appointed organisations of the above feasibility study on how we could improve the demand and supply side.
- If there is a case for a business, a proposal for social enterprise and community organisations needs to be developed. This should include, amongst others, information on, employment, sales and marketing, business development, physical distribution, break-even points, profit projections and a SWOT. The development of the proposal should also bear in mind the regional stakeholders involved and funders.

## **1.3 Organisations involved**

### **Kintyre Environmental Group**

KEG originated in 2000 to increase awareness of Kintyre's environment and highlight improvements that could be made.

KEG aim to do it while following the principles of permaculture, bio-diversity and organic gardening. This Local Food Feasibility Study and the Campbeltown Community Organic Garden are the current projects of Kintyre Environmental Group.

### **Argyll and Bute Agricultural Forum**

The Forum is an Industry Group set up in 1999 to raise awareness of agricultural issues, promote the development of agriculture and crofting whilst encouraging and facilitating co-operation between land-based agencies. The unique body is a robust partnership open to all organisations with an interest in the industry and currently draws a membership from industry and agencies. The combined knowledge and influence of the Forum members has been beneficial in tackling a wide range of significant issues.<sup>6</sup>

### **Fynes Future**

Subsidiary companies of Fynes Homes, Fyne Futures is a recognised Scottish Charity, concentrating on improving the environment and promoting sustainability

### **LEADER**

LEADER is part of the Scottish Rural Development Programme, aimed at promoting economic and community development within rural areas. LEADER is a bottom-up method of delivering support for rural development through implementing a local rural development strategy. Support will be aimed primarily at small-scale, community driven projects that are pilot and innovative in nature<sup>7</sup>.

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<sup>6</sup> <http://www.argyllagriculturalforum.com/aboutus.php>

<sup>7</sup> The Scottish government, rural issues, <http://www.scotland.gov.uk/Topics/Rural/SRD/LEADER>

## **1.4 Definitions**

### **Local Food**

Food produced and consume in the local area of purchase<sup>8</sup>. In this study Local is defined by Kintyre

### **Local Produce**

Specifically in this report concern all the local food which include meat (red, white, and poultry), fruits, vegetables, dairy produce, eggs, treats, bakery produce locally.

### **Producer**

Person who grow fruits and vegetables or/and raise for meat or/and diary produce

### **Catering Industry**

Business providing food services include hotel, restaurant, cafe, guesthouse, pub and Take Away / Fast Food

### **Permaculture**

Permaculture is about creating sustainable human habitats by following nature's patterns." It uses the diversity, stability and resilience of natural ecosystems to provide a framework and guidance for people to develop their own sustainable solutions to the problems facing their world, on a local, national or global scale. It is based on the philosophy of co-operation with nature and caring for the earth and its people.<sup>9</sup>

### **Box scheme**

A box scheme is where a selection of seasonal locally grown produce is provided at competitive prices on a weekly basis. The contents of the boxes vary according to the produce available at the time.

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<sup>8</sup> Local food marketing guide, The Scottish Agricultural College 2007, [www.sac.co.uk](http://www.sac.co.uk)

<sup>9</sup> <http://www.permaculture.org.uk/mm.asp?mmfile=whatispermaculture>

## **Horticulture**

Horticulture is the industry and science of plant cultivation.<sup>10</sup>

## **Organic**

Food produced without the use of pesticides, artificial fertilizers, antibiotics, and growth hormones.

## **Slow Food**

The Slow Food movement was founded to combat fast food. It claims to preserve the cultural cuisine and the associated food plants and seeds, domestic animals, and farming within an region.<sup>11</sup>

## **Sustainability**

Sustainability is the capacity to maintain a certain process or state, in an ecological context, sustainability can be defined as the ability of an ecosystem to maintain ecological processes, functions, biodiversity and productivity into the future.<sup>12</sup>

## **Polytunnel**

A polytunnel is a tunnel made of polyethylene used to grow plants that require a higher temperature and/or humidity than that which is available in the environment.<sup>13</sup>

## **Allotment**

Small area of land, let out at a nominal yearly rent by local government or independent allotment associations, for individuals to grow their own food.<sup>14</sup>

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<sup>10</sup> Wikipedia, <http://en.wikipedia.org/wiki/Horticulture>

<sup>11</sup> Wikipedia, [http://en.wikipedia.org/wiki/Slow\\_Food](http://en.wikipedia.org/wiki/Slow_Food)

<sup>12</sup> Wikipedia, <http://en.wikipedia.org/wiki/Sustainability>

<sup>13</sup> Wikipedia, <http://en.wikipedia.org/wiki/Polytunnel>

<sup>14</sup> Wikipedia, <http://en.wikipedia.org/wiki/Allotment>

## **1.5 Context**

### **1.5.1 National**

#### **Scotland's national food policy**

'In 2008 the Scottish Government launched a national discussion on food to help to shape Scotland's first national food policy. The food and drink industry is worth £7.3 billion and it is a major contributor to Scotland's economy. Food also has a significant impact on many other aspects of Scottish life, some of which include health, education and the environment.

From the policy five main themes of work were established:

- Increasing sustainable Economic Growth of the food and drink industry
- Food Education - supporting consumers and the food and drink industry to make healthier and more environmentally sustainable choices.
- Celebrating and enhancing Scotland's reputation as a Land of Food and Drink
- Walking the talk - getting Government right
- Access, affordability, and security in relation to food<sup>15</sup>

The Scottish Government expressed their interest in working with associated agencies like the Food Standards Agency, NHS Health Scotland and Visit Scotland to carry on or implement the following:

- Supporting projects that support our vision of the future of food and drink in Scotland
- Continuing to talk to everyone about the future of food and drink in Scotland
- Making it easier for Scottish food and drink businesses to become suppliers to public sector organisations
- Advising people about the importance of safe food and good nutrition
- Supporting businesses in leading change to reformulated healthier products
- Encouraging and supporting people to make healthier food choices

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<sup>15</sup> <http://www.scotland.gov.uk/News/This-Week/Speeches/Greener/food>

- Encouraging restaurants and hotels to keep improving the quality of the food they serve
- Promoting food tourism and encouraging food promotions across Scotland
- Setting a good example in relation to our key objectives
- Maximising opportunities to promote the role of food in our health and on our environment when planning for major events<sup>16</sup>

(Further examples can be found in appendix 1)

### **Climate Change**

In the context of climate change the Scottish Government 'would like to tackle issues related to environment. They have set up The Climate Challenge Fund. The aims are to help Scottish communities make a real difference by significantly reducing their carbon emissions'. "Grants are available to empower communities to take action to reduce their carbon footprint and make a real difference to the local and national environment"<sup>17</sup>

### **Third sector**

'The Scottish Government has also launched a Third Sector Enterprise Fund. It is a £12 million Fund with the aims to support ambitious third sector organisations that wish to operate in a more business-like and enterprising way, with a view to achieving increased sustainability'<sup>18</sup>.

### **Scottish Diet Action Plan**

'The Scottish Diet Action Plan was launched in 2003 (and is presently still running) with the following objectives:

- To increase the demand for healthy food
- To supply that demand for healthy food

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<sup>16</sup> The Scottish Government, <http://www.scotland.gov.uk/Publications/2008/01/23111646/7>

<sup>17</sup> The Scottish Government, Climate Challenge Fund, <http://www.keepsotlandbeautiful.org/ccf.asp>

<sup>18</sup> Scottish Government, thirdsector, <http://www.keepsotlandbeautiful.org/ccf.asp>

- To provide support, education and skill development to allow people to break through the barriers of food cost and availability, and the negative impact of culture and lack of food skills<sup>19</sup>

Food security is also at present increasingly becoming an issue, bearing in mind the following:

### **Food prices going up**

'In March 2008 the price of wheat was double that of March 2007, the price of rice peaked in April 2008 at over triple its level of April 2007, prices of some types of food rose substantially in the year to July 2008: bread 20%, pork 25%, poultry 24%, butter 37%, eggs 36%, milk 19%, fruit and vegetables 10%'.<sup>20</sup>

### **United Kingdom food imports**

The UK imports half of the vegetables and 95 per cent of the fruit eaten in the nation comes from beyond its shores and more than half of the food in UK is imported (51%)<sup>21</sup>.

## **1.5.2 Regional**

### **Characteristics of Argyll and Bute**

#### **Demographics**

- 'Argyll and Bute covers almost 9% of the total Scottish land area'<sup>22</sup>
- 'The population of Argyll and Bute is 91,390'<sup>23</sup>
- 'The average population density is 0.13 persons per hectares (Scottish average of 0.65 persons per hectare)<sup>24</sup>.

<sup>19</sup> <http://www.scotland.gov.uk/Topics/Health/health/19133/17710>

<sup>20</sup> Food Statistics Pocketbook 2008, Department for Environment, Food and Rural Affairs

<sup>21</sup> BBC, Food Matter, [http://www.bbc.co.uk/food/food\\_matters/foodmiles.shtml](http://www.bbc.co.uk/food/food_matters/foodmiles.shtml)

<sup>22</sup> Census 2001

<sup>23</sup> 2006 MYE

<sup>24</sup> Census 2001

### **Economic characteristics of Argyll and Bute:**

- 'Average gross weekly pay in Argyll and Bute is £406.10. This compares to a Scottish average of £441.00 and a British average of £459.00'<sup>25</sup>.
- 'High dependence on seasonal work through tourism, 15.9% of jobs in Argyll and Bute are tourism-related. This compares to 9.2% of Scottish jobs and 8.3% of British jobs'<sup>26</sup>.
- 'Ten data zones in Argyll and Bute are included in the 15% most overall deprived data zones in Scotland. These ten are all located in towns (Helensburgh, Dunoon, Rothesay, Campbeltown and Oban)<sup>27</sup>.

### **Food events**

- 'The Taste of Mull and Iona Food Festival is a week festival that has been developed by the local community and the community trust. It is now well established and hosts numerous daily events throughout the week and has extended the tourist season on Mull.
- Loch Fyne Oysters runs a weekend food fair in early summer drawing food producers from across Scotland'.
- 'EatBute08, is described as "a celebration of fresh, seasonal and locally-sourced food showcasing the finest produce from Bute and the surrounding areas of Argyll, as well as showing the importance of eating food that is good, clean and fair in line with the values of 'Slow Food'<sup>28</sup>.

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<sup>25</sup> ONS Annual Survey of Hours and Earnings 2007, residence-based analysis. Figures relate to the median earnings for employees living in the area

<sup>26</sup> ONS Annual Business Inquiry employee analysis, 2006

<sup>27</sup> ONS Annual Business Inquiry employee analysis, 2006

<sup>28</sup> The Buteman, <http://www.buteman.co.uk/news/Eat-all-about-it-at.4084698.jp>

### 1.5.3 Local

#### Climate

##### Temp

'The climate of Kintyre is milder due to the strong maritime influence, as the prevailing winds blow from the sea. The warm Gulf Stream also has a strong influence on Kintyre. The annual mean temperatures are in the range 9.4 to 9.7 °C in Kintyre.

##### Sun

Kintyre is one of the sunniest parts of Western Scotland where the average annual sunshine totals approach 1450 hours. The sunniest places on mainland UK are along the south coast of England, with over 1750 hours per year on average.

##### Rain

Most of the rain falls in autumn and winter. The average annual rainfall totals range around 1000 mm. These averages can be compared to annual totals around 500 mm typical of the driest parts of Eastern England. Rainfall is generally well-distributed throughout the year. Autumn and early winter are the wettest seasons, especially from October to January, and spring and early summer is normally the driest part of the year, especially from April to June.

##### Wind

West Scotland is one of the more exposed areas of the UK, being close to the Atlantic. The strongest winds are in the winter<sup>29</sup>.

#### Geography

'Kintyre is a narrow peninsula in western Scotland, in the south-west of Argyll and Bute. The region stretches approximately 30 miles south to north, 11 miles from west coast to east coast. The centre of the peninsula is mostly hilly land. The coastal areas however, are rich and fertile<sup>30</sup>.

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<sup>29</sup> MetOffice, Western Scotland climate, <http://www.metoffice.gov.uk/climate/uk/ws/print.html>

<sup>30</sup> MetOffice, Western Scotland climate, <http://www.metoffice.gov.uk/climate/uk/ws/print.html>

## **Demography**

'The population of Kintyre is 10,100 inhabitants. The population projections point to steep decline: -11% 2001, 2011 (less than 9000). This decline is due to an ageing population and low level of immigration'<sup>31</sup>.

## **Economy**

'Unemployment rate is twice the Great Britain average and tend to be unemployed for longer (24.7%) period than Scottish average (13.9%)'<sup>32</sup>

## **Industry**

'Highest levels of local specialisation are in manufacturing of dairy products and beverage, however this represent a small number of employee. Others sectors are forestry and fishing sectors and tourism-related activities'<sup>33</sup>.

## **Population Income**

'Average gross weekly pay in the Kintyre Peninsula were lower (£381 weekly earnings) than in Scotland (441£) and in GB (459£)'<sup>34</sup>.

## **Where food comes from**

'Close to 100% of the food consumed in South Kintyre comes from outside the area. The food that is produced in Kintyre like cheese and meat has to travel outside of Kintyre to be processed and then returns. South Kintyre is clearly and dependent on food importation and transport'.<sup>35</sup>

## **Health**

'Most of the people are concerned about diet and lifestyle issues like stress and anxiety. Some are thought to be associated with fear of unemployment and debt. Health issues in Kintyre are mainly hypertension, obesity, heart disease, cancer.

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<sup>31</sup> Census 2001

<sup>32</sup> Census 2001

<sup>33</sup> Census 2001

<sup>34</sup> ONS Annual Survey of Hours and Earnings 2007

<sup>35</sup> L. Caron, feasibility study local food, 2009

Some of the health challenge in Kintyre is to reduce smoking, alcohol consumption, tackling obesity'.<sup>36</sup>

### **Projects in South Kintyre**

Several projects related to the environment, community, and health have started in South Kintyre. The details will be discussed later. Examples of these projects follow (but is by no means exhaustive):

- Campbeltown Area Regeneration Scheme (CARS) have started a project related to the regeneration of the old building in Campbeltown,
- Healthy Living Partnership which aims to make a positive impact on the well being of the people of South Kintyre may start a new project and carry on their worked done in the past.
- South Kintyre Development Trust (SKDT) engaged in the economic, environmental and social regeneration of South Kintyre has just received a grant to reduce carbone foot print in the area.
- The South Kintyre Action Plan has just been completed and give the line to the futur development of South Kintyre, three main themes came out: Infrastructure Development & Place; Sustainable Economic Growth; Learning, Skills & Well-being.

The National, regional and local context have to be kept in mind all through this report to help to analyse some of the results and also to have a better picture of the area and understanding of the issues that face South Kintyre. The previous sections will also have to be considered to establish the future development of this local food project.

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<sup>36</sup> Health needs analysis for South Kintyre and Gigha, Baccus Consulting, November 2008

## **1.6 Examples of Local Food Projects**

### **1.6.1 Islay**

#### **Islay House and the Community Garden**

'Islay House is located near the village of Bridgend. Belonging to Islay House originally was the Kitchen Garden, which supplied fruit and vegetables for Islay House. In the second half of the 21st century the garden was overgrown. The present owner of Islay House decided to lease the garden to the Islay community in 2005.

Dedicated efforts by Bridgend Community Centre Committee, with the encouragement and support of many volunteers and organisations, have brought the garden back to life. The project started with the desire to improve the health of the young people on the island by growing fresh and affordable vegetables.

The garden now acts as a Community Garden and a lot of seasonal produce is grown here and can be bought in the shop which is located on the Southside of the garden. There is a wide range of seasonal fruit, vegetables and herbs available as well as many varieties of potatoes and beans and you can pick your own fresh salad vegetables. Usually the 'Ileach' (local newspaper) reports which garden vegetables are available in that particular period. The garden is open all year round and is free for everyone to visit'.<sup>37</sup>

There is clearly a huge amount of dedication and commitment to the project. People involved love what they are doing and are highly motivated which results in a successful project.

### **1.6.2 Bute**

'A Local Food Project has just started on Isle of Bute. It was initiated by Fyne Futures and with the help of Argyll and Bute Council and the Argyll and Bute Agriculture Forum, the Bute Produce scheme will develop and co-ordinate a supply of local produce for the island and will boost the availability of local produce'.<sup>38</sup>

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<sup>37</sup> Isle of Islay, Islay House Community Garden,  
[http://www.islayinfo.com/islay\\_house\\_community\\_garden.html](http://www.islayinfo.com/islay_house_community_garden.html)

<sup>38</sup> The Buteman, <http://www.buteman.co.uk/news/Bute-Produce-gets-off-the.4832578.jp>

Based at the community garden at the Rothesay joint campus, the project incorporates outdoor classroom facilities to allow all the island's schools to get involved by helping grow seasonal and local produce. Infrastructure work on the site has already begun. Employment, training and voluntary opportunities will also be introduced within this project to boost employment levels on the island. Their focuses are to benefice the community, reduce carbon foot print, improve health with quality fresh produce, create employment opportunities, educate and raise environmental awareness.

On the island other projects related to food and healths are running like the Bute Healthy Living Initiative which work to tackle health inequalities on Bute. Different initiatives are taking place like a Community Café, a garden and environmental Community health project, cookery courses for specific target groups, food information initiatives, healthy eating and lifestyle topics, information and education, a lunch & social club for 65+ and a healthy catering service for partner organisations and community groups (Appendix 2)

### **1.6.3 Isle of Skye**

A taste of Skye and Lochalsh

“Eat local, taste the difference” says the Isle of Skye’s website.<sup>39</sup>

This project has been running for nearly 10 years and seems to be more focus on giving an identity to the Island, like nice place to visit, to eat and stay. By creating a local production the islanders hope to bring more tourist and of course more business onto the island. As we can read on their website “The provision of more local produce for local people and visitors alike is not only good for the health of the community but also very good for business. It means more jobs and more job satisfaction. It gives Skye a higher profile and establishes this particular corner of the Highlands as an exciting place on which to find real food and drink”

What is really interesting in this project is all of the people on the island seems to have joint together to make it work, all business like shopkeepers, producers, catering and individual people are working together to achieve the same goal, bringing more people onto the island and using Local Food has a tool.

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<sup>39</sup> <http://www.skyefood.co.uk/skye/index.html>

The other good example is The Food Link Van used to deliver produce around the area. This delivery service was awarded 'Best New Local Food Initiative' in 2001 by YOU magazine and the Soil Association. This distribution system cuts down on food miles travelled by individual producers, also improves the quality and variety of food available on the local market.

**1.6.4 Transition Town**

**What is a transition town?**

‘A transition town is town who as adopted the Transition town project. The aim of the project is to equip communities for the dual challenges of climate change and peak oil. Communities are encouraged to seek out methods for reducing energy usage as well as increasing their own self reliance. Initiatives so far have included creating community gardens to grow food, business waste exchange, which seeks to match the waste of one industry with another industry that uses this waste, and even simply repairing old items rather than throwing them away’<sup>40</sup>.

**Example of Totnes**

‘Totnes Town in the South West of England was the first Transition town to emerge in 2007. This town has active groups who are working on several projects (Appendix 3). Some of them are related to food like shown on the following table.

<b>Name</b>	<b>Short Description</b>
Community Food & Wellbeing Garden	Creating a Community Food and Wellbeing Garden within easy walking distance of Totnes
Garden Share	Matching unused garden space with garden-less growers
Local Food Guide	Promotion of local produce and independent outlets
More Allotments	Campaigning with existing Allotments Group to increase availability in Totnes
Nut Trees	Planting nut trees around town and training tree guardians
Seed & Plant Swap	Retaining local plant diversity and promoting GYO

<sup>40</sup> <http://transitiontowns.org/TransitionNetwork/TransitionCommunities>

More and more villages, towns or cities have adopted the Transition Town model, some other the Eco Town model or the Sustainable City model.

What ever the model, each of them try to reduce their energy consumption, their waste, and their carbon footprint, also to increase their health and well being, their local food production and consumption’.

*“We need to rethink the way we live and making conscious choices about what kind of community and world we would like to live in”* <sup>41</sup>

Kintyre is a beautiful part of Scotland surrounded by a long coast line, with beautiful scenery, where the climate is mild and favourable to grow fruit and vegetables and raise animals, where tourists enjoy visiting, and with a strong history, all of these aspects make Kintyre a perfect place to live. On the other hand the high unemployment rate, low population income, health issues, local economy fluctuates and the peninsular is dependant on all goods, especially food, being imported tro the area this creates a lot of traffic and pollution in the area. To tackle all these issues a Local Food Project was suggested. To be able to identify the demand, this feasibility study has been set up.

The next chapter will look at the methods used to carry on the different surveys and interviews, and then look at results from the research.

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<sup>41</sup> Transition Town Totnes, <http://www.totnes.transitionnetwork.org/>

## **Chapter 2: RESEARCH**

This research involved carrying out several surveys and interviews in order to establish the following;

- The demand for local produce
- The gaps and opportunities for business development

This has been done by engaging with local business, producers and householders. Also several meetings took place with community groups and local projects, local schools and the wider public to further identify the demand.

All of the following surveys and interviews took place between October 2008 and December 2008

### **2.1 Methodology**

#### **2.1.1 Householder Survey**

Quantitative research was carried out to establish the demand for local produce. This section of research focused on:

- Consumer habits regarding fresh food
- Perception of Local Food
- Reasons for purchasing Local Food
- Interest in box schemes
- Interest in Horticulture

If we consider an average number of people living in a household of 2.3 (Sencus 2001), and a number of 5090 inhabitant living in South Kintyre (2001 Census), there is approximately 2200 householders in South Kintyre. Our objective for this research

is to collect data on 10% of the population which represents approximately 220 householders.

A two page questionnaire was produced partly by looking at similar research carried out in Bute. It has been adapted for the purpose of this research in Kintyre.

A survey sample was conducted on 14 people, and some minor changes were made based on the results. (Questionnaire Appendix 4)

Different methods have been used in order to gain maximum feedback from a wide range of sources. (Details appendix 5) some of these include:

- Visits to all the schools across South Kintyre.
- Boxes of questionnaires in different public venues
- Attending different events and meetings in which questionnaires were carried out and further information was provided.
- Distributing an electronic version of the questionnaire to all contacts in the region.
- Attending activities and social meetings

The results will be highlighted in the results section in Chapter 3.

### **2.1.2 Catering Survey**

The following data was collected in order to establish the gaps and opportunities for business development.

- Purchasing habits regarding fresh food (frequency, volume, choice, and provenance)
- Type of Local food and reasons for purchase
- Interest in Local Food

To carry out this area of research in South Kintyre a questionnaire was compiled and distributed to restaurants, cafés, pubs, guest houses, hotels, fast food outlets, delicatessens and bakers were contacted, 54 in total.

To check validity and reliability a survey sample was conducted on four businesses, and some minor changes were made based on the results. (See questionnaire appendix 4)

The results will be highlighted in the result section in Chapter 3.

### **2.1.3 Shopkeeper Survey**

In these surveys the following data was gathered:

- Selling habits regarding fresh food
- Type of Local food shopkeepers would be willing to sell
- Interest in supplying Box scheme

A list of 14 businesses in South Kintyre including grocers, convenience stores, wine merchants and fishmongers were contacted. A questionnaire was produced. A survey sample to check validity and reliability was conducted on two businesses, and some minor changes were made based on the results. (See questionnaire appendix 4)

The results will be highlighted in the result section in Chapter 3.

### **2.1.4 Interview with Producers (Horticulture, Dairy, Poultry)**

These interviews were carried out in order to:

- Identify present production
- Interest in local production
- Interest in expansion and diversification

The interview included five open and close questions. The sample was conducted on five producers and some minor changes were made based on the results. (Questionnaire appendix 4)

24 potential producers; horticulture, poultry and dairy produce include eggs, cheese, milk were contacted. This list was compiled by contacting the Argyll and Bute Agricultural Forum, the NFUS (National Farmers' Union Scotland), by speaking to farmers, and by speaking to different contacts living in Kintyre.

Most of the interviews took place on the telephone. An explanation of the study was given followed by the questionnaire. All interviews were less than 20 minutes in duration.

The results and some of the comments are highlighted in the results section in Chapter 3.

### **2.1.5 Limitations**

Several methods, including adapted questionnaires and interviews were used in order to be able to receive maximum feedback from a wide range of sources. However it is noticeable that householders with an interest in Local Food and/or related issues concerning the environment tended to be the highest participating demographic. Precautions were taken to avoid this bias.

Due to the large number of producers in Kintyre, it was essential to target the ones who are presently producing locally or will be potentially producing locally. Consequentially, some of producers could have been overlooked as they are not registered yet or are not in contact with the organisations specified previously.

## 2.2 Results

### 2.2.1 Householders

A total of 218 surveys were collected, this included 421 adults and 279 children (Total 700 people)

#### Number of surveys distributed and age demographics include:

- 19 surveys to under 25 year olds
- 32 surveys between 26 and 35
- 104 surveys between 36 and 50
- 55 surveys between 51 and 70
- 8 surveys over 70

81 % were woman, which highlights that for the purposes of this research women will be primarily targeted.

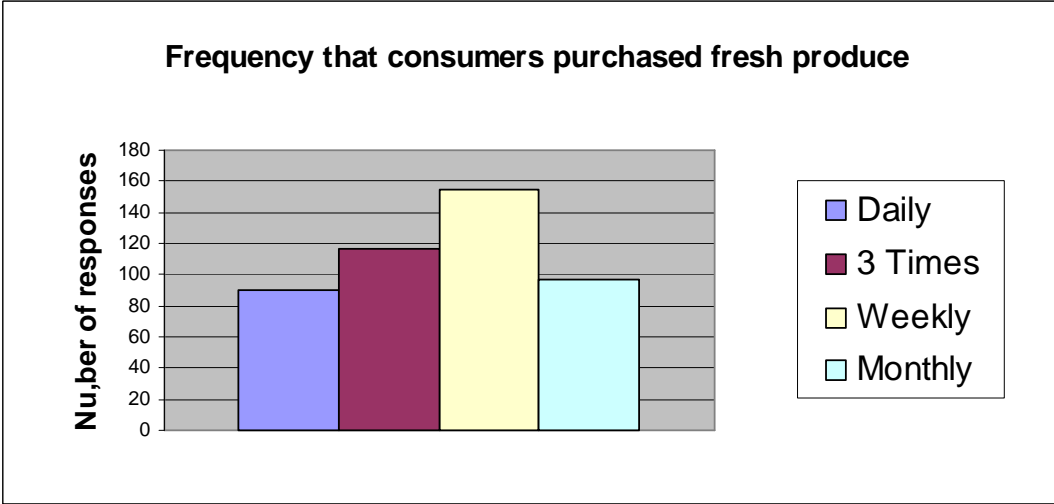
49% of women reported that they were solely responsible for purchasing food, compared to 24% of the men.

#### Frequency and place of purchase:

##### Frequency

- It was found that the majority of people purchased fresh produce once a week, compared to a minority who purchased fresh produce everyday

Figure 1



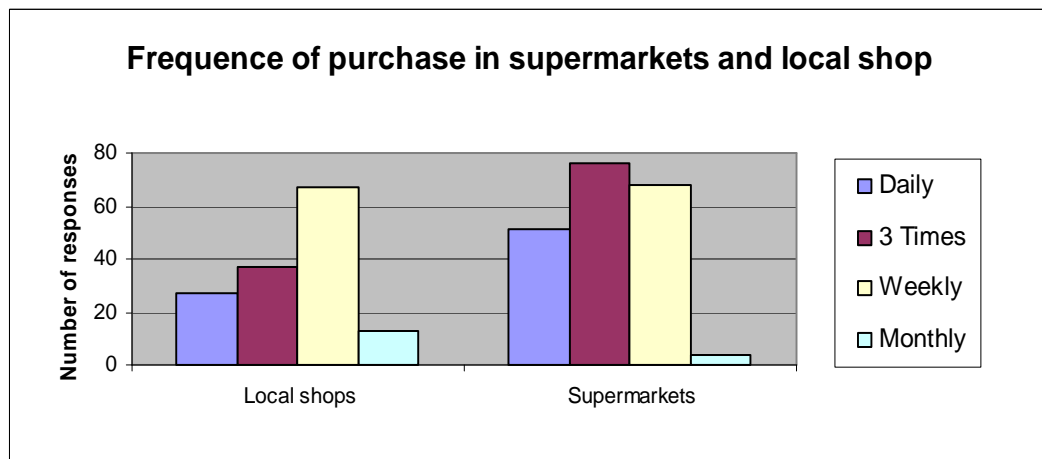
## Place

It was found that a considerable amount of the householders go to different outlets to purchase their food. The results are as follows:

- 24 % of householders do their shopping exclusively in the supermarket.
- 91 % go to the supermarket
- 66 % go to the local shops and only 1% exclusively in the local shops.
- 26 % go to the farmer's market
- 15 % produce their own
- 11 % buy directly from producers
- 8% on internet

Figure 2 show the previous results in number of responses

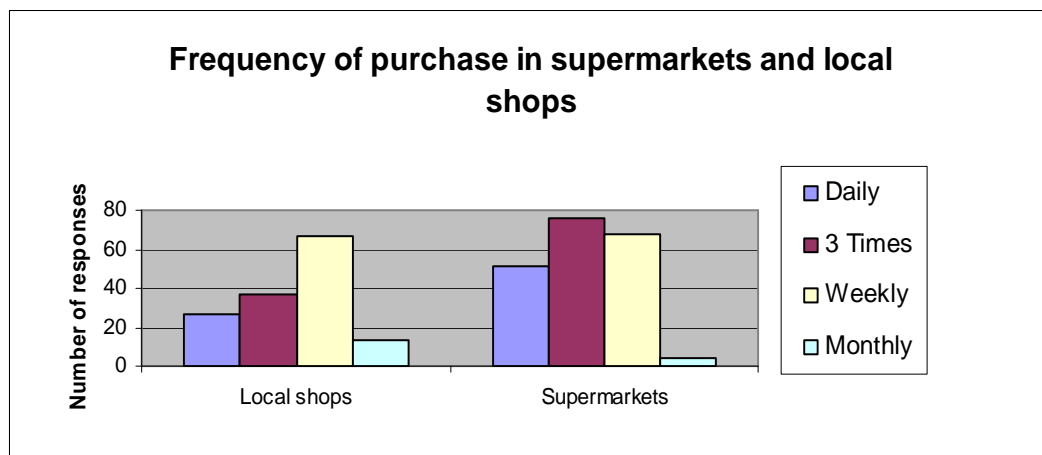
Figure 2 :



## Frequency in different places:

It was found that the majority of householders purchased fresh produce 3 times per week in the supermarket, compared to one weekly shop in local shops.

Figure 3 :



### Householders' choice when purchasing fresh food

From these results it appears that householders are looking for quality food first when purchasing fresh produce then ease of purchase as a second choice.

Figure 4:

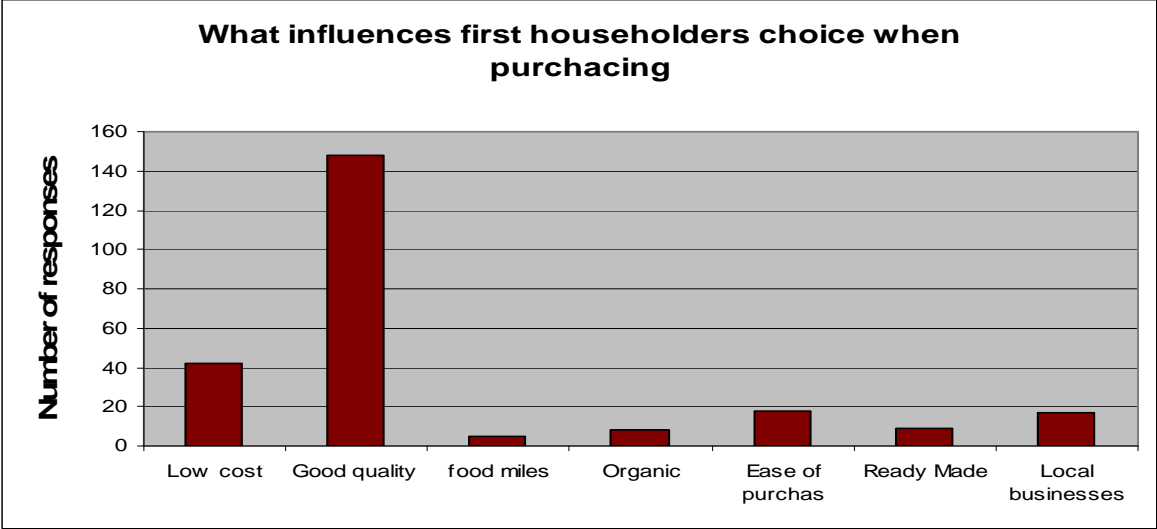
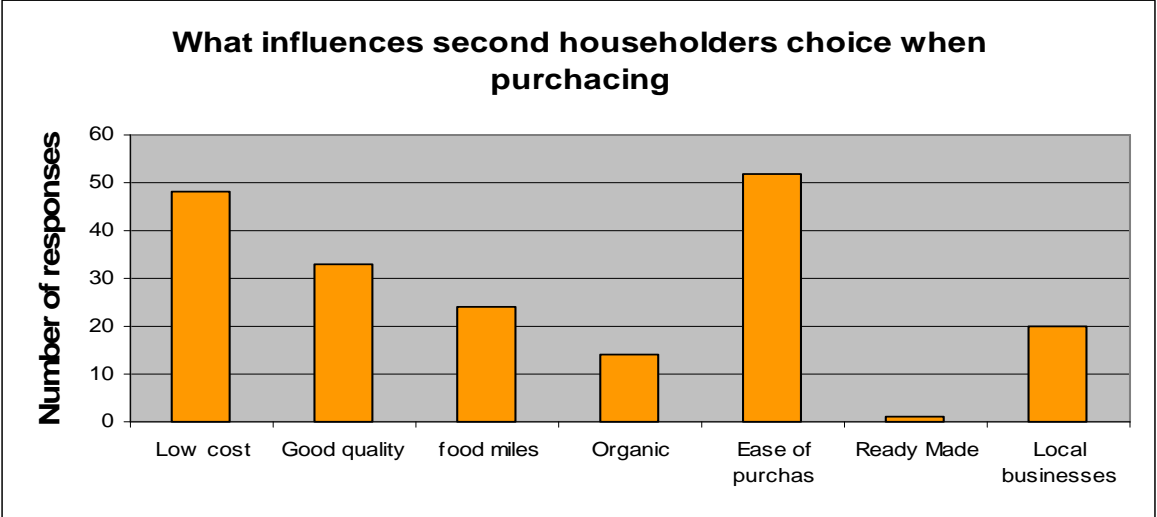


Figure 5



### Perceptions of the food produced in Kintyre

- Householders in Kintyre thought that food produced locally cost the same as food sold in the supermarket (average food price)
- It was considered that local food should be slightly cheaper and better quality.
- 

Figure 6



### Reasons why householders would buy local food

- It was found that the primary motivation for consumers potentially buying local produce is availability. It was stated that if local food was available from a centre point, mainly in Campbeltown Centre consumers would buy it.
- If fresh food was sold locally at a centre point for the same price and a better quality, 83.5% of the householders said they would buy it.
- If the consumers considered the quality of the local food to be higher they would be willing to pay the market price.

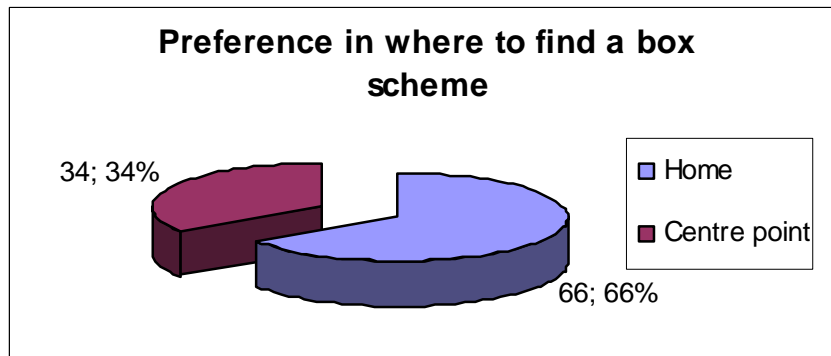
### Consumption of Local Produce

- 79% of consumers considered themselves to be currently consuming some local produce,
- 72% stated they already buy local cheese
- 36% local meat.

## Box scheme

- 143 householders (66%) stated an interest in a vegetable box scheme
- 116 householders (31%) in a meat box scheme.
- 117 (66.6%) stated an interest in home delivery.
- 61 (34.4%) from a centre point mainly in Campbeltown centre.

Figure 7 :



## Learning

Nearly 40% of people would be interested on learning about how to grow fruits and vegetables.

### 2.2.2 Catering

A total of 22 surveys were collected which represents 41 % of all of the catering industry in South Kintyre. (This result does not include Schools, Hospitals and Care Home catering however)

#### Background concerning the businesses that filled in the questionnaire, years of operation and type of establishment:

##### Years of operation:

- has been open for less than 2 years
- 5 between 2 and 5 years
- 1 between 6 and 10 years
- 7 between 11 and 20 years
- 5 over 20 years

## Types of establishment:

- 9 hotels
- restaurants
- cafes
- 3 guesthouses
- 1 pub
- 3 take away

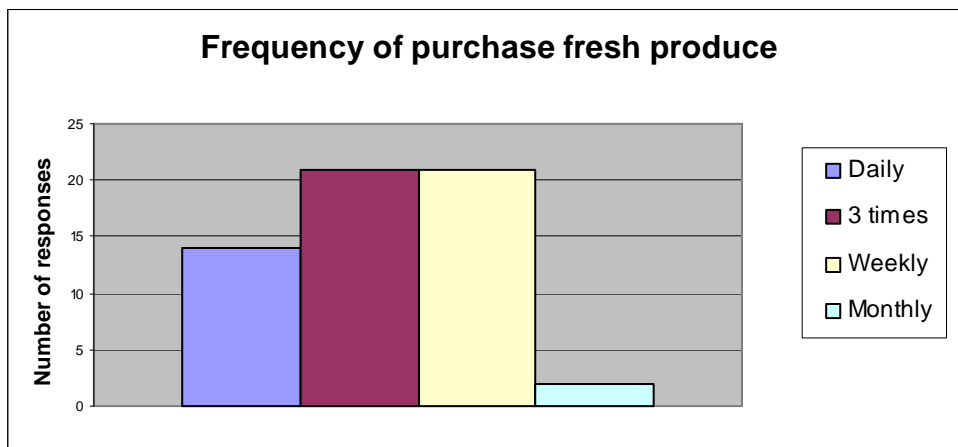
Some of the businesses provided two types of catering

## Frequency of purchase and place

### Frequency

- It was found that the majority of catering businesses purchased fresh produce a minimum of once per week as much as 3 times per week.

Figure 8:



### Place

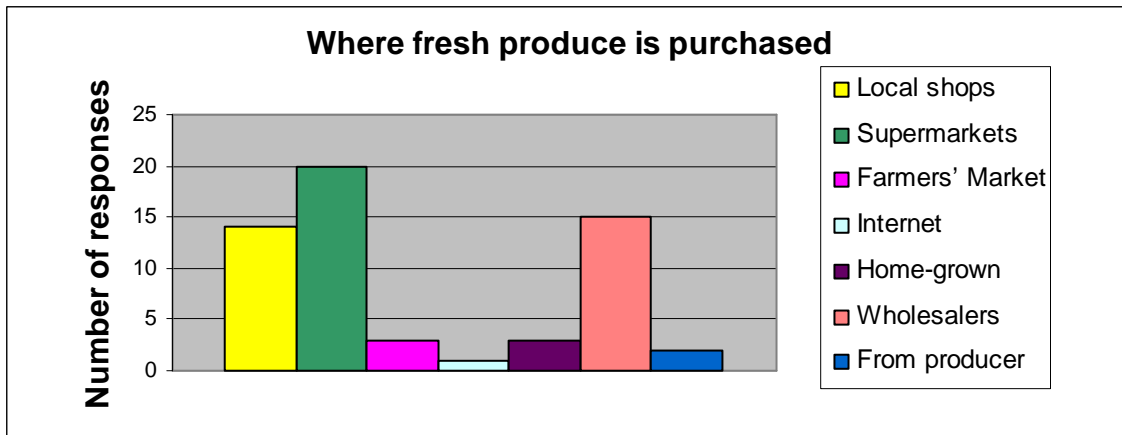
The research highlighted:

- 91 % of catering businesses purchases food from the supermarket
- 68 % from wholesalers
- 64 % from local shops

- 14 % from farmer’s markets
- 14 % produce their own
- 9 % buy directly from producers
- 5 % on internet

Figures 9 show the previous results in number of responses :

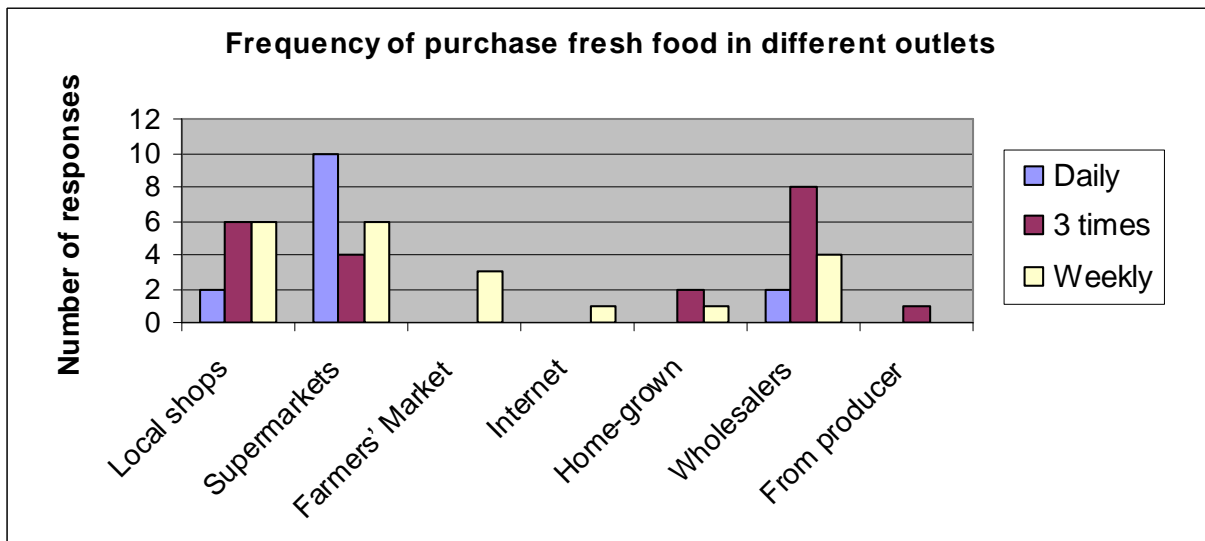
Figures 9



**Frequency of purchase in different outlets**

- It was found that the majority of catering businesses purchase fresh food in the supermarket daily.
- Compared to 3 times per week from wholesalers.

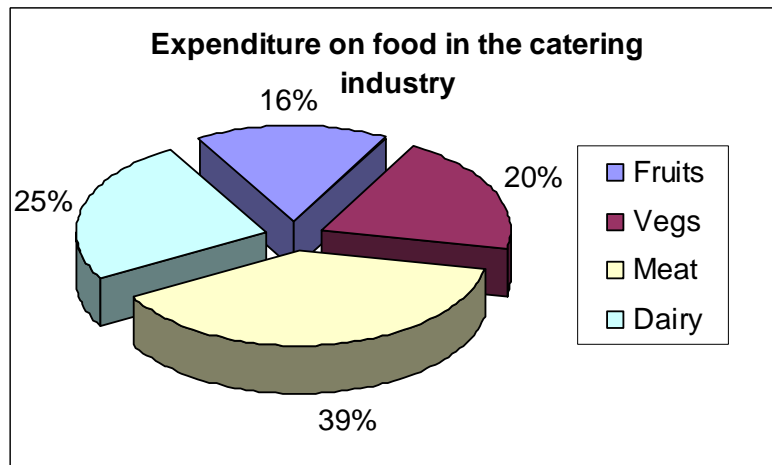
Figure 10:



### Expenditure on fresh food

- The research found that each catering business spends an average of 266 pounds on fresh food every week
- nearly 40% in meat
- 36% on fruit and vegetables
- 25% dairy produce.

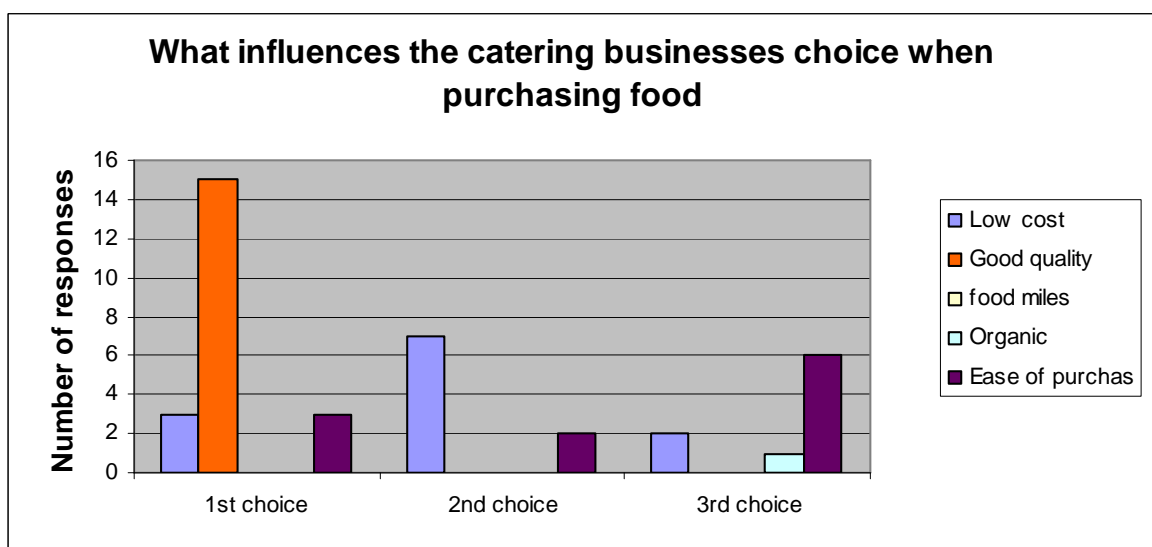
Figure 11



### Catering choices when purchasing fresh food

- This research highlights that the principal issue of importance for businesses when purchasing fresh produce is the quality of the food.
- Followed by low cost
- Lastly ease of purchase.

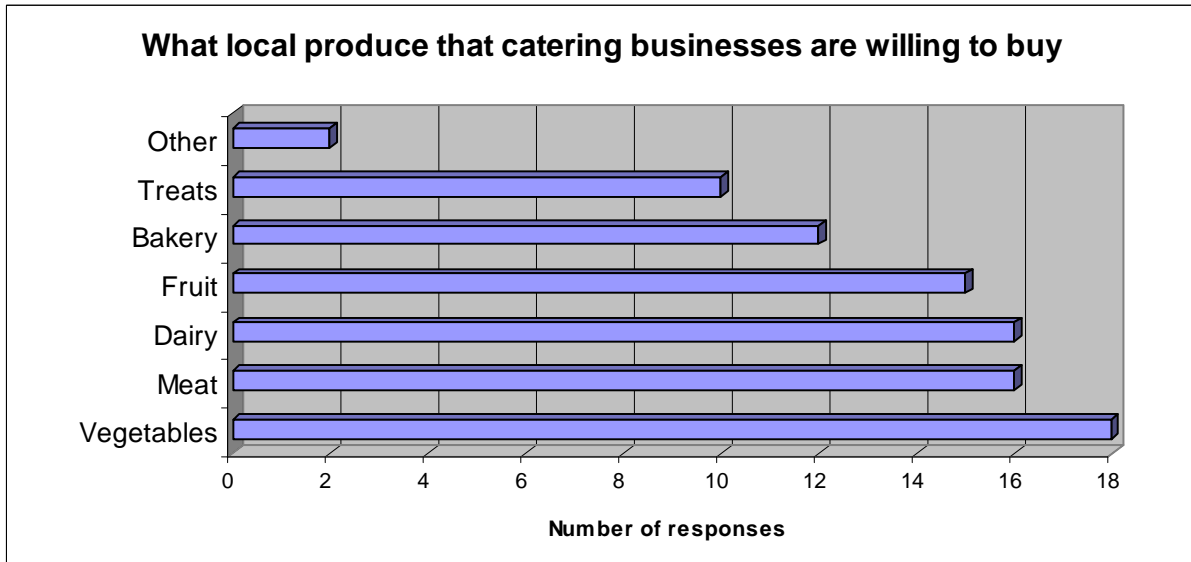
Figure 12



### Specific interest in local produce

- 83% of the catering industry stated an interest in buying vegetables from Kintyre
- 73% of the catering industry stated an interest in buying meat and dairy produce from Kintyre

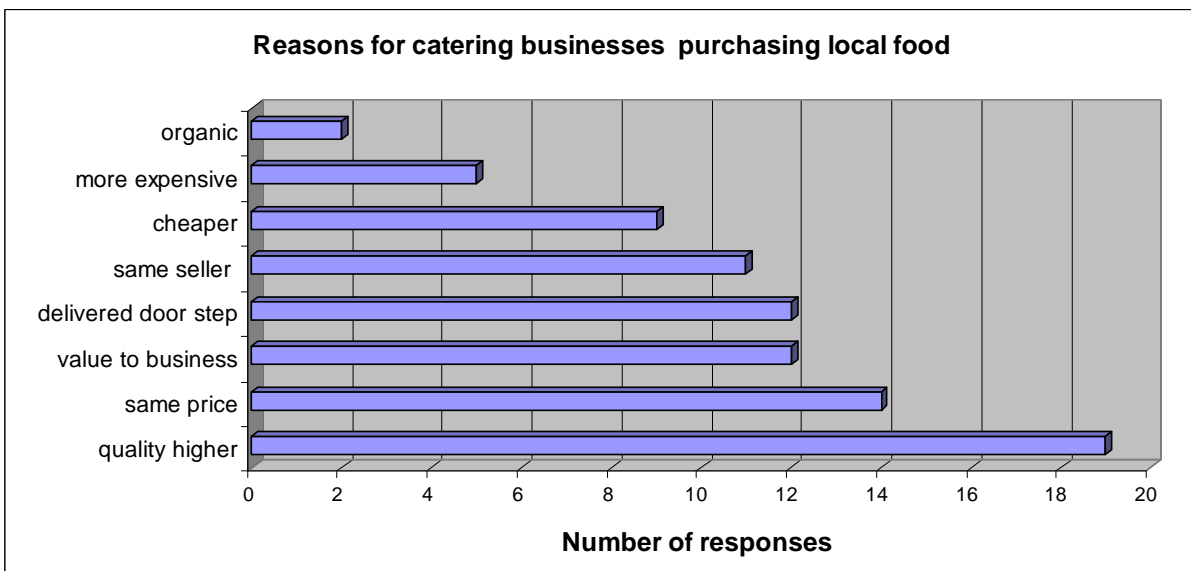
Figure 13:



### Reasons why catering businesses would buy local food

- The first reason stated was better quality.
- Secondly was price.

Figure 14:



### **Consumption of Local Produce**

- 77% considered that they were already purchasing some Local Produce.

### **Promotion of Local Food**

- 19 of the 22 catering businesses said they would promote local food.

## **2.2.3 Shopkeepers**

A total of 7 surveys were collected which represents 32% of the total number of shopkeepers in south Kintyre who currently sell local fresh food.

### **Background concerning the business that filled in the questionnaire, years of operation and type of produce:**

- 2 has been open between 2 and 5 years
- 2 between 11 and 20 years
- 3 over 20 years
  
- Two third of the shops sell fruit, vegetables, bakery produce, dairy produce, and confectionary.
- They all stated that they were selling some produce from Kintyre.
- Also they all said that they own a van and delivered their goods to local businesses or/and local householders.

### **Reasons why Shopkeepers would purchase local food**

- The first reason stated from shopkeepers concerning why they would buy local produce is if the cost of local produce was the same as food sold in the supermarket (average food price)

- Then it was stated that they would buy local produce if they considered the quality to be better.

Figure 15



### Specific interest in local produce

- It was found that two thirds of the shops would be interested in selling fruit, vegetables, bakery produce, dairy produce, and confectionary.
- Nearly half would be willing to sell meat
- One establishment stated that they would not be at all interested in selling local produce.

### Box scheme

- It was found that 5 shops would be interested in a box scheme that was delivered to their door but with conditions.
- Some of the conditions were for example being commercial, delivering a minimum of boxes, only delivering not packaging...

### Promotion of local Food

- These above views differed considerably concerning the on the manner in which to promote local food. Nearly every single shop expressed their own ideas, i.e. : advertising, box scheme, through schools, food events, good fish and meat restaurants, good chefs, and through word of mouth.

## 2.2.4 Producers

- A total of 24 producers were interviewed
- 8 expressed interest in selling in Kintyre were interviewed.
- The type of produce currently available and sold in Kintyre includes: honey, potatoes, strawberries, cauliflower, cabbage, a small range of organic fruit and vegetables, eggs, and chicken.
- There are 4 farmers that currently produce local fresh food for Kintyre.<sup>42</sup>
- Three would like to increase and branch out in production. one farmer already produces meat and honey and now would like to build a polytunnel to produce vegetables. Another farmer produces some fruit and vegetables and now would like to produce soft fruit. And another one used to produce meat, now is building cottages and a tea room and would like to produce organic fruit and vegetables in the near future.

### Issues that arose through the interviews:

These results have highlighted a number of issues:

- “The population of Kintyre is not big enough for a market”
- “We have tried in the past but the benefits made were so small that it was not worth it to continue”.
- “We need to diversify but for the moment we concentrate on others projects”. Some producers are willing to produce local fresh food but they prefer to concentrate first on their first business, like meat production, or self-catering, or tea room...
- “May be next year, may be in two years”. They are not really sure of the market, and if there is really a demand for local food and prefer to wait and see.<sup>43</sup>

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<sup>42</sup> For details see section 3.1.3

Due to the expressed issues, local food production in Kintyre is at present done on a somewhat recreational level. It appears not to be in the interests of producers to sell their produce on a large scale principally because delivery around the region and further afield is difficult due to Kintyres remote location. The demand therefore would need to increase to a level where this was a viable option. In light of this most producers stated it would be more in their interests to sell to only one buyer, who would then deal with the delivery and paperwork.

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<sup>43</sup> Local Producers from Kintyre

## **Chapter 3: Study Outcomes**

This Chapter will focus on analysing the results from the surveys and interviews. Then based on the research and the key findings the strengths and weakness, opportunities and benefits of this local food project in Kintyre will be highlighted.

### **3.1 Survey Analysis**

#### **3.1.1 Potential Market for householders, catering industry and shopkeepers**

##### **Householders**

79% of the people surveyed said they are already consuming some local produce. Three quarters of the householders (74%) would be interested in purchasing a vegetable or/and meat box.

From the dissemination of the results, the following represents the key points, highlighted by the householders.

- According to the results we should target women first. This is due to the fact that the majority of people who do the household shopping are women as high as 81 %
- The best location would be the local supermarket, but one of the aims of this project is to support the local economy which is more likely to find local food in local shops (66%).
- The quality of the local food has to be better than supermarket food (stated by 68% of householders)
- It should be easy to purchase in a centre point and cost the same as food sold in the supermarket (83.5% of householders)
- Availability should be easy with a variety of local food

If these specifications are met, it can easily be said that more than half of the householders of South Kintyre would be interested in purchasing some Local Food.

“In 2006 UK householder consumers spent 23% of their shopping bill on fruit and vegetables at an average of just over £5.00 per person per week out of a total weekly food shopping spend of £21.55’.<sup>44</sup>

That means that if only 10% of south Kintyres population buy local fruit and vegetables, South Kintyre could generate around 4.500 pound per week (234.000 a year)

### **The Catering Industry**

77% of the catering distributors stated that they are already purchasing some local produce.

Those already purchasing local food would need to be targeted first.

19 people in the local industry stated that they would be willing to promote local food in their businesses; therefore those people would also be targeted.

From the dissemination of the results, the following represents the key points, highlighted by the local catering industry.

- Access to local fresh food daily or minimum 3 times per week would be required
- The food should be delivered wholesale or be readily available in Local Shops.
- The quality of the local food has to be better than supermarket food (stated by 77% of the distributors)
- Availability should be easy with a variety of local food

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<sup>44</sup> Expenditure and Food Survey (EFS), 2006 (Defra/ONS)

If these specifications are met, it can easily be said that around 19 catering distributors in South Kintyre would be interested in purchasing Local Food.

If the supply met the demand stated by all 19 of the South Kintyre could generate around 5.000 pound<sup>45</sup> per week (262.000 a year)

## **Shopkeepers**

Nearly all the local shopkeepers who filled in the questionnaire stated that they are already selling some produce from Kintyre, and would be interested to sell more local fresh produce.

From the dissemination of the results, the following represents the key points, highlighted by the shopkeepers:

- The quality of the local food has to be better than supermarket food
- Local food should cost the same as food sold in the supermarket
- Availability should be easy with a variety of local food

### **3.1.2 Products required for catering distributors in Schools and Hospital/Care**

#### **Hospital and care catering industry**

Due to strict guidelines for 'Haccup' control, all of the goods in the hospital are on a national contract. They purchase only food from companies who meet these requirements.

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<sup>45</sup> This research has highlighted that catering distributors in South Kintyre spend on average 266 pounds per week

## **Schools**

All of the schools visited in South Kintyre (8 schools) would like to introduce local food. Some are already doing so in the preparation of their school meals as well as using fresh vegetables and herbs produced in their own school garden.

Producers could potentially provide schools with fresh food, but the tender is very strict and the conditions (frequency, volume, price, delivering) are very difficult to reach for a small producers.

However, there is a possible avenue for producers to sell and promote local food in schools. If the local council were aware and the producers are interested a taster day could be organised (the local grammar school agreed to this idea). Based on the success of such an event a range of local produce could be used in school dinners.

Another avenue for promoting local food is local producers' attendance at the Food Taster Day being organised by Argyll and Bute council. The aims of this event are to promote school meals, students of all the schools and their parents are invited to try for different varieties of food for free, presenting a good opportunity for local produce to be introduced

### **3.1.3 Produce currently available**

The varieties of produce currently available in Kintyre include:

- Honey, from 2 producers, small production
- Potatoes, 1 producer, these are sold directly to householders every fortnight.
- Strawberries from Glenbarr Nursery, relatively large production. This producer also sells his produce outside Kintyre and easily supplies the local and regional demand.
- Cauliflower and cabbage from Glenbarr Nursery, small production. Principally sold in the local farmers' shop.

- Organic fruit and vegetables are grown in the organic community garden and in a small farm in the Campbeltown area. The present production is just enough to supply around 6 families.
- Eggs, there are different producers around Kintyre though most of them are not registered.
- Chickens, some farmer raise some but are also not registered. There was recently a producer who raised chickens, ducks, and turkeys and he would be interested in starting production again if the demand was there.
- Cheese, The mull of Kintyre is not 100% “local”, the milk is produced locally then the produce is transported to Wales and comes back to Kintyre. Ghiga cheese is however local, though more expensive. They sell locally, regionally and nationally<sup>46</sup>.

### **3.1.4 Analysis of supply and demand**

As has been identified previously this research has highlighted there is a demand for local food.

- Potentially more than a half of the population of south Kintyre stated that they would be willing to buy local food.
- More than enough shopkeepers would be willing to sell local food.
- Most catering distributors including schools would be willing to increase or introduce local food in their menus.

As can be seen the present production of truly ‘local’ food in Kintyre is presently on a low scale. The reasons for this seem not to be however due to the lack of demand as this research highlights. One of the principal issues is transportation, due the remote location of Kintyre and the surrounding area, if there was a central food hub however it would make increasing the production of local food a viable option. Many of the

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<sup>46</sup> See section 3.2.1

local producers expressed that are waiting for this to happen before investing in increasing local food production.

If the demand that has been identified is matched, in terms of quality, price and supply, there is a potential market (around 500.000 pounds<sup>47</sup>) for local food in South Kintyre.

## **3.2 Other Key findings**

### **3.2.1 Present and future Community garden and Local Produce Projects**

#### **Campbeltown Community Organic Garden (CCOG)**

The CCOG is successful in terms of local food.

The aims and objectives of the garden include:

- To provide a community organic garden that is accessible to all of the population.
- To demonstrate organic gardening principles
- To promote bio-diversity as a positive aid within the garden
- To promote awareness of permaculture (local/natural) and its increasing value in our everyday lives
- To provide education, training and experience in all the above aims
- To provide the means (tools, advice, garden plots, seeds etc.) to sow, plant, manage and harvest organically grown fruit, vegetables and herbs
- To offer a wildlife area/walk where people can sit, observe wildlife and relax
- To provide refreshments taken indoor/outdoor with wonderful views over Campbeltown Loch
- To provide a garden walk which is both informative and enjoyable
- To be able to offer our garden produce for sale within our community

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<sup>47</sup> £234.000 from householders + £262.000 from catering

Different developments are underway to produce increased varieties of fruit and vegetables using different techniques, i.e. Permaculture principals and also to make the garden more accessible and safer for the local population. The garden is planning to host an event, in both spring and summer, to attract more people to the garden and to raise awareness of local produce.

Some workshops will also take place from March up to June 2009 regarding local food. The local primary School is also involved in different activities in the garden.

The website now complete and will be used to promote local food, the garden and the activities available<sup>48</sup>.

### **Campbeltown Grammar school garden**

The grammar school has already planned to create a garden in the school grounds. Nearly 600 metres square will be allocated for the garden, to grow different herbs, fruit, vegetables and other plants.

The school has already began the work along with different schools groups like Skills for Work, Home Economics, groups from KADAS, other groups from different local primary schools. They are keen to get the gardens up and running and producing small scale produce for the school dinners prepared at the school and the children's own use.

### **Allotments**

- A group of people in Saddel have expressed an interest in creating allotments. It has been noted that an area of land in the local vicinity has not been used for several years. Further research is needed to ascertain if creating allotments is an option.
- Susan Paterson, Council Chairman in Southend has expressed an interest in creating allotments. She is currently seeking a suitable location.
- In Campbeltown, Argyll Community Housing Association (ACHA) has already begun planning to create allotments (see the following section for details)

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<sup>48</sup>[http://www.bbc.co.uk/glasgowandwestscotland/content/articles/2009/03/11/garden\\_campbeltown\\_feature.shtml](http://www.bbc.co.uk/glasgowandwestscotland/content/articles/2009/03/11/garden_campbeltown_feature.shtml)

## Other Community garden and Local Produce Projects

### Future allotments with ACHA

- ACHA has already included allocation of space for allotments in their building planning. They aim to offer 6 allotments of 66 metres square near Broad Street, in Campbeltown. These will first be offered to the new owners of the newly built houses. More research needs to be undertaken regarding these allotments.

### Produce in Ugadale Cottage

- The owner of Ugadale Cottage expressed an interest in producing plants, fruit and vegetables. Planning permission is presently being sought.
- Use of Polytunnels, Duncan McClain's Farm

(Duncan McClain owns two big polytunnels (7 metres wide and 22 long), plus a nursery polytunnel (7m wide and 14 m long). They are at present available. Further contact with the man in question is required)

### Construction of a polytunnel, Mary Turner's Farm

- Mary turner is planning to build a polytunnel (6.5m/20m). She would like to produce organic vegetables .Although this would not supply extensive production it would be sufficient for local needs. The findings of this research have uncovered that there is a market for local organic food with 4% of householders looking for organic food when purchasing fresh produce (Fig. 4)

### Cheese

- Mull of Kintyre Cheese showed willingness to participate in future projects concerning local food. Gigha cheese producers also showed interest in involvement of potential projects. Both Mull of Kintyre Cheese and Gigha producers expressed an interest in a box scheme.

### Glenbarr Nursery

- Glenbar Nursery set up a farmers shop in December 2008. They sell a range of local food including fruit and vegetables. They currently aim to diversify their

fruit production to include a wider variety of soft fruit such as blackberries and raspberries. Glenbar nursery believes in local produce and works towards this aim. Care needs to be taken to work with them so as not interfere with their market share.

#### Combing produce

- Combining produce and creating an original product was an idea raised during various meetings, i.e. making local cheese with a local whisky and packaging it in local pottery. Another idea was to create a food hamper containing local cheese, confectionary smoked fish, and whisky. This highlights that there are extensive opportunities for developing the local food industry.

### **3.2.2 Existing distribution networks**

#### **Transport**

There are different distribution networks in South Kintyre that could be used (Details Appendix 6)

There are several vans available which vary from small to very large, only one is refrigerated. All of the distribution networks contacted in the area expressed that they would use the vans for delivery of fruit and vegetable if the commercial output was viable. The delivery zones would vary between south Kintyre to the whole region.

#### **Retail location**

- Glenbar nursery is already selling local produce that is available in Kintyre and Argyll and Bute. The nursery would be a prime to sell local produce and the producers specified that this would be a viable option. However, 50% of the householders who filled in the questionnaires stated that they would buy Kintyre-grown produce if they could buy all the produce from a central location, and most of them suggested Campbeltown.
- Fresh Connection is located in central Campbeltown and they offer their customers a different variety of local food when available. They try to purchase

their food as locally as possible and are enthusiastic about promoting local food. They expressed an interest in being the central local food hub if the demand and supply were sufficient.

Other locations that could potentially be used:

- In the new Campbeltown Volunteers Centre, the personnel expressed an interest in using their volunteers to deliver the fruit and vegetable box scheme and using the premises as a potential location for the food hub.
- CARS (Campbeltown Area Regeneration Scheme) has a space available and would be willing to store the local produce and be the central location for the food hub.
- An alternative medicine centre will be located in the old Volunteer Centre office in Campbeltown when the project is finished and they also expressed an interest in using their premises as the food hub.

### **3.2.3 Potential groups and organisations involved**

The following section will be a brief overview of each group and organisation that would like to be involved in the future potential local food project. It will specify, what they are current area of focus is and how it relates to local food production and the potential expansion of it.

- **Argyll College**

Argyll College, as part of the UHI Millennium Institute, provide accessible education and training of the highest standard, to support the development of people, business and communities in Argyll and the Islands.

They want to set up a approved Horticulture Certificate (Scottish Qualification Authority) by August. In the mean time they wish to set up a College Certificate in gardening.

- **Campbeltown Area Regeneration Scheme (CARS)**

The CARS Project is the regeneration of the old building in Campbeltown.

One of the main focus areas is the establishment of a venue with different activities i.e. art. It can also be used as an area where people purchase local produce.

- **Community Development**

Community development seeks to empower individuals and groups of people by providing them with the skills they need to effect change in their own communities. They would like to set up more courses related to horticulture including local food production, farming, renewable energy.

- **Employability**

In partnership with the Job Centre the Employability team focus on teaching skills to long term unemployed. They focus on, looking after areas such as gardens and green spaces and working with local housing associations building dry stones. They would be interested in being involved in local food scheme and the organisation of a food hub, to give physical support if needed, and also to offer people placements in gardening and horticulture.

- **KADAS (Kintyre Alcohol Drug Advisory Service)**

KADAS provides services for people affected by their own or another's use of alcohol and / or drugs. They would like to be involved in the Campbeltown Organic Community Garden and/or the Grammar school garden. To offer workshops on how to grow fruit and vegetables, harvest and cook them and then sell their cooking in the new youth café. They would like to produce the food locally and sell it locally.

- **Kintyre Health Living Partnership**

KHLP aims to make a positive impact on the well being of the people of South Kintyre. Kintyre HLP provides support, information and practical help to improve life circumstances, life styles and choice through a range of locally led projects. Their project is coming to an end, but they would like to implement new projects, depending on funding. They would like to take an active role in increasing local food production as their focus is on improving lifestyles through diet.

- **Kintyre Environmental Group**

Commissioned this research and would like to carry on developing ways to increase the supply and demand of local food production both in the Organic Community Garden (CCOG) and with other producers. Their aims are to raise awareness about local food, organic gardening and Permaculture.

- **Opportunity Kintyre**

Opportunity Kintyre is a community based organisation committed to positively influencing the regeneration of the local economy in Kintyre for the benefit of both its residents and visitors. Their interest in being involved stems from being able to connect people with the same or similar interests and skills to increase the supply and demand of local food and raise awareness.

- **South Kintyre Development Trust**

SKDT is community based, owned and led. They are engaged in the economic, environmental and social regeneration of South Kintyre. They are independent but seek to work in partnership with private, voluntary and/or public sector organisations. They will present a project to reduce the carbon footprint which includes waste, sustainable energy and food miles. They have expressed a keen interest in increasing local food production.

- **Volunteer Centre**

They are working to create a Scotland where everyone who wants to volunteer can do so. They will be involved if needed. They are enthusiastic about all projects which involve the community, and are keen to help to raise the awareness about local food.

- **Schools**

All of the schools visited are willing to develop ecological activities. All of them have an Eco-school flag and are running different projects related to waste, food and energy. Also most of them have a small garden in the school to grow vegetables and herbs. All of the schools would be interested and are keen to help raise awareness about local food and how to grow fruit and vegetables.

### **3.2.4 Update on the local fishing industry**

South Kintyre is surrounded by water, many fishing boats go out to sea everyday but consumers in South Kintyre can not purchase hardly any fresh fish.

This is due to two principal causes for this, first this region has been over fished and there are limited supplies of fish around the coast of Kintyre. Secondly, the fishing industry is mainly looking for prawns and scallops, as specified by the current demand in the market. The few fish that are caught by the boats are sent over to Glasgow. The volume caught per day for all the boats vary between one to two fish boxes. People are able to buy this fish straight from the fisher men but it is late at night and nobody is really there to serve the customers. Also there are not allowed to sell to businesses because fishermen need a license to do so. They expressed when asked that they are not interested in getting this licence because it is more red tape (paper work) and not profitable for them. The same applies when selling shellfish, prawns, scallops, crabs or langoustines. All the fishermen prefer to sell all of their catch to one buyer than to provide local consumers. A large majority of the shellfish gets exported to France, Italy and Spain, because they state again it is easier, quicker, less paper work, and more profitable.

The other point for consideration is Campbeltown get its fresh fish from Glasgow through private businesses who then deliver to businesses and householders door steps.

As a householder it is possible to get fresh fish or fresh shellfish coming from Kintyre, but it is really not easy to have access to it and it is even harder for Businesses. It appears that no fisherman would be interested to provide the local market apart the fishmongers, (and the fish comes from Glasgow).

### 3.3 SWOT Analysis of the Local Food Project

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Strong demand for local food</li> <li>• Demand justifies a food hub</li> <li>• Numerous locations for hub identified</li> <li>• There are enough suitable local meat suppliers</li> <li>• Strong market research</li> <li>• Strong partnerships with local producers, catering distributors, food service outlets and shops, organisations and local schools</li> <li>• Competitors do not offer this type of produce, this is a niche market</li> <li>• Positive feedback has been received</li> <li>• Good knowledge of the local market</li> <li>• Close to customers' expectations</li> <li>• Offers better quality food</li> <li>• Positive links with organisations and schools</li> </ul>	<ul style="list-style-type: none"> <li>• Small volume of production of fruit and vegetables, not enough to meet the market demand</li> <li>• Limited past experience from suitable suppliers</li> <li>• Financial support unknown</li> <li>• Small market</li> <li>• Current economic climate</li> <li>• Continuity in the supply may not be secure</li> <li>• Dependent on funding</li> <li>• Small enterprise</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Brings greater profitability for and widens the market for Argyll and Bute producers</li> <li>• Increase employability in the region</li> <li>• Creating a central food hub, providing easy access to local population</li> <li>• Potential to develop new produce or projects</li> <li>• Offers the local population the alternative of buying local produce</li> <li>• Increase food security in the region</li> <li>• Sustains rural communities in Scotland</li> <li>• Movement towards local food</li> <li>• Community based</li> <li>• Use existing local networks</li> <li>• Increase quality of food for local people</li> <li>• Reduce household expenditure, if 'growing own'</li> <li>• Associated health benefits of consuming local food</li> <li>• Reduce food miles and carbon footprint</li> <li>• Local and national backing</li> <li>• Further strengthens community</li> </ul>	<ul style="list-style-type: none"> <li>• Regulation and legislation in food industry</li> <li>• Low level of supply due to low production</li> <li>• Sustainability of the production</li> <li>• Fear of investing in local food production from local producers</li> <li>• Weather conditions for growing fruit and vegetables</li> <li>• Two supermarkets in the market area with high output</li> <li>• Unpredictability of market demand</li> <li>• Number of suitable suppliers of fruit and vegetables</li> <li>• Level of funding</li> <li>• Levels of income generation</li> <li>• Mind set of people regarding price and seasonality of local food</li> <li>• Attitudes from businesses which are not involved</li> </ul>

## **Chapter 4: Suggestions for future development and conclusion**

### ***4.1 Suggestions for promoting local food***

To increase supply and demand and promote local food the following includes suggestions of possible courses of action:

- 1 – Increase demand by encouraging, through marketing, workshops, training and local organisations, householders, catering distributors, food service outlets and shops to buy local food.
- 2 – Increase supply of local food, specifically fruit and vegetables
- 3 - Educate children and wider public regarding the benefits of local food.
- 4 - Involve community organisations, local businesses, local council and all other actors

Possible ways of achieving these actions:

1 - To increase demand by encouraging householders, catering distributors, food service outlets and shops to buy local food:

- Community organisation of local food events.
- Reduce price of local food by sourcing funding
- Give easy access to local food by creating food hub and a box scheme
- Advertising and marketing of local food.
- Involve consumers in local food production.
- Develop a brand or a local food identity. Packaging/marketing

2 - To increase supply of local food the following are suggested courses of action:

- Concentrate on increasing production of fruit and vegetables by using what is currently available; empty or hardly used polytunnels and greenhouses, empty fields, community gardens and peoples gardens
- Concentrate on finding local, workable land to grow greater volumes, and encourage and train new producers and/or existing producers to produce increased volumes of local food.

- Extending the production area to outside Kintyre but remaining in Argyll and Bute

### 3 - Educating children and wider public regarding the benefits of local food:

- Organising activities in school gardens. Once a week or month each year group could learn how to grow fruit and vegetables
- Organising different projects with school groups related to local food outside of schools e.g. Community Organic Gardens and visits to local producers land
- To offer workshops for adults on how to grow your own food in the Campbeltown Community Organic Garden.
- To set up different certified courses to learn about cookery, growing food and health in different venues like the Grammar School Garden, the CCOG, or the space next to Argyll College.

### 4 - Involving community organisations, local businesses, local council and all other actors:

- creating links and developing partnerships between different organisations or projects with similar aims (Environment, Farming, Health, Tourism, Jobs, Education etc)
- Identifying common aims and interests that apply to all the organisations involved.
- To encourage and motivate people
- To share experiences, information and knowledge between organisations.

### **Tourism and local food**

Another avenue to promote local food is developing tourism. If Kintyre offered good quality local food, creating a local identity would add significant value to their produce. “Research suggests that producers and providers of local food should be linked into wider area partnerships with tourism authorities, foodservice, and other cultural and heritage attractions. Food tourism has been shown to have positive benefits in both local food production and consumption”.<sup>49</sup>

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<sup>49</sup> Local food marketing guide, P19, The Scottish Agricultural College 2007, [www.sac.co.uk](http://www.sac.co.uk)

## **4.2 Post suggestions**

Possible key roles and figures in increasing supply and demand of local food:

### **Garden instructor**

This post could be created to teach certified courses and organise and implement workshops on different topics related to gardening and horticulture.

This post may be beneficial in:

- Reducing unemployment by teaching transferable skills
- Increasing the local economy
- Reducing food miles and pollution (carbon foot print)
- Increasing educational opportunities
- Raising awareness and understanding of local produce and the environment
- Improving access to Further Education and Higher Education
- Increase knowledge 'growing your own' fruit and vegetables
- Improving health

### **Local Food Educator**

The post could involve organising and implementing activities for children and school groups in school or community gardens to raise awareness of food issues such as food miles, fair-trade and organic. This could be done by organising tasting days in schools and open to the wider public (promotion of local producers, and creating awareness of the local produce).

This post may be beneficial to:

- The local Economy,
- Raise awareness and understanding of local produce
- Increase opportunities to protect our natural environment
- Improve access to Further and Higher Education

### **Mobile producer**

The post could be created to look after/help in fruit and vegetable production on existing sites and/or facilities, take orders from businesses and householders and deliver the produce

This position may be beneficial in:

- Providing affordable healthy produce
- Reducing food miles
- Supporting the local economy
- Providing further employment opportunities

### **Local Food co-ordinator**

The post could be created to co-ordinate the previous posts and activities and to further promote local food in Kintyre for householders. As well it could involve creating identity brand produce for Kintyre, developing a number of local food projects involving all the community, groups, organisations and other actors in Kintyre and linking this project with similar food projects in Argyll and Bute.

## **4.3 Conclusion**

From this study it is clear that there is a demand for Local Food in Kintyre and this demand would justify a local food hub and a box scheme, numerous suitable locations for a hub were identified. The local populations' householders, schools, local community organisations, catering distributors, food service outlets and shops expressed positive commitment to purchasing and consuming local food.

It was also found that there are existing strong partnerships between local producers, catering distributors, food service outlets and shops, organisations and local schools. These partnerships would also significantly increase the opportunities for the development of activities around raising awareness about the benefits and opportunities that increasing the supply and demand of local food would bring. Principally bringing greater profitability and widening the market for Kintyre and further Argyll and Bute producers and at the same time increasing employability in the region not to mention the key environmental benefits that it would provide.

Although, that there are enough suitable local meat suppliers there are not however enough suppliers of fruit and vegetables and the nature of the demand highlighted that fruit and vegetable produce are desired. Therefore in order for a food hub and box scheme to be created the supply would need to be significantly increased. There is scope for increasing the supply; existing local producers are willing to invest and there are enough areas of land available, but funding would need to be sought to aid the small scale local producers and to launch projects focussing on raising awareness.

Local food production and consumption in Kintyre does have potential to be a successful market niche but further work and sources of income need to be carried out and found to take it forward.

# APPENDICES

## Appendix 1

### European Commission

- Keeping the playing field level
- Striking the right balance between free trade, biosecurity, food safety and consumer choice

### Scottish Government and associated agencies\*

- Continuing to work with producers to make sure they manage resources sensibly
- Supporting projects that support our vision of the future of food and drink in Scotland
- Supporting research
- Giving advice
- Continuing to talk to everyone about the future of food and drink in Scotland
- Helping vulnerable people and those on lowest incomes, especially pregnant women, babies and young children, and older people, to access affordable healthy food
- Making it easier for Scottish food and drink businesses to become suppliers to public sector organisations
- Advising people about the importance of safe food and good nutrition
- Supporting businesses in leading change to reformulated healthier products
- Encouraging and supporting people to make healthier food choices
- Encouraging restaurants and hotels to keep improving the quality of the food they serve
- Promoting food tourism and encouraging food promotions across Scotland
- Setting a good example in relation to our key objectives
- Maximising opportunities to promote the role of food in our health and on our environment when planning for major events, e.g. Glasgow 2014

\*eg Food Standards Agency, NHS Health Scotland, VisitScotland

### Local Government

- Encouraging Scottish suppliers to tender for public contracts
- Sharing best practice with other public bodies
- Championing a greener, healthier approach to food
- Ensuring that all schoolchildren of all ages are taught about food, e.g. initiatives such as Eco-Schools
- Taking responsibility for good nutrition in schools and other institutions
- Promoting local food networks and farmers' markets to encourage food tourism
- Increasing the collection of food waste from households for composting

### Other agencies\*

- Giving grants, advice and support

- Advising businesses how to minimise packaging and waste, and reduce unnecessary use of raw materials
- Promoting local food networks and farmers' markets to encourage food tourism
- Supporting research

\*eg Enterprise Networks, Waste and Resources Action Programme Scotland, Envirowise

### **Producers**

- Promoting Scottish meat, fish and other basic foods as part of a healthy diet
- Encouraging more people to buy local produce
- Researching and developing new products that fit with our vision for the future of food and drink in Scotland

### **Processors and manufacturers**

- Making sure people know as much as possible about what they're buying
- Making best use of the available science to develop healthier products
- Avoiding unnecessary food and packaging waste

### **Industry bodies\***

- Training and educating people throughout the food and drink industry
- Educating people in the catering trade about nutrition
- Supporting research into new products that fit with our vision for the future of food and drink in Scotland
- Promoting the available science to help develop healthier products and new processes
- Making best use of the knowledge we have and exploring new possibilities

\*eg Scotland Food & Drink

### **NHS boards**

- Using their buying power to provide fresh, nutritious food that's good value for money
- Setting high standards of nutrition throughout the NHS
- Encouraging Scottish suppliers to tender for NHS contracts

### **Voluntary sector/Community groups**

- Sharing expertise and looking for wider connections
- Supporting communities through distribution solutions and food co-ops
- Distributing surplus food to disadvantaged people
- Encouraging people to buy healthier, greener food

### **Retailers, hotels, restaurants and pubs**

- Giving people good information about the food they're buying or eating
- Offering a wider range of affordable, healthy, quality foods
- Avoiding unnecessary food and packaging waste

## **Academia**

- Continuing to research food-related science
- Talking to industry so that scientific developments can be translated into new products and processes
- Researching links with nutrition and health

Appendix 2



**Bute Healthy Living Initiative Partnership**

## Appendix 3

### Totnes Town Projects

[http://www.totnes.transitionnetwork.org/Central/Projects\\_list](http://www.totnes.transitionnetwork.org/Central/Projects_list)

Name	Group(s)	Short Description
<a href="#">Business Resource Exchange (Swapshop)</a>	<a href="#">Economics &amp; Livelihoods</a>	One company's waste/spare resources used as input to another
<a href="#">Community Food &amp; Wellbeing Garden*</a>	<a href="#">Health &amp; Wellbeing, Food</a>	Creating a Community Food and Wellbeing Garden within easy walking distance of Totnes
<a href="#">Energy Descent Pathways (EDP)*</a>	All	Create vision of Totnes in 2030 then define pathways to take us there
<a href="#">Energy Efficient Lighting for Business</a>	<a href="#">Economics &amp; Livelihoods</a>	Driving a switch to low energy lighting for high street retailers
<a href="#">Garden Share</a>	<a href="#">Food</a>	Matching unused garden space with garden-less growers
<a href="#">Green Energy for Business</a>	<a href="#">Economics &amp; Livelihoods</a>	Helping businesses to switch to renewable energy tariffs
<a href="#">Local Complementary Health Directory</a>	<a href="#">Health &amp; Wellbeing</a>	Increase public awareness of local complementary practitioners. Encourage cooperation between practitioners in preparing for a post-peak oil Totnes.
<a href="#">Local Food Guide</a>	<a href="#">Food</a>	Promotion of local produce and independent outlets
<a href="#">Measuring Transition*</a>	All	How will we know we are making progress towards our goals?
More Allotments	<a href="#">Food</a>	Campaigning with existing Allotments Group to increase availability in Totnes
<a href="#">Nut Trees</a>	<a href="#">Food</a>	Planting nut trees around town and training tree guardians
<a href="#">Oil Vulnerability Audits</a>	<a href="#">Economics &amp; Livelihoods</a>	Helping businesses quantify their exposure to rising oil prices and assess risk
<a href="#">Resource Efficiency for Business</a>	<a href="#">Economics &amp; Livelihoods</a>	Free audits and advice for small local businesses from Envirowise - pilot project
Seed & Plant Swap	<a href="#">Food</a>	Retaining local plant diversity and promoting GYO
<a href="#">Solar Thermal Challenge</a>	<a href="#">Energy</a>	Bulk purchase and promotion of solar thermal kit for hot water on 50 homes
<a href="#">Sustainable Fish</a>	<a href="#">Food</a>	Encourage local commercial outlets to purchase from sustainable stocks
<a href="#">The Great Re-skilling</a>	All	Practical training programme to re-establish the skills we have lost
<a href="#">Totnes &amp; Dartington DPD Response</a>	<a href="#">Building &amp; Housing</a>	Compiling TTT's response to this important planning document
<a href="#">Totnes Pound*</a>	<a href="#">Economics &amp; Livelihoods</a>	Our own local currency, now accepted in over 70 shops in the town
<a href="#">Transition Library</a>	All	Wide selection of transition-related books & films available for free in Totnes
<a href="#">Transition Tales</a>	<a href="#">Education</a>	Storytelling the future to educate and inspire
<a href="#">Transition Teams (&amp; Home Groups)*</a>	All	Support formation of small social based groups that take on their own transition agenda

**Appendix 4**

**Feasibility Study  
Questionnaire for Householders**

This survey is being carried out as part of a Kintyre Produce Feasibility Study to establish what the supply and demand is for local fresh produce. The results of the study will be used to establish what support would assist local business and meet the needs of the community.

Thank you for taking the time and trouble to answer these questions.

- 1. What is your age?
  - Under 25
  - 26 – 35
  - 36 – 50
  - 51 – 70
  - Over 70
  
- 2. What is your sex?
  - Male
  - Female
  
- 3. Who does the shopping in your household?
  - Yourself
  - Partner
  - Both yourself and your partner
  - Others

- 4. How many people live in your house?
 

Number of adults	<input type="checkbox"/>
Number of children	<input type="checkbox"/>

5. How often do you buy fresh produce from these places? (including raw fruit and vegetables, uncooked meat and fish, and dairy produce)

	Daily	3 times a week	Weekly	Monthly
Local small shops				
Supermarkets				
Farmers' Market				
Internet				
Home-grown				
Direct from the producer				

- 6. What influences your food shopping?  
Please rank in order of importance (1 - most important, 7 - least important)
  - Low cost
  - Good quality
  - Minimum food miles (distance food is transported from production to the consumer)
  - Organic (food produced without the use of pesticides, artificial fertilizers, antibiotics, and growth hormones)
  - Ease of purchasing
  - Ready made meal
  - Support of local Businesses

- 7. Do you think that food produced in Kintyre should be...?
  - Cheaper

- No difference in price
- More expensive
- Better quality
- No difference in quality
- Organic

8. Do you currently consume any produce from Kintyre?

Yes  please give details .....

No

9. Under what circumstances would you buy fresh, locally produced food from Kintyre?  
I would buy Kintyre-grown produce if... ?

- It was the same price
- It was cheaper
- It was slightly more expensive
- The quality was higher
- I could buy all the produce from a central location
- It was delivered to my door step
- Others (please specify) .....

10. Would you use a "box scheme"?

A box scheme is where a selection of seasonal locally grown produce is provided at competitive prices on a weekly basis. The contents of the boxes vary according to the produce available at the time.

	Yes	No
Vegetable Box Scheme		
Meat Box Scheme		

If "Yes" would you prefer

- Home delivery
- Collection from central point (please specify where) .....

11. Would you be interested in buying meat directly from the farmer?

Available would be whole or half lambs or a large mixed box of beef or pork. It would professionally butchered, packaged and ready for the freezer.

Yes

No

12. Would you be interested in learning about how to grow fruit and vegetables?

Yes

No

Please add any other comments or suggestions.

.....

.....

.....

As part of this Questionnaire there will be a prize draw for the return of the completed form. We need your contact details in order for the prize to be distributed

Name: .....

Address: .....

E-mail address or Telephone Number: .....

Please tick the box if you **do not** want to receive further information about local food produce.

*(Please be aware that your details will be held confidentially as per the Data Protection Act 1998 and will not be passed to any other agency or used for any other purpose than the above)*

**Thank you for taking the time to complete this questionnaire.**

## Feasibility Study Questionnaire for Catering

This survey is being carried out as part of a Kintyre Produce Feasibility Study to establish what the supply and demand is for local fresh produce. The results of the study will be used to establish what support would assist local business and meet the needs of the community.

Thank you for taking the time and trouble to answer these questions.

13. How long have you been running your business?

- Under 2 years
- 2 – 5
- 6 – 10
- 11 – 20
- Over 20 years

14. What type of business do you run?

- Hotel
- Restaurant
- Cafe
- B&B
- Pub
- Others (please specify) .....

15. How often do you currently obtain fresh produce from these places? (including raw fruit and vegetables, uncooked meat and fish, and diary produce)

	Daily	3 times a week	Weekly	Monthly
Local small shops				
Supermarkets				
Farmers' Market				
Internet				

Home-grown				
Wholesalers				
Direct from the producer				

16. Approximately how much does your business spend each week on the following:

- Fruits .....
- Vegetables .....
- Meat (beef, lamb, chicken, pork, venison) .....
- Dairy (milk, eggs, cheese, yoghurt, butter) .....

17. What influences your decision when you purchase food?

Please rank in order of importance (1 - most important, 8 - least important)

- Low cost
- Good quality
- Minimum food miles (distance food is transported from production to the consumer)
- Organic (food produced without the use of pesticides, artificial fertilizers, antibiotics, and growth hormones)
- Ease of purchasing
- Other

18. Do you currently use any produce from Kintyre in your menu?

(Local produce includes fruit, vegetables, meat, dairy produce and fish).

- Yes  please specify .....
- No

19. If available what type of local produce would you be willing to buy?

- Fruit  
If so would you be keen on buying what produce are available at the time?  Yes  No
- Vegetables  
If so would you be keen on buying what produce are available at the time ?  Yes  No
- Meat (beef, lamb, chicken, pork, venison)  
Selected cuts  Yes  No  
Whole or half lambs or a split box of beef, pork or venison, all butchered  Yes  No
- No
- Bakery (bread, cakes, biscuit)
- Dairy (milk, eggs, cheese, yoghurt, butter)
- Treats (jams, chutneys, sweets)
- Others (please specify) .....
- None

20. Under what circumstances would you or do you buy locally produced food from Kintyre?

I would buy Kintyre-grown produce if... ?

- It was the same price
- It was cheaper
- It was slightly more expensive
- It is organic
- The quality was higher
- It add value to my business
- I could buy a variety of local produce from a same seller

- It was delivered to my door step
- Others (please specify) .....

21. Would you be interested in promoting Local Food?

- Yes
- No

Please add any other comments or suggestions.

.....

.....

.....

Name: .....

Address: .....

Telephone Number: .....

E-mail address: .....

*(Please be aware that your details will be held confidentially as per the Data Protection Act 1998 and will not be passed to any other agency or used for any other purpose than the above)*

**Thank you for taking the time to complete this questionnaire.**

## Feasibility Study Questionnaire for Shopkeepers

This survey is being carried out as part of a Kintyre Produce Feasibility Study to establish what the supply and demand is for local fresh produce. The results of the study will be used to establish what support would assist local business and meet the needs of the community.

Thank you for taking the time and trouble to answer these questions.

22. How long have you been running your shop?

- Under 2 years
- 2 – 5
- 6 – 10
- 11 – 20
- Over 20 years

23. What do you sell

- Fruit
- Vegetables

- Meat (beef, lamb, chicken, pork, venison)
- Bakery (bread, cakes, biscuit)
- Dairy (milk, eggs, cheese, yoghurt, butter)
- Treats (jams, chutneys, sweets)
- Others (please specify) .....

24. Do you currently sell any produce from Kintyre?

- Yes  please specify .....
- No

25. Do you deliver your goods?

- Yes  please specify .....
- No

26. Under what circumstances would you or do you buy locally produced food from Kintyre?

I would buy Kintyre-grown produce if... ?

- It was the same price
- It was cheaper
- It was slightly more expensive
- The quality was higher
- I could buy a variety of local produce from a same seller
- It was delivered to my door step
- Others (please specify) .....

27. If available what type of local produce would you be willing to sell?

- Fruits
- Vegetables
- Meat (beef, lamb, chicken, pork, venison)
- Bakery (bread, cakes, biscuit)
- Dairy (milk, eggs, cheese, yoghurt, butter)
- Treats (jams, chutneys, sweets)
- Others (please specify) .....
- None

28. Would you be interested in supplying a "box scheme"?

A box scheme is where a selection of seasonal locally grown vegetables and fruit are provided at competitive prices. The contents of the boxes vary according to the produce available at the time.

- Yes
- No

29. Would you be interested to have a stall in the farmers' market?

- Yes
- No

30. What do you think is the best way to promote Local Food?

- Advertisement in shops
- Box Scheme
- School menus

- Food Events
- Farmers' Market
- Others (please specify) .....

Please add any other comments or suggestions.

.....  
 .....  
 .....

**Name:**.....

**Address:**.....

**Telephone Number:**.....

**E-mail address:**.....

*(Please be aware that your details will be held confidentially as per the Data Protection Act 1998 and will not be passed to any other agency or used for any other purpose than the above)*

**Thank you for taking the time to complete this questionnaire.**

## **Feasibility Study Questionnaire for Producers**

This survey is being carried out as part of a Kintyre Produce Feasibility Study to establish what the supply and demand is for local fresh produce. The results of the study will be used to establish what support would assist local business and meet the needs of the community.

Thank you for taking the time and trouble to answer these questions.

31. What do you produce? (Please list)

32. What is the scale of production?

33. When through out the year does your produce go on the market?

34. Do you have any of the following certified labels? (please tick all that apply)

- Organic
- Fair trade
- Free range
- Other (please specify) .....

Do you currently produce for Kintyre

- Yes  (please specify) .....
- No

If No, would you be interested in selling your produce in Kintyre?

- Yes
- No

If "yes", list in order of preference (1 – the most, 5 - the least)

- Local small shops
- Supermarkets
- Farm Markets
- B&B
- Box Scheme
- Other (please specify).....

35. Would you be interested in diversifying your production?

- Yes
- No

If "yes" what way? .....

If "no" please give reason

.....

Please add any other comments or suggestions.

.....

.....

.....

**Name:** .....

**Address:** .....

**Telephone Number:** .....

**e-mail:** .....

*(Please be aware that your details will be held confidentially as per the Data Protection Act 1998 and will not be passed to any other agency or used for any other purpose than the above)*

**Thank you for taking the time to complete this questionnaire.**

## Appendix 5

Different ways were used to have a maximum of feedback from a wide range of sources.

- Went in all of the schools across South Kintyre. A previous meeting were arranged before hand with the Head teacher. In some schools all of the classes had an awareness session on Local Food, in bigger schools classes were targeted after agreement with the Head teacher. After each raising session the questionnaire was hand over to the children to give to their parents. All the questionnaires were collected 2 to 3 weeks later.
- Left a box with several questionnaires in different catering like cafe, restaurant, take away and pub, also in different venue like Library, Council, Community Centre, Swimming Pool, Youth Centre, and Hospital. A previous interview were organised to explain the project and to agree on having a box in their building. On all boxes people were able to read the poster, and the following message: "Please fill in the questionnaire and win a food hamper".
- Be present, talk about the study and hand over the questionnaire in different events and meetings.
- Sent an electronic version of the questionnaire to all of the e-mail contact to fill the questionnaire and to pass it on to all of their contact living in Kintyre. All e-mails where send with the aims of the study, the poster related to this study and the questionnaire.
- Went to different venues where activities or social meeting where taking place, like bowling club, cookery course, sport clubs, Salvation Army, Scottish Women Institute, Home start. Explained to the manager or the person in charge, the aims of the study and left few questionnaires. All the questionnaires were collected 3 to 4 weeks later with a reminder between.

The aim of the study was clearly written on all of the questionnaires. To attract people who were not interested in Local Food, householders had the opportunity to win a food hamper.

## **Appendix 6**

### **VAN**

- *Glenbar Nursery*. Not refrigerate, big loading, willing to deliver if it is commercial, for all of Kintyre.

- *Fresh Connection*. Not refrigerate, medium loading, willing to deliver if it is commercial, from carradale-glenbar to Campbeltown

- *Carradale Bakery*. Not refrigerate, Small loading, willing to deliver if it is commercial, for all of Kintyre.

- *Smoked House*. Refrigerate Big loading, they will do it only if deliver several boxes.

#### *Other options:*

- Private companies with vans coming from outside Kintyre to deliver Kintyre.

- Fish van Cormmick (fish coming from Glasgow), deliver fish to catering and private.

- Rent Burnbank Garage vans

Appendix 7

First steps to encouraging local vegetable production and reducing food miles

