

SCOTTISH FOOD COALITION

# FOOD STORIES

*An overview of the SFC's Food Stories project*

The SFC recognised that it was key to capture the different ways Covid-19 impacted people across Scotland, with some benefitting from increased time spent in green spaces and working from home, whilst others suffered from increased food insecurity. What started as a monthly challenge for our Ambassadors developed into a wider campaign gathering 'Food Stories' from across Scotland. We were looking to hear from people how they have experienced the food system during Covid-19 in a few sentences.

We were also able to work with a data visualisation freelancer and web developer to digitally map the collection of food stories gathered over the year. The 84 stories are categorised by 14 themes and reveal how many communities and individuals, from our Ambassador network to food producers and food bank users, experienced the food system during Covid-19. This is just the beginning of the project, and in the future the SFC plans on using this innovative digital tool to continue gathering stories and support our advocacy plans by providing an evidence base from Scots for why we urgently need cross-cutting food legislation.

Please visit our project at [www.foodstories.foodcoalition.scot](http://www.foodstories.foodcoalition.scot) to explore the collection so far and don't forget to share your own story!

## The Scottish Food Coalition 2020 Campaigns Report

This report summarises 4 key activities the SFC carried out during 2020 to continue campaigning for food system change. With special thanks to our Ambassador network who are instrumental in our work.

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# POSTCARD ACTION

*An overview of the SFC's postcard action*

At a monthly campaigns group meeting, the Ambassadors decided they wanted to carry out an action on Brexit that articulated concerns amongst the group about the future of our food system.

After a planning session dedicated to figuring out what action we could take, it was decided that we would deliver a postcard action. This involved our Ambassadors gathering physical responses (in a Covid secure manner) from their community on the statement "We've been through a lot this year and the future is still uncertain. I'm scared that...". Our amazing Ambassadors collected **143** postcards from people across Scotland.

After discussions with SFC parliamentary advocacy experts, it was decided that the best way of using the postcards was to help influence the Scottish Government in their development of a statement of policy on food. We will be continuing this work in 2021.



← Previous Hide Next →

### Eating organic and locally

Cooking Environmental concerns Local economy

My food story is about eating organic and locally sourced food as much as you can. We use a local organic supplier Knockfarrel Produce who deliver a great variety of veg, eggs, cheese and pork. Over the last couple of years I have got into fermenting food which is a great way to preserve some of the organic veg... I have fermenting chillies and garlic on the go at the moment ready to make my own spicy sauce.

Contributed by Rebecca. Muir of Ord, 9 October 2020

THE STORY SO FAR...

84

Stories

14

Themes



Photo credit - Abundant Borders

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# FOOD CHATS

*An overview of the SFC's Food Chats*

In the summer, the SFC hosted a series of Food Chats on Twitter. This online activity sought to engage our followers with our 'Five Calls in the wake of Covid' and broaden our audience. These were reformulated from the SFC's original five asks for a Good Food Nation Bill; the five key policy recommendations we believe a GFN Bill should contain. The five new Calls were based around five themes: local food, workers' rights, food insecurity, environment, and health.

The Food Chats took place over five weeks on a Wednesday over June-July starting at 5.30pm, with each week corresponding to one of the SFC's five Calls. The SFC tweeted out six questions (one every five minutes) on the week's topic, with people responding to the question with their answers and the hashtag #ScotFoodRethink. The Food Chats helped us engage with our supporters on social media and opened us up to a new audience, allowing us to continue to build momentum behind the Coalition.

## JUNE-JULY ON TWITTER...

141,100

Impressions

541

Mentions

1762

Profile visits

162

New followers

## THEMES OF THE FOOD CHATS



**Food insecurity...**

is not inevitable, and is preventable



**Wellbeing...**

of people and planet should take priority



**Local communities...**

Should be at the heart of the food system

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# WORKSHOPS

*An overview of the SFC's 2020 workshops*

The SFC ran a series of four externally facilitated workshops between August and September. They ensured that the SFC continued to engage with our Ambassadors, brought new voices into the SFC network and helped us gather stories as part of the ongoing Food Stories project. Overall, 54 people attended with many participants who were new to the SFC continuing to engage and join the network through our monthly Campaigns meeting. The workshops focussed on...

## 1. EXPLORING THE RIGHT TO FOOD

This workshop focused on the Right to Food Bill consultation. We looked at the background to the Right to Food, the need for it in Scotland and encouraged individuals to respond to the consultation (with the support of an SFC guide to respond document).

## 2. SUSTAINABLE CAMPAIGNING

This workshop looked at how to ensure our campaign can sustain itself long-term and avoid burnout. We also examined how to be more collaborative and engage new communities.

## 3&4. EXPLORING LOCKDOWN FOOD STORES

These two workshops were focussed on capturing individuals' food stories as part of our ongoing Food Stories project and hearing from attendees how they have experienced the food system during Covid-19.



*“Strong and meaningful government investment in community food programs, utilising local food producers, in the community by the community”*  
**SFC Food Chat quote from Dan Yaxley, Good Food Nation Ambassador (@danyaxley)**