



*Moving Feast*

*A Moving Feast*

Victorian social enterprises building a fair, regenerative and connected food system for Victoria.

**Year 1 Report**

*'In times of increasing uncertainty the only  
way to predict the future is to design it.'*  
— *Buckminster Fuller*

# Womenjika, Welcome

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We acknowledge the People of the Kulin Nation as the traditional custodians of this land. We pay our respects to their Elders past, present and emerging.

welkom . ابحرم . ongi etorri . 欢迎你来 .  
dobro došli . bienvenue . swagata . velkommen .  
wekom . Καλώς ήλθατε . baroukh haba .  
brouha aba-a swaagat aap ka swaagat hein . üdvözlet .  
selamat datang . fáilte . benvenuto . الهسو الهأ . yôkoso .  
suor sdei . 환영합니다 . bi xer hati .  
gnindi ton hap selamat datang . merĥba . haere mai .  
namaste . ای دی دم آشوخ . Witamy . bem-vindo .  
добро пожаловать . bhali karay aaya .  
aayuboovan dobrodošli . soo dhawaw . wilujeng sumping .  
välkommen . maligayang pagdating . nal-varravu .  
hoş geldiniz . khush amdeed

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## Contact

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www.movingfeast.net  
@movingfeastvic



*Welcome to our table*

*Middle Eastern Eggplant,  
Tomato & White Bean Stew w/  
dried mint & Pearl Cous Cous  
(vegan)(halal)*





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*For the latest information on each of our projects visit:*

**[www.movingfeast.net/projects](http://www.movingfeast.net/projects)**

# What we found in the dirt

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This year our state has been brought to its knees again and again – first by enduring drought, followed by apocalyptic firestorms and then by a pandemic and global economic collapse. Within weeks of the pandemic starting STREAT, the hospitality social enterprise that I’ve spent a decade building paused its youth training programs as our city cafes started closing one by one. Many of our social enterprise peers were also brought to their knees. But whilst we were on our knees in the dirt, we started planting some tiny seeds together – literally and figuratively. Our first seeds – batches of culturally-appropriate meals and produce boxes into the food relief system – sprouted rapidly like microgreens and gave us a quick hit of flavour and nutrition and a desire to do more planting. Next, we started planting more diverse veggie crops, toiling side by side with a handful of social enterprises across a whole season together. Our collective harvests nourished not only thousands of people facing food insecurity, but also the scores of people within our social enterprises.

*Collectively we built the first phase of Moving Feast, a system innovation project catalysed by the social enterprise sector to build a healthy, fair and regenerative food system for Victoria.*

Now we hunger for more.

We’re ready to move beyond pandemic food relief to build an ‘ecosystem of solutions’ to create transformative food system change. We have started to plant a bountiful foodscape, with audacious flagship projects being like our tall productive trees. Lower in the canopy are a host of smaller interlinked projects providing opportunities for collaboration between new partners, creating new systems and processes to link our work, cross-pollination of ideas and knowledge, bringing new people to the table, and hopefully some fresh new approaches to some enduring problems. We also plan to scatter seeds on the wind, allowing emergent work and innovations to spring up and surprise us. We are not striving for a vast monoculture crop in long rigid rows. Instead, we’ll be re-wilding a concrete landscape, scattering seeds on the breeze, hoping some roots will probe the tiny cracks in the pavement, some stems will bend and stretch in search of sunlight. We know that not all plants will survive or thrive. We expect our garden to be surprising. Tiring. Joyous. Baffling. Hopeful. Beautiful. And hopefully also bountiful.

Warm rhubarbs,



Bec Scott, OAM

STREAT Co-founder and CEO, Moving Feast Coordinator

*‘To plant a garden is to believe in tomorrow’.*  
*Audrey Hepburn*



**OUR FOOD  
SYSTEM NEEDS  
TRANSFORMING**





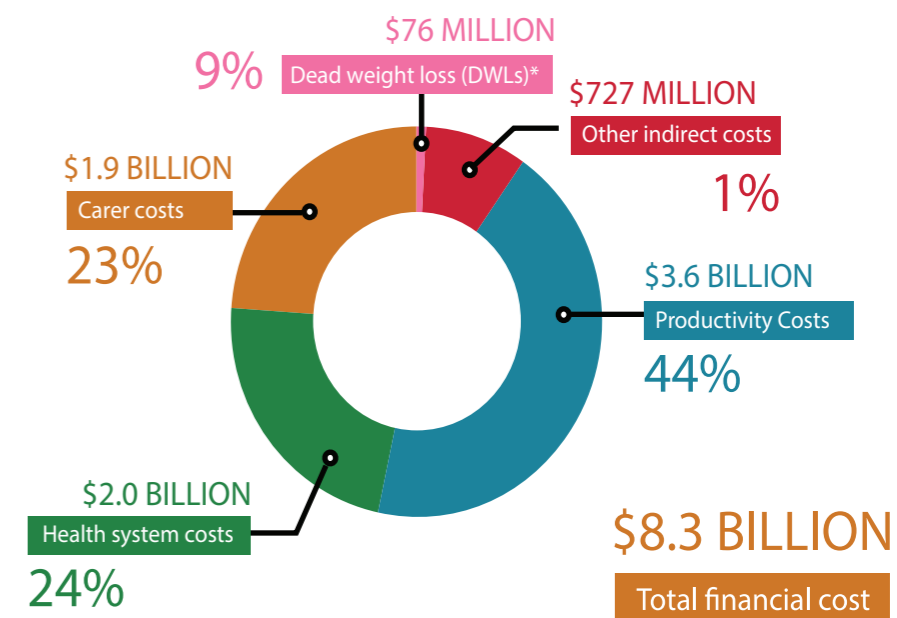
# Human & planetary health is in crisis

*Food systems have the potential to nourish the health of people and the planet. However, our current trajectories threaten both.*

**STOLEN** First Nations have lost their abundant food-bowls. When Aboriginal communities were forcibly removed from their lands, they also lost their abundant food-bowls. Since then these communities have also persistently suffered from higher levels of food insecurity and early death from diet-related diseases. Despite their thousands of years of low-impact agriculture, today there are very few opportunities for traditional owners to also be business owners and reap the rewards of their own indigenous foods and food system knowledge. Less than 1% of the revenue in Australia's bush tucker market in Australia goes directly to Aboriginal-owned enterprises.<sup>1</sup>

**STRIPPED** Food production is beyond safe planetary boundaries. Many environmental systems and processes have been pushed beyond safe boundaries by global food production. Since the introduction of broadscale agricultural production in Australia our land has been stripped bare. Less than 10% of our soils are now arable and sustainable for agricultural production. Urban sprawl is rapidly reducing our most arable land, and population growth is placing increasing stresses on our food chains. Water management for agricultural production is in crisis. Poor urban planning has created food deserts.<sup>2</sup>

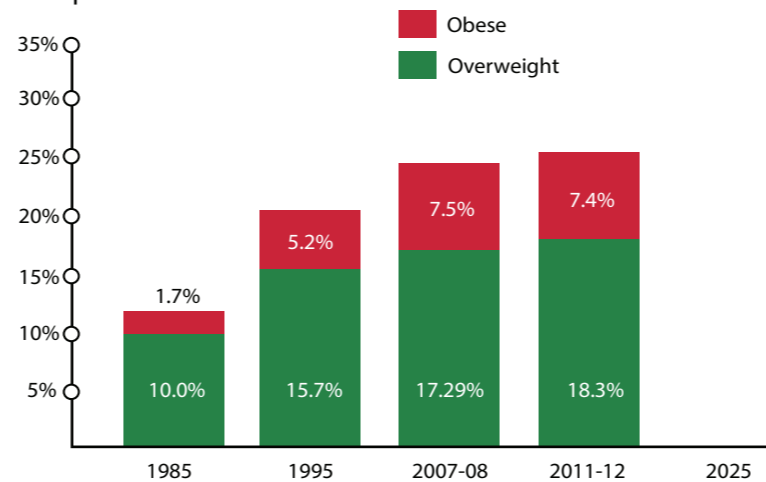
**STUFFED** Food-related diseases are our biggest killers. These diseases include coronary heart disease, stroke, high blood pressure, atherosclerosis, some forms of cancer, type 2 diabetes, dental caries, gall bladder disease and nutritional anaemias. Globally we've seen a rapid rise in the incidence of such diet-related diseases and they kill more people than unsafe sex, alcohol, drugs, and tobacco combined.<sup>3</sup> Food-related health issues are on the rise in Australia and it is estimated that as many as 33% of Australian children will be obese by 2025.<sup>4</sup> The cost of these diseases is not just on a person's life, but also to a country's economy. For example, the financial cost of obesity to Australia in 2008 was estimated to be over \$8.3 billion.



**It is estimated that in 2008 the total financial costs of obesity were over \$8.3 billion**

VicHealth, <http://obesityoverview.vichealth.vic.gov.au/>

Obesity future predictions



Proportion of overweight and obese Australian children

<sup>1</sup> Chris Andrew, Black Duck Foods, webinar in August 2020

VicHealth, <http://obesityoverview.vichealth.vic.gov.au/>

<sup>2</sup> For more information on the University of Melbourne's 'Foodprint Melbourne' project undertaken in 2015-16. Full reports available at <https://research.unimelb.edu.au/foodprint-melbourne/about/about-new>

<sup>3</sup> EAT-Lancet Commission, [https://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736\(18\)31788-4.pdf?utm\\_campaign=tleat19&utm\\_source=HubPage#back-bib12](https://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(18)31788-4.pdf?utm_campaign=tleat19&utm_source=HubPage#back-bib12)

<sup>4</sup> VicHealth, <http://obesityoverview.vichealth.vic.gov.au/>

**STARVED** Hunger and food insecurity is widespread. In 2019, every 2 in 5 Victorians were worried about running out of money to buy food. 10 in 25 could not easily access nutritious food. 1 in 8 parents had to rely on cheap unhealthy food to feed their children.<sup>5</sup> Few households grow their own produce.

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**STACKED** Small producers and farmers are up against the wall. The odds are stacked against our small producers and regenerative farmers. Their margins are ever-decreasing as over 80% of Australians purchase their food through the duopoly of Coles and Woolworths.<sup>6</sup> Farming communities are being brought to their knees again and again by our country's endless cycles of droughts and flooding rains. And catastrophic climate change is increasing the frequency of droughts, water shortages and fires. The devastating suicide rates within our rural and regional communities show the toll being taken.

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**STRAINED** Our food relief system is inadequate and strains with each crisis. Covid-19 has seen an additional 1.1 million people<sup>7</sup> including recently unemployed international students, workers, refugee and asylum seekers on temporary visas, excluded from government unemployment support and welfare. 8% or 1.6 million Australians lost their jobs in the first week of the Covid-19 lockdowns.<sup>8</sup> The added demand during Covid has seen foodbanks struggling to be staffed (they're often heavily reliant on corporate and retired volunteers), have access to fresh produce (they're heavily reliant on donated food from food retailers), and they have far greater demand (far more people are drawing upon their services). Some food relief charities are having to buy food for the first time in their history during the pandemic.

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<sup>5</sup> Foodbank Hunger Report, 2019

<sup>6</sup> For more information on the University of Melbourne's 'Foodprint Melbourne' project undertaken in 2015-16. Full reports available at <https://research.unimelb.edu.au/foodprint-melbourne/about/about-new>

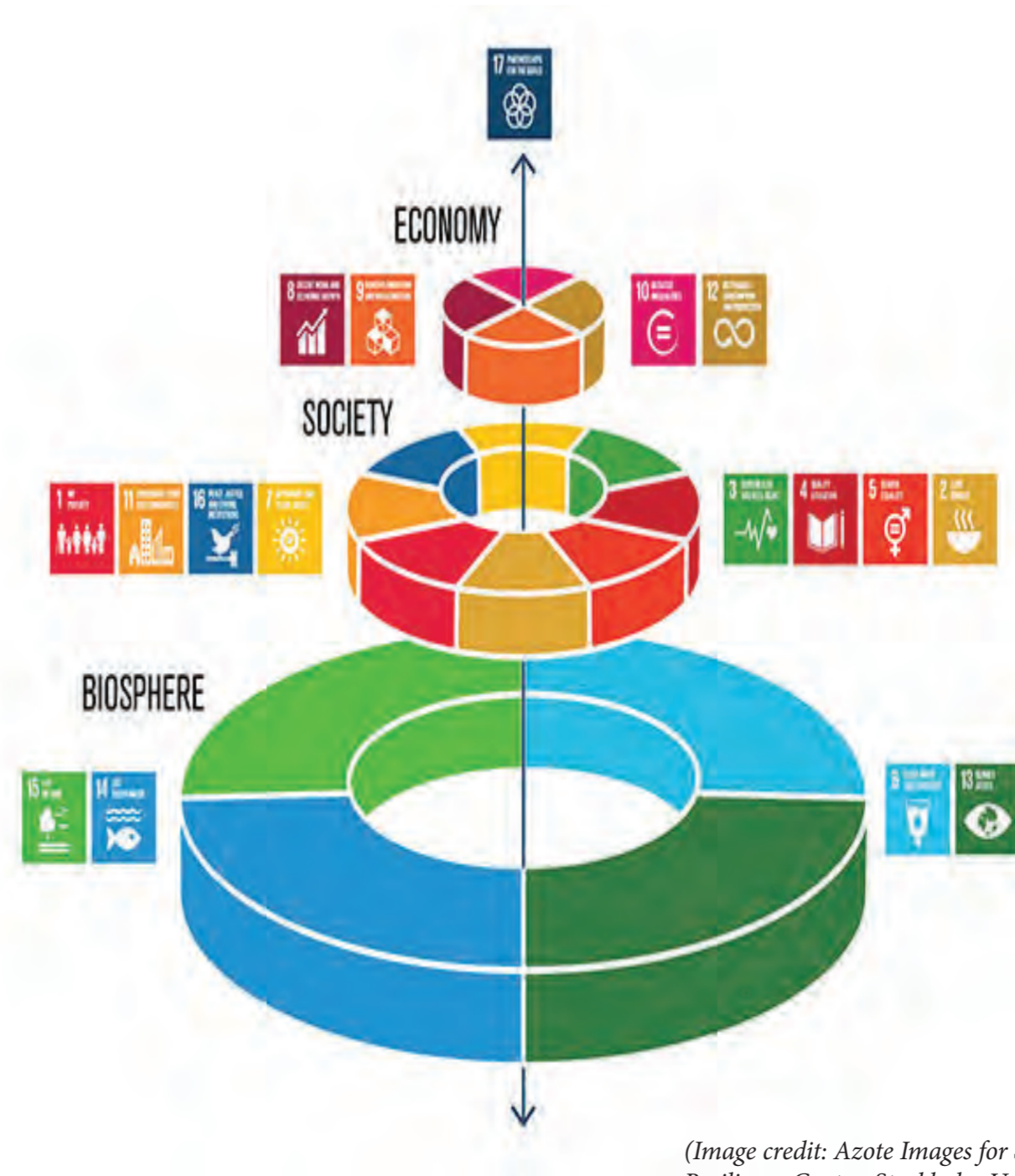
<sup>7</sup> Schneiders, B. & Millar, R. 3 May 2020. Sydney Morning Herald. <https://www.smh.com.au/national/starved-out-of-australia-the-workers-without-money-or-food-20200429-p54o8u.html>

<sup>8</sup> Janda, M. 20 April 2020, ABC, <https://www.abc.net.au/news/2020-04-20/abs-puts-early-numbers-on-coronavirus-job-losses/12164852>

# Food connects all of the UN'S sustainable development goals

The UN's Food and Agriculture Organisation (FAO) shows how critical the food system is to addressing the Sustainable Development Goals. Academics at the Stockholm Resilience Centre have gone a step further and shown that all of the Sustainable Development Goals (SDGs) are directly or indirectly connected to sustainable and healthy food, and re-imagined the goals away from the current sectorial approach where social, economic, and ecological development are seen as separate parts but understands that the economy serves society so that it evolves within the safe operating space of the planet.

The EAT-Lancet Commission says that food systems have the potential to nurture human health and support environmental sustainability, however our current trajectories threaten both. The Commission quantitatively describes a universal healthy reference diet, based on an increase in consumption of healthy foods (such as vegetables, fruits, whole grains, legumes, and nuts), and a decrease in consumption of unhealthy foods (such as red meat, sugar, and refined grains) that would provide major health benefits, and also increase the likelihood of attainment of the Sustainable Development Goals. This is set against the backdrop of defined scientific boundaries that would ensure a safe operating space within six Earth systems, towards sustaining a healthy planet.<sup>9</sup>



(Image credit: Azote Images for Stockholm Resilience Centre, Stockholm University)



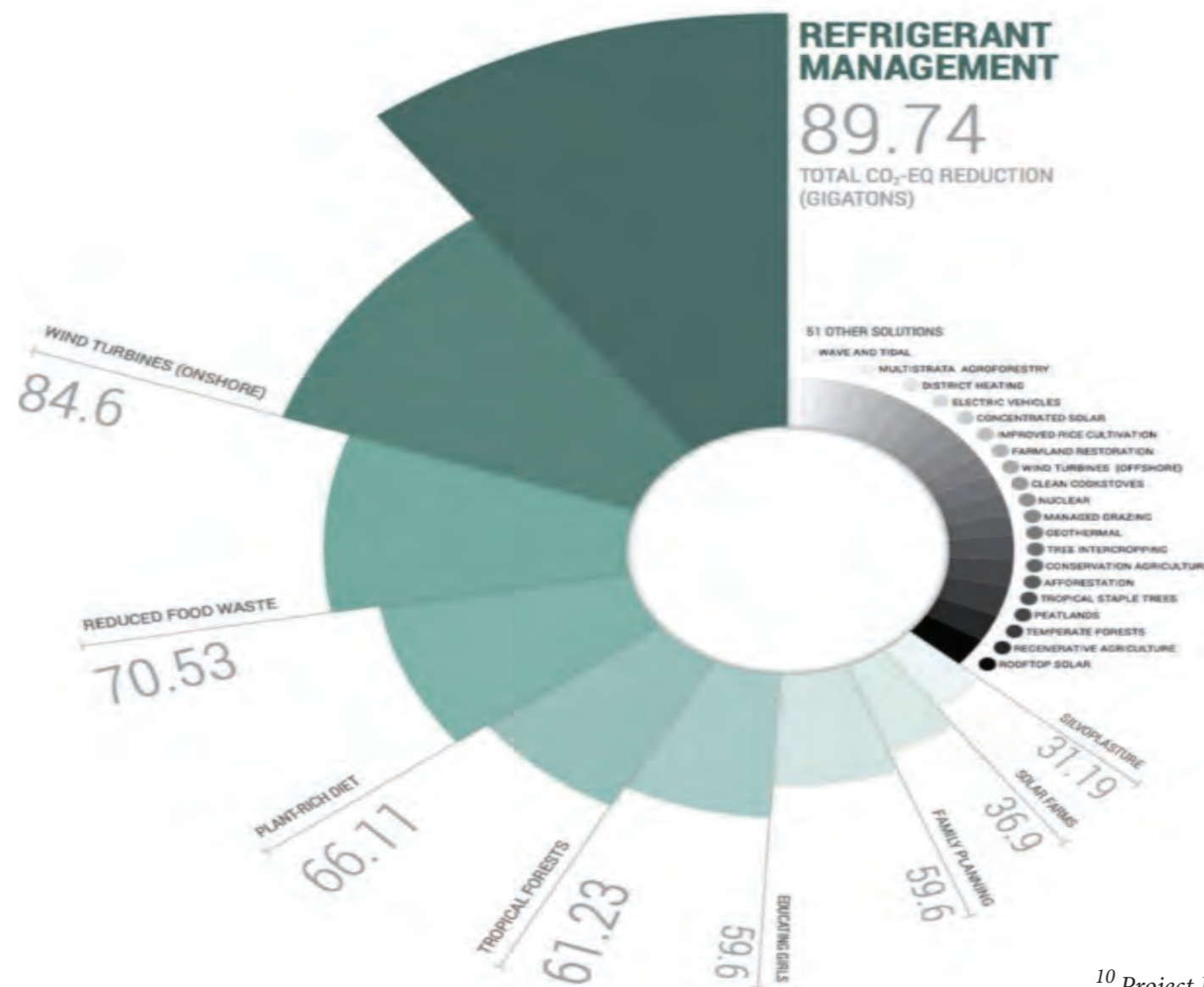
# We need to urgently address climate change through the food system

The world is at an existential crisis point with the looming climate catastrophe. We have squandered the last 30 years with inaction, and now have a seemingly impossible task ahead in the coming decade to ensure survival of all species across the world. The research shows that this sixth upcoming mass extinction event will take between 3-10 million years to recover from.

There is extensive research in the best ways to either reduce emissions or sequester enough CO2 emissions (or equivalents) to get the world back within safe limits between 2020 and 2050 (1,052.04 gigatons (gigaton = 1 billion metric tons)). The world's most comprehensive plan to do this is 'Project Drawdown' which assess 80 solutions across seven clusters: Electricity Generation, Food, Women and Girls, Buildings and Cities, Land Use, Transport, Materials.

The food sector is the major player in drawing down carbon, generating the highest reduction of 31%. There are many ways across the food system that changes can be created – from agricultural production (crops and livestock), to food preparation, consumption, and waste. This essential human activity is responsible for a major share of greenhouse gas emissions today: crop and livestock production is the source of about 1/8 of anthropogenic emissions. Land clearing (which is mostly for agriculture) is the source of another

1/8 of emissions (IPCC, 2014). Many of Project Drawdown's supply-side agricultural solutions reduce emissions from farming and ranching, while also sequestering significant amounts of carbon. Demand-side solutions like a plant-based diet and reduced food waste reduce the need for land clearing.<sup>10</sup>



<sup>10</sup> Project Drawdown, <https://drawdown.org/>

# Moving beyond emergency food relief

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The UN's Food and Agriculture Organisation (FAO) defines food insecurity as the 'situation that exists when people lack secure access to sufficient amounts of safe and nutritious food for normal growth and development and an active and healthy life'.<sup>11</sup> Sadly, around the world food insecurity has often been addressed almost solely by emergency food assistance programs which despite their best intentions haven't addressed the root causes of this complex issue.

**... charitable food banking is very much a part of the problem of hunger in rich societies. While it makes a contribution to short-term relief, it is no guarantee of meeting demand, nor of ensuring nutritious or**

**culturally appropriate foods. Its institutionalisation and corporatisation allow the public and politicians to believe that hunger is being solved. It reinforces the notion of hunger as a matter for charity, not politics. If there is to be a strong public commitment to eliminating hunger and reducing poverty in the wealthy states, there is an urgent need for governments to think and act outside this charitable food box.<sup>12</sup>**

Whilst there is clearly a need to provide food relief to people suffering from food hunger and insecurity in Victoria, we are working towards a systemic response to food security, that 'situation that exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life'.<sup>13</sup>

<sup>11</sup> FAO, IFAD and WFP (2015), *The State of Food Insecurity in the World 2015: Meeting the 2015 international hunger targets: taking stock of uneven progress*, FAO, Rome.

<sup>12</sup> Riches, G. (2011), "Thinking and acting outside the charitable food box: hunger and the right to food in rich societies", *Development in Practice*, Vol. 21, No. 4-5, pp. 768-775.

<sup>13</sup> FAO, IFAD and WFP (2015), *The State of Food Insecurity in the*

*World 2015: Meeting the 2015 international hunger targets: taking stock of uneven progress*, FAO, Rome.

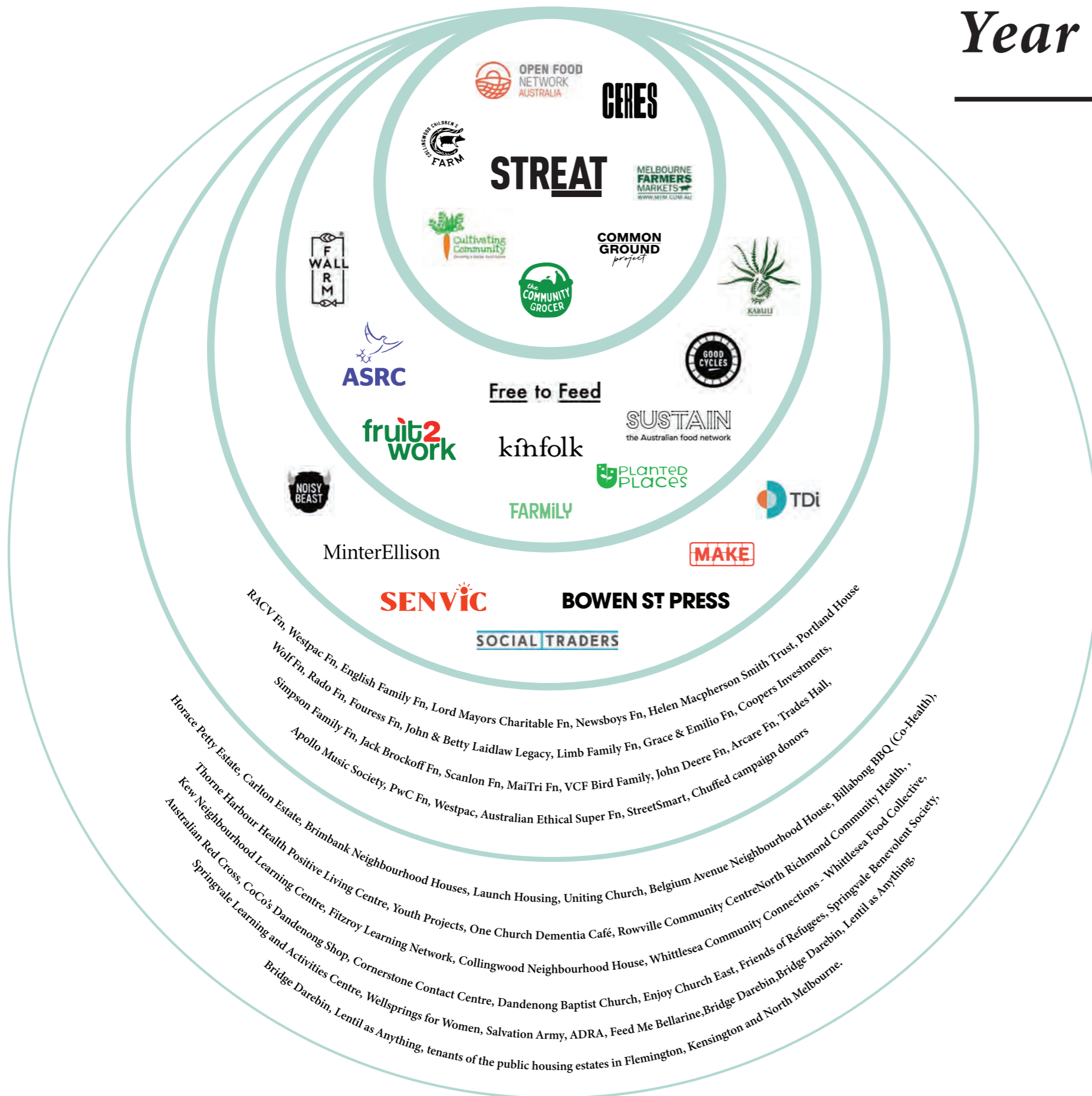


**A TASTE OF  
MOVING FEAST**





# Year 1 organisations



There were over 80 organisations in our collaboration in 2020:

- 8 core social enterprises
- 10 social enterprise partners
- 7 support organisations
- 25 funders
- 30+ community organisations

## Moving Feast Committee Members

- CERES – Cinnamon Evans, CEO (Chair)
- STREAT – Rebecca Scott, CEO (Coordinator)
- Cultivating Community – Rob Rees, CEO
- Melbourne Farmers Market – Miranda Sharp, CEO
- Collingwood Children’s Farm – Conor Hickey, CEO
- Open Food Network – Kirsten Larsen, CEO
- The Community Grocer – Russell Shield, CEO
- Common Ground Project – Nathan Toleman, CEO

## Financial administration

- Social Traders

# Impact areas

<p><b>Fair</b></p> 	<ul style="list-style-type: none"> <li>• Connection with traditional owners</li> <li>• Increased long-term food security for Victorian families and communities, especially vulnerable people</li> <li>• Use food movements to address structural challenges</li> <li>• Communities that are highly engaged with and about its food system</li> <li>• Food access that recognises unique needs and capabilities of each community context</li> <li>• Use food to create social inclusion via training and employment pathways for disadvantaged people</li> </ul>
<p><b>Regenerative</b></p> 	<ul style="list-style-type: none"> <li>• Regenerative farming and using the food system as a mechanism in climate change drawdown</li> <li>• Traditional land uses - Indigenous planting and practices</li> <li>• Address land access - more equitable approaches to land access and usage for food</li> <li>• Value-based supply chains that use collaboration between farmers and allies to attain scale</li> <li>• Connect eaters with food via transparent supply chain models</li> <li>• Education, support and knowledge</li> </ul>
<p><b>Connected</b></p> 	<ul style="list-style-type: none"> <li>• Strengthen the movement, build capacity, alliances and opportunities for collaboration</li> <li>• Conceptualise new system and engage surrounding communities</li> <li>• Develop collective products, services and programs</li> <li>• Current system reform and advocacy</li> <li>• Integration of activities which allows ethical procurement and other benefits across the system</li> <li>• Integration of for-purpose enterprises and creation of new ones as needed</li> </ul>

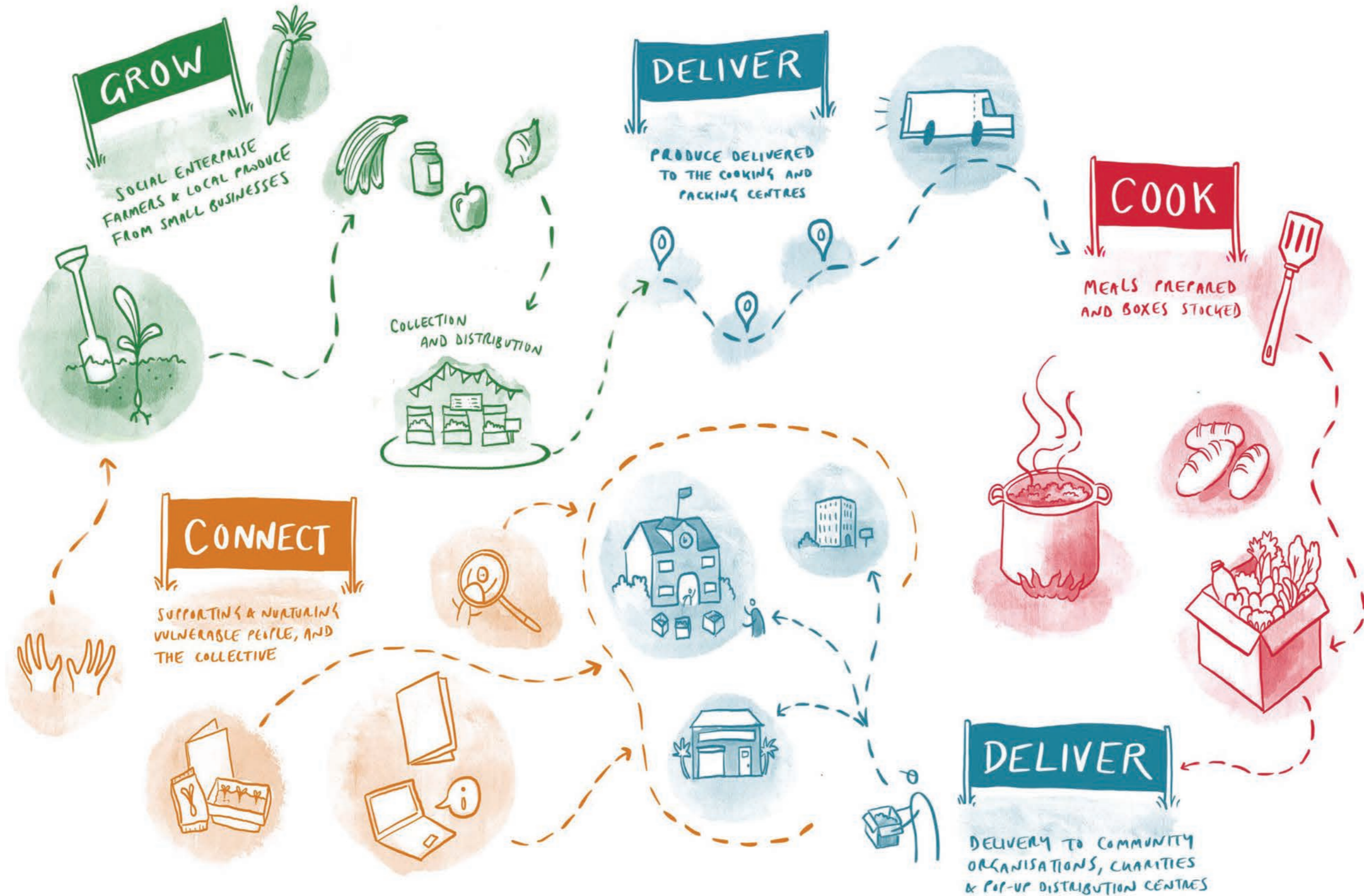
# Principles

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<b><i>Collaboration</i></b>	<ul style="list-style-type: none"> <li>• Through collaboration we collectively achieve greater positive impact</li> </ul>
<b><i>Systemic change</i></b>	<ul style="list-style-type: none"> <li>• We address the root cause of issues, not just symptoms. The problems we are trying to solve are complex so we will use evidence-based practice and work at micro, meso and macro levels to effect change</li> </ul>
<b><i>People first</i></b>	<ul style="list-style-type: none"> <li>• We build a people system. Care and empathy for each other lie at its heart, celebrating solidarity, diversity, inclusivity and tolerance. We strive to create opportunities for people who are often on the margins</li> </ul>
<b><i>Build commons</i></b>	<ul style="list-style-type: none"> <li>• Everyone in the community co-creates and shares responsibility for our commons (the Moving Feast knowledge commons, but more generally, the air, water, soils, etc.)</li> </ul>
<b><i>Relationships</i></b>	<ul style="list-style-type: none"> <li>• The nature of our relationship with our food is at the foundation of our relationship with life itself, and this relationship reflects the spirit of our existence</li> </ul>
<b><i>Ecosystems</i></b>	<ul style="list-style-type: none"> <li>• We support regenerative forms of agriculture, that (re)build resilient natural systems, considering the soil, air, water and biodiversity of our planet</li> </ul>
<b><i>Healthy planet</i></b>	<ul style="list-style-type: none"> <li>• We employ the most sustainable energy, transportation and waste practices possible. While we solve short term problems we continuously track and improve our impact on the long-term health of the planet</li> </ul>
<b><i>Integrity</i></b>	<ul style="list-style-type: none"> <li>• We act with transparency, accountability, integrity and fairness</li> </ul>
<b><i>Empowerment</i></b>	<ul style="list-style-type: none"> <li>• We actively engage and empower people to have agency in their food system</li> </ul>
<b><i>Act local</i></b>	<ul style="list-style-type: none"> <li>• Problems are best solved at the local level wherever possible</li> </ul>
<b><i>Resourceful</i></b>	<ul style="list-style-type: none"> <li>• We live in a perpetually evolving world, which requires constant adaptation, agility and resourcefulness. We operate with frugality</li> </ul>



# Creating a dirt to doorstep food system



# A taste of Moving Feast's work in 2020

In 2020 Victoria was brought to its knees again and again. But whilst we were on our knees in the dirt, we started planting some tiny seeds together. Our first seeds – batches of culturally-appropriate meals and produce boxes into the food relief system – sprouted rapidly like micro-greens and gave us a quick hit of flavour and nutrition and a desire to do more planting. Next, we started planting more diverse veggie crops, toiling side by side with a handful of social enterprises across a whole season together. Our collective harvests nourished not only thousands of people facing food insecurity, but also the scores of people within our social enterprises.



OVER **20 SOCIAL ENTERPRISES COLLABORATING** on food system transformation



GROWN AND HARVESTED OVER **60,000 FOOD PLANTS** across nearly 5,000sqm of land



OVER **10 TONNES OF PRODUCE** procured from small producers



PACKED OVER **30,000** culturally-appropriate produce boxes



OVER **130,000 VEGETARIAN & HALAL** culturally-appropriate relief meals cooked



WELLBEING MATERIALS DEVELOPED AND TRANSLATED INTO **14 DIFFERENT LANGUAGES** for distribution with meals and produce boxes



DELIVERING GOODNESS WITH OVER **13,000KM OF FOOD DELIVERIES** between our enterprises and to vulnerable communities



DEVELOPED OVER **20 PIVOT PRODUCTS** across our network (food retail, hampers)



EXPANDED **ASSETS & INFRASTRUCTURE** (vans, storage, equipment)



SURVIVED THE PANDEMIC WITH **300+ STAFF RETAINING JOBS** (including many ineligible for JobKeeper because they weren't citizens or hadn't been in their roles for 12 mths.)



PLANNED FUTURE **COLLABORATIVE PROJECTS** and started building them (15 + projects)



SECURED THE FIRST FUNDS FOR **YEAR 2 COLLABORATION** (\$2.2m secured, \$1.5m from state gov)



# Future focus areas

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**1 Learn from First Nation's foodies** – using food to bring people to the table in a spirit of reconciliation, healing, learning and celebration.

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**2 Create training and employment pathways** – 200 new roles for vulnerable Victorians across our fair and regenerative food system in the coming 5 years.

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**3 Create a bountiful urban food-bowl for the City of Melbourne** – we want the city's rooftops, laneways and disused spaces to be edible!

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**4 Expand local farmers markets and ethical food retail across the city** – increase the number of farmers markets in the coming 5 years, and create a new social enterprise food cooperative.

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**5 Create greater food security and knowledge for vulnerable Victorians** – develop culturally appropriate growing and cooking resources.

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**6 Teach people how to be healthier and greener** – workshops, courses, webinars, books, materials and products to help people go deeper green in all aspects of their lives.

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**7 Build food loops with regional growers** – expand the Open Food Network's open source platform and build a short supply chain logistics service that optimises the transport and food infrastructure of regional growers and city eaters.

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**8 Build new food infrastructure and hubs** – expand our hubs in Collingwood and Alphington, integrate with regional food hubs and explore new shared food production facilities.

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**9 Secure new land for urban farming and community gardens** – create new community garden plots and small urban farms within the city.

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**10 Be Zero Waste leaders** – lead the change to turn Melbourne's cafes and food retailers from the largest wasters to the largest zero waste leaders.

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**11 Create new food experiences and tourism opportunities** – build a food tourism capability and experiences that connect the city and regions.

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**12 Catalyse new food innovation and circular economy projects** – welcome at least 100 student interns and nurture at least 10 start-up project ideas each year.

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**13 Engage others in our work** – build a coalition of

collaborators across the community, industry, government, universities, non-profit sector and funders to create transformation.

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**14 Connect our work** – fully integrate our supply chains, optimise our assets and vehicles, build the necessary systems and processes to supercharge our work.

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**15 Generously share our learnings** – work with universities to capture and share our knowledge.

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## *Working at the system level*

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### **A broken food system is a ‘Wicked Problem’**

- It has no clear boundaries, many actors, interconnected, nonlinear cause-effect, always changing, contextual, unintended impacts

### **And can only be addressed by...**

- Holistic, relationship-based, networks, lots of experiments, emergent ideas, directional ‘nudges’, lots of projects of varying sizes to build an ‘ecosystem of solutions’





**AN ECOSYSTEM  
OF SOLUTIONS**



# Food sovereignty

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*Ensuring people have access to healthy and culturally appropriate food produced through ecologically sound and sustainable methods.*

## Early work

- **Map of hunger and food insecurity** – we commissioned a report to map the people and places who would be most affected by food insecurity during the crisis. Usually, 1 in 25 Victorians experience food insecurity with hunger, but the state was facing unprecedented food insecurity with the following nine groups most vulnerable: low income families, long-term unemployed, single parent households, people experiencing domestic violence, people facing rental or mortgage stress or unexpected expenses, Aboriginal & Torres Strait Islander communities, young people and refugees and people seeking asylum. Report is available at [www.movingfeast.net/hungerreport](http://www.movingfeast.net/hungerreport)
- **Growing** – across the year we've had over 5,000m2 under cultivation across 7 sites. We've grown nearly 3 tonnes of fresh produce across these sites for the pandemic food relief efforts.
- **Sourcing** – we've sourced over 11 tonnes of fresh produce from regional farmers and producers to go into our meals and produce boxes.
- **Packing** – we've packed and distributed over 30,000 fresh produce boxes with the produce we've grown and sourced from Victorian small producers and farmers.
- **Cooking** – we've cooked over 130,000 culturally-diverse and halal meals for community groups, with a focus on creating choice and dignity for refugee and migrant communities. Our produce boxes and meals became a critical part of the crisis food security, including the lockdown of the public housing towers in August 2020.
- **Buying** – currently in a crisis emergency food relief agencies mass purchase Coles and Woolworth's vouchers. Our hope is to disrupt this practice over time and create a system allowing food insecure people to access affordable, nutritious and culturally-appropriate food across our network. The Community Grocer have been working on a dignified digital food voucher system that provides people with a QR code on their phone which can be scanned at any location to redeem for produce or meals.
- **Wellbeing materials for diverse communities** – STREAT's team of a clinical psychologist, social workers and youth workers developed a host of wellbeing materials with topics including 'Staying Sane During a Pandemic' and 'Connection and Kindness' and 'Staying Active'. These were translated into other languages. After receiving 71 applications for our volunteer translators we undertook 21 interviews and selected 13 amazing volunteers to work in pairs to translate our wellbeing materials into 6 language groups: Arabic, Farsi, Mandarin, Vietnamese, Hindi and Italian. They spent over 300 hours translating materials and became a vibrant and warm online community. There were parents, carers, workers, newly arrived migrants and students all working together.

## Future projects

- **Grow and cook for vulnerable groups** – we'll continue to do this as required and funded.
- **More farmers markets** – we'll be working to increase the number of farmers markets to ensure that people across the state have access to the freshest local and seasonal produce and food products.
- **Increased community garden plots** – we plan to work with local governments and property owners to secure access to more land and under-utilised spaces to turn into food gardens and community plots.
- **Products and workshops to improve household growing and cooking skills** – we'll be developing a range of 'Know How to Grow' resources to teach and support people to grow their own produce. Led by Cultivating Community, shoppers will be able to purchase grow kits made from recycled and upcycled materials along with seeds and education materials suitable for kids and adults alike. Shoppers can ask for gardening advice and troubleshoot issues.





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CLASS

GRO... AND PACK...



# Food sovereignty - lockdown food relief

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- **Tower lockdown meals** – we'd like to thank the following social enterprise groups for rapidly making 12,655 culturally-appropriate meals during the tower lockdown week: Asylum Seeker's Resource Centre (5,552 meals), STREAT (4,238 meals), Kinfolk (1,531 meals), Common Ground Project (1,000 meals), Free to Feed (334 meals). There was delicious Somali adzuki bean and vegetable stews, Ethiopian red lentil curries, Middle Eastern bean stews with couscous, Chinese black bean with vegetables and Malaysian curries to name but a few.
- **Tower lockdown produce boxes** – within 48 hours of the lockdown Community Grocer working with Melbourne Farmers Markets, Fruit2Work and Good Cycles had packed and delivered over 1,000 culturally-appropriate food boxes brimming with fresh produce. Here's a taste of what families got:
  - Box 1 - Standard mixed fruit and veg – Lettuce, onions, carrots, potatoes, garlic, cucumber, tomatoes, zucchini, broccoli, beetroot, bananas, apples, mandarins, oranges
  - Box 2 - Stir Fry – Capsicum, bok choy, ginger, onions, Chinese broccoli, spring onions, coriander, chillis
  - Box 3 - Roasting Veg – Sweet potatoes, okra, spinach, coriander, capsicum, cauliflower, chillis, corn.
- **Garden lockdowns** – when the public housing estates were locked down, so were the community garden plots on the estates. Cultivating Community managed over 800 community garden plots throughout the pandemic to ensure housing estate tenants still had access to fresh produce.
- **Indoor growing kits** – Cultivating Community worked with Planted Places to delivering 50 indoor growing kits for people in the City of Melbourne. These living boxes will provide vulnerable families with fresh food for months and enable them to grow food across the seasons. These boxes are versatile, can be set up indoors with ample light, on a balcony, patio or placed in the garden.

One of the things that differentiates Moving Feast's meals in the food relief effort is that they are culturally diverse. This has been incredibly appreciated by those we're providing them to. Here's a taste...





*Hearty minestrone (vv)(halal)*



*Middle Eastern eggplant, tomato & white bean stew with dried mint & pearl cous cous (vv)(halal)*



*Potato & soy bean curry with spinach & pilaf rice (vv, gf)(halal)*



*North African harira soup with lentils, chickpeas, vermicelli noodles, tomato & coriander (vv)(halal)*



*Polenta with Italian braised vegetables and borlotti beans with parsley and basil (v, gf)*

*“Grateful that the food relief provided by Moving Feast is nutritional and halal and appropriate for those they support in comparison to other organisations.”*





*"Kitchens that were suddenly quiet as the pandemic took hold roared back to life to cook culturally diverse meals that were sent out across the ecosystem. Ingredients were sourced from Moving Feast gardens and Victorian farmers. In July, within 48 hours of the hard lockdown of Melbourne's inner-city public housing towers our collective had procured over 5 tonnes of produce that was packed into 1,000 culturally appropriate food boxes brimming with fresh produce. And within the week we'd made over 12,000 halal feasts. There was delicious Somali adzuki bean and vegetable stews, Ethiopian red lentil curries, Middle Eastern bean stews with coucous, Chinese black bean with vegetables and Malaysian curries to name but a few."*

*Bec Scott, Project Coordinator, STREAT*



# Priority communities during the pandemic

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Early in the pandemic we undertook needs mapping to determine which cohorts to distribute our meals and produce to. From our research we targeted the following groups where possible:

- No income and cannot access government welfare payments
- Low income and/or dependent on government welfare payments
- Long-term unemployed
- Single parent households dependent on welfare
- Experiencing or fleeing domestic violence
- Experiencing rental or mortgage stress and unable to cope with unexpected bills.

Especially vulnerable are:

- Aboriginal and Torres Strait Islander people
- People aged 18-34 years old
- People seeking asylum, and refugees.

- *“Grateful that the food relief provided is nutritional and halal and appropriate for those they support in comparison to other organisations.”*
- *“The Elders thought it was healthy, heart-warming and helpful.”*
- *“Most large organisations exclude halal and don’t provide the type of food Moving Feast provides, this food relief fits in with the community needs.”*
- *“10/10 for freshness – it’s fresher than any other service we have used. It gives them a sense that they are being cared for, that they are not forgotten and can see that there are organisations that want to help.”*
- *“It is extremely important that we receive culturally appropriate meals as our community we work with is primarily culturally and linguistically diverse (CALD). Recent data shows that 76% of our community are from CALD communities. I feel proud that we can offer the community culturally appropriate food and vegan food that isn't reliant on an unsustainable agricultural model that impacts the environment.”*
- *“10/10 – excellent amount of food and a great range. It was really nice.”*
- *“Came all packed and, ready to go, which cut time and made it easy.”*
- *“A huge difference. An appropriate and suitable range of food that is providing them their daily nutritional source of food.”*
- *“Now these people know the whole family will have at least one cooked meal on the table a day. It has relived the stress and pressure on the adults who wondered how they are going to feed their children, their families.”*
- *“Stress levels come down because it is one less thing they have to worry about.”*
- *“The food is nutritional and easy to cook which is also helpful for those people or families who may not know how to cook.”*
- *“This is an essential service that vulnerable disadvantaged people need, especially during such times.”*



*"Moving Feast has uplifted our farm team, knowing we are working to produce food for those who are in need has given a sense of urgency to help more where we can. We're so grateful to be working alongside other organisations and with our Collingwood Children's Farm community for this greater good cause."*

*Conor Hickey, CEO of Collingwood Children's Farm*



# Green collar jobs

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*Building new training and employment pathways into the food system for Victoria's most vulnerable people.*

Our dream city is rewilded and delicious, its rooftops, laneways and buildings swept up into a vast foodscape. Our re-imagined city is bountiful with seasonal, nutrient-dense fresh food and is a place of needless acts of culinary kindness. In our Melbourne, the most prized jobs are those of The ReWildlings, the roaming green team who nurture our edible commons. Our Melbourne is The Gumboot City, a place of wonder, play and action, where digging up myrrnong daisies from a rooftop, or sloshing about in mud or jumping in puddles is an everyday part of life for children aged 1 to 100.

## Early work

- **Maintaining our teams** – many of the organisations participating in Moving Feast had staff who were ineligible for JobSeeker or JobKeeper because they weren't Australian citizens or hadn't been in their roles for 12 months. For example, The Asylum Seeker's Resource Centre caterers and Free to Feed both used Moving Feast funding to either feed or employ refugees and migrants who were ineligible for the federal government's allowances.
- **New programs** – Common Ground Project worked with Diversitat to develop their 'Staying Grounded' farm program for local refugee and migrant communities. Four refugees worked at the farm to cook meals for their communities during the pandemic.
- **Networked training and employment pathways** – STREAT have designed a new model and pilot project to create employment pathways for young people into urban farming and horticulture in partnership with Collingwood Children's Farm, Cultivating Community, Melbourne Farmers Markets and CERES. The network will create a capacity to support and train 50 young people each year. The collective have gained funds from the Victorian state government (DJPR) for the horticulturalists, farmhands, propagation nursery staff and project team who will work across the network. The program mirrors STREAT's well-tested 12-month program of 'Learning' and 'Earning'. On average young people will gain over 1,200 hours of support, training and employment across their 12-month journey into the food system.

## Future projects

- **Pathways out of prison** – STREAT operates a training café and bakery at the Parkville youth prison which provides training and support opportunities for young people transitioning out of both Parkville and Malmsbury youth prisons. Over the coming year we'll extend the new pathways into urban farming and horticulture to our cohort of young people in prison. This year the successful 10-week Beekeeping program running in the Malmsbury prison will also be expanded to the Parkville prison. Our hope is to employ young beekeepers from this program.
- **Hortus** – a new horticulture social enterprise of Cultivating Community that will increase employment from the lived experiences of public and social housing into work that designs, builds and maintains food-based gardens in community and public sector settings as well as new potential land.
- **High Rise** – in 2021 Cultivating Community will start to scale its wood-fired bakery social enterprise to employ people with lived experience of public and social housing and also create access to affordable, cultural bread products in public housing communities. The bread is now being sold at The Community Grocer Market with wood for the ovens purchased from CERES and is generating an income.
- **Student internships and other engagement opportunities** – we think there are many ways to flexibly deploy people and create learning and development opportunities across the network. For example, in 2021 we start a multi-year partnership with Victoria University to create food system student projects and internships for their students.







# Urban foodbowl

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*Melbourne is globally known as a place for food, culture and multiculturalism. That's been the case for tens of thousands of years. We want our city rooftops, laneways and disused spaces to be edible!*

The city of Melbourne was located upon the precious food-bowl of the Kulin Nations because it was such fertile land, its lifeblood being the Birrarung (known as the Yarra River) that flows 240km from the Yarra Ranges to the ocean. Our dream is to develop a huge distributed urban farm across the inner city, reorienting the city back onto the precious river. Imagine a city gathering together to heal, share and learn in a First Nations' food forest on the banks of the Birrarung? Imagine a resident struggling with food insecurity being guaranteed their own plot of land for growing? Imagine a corporate team congregating on their office rooftop to harvest the olives from their rooftop olive grove? Imagine laneways being a sea of colourful edible flowers? Imagine a newly arrived migrant to the city having access to a community food incubator to turn their delicious dishes into amazing food retail products? Imagine eat lunchtime you could drop into one of the city's social enterprise farmgate stores? Imagine having a prized job of the city's roving Green Team? Imagine coming together as a community each season, celebrating the diversity and deliciousness the city had on offer? We think that would not only make for a liveable city, but an incr-edible city!

## Early work

- **Collingwood Children's Farm market garden and farmgate** – the farm has established a large new market garden which will provide fresh, seasonal, organic produce via an onsite farmgate and regular farmers market. The garden will also supply the Moving Feast collective with the freshest produce for local food insecurity projects. It will also be a training site for young people training as horticulturalists and urban farmers.
- **New training garden** – we have developed a new training garden called Angelo's Plot at Collingwood Children's Farm. This site will be one of the key locations where we'll be training our young urban farmers.

- **New urban farming assets** – a number of the collective were successful in gaining state government funding for new food delivery vans and garden and kitchen equipment. This has substantially increased the production, storage and logistics capacity across the collective.
- **Children's urban farming book** – Family, a kid-run social enterprise project, developed a children's urban farming book which has been edited and being published as an e-book by Bowen Street Press. The book teaches kids (and their adults) how to set up a low-cost, low-tech, low-footprint growing system using household and café waste (egg cartons, milk bottles, polystyrene boxes, paper, food scraps etc). A growing kit and workshop are now also under development.

## Future projects

- **Propagation nursery** – CERES are developing a new propagation nursery to supply plants for the collective. This nursery will be a training site for young people and will teach them necessary skills in plant propagation and care.
- **Looking for new sites** – throughout 2020 we had a multitude of conversations with land and property owners within Metropolitan Melbourne. Our expectation is that we'll start building some new sites in 2021.
- **Ewe Mow** – we'd love to explore development of a social enterprise urban mowing and weed control service for local parks, gardens and schools using sheep and goats whilst creating high value manure for urban farming. This project could also focus on animal husbandry skills and therapeutic use of animals within our urban farming activities.





*"When seeds were first planted last April we could only dream that we would harvest almost 3 tons of nutritious, healthy, local vegetables that would go into culturally diverse meals for Victoria's most vulnerable communities. At the height of the food relief push we had almost 5 acres under production at social enterprises across inner Melbourne and Geelong."*

*Poppy Turbiak, Grow Coordinator,  
Cultivating Community*



# Connected food system

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*Connecting city eaters with regional growers through building more metro and regional food hubs with new shared production, storage and retail facilities, and linked through optimised logistics services.*

## Early work

- **Open Food Network Connect** – Open Food Network (OFN) have been able to turbo boost their brokering service which enables producers with surplus stock to get in touch and be connected to sales channels, mostly via the Moving Feast network. To date, they have connected 20 different producers with at least 8 different social enterprises based in Melbourne to help move Victorian milk, cheese, greens, pumpkins, watermelons, garlic and beetroots. OFN have also been exploring how to implement a Whole Crop Purchasing project, which enables producers and buyers to partner and grow to order, helping to control costs, assure income for producers and minimise food waste. This idea was in response to the challenges of matching supply with demand once the produce has already been grown.
- **Open Road pilot** – through their research and scoping discussions with producers, the OFN found that even when demand could be met, logistics posed a large enough barrier that the sale would often go unfulfilled. Throughout 2021 Open Road will be piloted and will introduce a series of Food Loops across Victoria to move produce between producers, hubs and customers in regional Victoria and Melbourne. As a result of having additional resources to support this project conception, OFN was able to leverage significantly more resources to enable the pilot.
- **Expanded facilities at Melbourne Farmers Market's Alphington site** – Melbourne Farmers Markets (MFM) have fitted out a production kitchen and new food safe storage at its Alphington site to develop new retail products, along with providing access to aspiring food entrepreneurs to develop new products for sale at the markets.

- **Buying whole crops and bulk purchasing** – since the start of the pandemic Cultivating Community have been coordinating our urban farming activities across multiple sites. As part of this work they coordinated the planting of crops and procured seeds and seedlings centrally for the whole group. The same opportunities exist for procuring bulk dry goods grains, seeds, nuts, spices and herbs across the hospitality enterprises. Or when purchasing utilities, assets like delivery vehicles, or even infrastructure.

## Future projects

- **Optimised systems and processes** – continue to identify opportunities to scale up storage space, upgrade and build more food hubs, optimise logistics, invest in low carbon transportation, such as an electric truck network and last mile cargo bike transport options.
- **Optimising systems can create efficiencies and also additional specialisation** - Many of the participating social enterprises have their own online retail stores but the Open Food Network is building the collective a new online brokering service that will allow all parts of our system to see what fair and regenerative produce is available so we can coordinate the development of seasonal meals, produce boxes and retail products. Our dream is to have transparent, integrated and highly impactful supply chains across the project and this will supercharge that.





# Food retail

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*Increase the number of farmers markets and create new social enterprise food and garden products and retail outlets.*

## Early work

- **Linking our supply chains to increase our social procurement** – throughout the pandemic we were collectively buying produce through Melbourne Farmers Markets and having Fruit2Work being our centralised delivery service. There are many more ways we can continue to increase our social procurement of goods and services, including preferential purchase of farm produce by the hospitality enterprises, purchase of accredited training skills and knowledge and contracted provision of shared services.
- **Exploring new enterprise ideas** – social enterprises are adept at building business engines that power their social and environmental work. In 2020 we worked with MAKE Studios to explore a range of products and services that could be created by the collective.
- **New retail products** – Common Ground Project, Kinfolk, ASRC Catering, Free to Feed and STREAT all developed new food and retail products throughout the pandemic as part of their pivoting and survival. For example, STREAT developed over 25 new retail products, many of which were incorporated into its hamper business and sold to corporates over Christmas. Our plan is to collectively expand our product range and develop outlets where these products can be retailed.

## Future projects

- **Develop collective retail pop-ups and outlets** – we'll be expanding the retail products across the group and developing combined retail opportunities for Christmas 2021. Our goal is to have a farmers market stall and small pop-up wholefoods store for Christmas 2022.





*seasonal*  
**ROASTED FENNEL**

with champagne vinegar & bay

280g



*seasonal*  
**BEETROOT RELISH**

with orange & horseradish

300g



*seasonal*  
**CAULIFLOWER PICKLE**

with champagne vinegar & bay

275g



*preserved*  
**MEYER LEMONS**

with Gippsland honey, cinnamon & bay

375g



*seasonal*  
**CARAMELISED ONION RELISH**

Australian merlot vinegar

260g



*seasonal*  
**SPICED PEAR CHUTNEY**

with ginger & star anise

250g



*seasonal*  
**BLACKBERRY JAM**

made the traditional way

255g



*seasonal*  
**BLOOD ORANGE MARMALADE**

made the traditional Sicilian way

300g



# Circular economy

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*Become a zero waste network helping lead the change to turn Melbourne's cafes and food retailers from the largest wasters to zero waste leaders.*

## Early work

- **Compost Hub** – throughout 2020 Cultivating Community and the Collingwood Children's Farm have been working towards a new social enterprise waste business to be located at the farm.
- **New circular economy products** – in 2021 the collective will start mapping its joint waste streams and then develop a wide range of new products from this waste.

## Future projects

- **Open Sauce project to develop new circular economy products** – collectively we have over 100 tonnes of food and beverage waste across our farms, markets, kitchens and production facilities including:
  - By-products of food and beverage production processes - including coffee grounds and husks, bakery goods, kitchen food scraps
  - Unsold farmers market produce & B grade produce destined for composting
  - B grade produce from social enterprise farms and gardens.

In 2021 we want to kickstart an open innovation project across our network to ensure these precious resources are tasted not wasted. The project will create open source-data and maps of our supply chains and waste streams and then invite the public to work alongside environmentalists, chefs and product developers to develop a delicious range of new circular products for retail in Victoria.

Our hope is to develop a collective small batch production capability across the network and coordinate our production activities. This project will also increase the ability of Victorian farmers and small producers to sell their produce, including second grade produce by purchasing unsold produce at weekly farmers markets and creating value-added products from this produce.

This project will create a range of engagement and educational opportunities for student interns and the public, including resources and workshops for eliminating food waste at home, work, school and university.

Our goal is to have developed a small range of circular products for Christmas hampers in 2021, and a social enterprise wholefoods and providore by Christmas 2022.







# *Edible experiences & tourism*

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*Workshops, webinars, books, materials, and food experiences to help people go a deeper shade of green in all aspects of their lives.*

## **Early work**

- **Edible experiences** – in 2020 STREAT worked with MAKE Studios and The Difference incubator to explore a range of food experiences and food tourism opportunities. This work will continue into 2021.

## **Future projects**

- **Victoria University (VU) partnership** – working with VU’s Moondani Balluk indigenous centre and their School for the Visitor Economy, we’ll be creating cultural food experiences within the inner West of Melbourne.
- **Kickstarting inner city visitor experiences** – the Collingwood Children’s Farm is ideally located on the Yarra River which loops and weaves through the city, connecting other key locations within easy walking or cycling distance. These includes areas of great significance to local Traditional Owners, the Wurundjeri Balluk of the Woiwurrung with heritage sites that reflect pre-European indigenous culture. These areas include Yarra Bend Park, a 260-hectare site managed by Parks Victoria, Dight’s Falls which marks the end of tidal influence on the Yarra River, and the confluence of the Yarra River and Merri Creek.







# *First Nation's foodies*

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*Using food to bring people to the table in a spirit of reconciliation, healing, learning and celebration.*

## **Early work**

- **First Nations' Showcase Garden** – in 2017, Collingwood Children's Farm began a collaboration with NARRAP, the land management team at the Wurundjeri Woiwurung Cultural Heritage Aboriginal Corporation (WWCHAC) to develop a small trial Native Food garden in an existing Shelterbelt. Based on the success of this earlier work, the two organisations are now developing a site dedicated to best practises in native food production that will provide the community with a model which educates about sustainable food production, urban agriculture, and land management. The garden will also provide an educational site accessible to WWCHAC and will also give greater voice and self-determination to Aboriginal people and recognise the value of knowledge of our First Nations peoples.

## **Future projects**

- **New Aboriginal food projects** – over the last year we have been in discussion with a range of Aboriginal organisations and people about development of new gardens featuring edible native plants. We are also keen to support the development of new Aboriginal-owned and operated social enterprise garden and food projects.
- **Food experiences and tourism connecting key places** – food experiences are woven into other cultural programming and experiences and connect key places and institutions including the Koorie Heritage Trust at Federation Square, Birrarung Marr walk along the Yarra River, Aboriginal Heritage Walk at the Royal Botanic Gardens, William Angliss Institute's Edible Rain Garden that features over 100 edible and native plants, training social enterprise restaurant Charcoal Lane, the 'Black Mile' of historically significant Aboriginal landmarks and institutions in Collingwood, the First Nations' Garden at the Collingwood Children's Farm, indigenous walking trails around the City of Yarra.



# The Hive

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*Collectively we thrive.*

Social enterprises within Moving Feast are typically small, working with tight budgets. Individually we'd only be able to achieve a fraction of what we can do together. Moving Feast's collective capabilities are a goldmine, spanning across all parts of the food system plus specialist skills in running hybrid social enterprises (governance and administration, social services, program development, training, cause-related comms and marketing, community engagement, partnerships, fundraising, impact investment, impact measurement and evaluation). Formed during the pandemic, we have demonstrated our agility and collective power.

## Early work

- **Identifying pockets of expertise across core competencies around Grow, Deliver, Cook and Connect** – we have core skills that 'swarm' across the collective to coordinate and synchronise our work. For example, our Grow Coordinator works across all of the farms to collectively buy seeds and seedlings, to track growing activity across all of the growing sites, and to synchronise harvests and distribute produce. We are now also working on a logistics optimisation tool to support produce supply and demand – from ad hoc situations (for example, knowing where to send a tonne of potatoes someone unexpectedly donates) to making longer term plans (demand-based planting).
- **Networked distribution of funds and administration allows us to operate like a much larger entity** – we're grateful for the funding support we've received to date. Our hope is to build an alliance of philanthropic supporters for our work.
- **A collective Impact Framework lets us track progress in all areas** – led by STREAT's Chief Impact Officer, Dr Kate Barrelle, this framework allows us

design, measure and evaluate our impact in the short, medium and long term. We are also integrating our own framework against global initiatives like the UN's Sustainable Development Goals.

- **Optimising under-utilised resources will increase efficiency** – we have begun identifying resources across the collective such as buildings, land, storage capacity, vehicles to gain greater savings and efficiencies.

## Future projects

- **Seamless training and employment pathways built across the collective increase our impact** – across the collective we already have well established training pathways into hospitality but we are now in the process of mapping a whole range of new employment pathways into our ReWildling team, include jobs into urban horticulture and farming, plant nurseries, landscape design, conservation and land management, parks and gardens and re-vegetation. We hope to create both pre-vocational and accredited vocational pathways, using a Registered Training Organisation across the whole system and seeing all of our sites as connected training sites. Over time we would also expect new skill areas to expand into areas like distribution and logistics, food retail, waste recovery and circular economies.
- **Integrated wellbeing and support services will ensure vulnerable people with complex needs can be supported across the collective** – STREAT's team of allied health professionals includes a clinical psychologist, social workers, youth workers and employment specialists may deliver wellbeing support and services across the collective. This may include case management, connections to specialist services, professional development training, wellbeing materials and assistance to team members.



- **Job sharing and cross skilling helps strengthen bonds between organisations and build collective knowledge** – some examples of how this will be achieved include shared professional development training, job sharing, executive rotations, secondments and short-medium term placements.
- **Collective buying power for products and services will allow our resources to go further** – we have already begun conversations to explore going 100% renewable-powered through the same service provider, and expect to do this in a wide range of other areas like fleet purchase and management, equipment purchase, financing.
- **Systems and processes support the whole network** – we have developed system-wide sanitation procedures, food labelling standards, and now working on a centralised online wholesale and retail platform through Open Food Network and a centralised logistics function.
- **Shared marketing and communications drive bigger engagement and comprehensive storytelling** – all of the participating enterprises have their own audiences and by collectively communicating we're able to tell a bigger and more nuanced story of what's needed to repair our broken food system. We'll also develop campaigns collectively in order to build a bigger movement



A person wearing a dark pinstriped uniform and a striped apron is walking on a concrete surface. They are carrying two white plastic buckets. The bucket on the left contains several brown eggs and green leafy vegetables. The bucket on the right is filled with fresh green leafy vegetables, likely cilantro, and has the word "GREEN" handwritten on its side. The person is wearing dark shoes and is holding the handles of the buckets with both hands.

**CONNECTIONS  
TO POLICY**



# Connections with Melbourne's food policy

The City of Melbourne's vision is a secure, healthy, sustainable, thriving and socially inclusive food system. Their policy framework has five key themes, all of which Moving Feast dovetails into strongly as outlined below:

Themes	Description	Key challenges	Moving Feast initiatives
<b>Theme 1:</b> <i>A strong, food secure community</i>	<ul style="list-style-type: none"> <li>Increase access to nutritious, safe, fair and culturally appropriate food for all people in the municipality – this requires a focus on those who are most vulnerable</li> <li>Build knowledge and skills for food provision within the community</li> <li>Encourage broad community participation in decisions and activities that shape the city's food system</li> </ul>	<ul style="list-style-type: none"> <li>Below recommended daily intake of fruit and vegetables with only 5% of the adult population in the municipality eating enough vegetables. Around half (54%) eat enough fruit</li> <li>High obesity levels in the municipality with 34% of males and 14% of females classified as being overweight and 10% of males and 11% of women classified as obese</li> </ul>	<ul style="list-style-type: none"> <li>Digital food voucher system allowing vulnerable populations to access fair and regenerative produce at an affordable price</li> <li>Cooking classes at public housing estates</li> <li>Increased community garden infrastructure</li> </ul>
<b>Theme 2:</b> <i>Healthy food choices for all</i>	<ul style="list-style-type: none"> <li>Improve and promote the availability of nutritious food options in the municipality</li> <li>Raise awareness about what is involved in a healthy, nutritious diet</li> <li>Ensure the provision of safe food by regulation</li> </ul>	<ul style="list-style-type: none"> <li>Increasing affordability of food, particularly fresh food, with 22% of adults saying that the high cost of food prevents them from accessing the quality and variety of foods they want in the municipality</li> <li>Poor availability of healthy food options across the municipality with the majority of fresh food available through green grocers located within the Queen Victoria Market</li> <li>Increasing availability of fast food with the fast food sector in the central city growing by over 50% in the past decade</li> <li>Almost one in three city users consume fast food when they are in the city</li> </ul>	<ul style="list-style-type: none"> <li>Growth of food social enterprises within the city</li> <li>Healthy food campaign</li> <li>Healthy school lunch program</li> </ul>



**Theme 3:**  
*A sustainable and resilient food system*

- Encourage environmentally sustainable food practices.
- Increase food production within the municipality.
- Reduce food waste through encouraging redistribution of food and recycling of organic waste and water.
- Over 40% of household residual rubbish sent to landfill in Melbourne is organic waste
- Organic waste from food service and retail outlets is estimated to be 40,000 tonnes a year
- Stormwater and roof-water runoff could meet 70% of the potable water needs of residents and businesses in the City of Melbourne, most of which is not currently captured
- Securing of new land for urban agriculture
- Development of a food hub at Collingwood Children's Farm
- Widespread foodscaping activity across government and private land
- Increased urban farming on private land
- Reduced food waste initiatives, particularly focussing on helping the city's hospitality and food retailers to go deeper green
- Consumer education around climate-friendly eating

**Theme 4:**  
*A thriving local food economy*

- Promote a vibrant and diverse food sector that extends Melbourne's reputation as a world class 'city of food'.
- Increase the opportunities for city residents and visitors to purchase local and regionally-produced food.
- Investigate innovative food system solutions.
- Whilst the city's food services industry employs around 30,000 people and generates over \$700 million to Melbourne's economy each year, there are very few food growing or urban agriculture businesses in the city
- Develop an inner-city food hub (food incubator and accelerator programs, food innovation activities with universities)
- Increased number of farmers markets across the inner city, providing greater access to local, seasonal Victorian produce
- Increased number of food social enterprises (growing, food production, hospitality, catering, retail, waste)
- Development of new social enterprise circular economy goods and services
- New food tourism and food experiences
- Food innovation activities embedded into the Melbourne Innovation District

**Theme 5:**  
*A city that celebrates food*

- Promote the diversity and quality of the municipality's food cultures.
- Encourage shared celebrations of food that bring people together, strengthen social inclusion and build connected communities.
- Celebrate stories of food that reconnect us to its source and the natural world.
- Whilst Melbourne has a diversity of cultural foods available and food is a major draw-card for the tourism industry, with eating out in the 'restaurant capital' the top thing to do for both international and domestic tourists the city has very few indigenous food experiences
- There are very few opportunities to combine cultural food growing, preparing and eating
- First Nations' Food Forest
- Birrarung Food Festival
- More vibrant street food culture
- Community kitchen facilities built into food hubs
- Fair and regenerative food initiatives integrated with other key activities (cultural programming, events, business activities)
- Multicultural food experiences
- A calendar of seasonal food events and workshops (community planting, harvesting, seed saving, cooking)
- Food gardens and food used therapeutically to create connection to nature, wellbeing and social connections



# Milan Urban Food Policy Pact

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*Melbourne is the only Australian city to have signed the Milan Urban Food Policy Pact which outlines the criticality of urban food systems to achieving outcomes for people and the planet.*

**Acknowledging that cities which host over half the world's population have a strategic role** to play in developing sustainable food systems and promoting healthy diets, and because while every city is different, they are all centres of economic, political and cultural innovation, and manage vast public resources, infrastructure, investments and expertise;

**Noting current food systems are being challenged** to provide permanent and reliable access to adequate, safe, local, diversified, fair, healthy and nutrient rich food for all; and that the task of feeding cities will face multiple constraints posed by inter alia, unbalanced distribution and access, environmental degradation, resource scarcity and climate change, unsustainable production and consumption patterns, and food loss and waste;

**Acknowledging that accelerated urbanisation is profoundly impacting our world** – in economic, social and environmental dimensions – which

therefore necessitates re-examination of the ways in which cities are provisioned with food and water as well as other essential goods and services;

**Acknowledging that hunger and malnutrition in its various forms exist** within all cities, posing great burdens on individual health and well-being and thus generating major social and economic costs at household, community, municipality and national levels;

**Recognizing that family farmers and smallholder food producers,** (notably women producers in many countries) play a key role in feeding cities and their territories, by helping to maintain resilient, equitable, culturally appropriate food systems; and that reorienting food systems and value chains for sustainable diets is a means to reconnect consumers with both rural and urban producers;

**Acknowledging that urban and peri-urban agriculture offers opportunities** to protect and integrate biodiversity into

city region landscapes and food systems, thereby contributing to synergies across food and nutrition security, ecosystem services and human well-being;

**Acknowledging that since food policies are closely related to many other urban challenges and policies,** such as poverty, health and social protection, hygiene and sanitation, land use planning, transport and commerce, energy, education, and disaster preparedness, it is essential to adopt an approach that is comprehensive, interdisciplinary and inter-institutional;

**Acknowledging that civil society and the private sector have major roles to play** in feeding cities, bringing experience, innovation and campaigns for more sustainable food systems and mainstreaming the critical need for a socially inclusive and a rights-based approach in urban food policy;

**Recalling** that cities have made commitments to address climate change; to promote strategies and

actions for mitigating GHG emissions and adapting cities to the impacts of climate change on urban food systems (for example in successive World Urban Fora and the upcoming Habitat III United Nations Conference on Housing and Sustainable Urban Development); and to promote sustainable management of biodiversity through city biodiversity initiatives as part of the Convention on Biological Diversity;

**Acknowledging** that cities and their neighbouring territories will be active in operationalising international processes such as Sustainable Development Goals (SDGs) and targets in the post-2015 Development Agenda; that they will be involved in the upcoming negotiations for the UN Framework Convention on Climate Change (COP21), as well as contribute to the Zero Hunger Challenge, address sustainable urban diets in the Second International Conference on Nutrition, and play important roles in the post-2015 Framework for Disaster Risk Reduction;

15 October 2015





PHOTO ALBUM  
(2020)

















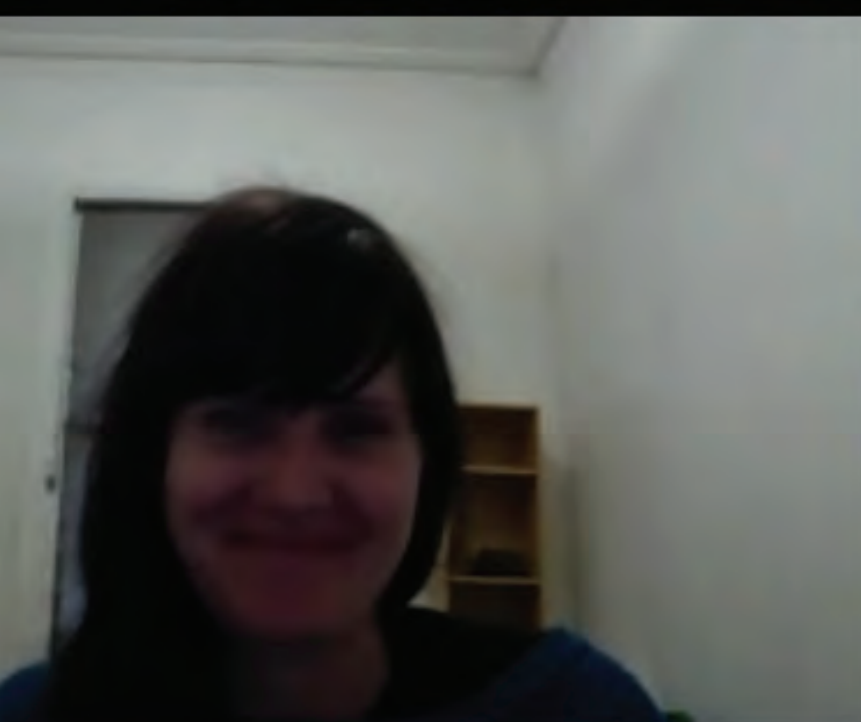




*"There's so much more arising from this collaboration than food relief meals. We're pooling resources and sharing. We're developing strategy together. We're building new social enterprises together. We're creating new training programs together. We're leveraging the funding we've been generously given to secure more funding from government to scale our work. There's so much openness and friendship and trust between us all, and such a strong desire to keep collaborating. I want people to know that big things could happen from what we've already started building together."*

*Rob Rees, CEO of Cultivating Community*





*And we did all this over Zoom, whilst physically distanced and highly sanitised, and wearing eco-friendly PPE we'd sewn ourselves!*



*We can't wait for our second year of work together!*