

The Birmingham Food Charter

The Birmingham Food Charter aims to improve our citizens' health, the city economy and its environmental sustainability.

It seeks to do this by evidence-based means to help all citizens eat healthily, and in ways that put less pressure on the limited resources of our planet. It also seeks to do this in ways that are fun and tap into the energy and enthusiasm of our young and diverse city.

The Birmingham Food Charter is a high level statement of a vision and the key priorities to deliver that vision.

Vision

Our vision is of a city

- ◆ whose citizens have a healthy diet which helps them live long, active and happy lives
- ◆ which maximises the contribution of food to the city's economy
- ◆ and which minimises the impact of the food eaten here on the local and global environment.

Priorities

To deliver this vision, we will work towards delivering the following interconnected priorities:

I. Our children

We aim for Birmingham to be renowned as a city whose children eat well.

- 1) We aim for all Birmingham children leave school with a good knowledge of where food comes from and what a healthy diet is, can prepare a variety of healthy meals, and have experience of growing food.
- 2) We will support action to halt the growth in childhood obesity, and then reduce it.

II. The fitness, health & happiness of all citizens

Recognising we are what we eat, and that eating is 'social glue', we will

- 3) Increase food skills and knowledge so that every adult in Birmingham can prepare a variety of healthy meals that are quick to make for themselves and for others, low cost and tasty.
- 4) Tackle barriers to healthy eating faced by those on low incomes.
- 5) Ensure serving healthy meals to staff and customers is a key priority for all public institutions and businesses.
- 6) Encourage greater participation in individual and community food growing.

III. Food and the city's economy

- 7) We will encourage entrepreneurial engagement in the local food industry as a source of employment and as a marketing asset for the city.

IV. Global food security

- 8) In achieving the priorities listed above, we will promote sustainable food provenance.
- 9) We will also work towards a radical reduction in the level of food waste along the food chain from producers through to wholesalers, retailers and consumers.

The Birmingham Food Council will oversee and report on the coordination of actions to deliver these priorities.

