

food & the city economy
PERSPECTIVES
THE PMCC FRAMEWORK



July 2015

BIRMINGHAM
FOOD COUNCIL

The PMCC framework

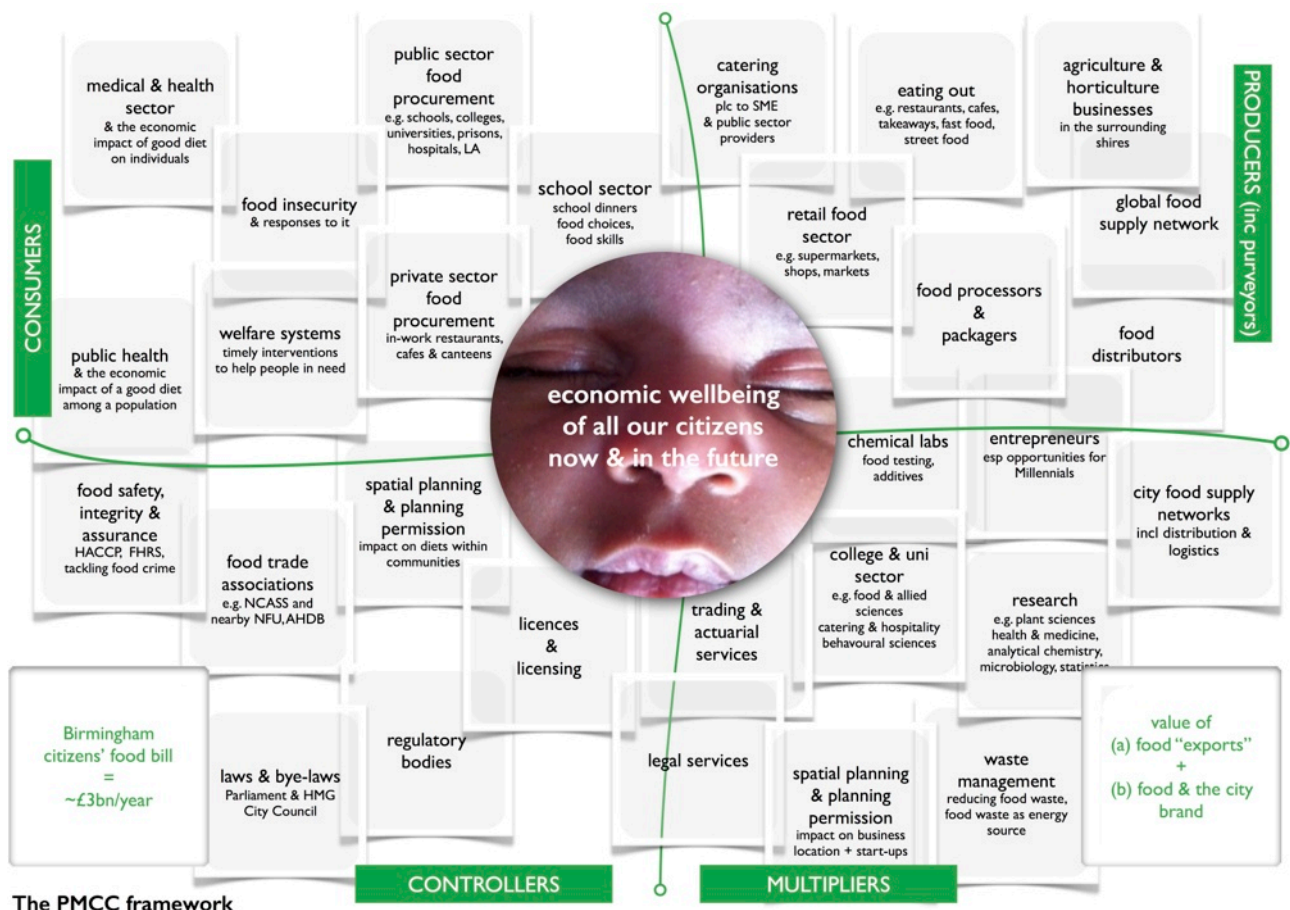
We all eat; if we don't, we die with a few weeks. We all need water; without it, we die within days. We are what we eat; if we eat badly, our health and wellbeing suffers, sometimes dreadfully so, and at steep financial costs, borne locally. Eating, too, is social glue; scoffing good food in good company is one of life's great pleasures adding to the sociality and conviviality of the city.

Food is therefore much more than a business matter; the economics of the food sector seep into every aspect of the city, for good or ill, and in radically different, multi-connected, far-reaching, often immeasurable ways.

The PMCC framework which enables us to 'see' these permutations through a 'lens' of four overlapping categories of the diverse organisations that shape and develop the food sector.¹

Each item in the four categories has economic impact, so affects the city's prosperity positively or negatively — sometimes both:

- ◆ **PRODUCERS (including purveyors):** ranging from growers in the wider region to those adding value between harvest and the point of sale here in the city
- ◆ **MULTIPLIERS:** i.e. organisations who 'multiply' the value of the food sector such as university researchers, planners, new economy entrepreneurs and professional services
- ◆ **CONTROLLERS:** e.g. HMG, the FSA, Environmental Health Services, regulatory bodies, planners, trade associations
- ◆ **CONSUMERS:** individuals and collectively



¹ We're indebted to Professor John Hilbourne for the suggestion to use a framework comprising these four categories.