

# Exploring Food Systems with Closer Relationships

Monday, 7<sup>th</sup> June – Tuesday, 8<sup>th</sup> June 2021

## Participants



### **Mr Tom Andrews**

Tom is Associate Director at the Soil Association. He has led the Sustainable Food Places programme since its inception nearly 10 years ago, as well as being involved in a range of other current and historical national food initiatives, including the Food for Life and Making Local Food Work programmes. His core expertise is in collaborative approaches to place-based food system transformation.



### **Mrs Judith Batchelar OBE**

Judith joined Sainsbury's seventeen years ago but started her life in manufacturing before moving into retail at Marks and Spencer. She is a Biochemist, nutritionist, has an Honorary Doctorate in Agriculture from Harper Adams University, and is a Fellow of the IFST, and the RSA. From 2013 to 2018 she was Chair of the Governments' AgriTech Council, now sits on the Food and Drink Sector Council, and the Natural Environment Research Council. In addition to her work at Sainsbury's Judith is a Non-Executive Director of both the Environment Agency and the Rugby Players Association and is a Trustee of The Royal Botanic Gardens Kew and Accounting for Sustainability.

She was awarded an OBE in 2015 for services to Farming and the Food Industry, and is a Commissioner on the Food, Farming and Countryside Commission.



### **Mrs Denise Bentley**

Denise is a respected government advisor, who advised on the National Food Strategy document. Denise is Co-Founder and CEO of First Love Foundation, a charity supporting individuals facing crisis, within Tower Hamlets & the City of London, by tackling social injustice and the root causes of poverty.



### **Mrs Laura Brodrick**

Laura creates unique live drawings and illustrations that make sense of complex information for events, meetings, workshops and communications. Working either 'in the room' or connecting virtually, she uses digital and pen and paper techniques to capture live conversations and events. In the studio she makes illustrations and animations for reports and communications. She can also help organisers to design creative approaches to make meetings and workshops engaging, productive and memorable, and can create visual templates, worksheets or other materials for print or digital sharing.

As a skilled facilitator and communicator with a background in public sector services, she works with a wide spectrum of customers and partners across sectors in the UK and abroad. With extensive experience of working with and for disabled and older people, she is inclusive in her approach, and used to working with sensitive topics.

Laura creates visually striking and engaging images, but her priority is to capture and communicate the main points and themes of any event or commission in a relevant and dynamic way for people.



### **Julie Brown**

Julie runs Growing Communities in Hackney, London: a social enterprise set up in 1996 working to transform food and farming through community-led trade. GC run a thriving community-led box scheme, an all-organic weekly farmers' market, a Patchwork Farm of urban market gardens in Hackney, Dagenham Farm in east London and a training scheme for urban growers. GC helped set up ten similar schemes – now known collectively as the Better Food Traders and are looking to expand the network over the coming three years, alongside setting up the Better Food Shed – a distribution hub consolidating supplies to London-based BFTs.



### **Mrs Rosie Brown**

Rosie started her career in London, with stints in both politics and investment banking. In 2000, she joined COOK (then three years old, and co-founded by her brother Edward) and has worked in most departments and had three sons along the way. Rosie became coCEO in 2018. COOK is an award winning business manufacturing remarkable frozen meals and puddings (made like you would at home) and selling them nationally, including in its own 90 branded retail stores, 700 concession partners, and online through an expanding delivery business. We are proud to be a founding UK BCorporation - people using business as a force for good, holding ourselves accountable for the highest standards of social and environmental performance. COOK is currently exploring how it can play a role in creating a more sustainable food system.



### **Mr Rob Collins**

Rob was Managing Director of Waitrose & Partners from 2016 to 2020 and a member of the Main Board for The John Lewis Partnership. He joined John Lewis in 1993 and he moved across to Waitrose in 2007 to lead the setting up of waitrose.com after which he joined the Waitrose Management Board initially as Personnel Director and then as Retail Director. He has been Vice Chair of The Prince's Countryside Fund since 2016 and is also a non-executive Director of Squires Garden Centres. He was a champion of ESG from farm to fork when running Waitrose and believes it is a vital and rapidly growing part of how increasingly better informed customers are judging 'Quality Food' in an ever more transparent world.



### **Mr Mark Duddridge**

Mark was a main board director of Samworth Brothers which owns Callington-based Ginsters and Tamar Foods in South East Cornwall. He was Managing Director of Ginsters for 15 years, Samworth Brothers for almost 20 years and until recently was a Director of Roddas Clotted Cream. Before that he held a variety of roles with Northern Foods, including commercial and site Director of a number of their operating businesses.

He is currently an associate Non Executive Director of the Cornwall Partnership NHS Foundation Trust and is also a Watershare+ Panel member for Pennon Group.

A passionate gig rower, he is a member of Caradon Gig Rowing Club and is a veteran of several Pilot World Gig Championships on the Isles of Scilly.



### **Mr James Goodman**

James is responsible for developing and delivering partnerships, collaborations and ideas that can support the long-term goals of the Big Local programme and promote a positive future for communities, through hyper-local, place-based, resident-led change. He also oversees Local Trust's programme of research and the range of learning and networking opportunities that Local Trust provides for participants in Big Local.

James joined Local Trust from Forum for the Future, the international sustainability non-profit, where he was Director of Futures and Projects. He developed and led on the organisation's use of futures tools such as scenario planning and trends analysis, and was responsible for the effective management of projects and partnerships across four international offices. He has worked on a range of issues such as energy and climate change, social enterprise, the digital economy, sustainable food and agriculture, corporate sustainability and the future of civil society.



### **Mr Elliot Kett**

Elliot works on the food systems strand of work which seeks to join the dots between food, health and wellbeing, environment and farming to transition to a fairer, more just food system. He joined the Commission in 2018 to oversee the 7-month UK-wide bicycle tour, and did two (very hilly) stints in The Highlands and Cornwall. Prior to joining FFCC, Elliot was a chef and has worked in restaurants in the UK, Denmark, Australia, and Ecuador, including Noma in Copenhagen. He is a part-time foraging instructor, and teaches butchery, fire cooking and wild food at Hunter Gather Cook, and also runs weekend foraging courses.



### **Professor Tim Lang**

Tim has been Professor of Food Policy at City University London's Centre for Food Policy since 2002. He founded the Centre in 1994. After a PhD in social psychology at Leeds University, he became a hill farmer in the 1970s in the Forest of Bowland, Lancashire which shifted his attention to food policy, where it has been ever since. For years, he's engaged in academic and public research and debate about its direction, locally to globally. His abiding interest is how policy addresses the mixed challenge of being food for the environment, health, social justice, and citizens. What is a good food system? How is ours measured and measuring up? His current research interests are (a) sustainable diets, (b) the meaning of modern food security and (c) the implications of Brexit for the food system.



### **Councillor Emily O'Brien**

Emily is Policy & Partnerships Manager at Brighton & Hove Food Partnership, a national and international trailblazer, and [the first Gold Sustainable Food Place in the UK](#). BHFP push the boundaries on local food work both as a service provider running for example a successful [Community Kitchen](#), and at a strategic level via a city-wide cross-sector [food strategy and action plan](#), which has 200 actions, and nearly 100 partners including 26 separate city council departments.

Also a Green Party Councillor in Lewes District and Cabinet Member for Planning, she is outspoken planning reform and tensions around land use.



### **Mr Greg Parsons**

During Greg's 30+ years working in the food and drink sector, he has navigated his way through hospitality, manufacturing, farming, sales, and marketing, working for some of the biggest FMCG brands and with many dynamic SME businesses.

Since starting Somerset Larder in 2011 and subsequently winning the contract to supply all food and drink to the Hinkley Point C construction project in 2014, Greg has focussed on opening up opportunities for food and drink SME's to collaborate in and meet the demands of big contracts, including the public sector, most recently working with Welsh Government for Mon Larder and co-founding The South West Food Hub CIC to support the 'Future Food Framework' roll out.



### **Dr David Pencheon**

David is a UK trained doctor and was the founder Director of the Sustainable Development Unit (SDU) for NHS England and Public Health England, established in 2007. He is now an Honorary Professor and an Associate at the Medical and Health School at the University of Exeter, UK, an Advisory Group member and associate with the [Wellcome Centre for Cultures and Environments of Health](#), a trans-disciplinary centre, and a collaborator with the [European Centre for Environment and Health](#) and the [Global Systems Institute](#), both at the University of Exeter. He has held appointments at University College London (UCL), and is a visiting Professor at the [Centre for Environment and Sustainability \(CES\) at the University of Surrey](#), and was appointed an [Adjunct Professor at Monash University in Melbourne](#) in 2020. In 2018 he was a visiting scholar at the University of Sydney, Australia. The SDU was established to develop organisations, people, tools, and policy to help the NHS (and its partners across the health and care system in England) fulfil their potential as leading sustainable and low carbon organisations.



### **Mrs Sue Pritchard**

Sue is the Chief Executive of Food, Farming and Countryside Commission and is focused on leading the organisation in its mission to bring people together to find radical and practical ways to transform our food system and improve our climate, nature, health and economy. Sue brings extensive experience working with leaders in businesses, governments and enterprises, blending the academic and the practical for sustainable systems change. Sue lives with her family on an organic, permaculture, livestock farm in Wales, which accounts for pretty much all of her time outside of FFCC, and is a grounding reminder of the gritty realities of turning ideas into workable actions.



### **Mr Guy Singh-Watson**

Guy has over the last 30 years taken Riverford from one man and a wheelbarrow delivering homegrown organic veg to friends, to a national veg box scheme delivering to around 80,000 customers a week.

Tired of meetings, brands and the assumption that greed is our predominant motivation, Guy converted the business to employee ownership in 2018, using the proceeds to buy a small farm and return to growing organic vegetables. In common with many of Riverford's new co-owners, Guy is an advocate of using business to shape a part of the world, however small, to be kinder, more considerate and sustainable; more like the world most of us want to live in.

His weekly newsletters connect people to the farm with refreshingly honest accounts of the trials and tribulations of producing organic food, and the occasional rant about farming, ethical and business issues he feels strongly about.



### **Mr Keston Williams**

Keston has worked in the fresh produce industry for over 23 years and is Technical Director of Barfoots. Keston heads up the Technical team, and is responsible for Research and Development, New Product Development, Innovation and Sustainability. Having completed a degree in Biological Sciences and Masters in Crop Protection, Keston has held senior positions in Agronomy, Operations and Technical. Barfoots, owned by Peter Barfoot, is based near Chichester and farms, procures, processes and packs premium vegetables for its retail customers. Barfoots farms over 8000 acres on the south coast of the UK, whilst also having its own farming operations and long-established farming partnerships, in 30 other countries around the world. Keston sits on the Food and Drink Sector Council Innovation Working Group and is also a member of the AHDB Horticulture board.