



Bristol bids to become a Gold Sustainable Food City by the end of 2020

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Individuals and organisations across the city are being asked to take action and support 'Going for Gold', Bristol's bid to achieve the Sustainable Food Cities Gold Award. The national award has not yet been granted at Gold level to any other city.

The Sustainable Food Cities Network is a national programme that celebrates and supports communities taking a joined-up and sustainable approach to food. The programme is a collaboration between the Soil Association, Sustain and Food Matters.

Bristol's Going for Gold bid puts 'Good Food'—food that is tasty, healthy, affordable and good for people, the city and the planet—at its core, and aims to make significant and long-lasting improvements to the way we grow, buy and eat food as a city.

Anyone wishing to support the initiative can log their actions at the dedicated [Going for Gold website](#), and collect e-badges in recognition of their direct contribution to the Going for Gold bid.

The website highlights 'Good Food' actions that individuals, organisations and those working in the food sector in Bristol can take to support a better food system in the city. The actions will bring a range of benefits to people's health, the environment, workplaces and communities, and aim to make a collective impact on Bristol's food system.

An improved food system comes with numerous benefits including healthier people, fertile soil, flourishing wildlife, reduced greenhouse gas emissions and thriving local communities.

At a time when 40% of food produced in the UK goes to waste and the global food system is under mounting pressure, Bristol is recognised as a city with an active and innovative approach to sustainable food.

In 2016, Bristol was awarded the Sustainable Food Cities Silver Award. More than 120 organisations contributed to the application, demonstrating commitment across Bristol to making 'Good Food' part of the city's identity, and laying the foundations for the Going for Gold bid.

To achieve Gold by 2020, Bristol will be taking steps to improve food in the city in six Food Action Areas:

- **Buying Better:** Making it easier for people, retailers and caterers to buy Good Food;
- **Food Waste:** Reducing food waste in the home and in the workplace;
- **Urban Growing:** Growing food in the city;
- **Community Action:** Supporting food action in the community;



- Eating Better: Helping people to cook and eat Good Food;
- Food Equality: Making sure everyone can access Good Food.

The bid is being coordinated by Bristol Food Network, in collaboration with Bristol Green Capital Partnership and Bristol City Council. Essential Trading are a Going for Gold partner, and GENeco a Going for Gold sponsor, with several other organisations supporting the bid.

Deputy Mayor, Cllr Asher Craig, who chairs the Going for Gold steering group, said: “The Going for Gold bid is certainly challenging, but our city’s culture of supporting local food enterprises and nurturing innovation makes me confident that Bristol can achieve its aspiration of becoming a Gold Sustainable Food City.

“Our international reputation as a city with a vibrant and independent food scene is a strong foundation for individuals and organisations to build on and lead the way in making healthy, sustainable and ethical food available for all.”

To find out more visit: www.goingforgoldbristol.co.uk, follow @Bristolfoodnet on Twitter or join the conversation using #GoingforGoldBristol.

For more information or to arrange an interview, please contact Jane Stevenson of Bristol Food Network at jane@bristolfoodnetwork.org.

