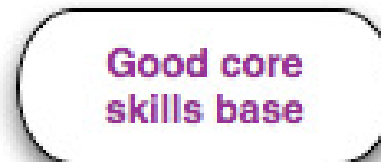
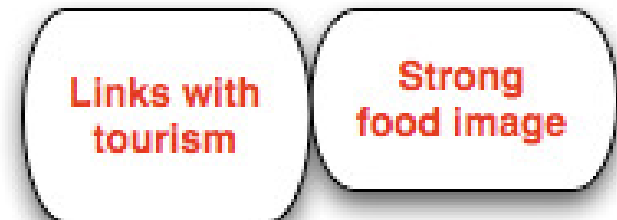
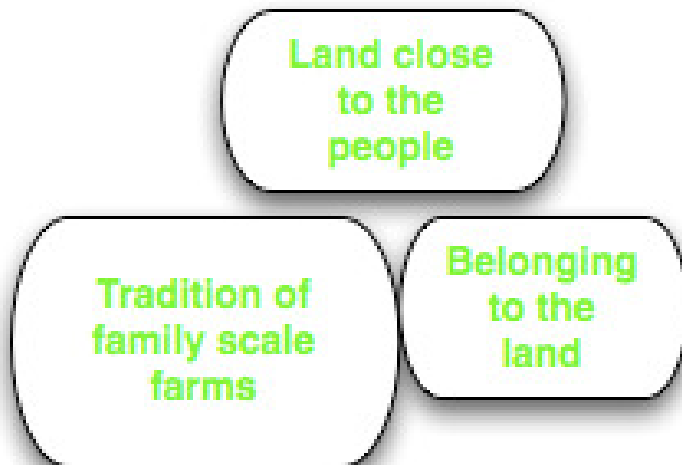




## STRONG LINKS



## WEAK LINKS

Lack of local processing facilities  
- e.g. flour mills, abattoirs

Stifles innovation and investment

Lack of convenient outlets

Lack of cooperative and other organisational structures

Unhelpful planning regime

Poor fresh food distribution network

Poor transport facilities - esp. for frozen goods

Lack of food culture - esp. vis-a-vis fruit and veg

Lack of awareness

Lack of coherent food education strategy

Impact of chemicals on bees

Best quality produce exported

**Upgrade  
skills**

**Greater role for  
cooperatives**

**Sharing of  
infrastructure**

**More support  
for local shops**

**Make local  
products more  
attractive & easily  
accessible**

**Education - make  
benefits of local  
food more obvious**

## **HOW TO STRENGTHEN WEAK LINKS?**

**Producers and processors  
willing to work together -  
and supported to do so**

Change of land-use  
planning to encourage  
food production

Presumption against  
large-scale developments  
- esp. supermarkets

Regulate  
monopolies -  
lower cap on  
market share

Greater support  
for local retail  
outlets

Relax bureaucracy  
on small  
producers and  
processors

Awareness-raising/  
support for public  
education

Joined-up  
government

## ROLE OF GOVERNMENT POLICY

'Local'  
labelling