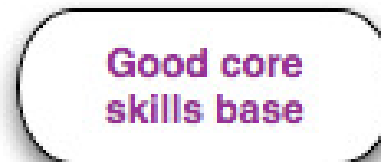
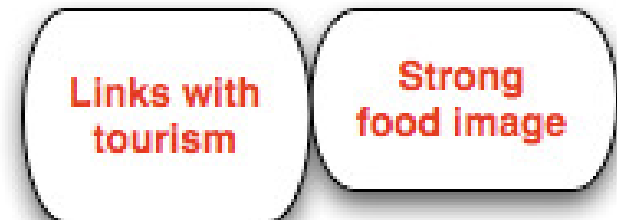
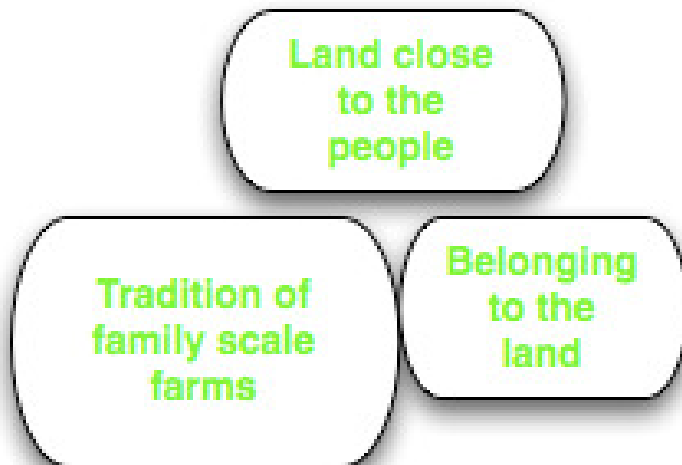
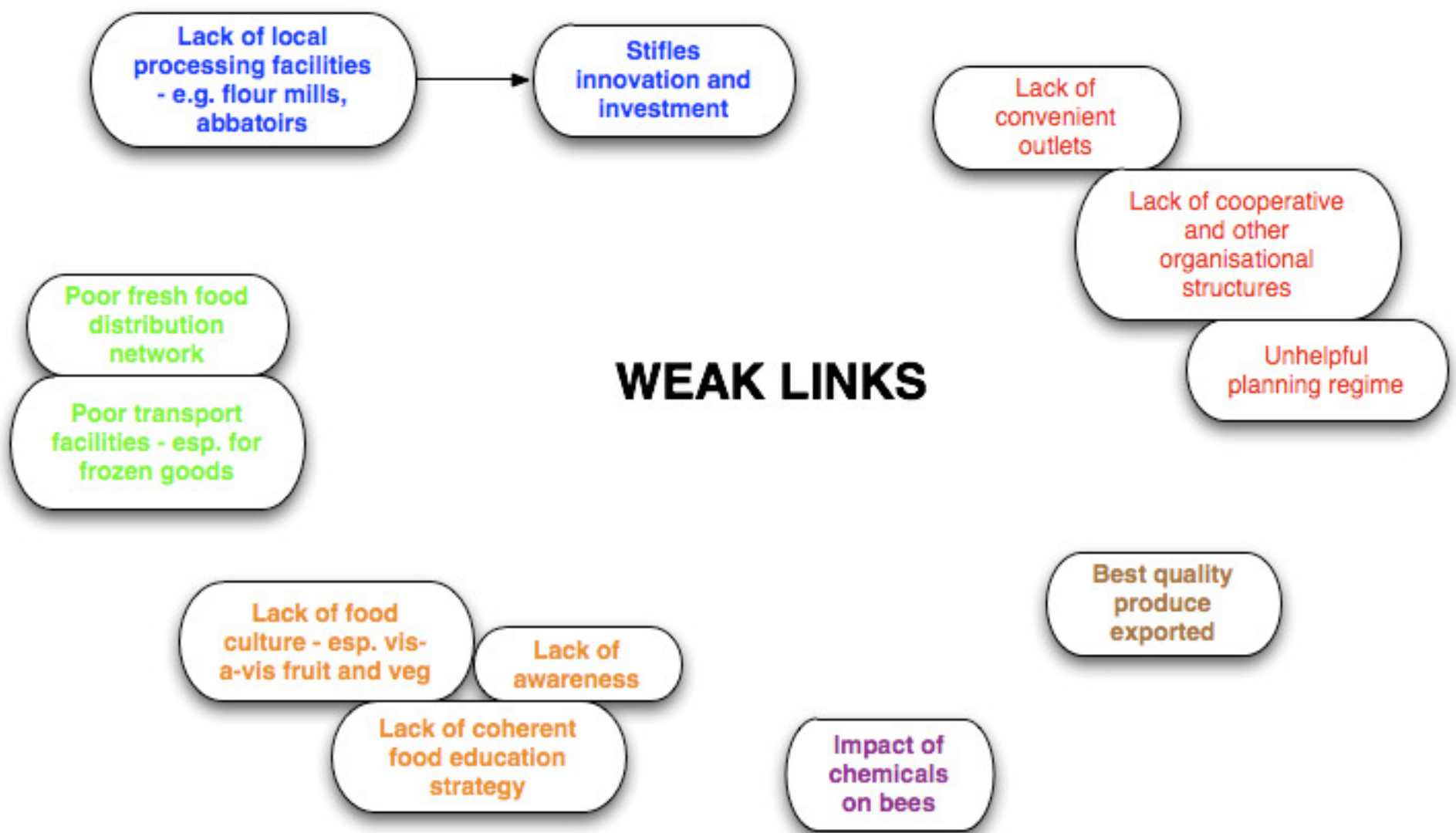




STRONG LINKS





**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