Growing Communities' vision of a future food system

Farmers sell through a range of agroecological routes to market (AEMs). People buy their fresh food from community-led box schemes, markets, community shops, CSAs and online schemes. They eat a lot less meat. Arable businesses farm and urban farms tend to their own supermarkets control a much smaller share of the market.

People spend a higher proportion of their income on food, but they still eat more healthily and people buy a lot less "stuff" these days - eating and sharing being the norm. All commercial farmers and producers, across the world, are paid a fair price for their food. Food is valued and celebrated at harvest festivals, potato days and the like.

People get back to cooking and enjoy their food and are less rushed for time as working patterns have shifted. There are few fewer takeovers and convenience foods. They're just not necessary. People eat out a bit - community events pay type again. It makes sense to pool resources and it's nice to eat with your community.

Farms in and around urban areas provide most of the food needs of these towns and cities. Farms are mixed, diverse, low-input and integrated with nature. They share skills and equipment. They also generate energy. Yields per acre has become the standard way to measure productivity. All children are taught how to grow and cook food in school.

A reduced need for car parks and roads has freed more of the land for urban food production and wild spaces. Much people can have a portfolio of work including some which is part-time urban farming. They regularly volunteer at their local market gardens. Everyone spends more time outdoors and has a good mental-life balance.

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