



## Food in the City



**Conference**  
Chapter Arts Centre, Cardiff  
Monday 24 May 2010

Urban food planning has become one of the quintessential global challenges of the 21st Century. The basic necessities of life are air, water, shelter and food, and urban planners have addressed them all with the conspicuous exception, until recently, of food.

Increasingly, however, food production, distribution and consumption are being seen as central to a wide array of policy areas, including the economy, social justice, public health and the environment. Food production is widely regarded as a rural activity, yet this ignores the significance of urban agriculture, an activity that is growing in developed and developing countries alike. Food consumption, which presents such challenges as child poverty and obesity, is central to the World Health Organization's *Healthy*

*Cities* programme, of which Cardiff has just become a member.

The global food price surge of 2007-08, when wheat prices doubled and rice prices nearly tripled, has made food security a preoccupation for national policy-makers everywhere. Meanwhile, the production of and access to healthy food is increasingly understood to be an essential part of urban regeneration and planning for sustainable cities. This conference addresses all these themes by charting the development of a sustainable food policy within Wales, a policy that needs to find space for locally-produced food from Wales as well as fairly traded food from afar. This conference is a timely event because it coincides with the publication of a radically new Food Strategy from the Welsh Assembly Government.

# Conference agenda

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Monday 24 May 2010

**9.00am**      **Coffee and registration**

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**9.50am**      **Opening Remarks**

**10.00am**      **Healthy Cities: the Role of Food Policy**

Professor Kevin Morgan, Regeneration Institute, Cardiff University

**10.30am**      **Urban Agriculture: The City as a Farm**

Andre Viljoen, School of Architecture and Design,  
University of Brighton

**11.00am**      **Coffee**

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**11.30am**      **Street Food: Bringing the Country into the City**

Steve Garrett, Director, Riverside Community Market

**12.00pm**      **Cardiff Council's commitment to Sustainable Food Procurement**

Steve Knowles, Sustainable Development, Cardiff Council

**12.30pm**      **The Welsh Government's National Food Strategy**

Elin Jones, Minister for Rural Affairs

**1.00pm**      **Lunch**

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**2.00pm**      **Rescuing Food: The FareShare Vision**

Mike McNally, National Development Manager, Fareshare

**2.30pm**      **Learning from Bordeaux Quay: the Bristol Experience**

Barny Haughton, Chef and Owner, Bordeaux Quay

**3.00pm**      **Clone Towns or Retail Diversity?**

Professor Cliff Guy, Cardiff University

**4.00pm**      **Conference closes**

# Response Form

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Please reserve me \_\_ place(s) for the Food in the City conference and lunch  
@ £65 (£52 for IWA members)

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**Names of Guests / Colleagues**

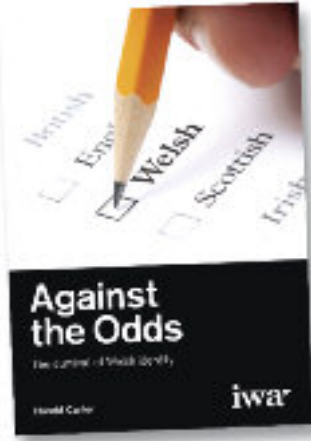
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# new iwa publication



## **Against the Odds** **The survival of Welsh identity** Harold Carter

Over the best part of two millennia, notions of Welsh identity have ebbed and flowed but the desire to ensure the retention and survival of Welshness has stayed.

In this wide-ranging and scholarly new book from the IWA, Harold Carter, sometime Gregynog professor of Human Geography at the University College of Wales, Aberystwyth, looks at what constitutes identity and at the remarkable achievement of the Welsh in withstanding cultural assimilation into their much bigger neighbour. The book examines the importance of language as a marker for identity and the dilemma it poses in the Welsh context. It also engages with religion, myths and memories, as well as more modern symbols such as Wales's growing range of national institutions. Changes in the way the Welsh people perceive their identity, the somewhat ambivalent attitude of the nation's capital, Cardiff, and the impact of globalisation and multiculturalism on Welsh identity are all considered. Finally, it judges the prospects and the requirements for the Welsh carrying forward a renewed sense of their coherence as a people.

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