



A SEED AND A WISH

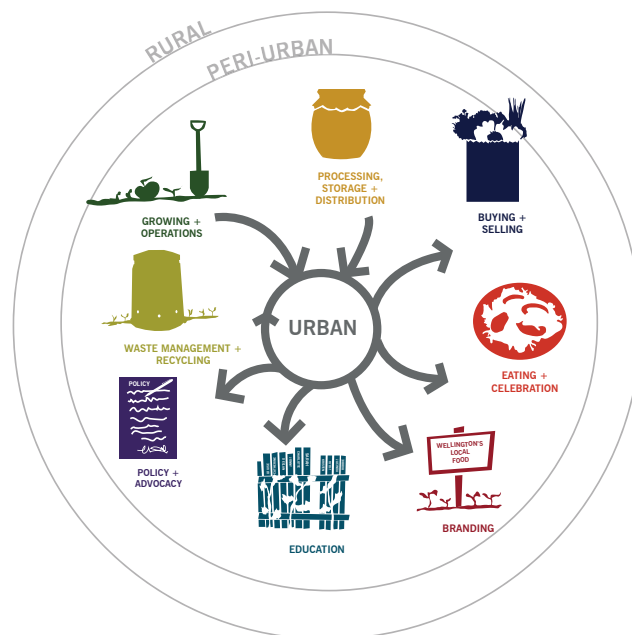
URBAN
AGRICULTURE
IN WELLINGTON

A SUMMARY

Wellington currently boasts an active urban agricultural scene, with growing interest from residents in community gardens, local food, composting and reconnecting to health food systems. However much of this activity is under the radar and happening in separate pockets across the city.

The 'A Seed and A Wish' report offers a snapshot of what is happening in the urban agriculture sector in Wellington 2014. It also provides a breakdown of all the sectors involved in urban agriculture and a representation of the activity in each of these sectors. It begins to build a picture of all of these sectors working together to create a thriving urban agriculture scene.

Urban agriculture is a field which requires numerous sectors to contribute to its establishment and development. For this report we have used April Philips definition of these eight sectors in 'Designing for Urban Agriculture,' they are as follows:



Wellington has a vibrant people driven movement underway, currently it is fuelled by a passion and vision for the social, health and environmental benefits which urban agriculture brings. Increasingly people want to live in a city where they can access and be involved in affordable, locally sourced, healthy food and have better connection to their food sources. The sense of community and connection to place that are created through knowing where our food comes from, who produced it and how it was produced are significant, this supported by the ongoing growth in urban agriculture both here and internationally.

This report highlights the need to connect the active community with enterprise and business and support all the sectors of urban agriculture to work together cohesively.

1 Philips, April. Designing Urban Agriculture: The Complete Guide to the Planning, Design, Construction Maintenance and Management of Edible Landscapes.

COUNCIL RECOMMENDATIONS FOR THE URBAN AGRICULTURE MOVEMENT



REPORT RECOMMENDATIONS

TOWARDS THE DEVELOPMENT OF THE VISIBILITY + ACCESSIBILITY OF URBAN AGRICULTURE IN WELLINGTON



SET UP A COUNCIL URBAN AGRICULTURE GROUP

This group would meet quarterly and include council representation from units across council including: Parks and Recreation, Horticulture, Urban Design, Marketing and Communications and Community Services.



CREATE AN ORCHARD TRUST

This would be an independent group, supported by the council to oversee, advocate and maintain fruit trees planted in public areas.



INCLUDE EDIBLE PLANTING IN GREEN SPACES AROUND THE CITY

- Create a fruit trees programme
- Include edible plants in selected bedding plantings around the city
- Develop a specifications list for edible plants inclusion in urban design



INCENTIVISE COMMUNITY AND HOUSEHOLD COMPOSTING

- Look into making compost bins/ worm bins cheaper for wellington ratepayers.
- Create a compost fund to support community composting.



PROMOTE URBAN AGRICULTURE AND LOCAL FOOD AROUND COUNCIL

This will support local food procurement. Local food is now a criteria by which suppliers are selected for council procurement, this needs to be supported with promotion.



1 POLICY + ADVOCACY



2 EDUCATION



3 BRANDING



4 GROWING + OPERATIONS



5 PROCESSING, STORAGE + DISTRIBUTION



6 BUYING + SELLING



7 EATING + CELEBRATION



8 WASTE MANAGEMENT + RECYCLING

A SNAPSHOT

FROM THE EIGHT URBAN AGRICULTURE SECTORS IN WELLINGTON



POLICY + ADVOCACY

Wellington does not have designated strategy and policy shaped to urban agriculture or a more resilient, sustainable and transparent food system. The policies which the council current uses to support urban agriculture are land polices such as: The Community Garden Guidelines, the Reserve Management Plans and the Reserves Act.



RECOMMENDATIONS

- Support greening the city through identifying and promoting innovative opportunities to build urban agriculture into the city scape, such as green walls, green roofs, roof top gardens.
- Include Urban Agriculture in the cities green infrastructure planning.
- Identify the barriers to local food enterprise growth in Wellington and where the council can encourage their development.



EDUCATION

There is a strong shift back to gardening and cooking - 'table to plate' experiences in schools with teachers, parents and pupils embracing school vegetable gardens, orchards and in some cases kitchens. Currently most of the programmes in schools are run by the passion of teachers, parents and pupils. Enviroschools operates in 13 schools offering schools support around making their school more environmentally active.



RECOMMENDATIONS

- Continue support and promotion of the children's garden at the Botanic Gardens.
- Support through funding and other means garden programmes in schools such as Enviroschool's and Garden to Table.
- Support the development of further sustainability programmes in schools – eg. waste management workshops from the Sustainability Trust.
- Encourage public education through supporting further pop up or temporary garden installations.



BRANDING + MARKETING

Wellington urban agricultural businesses, community groups, trusts and networks are embracing 'green/organic' branding as a promotional tool, differentiating their 'locally grown' and often organic produce. There is however little marketing around the meaning and effort behind the way local/ sustainable food is produced, and the benefits it has to the community.



RECOMMENDATIONS

- Promote the social, health and environmental benefits of urban agriculture.
- Support the development and promotion of local food branding with organisations such as Conscious Consumers and food outlets.
- Encourage community projects to partner with events such as Wellington food on a plate to grow their profile and the profile of Local Food.



GROWING + OPERATIONS

Wellington in 2014 boasts a strong contingent of community gardens, with more groups looking for land to start their own local garden. In the greater region there are numerous farms and orchards which grow high quality local produce. Within Wellington city there is lots of opportunity for expansion for micro-businesses, growing for personal use, and for more large scale operations within a closer proximity to the central Wellington area.



RECOMMENDATIONS

- Plant more edibles around the city. This would include fruit trees in suburban parks edibles in city bedding plants and in urban design projects. These would plants would selected to be low maintenance and excess produce can be taken to Kaibosh and the soup kitchen.
- Map council land which could be made available to local growers.
- Work alongside the Akina Foundation to support local food social enterprise development in Wellington.
- Incentivise roof top and other micro- urban agriculture enterprise in the central city – this would provide small productive food areas and further green the city.



PROCESSING, STORAGE + DISTRIBUTION

Wellington in 2014 boasts a strong contingent of community gardens, with more groups looking for land to start their own local garden. In the greater region there are numerous farms and orchard which grow high quality local produce. Within Wellington city there is lots of opportunity for expansion for micro-businesses, growing for personal use, and for more large scale operations within a closer proximity to the central Wellington area.



RECOMMENDATIONS

- Continue support for Kaibosh, the Free Store and other Food Rescue programmes.
- Develop cycle ways around the city that enable easy cycle distribution – it's a free and environmentally friendly way to distribute food around the city.



BUYING + SELLING

Wellington markets are booming with more people attending them and more being developed. Through this growth in markets increasing numbers of small food enterprises are establishing themselves. This is where the growth of locally produced food and more slowly locally grown food is most evident and has most the potential to continue to expand.



RECOMMENDATIONS

- Promote urban agriculture and local food around council to support local food procurement.
- Develop council support of the conscious consumer badge system and other methods of promoting local, healthy, sustainable food.
- Look into encouraging the development of a mid-week produce market in the centre of town which enables small scale produce supplier's access to a lucrative market and creates easy access for Wellington residents to local fresh food.



EATING + CELEBRATION

Many Wellington restaurants and cafes are embracing local food, cooking seasonally, and even growing their own produce.

Wellington plays host to two event which promote local food - Visa's Wellington on a Plate and Local Food Week. These are becoming crucial assets, and "economists have even suggested that Visa Wellington on a Plate has the potential to be as valuable and strategically important to Wellington as reputable events such as Hertz Sevens or the World of Wearable Art Awards Show"



RECOMMENDATIONS

- Continue support for The Local Food Week and Wellington Food on a Plate. Further encourage both business and community involvement in these two celebrations of Wellington Food.
- Encourage local restaurants who are interested to develop small edible gardens for herbs and salad around their restaurants. This helps to grow the visibility of local food and creates a great connection to the food chain for consumers.
- Continue to develop methods to foster a sense of pride in local food in Wellington Eating and Celebration bring people together and the benefits of supporting this are that the community who have grown, processed and sold the food are encouraged to continue.



WASTE + RECYCLING

The WCC has created an official 'Waste Management and Minimisation Plan in conjunction with other regional city councils, which cites a "responsibility to look after present and future generations" and an aim to use resources more effectively and reduce environmental harm (WCC). This is a step in the right direction for Wellington's stance on waste management, citing organic collection as a possibility. This joins Kaibosh, the Free Store and Kai-to-Compost as forward thinking waste management initiatives in the Wellington area.



RECOMMENDATIONS

- Model the behaviours we want to encourage – support no under desk bins in the Wellington City Council offices.
- Continue support for Kaibosh, the Free Store and other Food Rescue programmes which use 'waste' to meet peoples food needs around the city.
- Encourage further up take of restaurant and food outlets of Kai to Compost – aim to eliminate all food waste from commercial enterprise going into landfill.
- Start funding support for community composting solutions such as the Aro Valley pilot project.
- Introduce recycling and compost bins around the city to give people options of where to put their waste and to help create public awareness around waste.
- Create Wellington City Council events as Waste Free events with eco- friendly packaging and waste management teams to recycle and compost the by- products.
- Set up a community resource recovery organisation such as Mana recovery, Wanaka Waste busters etc there are

CONCLUSION

Wellington has a promising present and exciting future in the field of urban agriculture. With the support of the Wellington City Council the eight sectors of urban agriculture can more actively work together to create a thriving food community. To do this we need to find ways to work collaboratively across sectors of council, community and private enterprise. The momentum and passion is there as is much of the basic infrastructure, with just a 'Seed and a Wish' Wellington will see its urban agriculture communities flourish.

GETTING AROUND THE TABLE



“The capital city is already a **creative**, highly skilled, **connected** population with **outstanding ecological assets**.

These are our strengths.”

- Wellington Towards 2040: Smart Capital (WCC 8).

An important part of the Wellington City Council’s role in furthering local food production, is to unite the population behind the urban agricultural movement. Currently, the major contributing sectors in this movement include, ‘Government + Government Agencies’, ‘Not for Profits’, ‘Private Businesses’ and ‘General Public + Community.’ As Will Allen of Growing Power states, “to make this work, we need everyone here at the table” (Allen). Wellington already has a blossoming urban agricultural industry, with many people working towards a common goal. With a level of facilitation on the Wellington City Council’s part – which it is well skilled and equipped to do – this common goal, and the people that strive for it, could be more formally defined. This could provide higher levels of communication and create a clearer mission and vision in Wellington’s urban agricultural movement.



“to make this work we need **everyone** here at the **table**... we need our **corporate companies**, we need our **politicians** at the table, we need our **medical folks** at the table, we need our **planners, architects**... we could go through our **whole society** – they all have to be at the table for this to work, because we need that support to make it happen. We need our **farmers** to continue to take a leadership role, even though we have these corporate folks at the table

– this is a

grass roots uprising,

this is a **grass roots revolution,**

and the people that

started this revolution should be the **leaders.**”

– Will Allen, Growing Power.

STRUCTURE

The structure which has been defined for the purposes of this report outlines the best-known of the key players in the urban agricultural game, separated into four sectors, organised into a hierarchical structure. This hierarchy is decided based not necessarily on size, but on influence and communicative lines – which are shown in the diagram to the left.

The lower diagram shows the ‘perfect’ version of this structure – but, as the following diagrams will show, this becomes more distorted as some sectors are better represented than others.

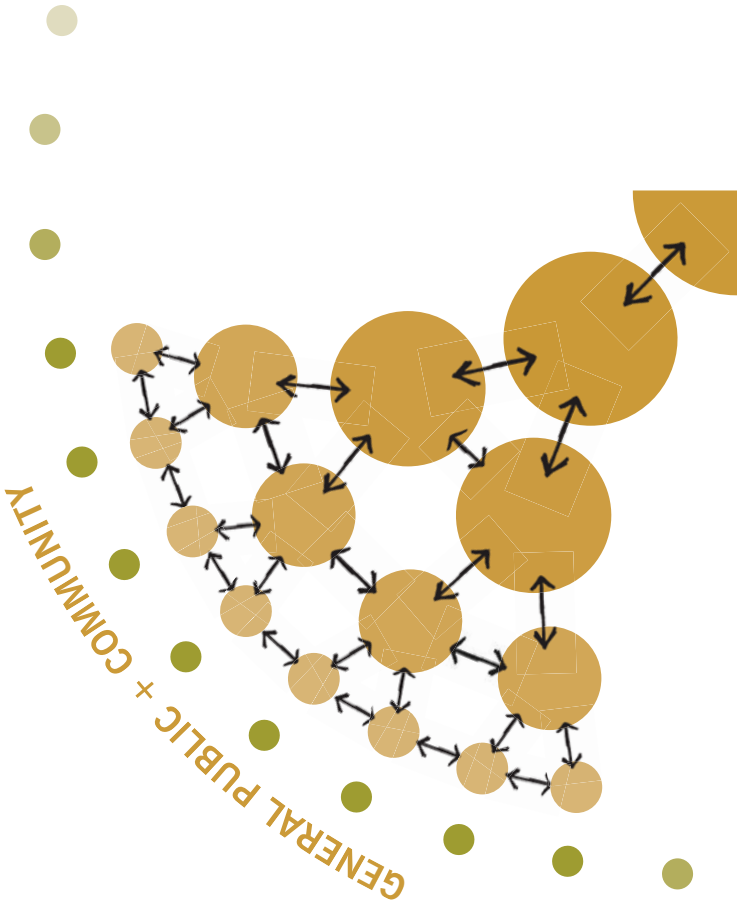


Fig (1): Communication Lines

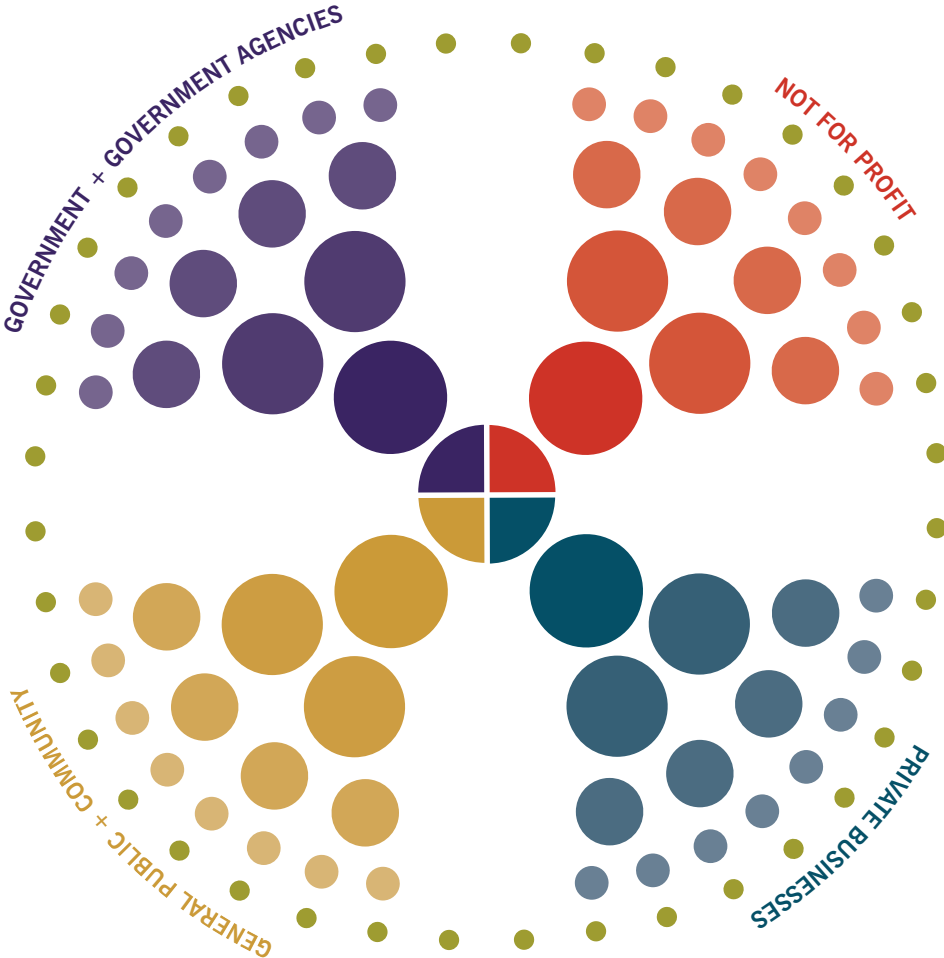


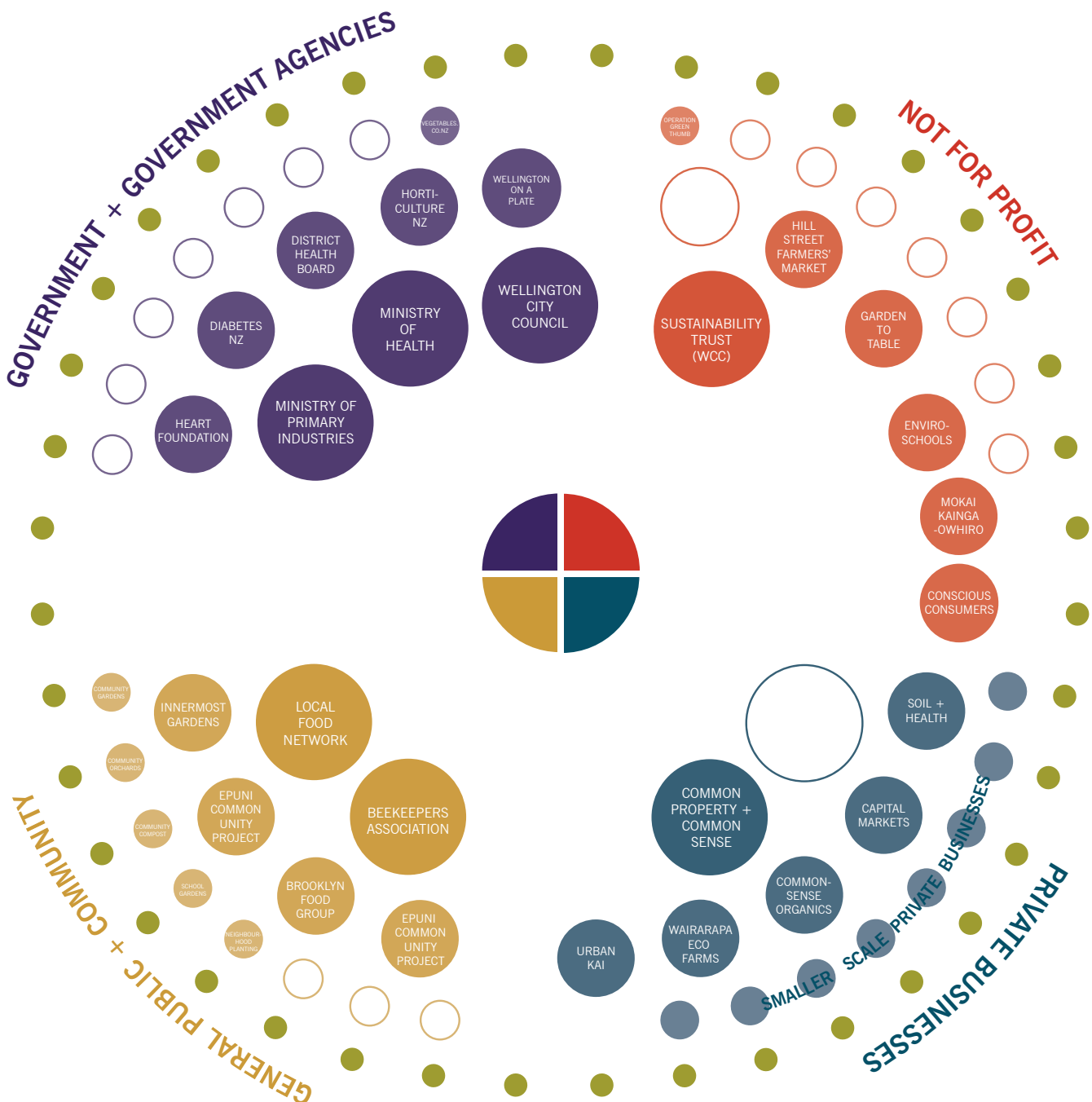
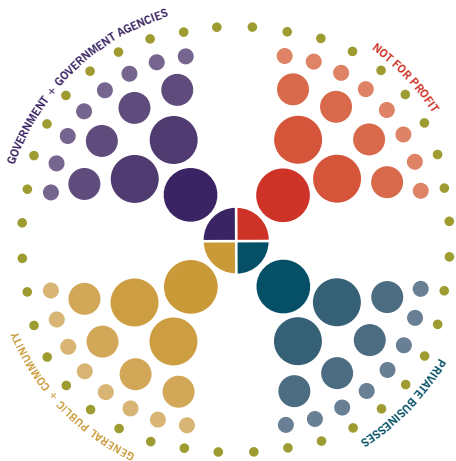
Fig (2): Ideal Hierarchical Structure

EXISTING

The 'existing' diagram starts to document the existing organisations, businesses, community groups, not for profits and governmental agencies involved in the urban agricultural movement in Wellington – based on Sarah Adams' knowledge as head of Urban Agriculture in the Communities Department of the Wellington City Council.

This structure also starts to formally represent the connections, relationships and communication paths between these entities. These lines of communication could be utilised by the urban agricultural movement in the future – to create a uniting force towards a common goal.

The coloured circles with names are those entities that exist, the circle outlines represent opportunities within the system to create new businesses or organisations to strengthen the structure.



FUTURE

The 'future' diagram begins to demonstrate that there is a huge potential for additions to the urban agricultural system in Wellington – with a solid foundation, the urban agricultural system has the potential to grow consistently.

A selection of suggestions are highlighted on the following diagram. These are entities that the Wellington City Council could potentially be involved in, including: an 'Orchard Trust', a tertiary level Wellington-based institution centred on local food, a Wellington community compost initiative, resource recovery systems and subsidised nurseries. Each of these offer exciting opportunities for the future of the urban agriculture movement in conjunction with the Wellington City Council.

