



A SEED AND A WISH

URBAN
AGRICULTURE
IN WELLINGTON

A WELLINGTON CITY COUNCIL
+ VICTORIA UNIVERSITY
COLLABORATION

A SEED AND A WISH

URBAN
AGRICULTURE
IN WELLINGTON

FOREWORD

This project explores the past, present and future of urban agriculture and local food in Wellington. While this project was an amalgamation of opportunities, the overall idea of this document was to ‘plant the seed’ – to explore the history and current success of urban agriculture in Wellington and to convey the promise of urban agriculture as an integral part of our future societal systems; and ‘make a wish’ – to propose changes, improvements and overall tactics for the future that will unite and energise the urban agriculture movement in Wellington – to create a better future Wellington.

The project was a collaborative effort between Wellington City Council – led by Sarah Adams – and Victoria University – led by Fabricio Chicca. This meant the project worked at two levels – a more pioneering, uninhibited university level, with focuses on ultimate sustainability, and the practical, Council side that explores the opportunities of urban agriculture in a more applicable sense, taking into account the Wellington City Council’s scope, budget and vision for 2040.

This document is therefore a stepping stone into two separate paths for urban agricultural research in Wellington. ‘A Seed and A Wish’ is to be used interdepartmentally at the Wellington City Council to unite different teams behind the goal of urban agriculture for Wellington. At the university, the groundwork laid by this project is to be developed into an academic paper that more thoroughly explores urban agriculture and sustainability, and the more utopian future these strategies can create.

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2013-2014

FABRICIO CHICCA

Urban Agriculture.

In most of the developed countries, food represents the largest environmental impact. It means, the way we eat produce and transport food have been one of the leading causes of environmental degradation all over the world, as globalization also occurs with food.

Urban agriculture has to be a relevant part of any municipal policy towards real sustainability. However, more than a simple policy, urban agriculture has to be a tool to change the way people consume and above all eat. Urban agriculture may not be sustainable by itself. In order to be sustainable, it demands effort from different areas; otherwise there is a risk to replicate unsustainable models inside the urban fabric. Nevertheless, sustainability has to be always reinforced as holistic urban policy. Urban agriculture in its initial stage may be used to create community engagement, and serves to educate people about sustainability, environmental impact and environmental footprint. Urban agriculture may act as link between different sectors of society to produce less environmental impact. In a very simplistic way, local food production, urban agriculture are not necessarily sustainable, they have to be part of a major behavioural change. This report elucidates obligatory stages to start the process to create a region engaged with urban agriculture and its importance in the urban areas.

Being involved in some aspect of urban agriculture is increasingly an everyday reality for Wellington residents with more and more of us choosing to compost our food scraps, participate in our local community garden/orchards, and buy local food and products. This shift has positive benefits for our community, environment and local economy.

'A Seed and a Wish' gives a snapshot of the breadth of activity happening in our city, it highlights the fact that much of this activity is happening without a coordinated approach and recommends ways that the council can support the development of urban agriculture by making it more visible and accessible to residents throughout the city.

SARAH ADAMS

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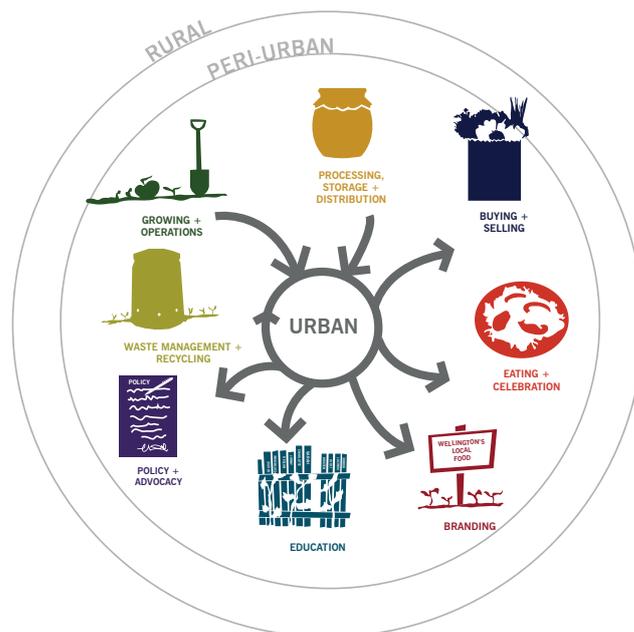
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A SUMMARY

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

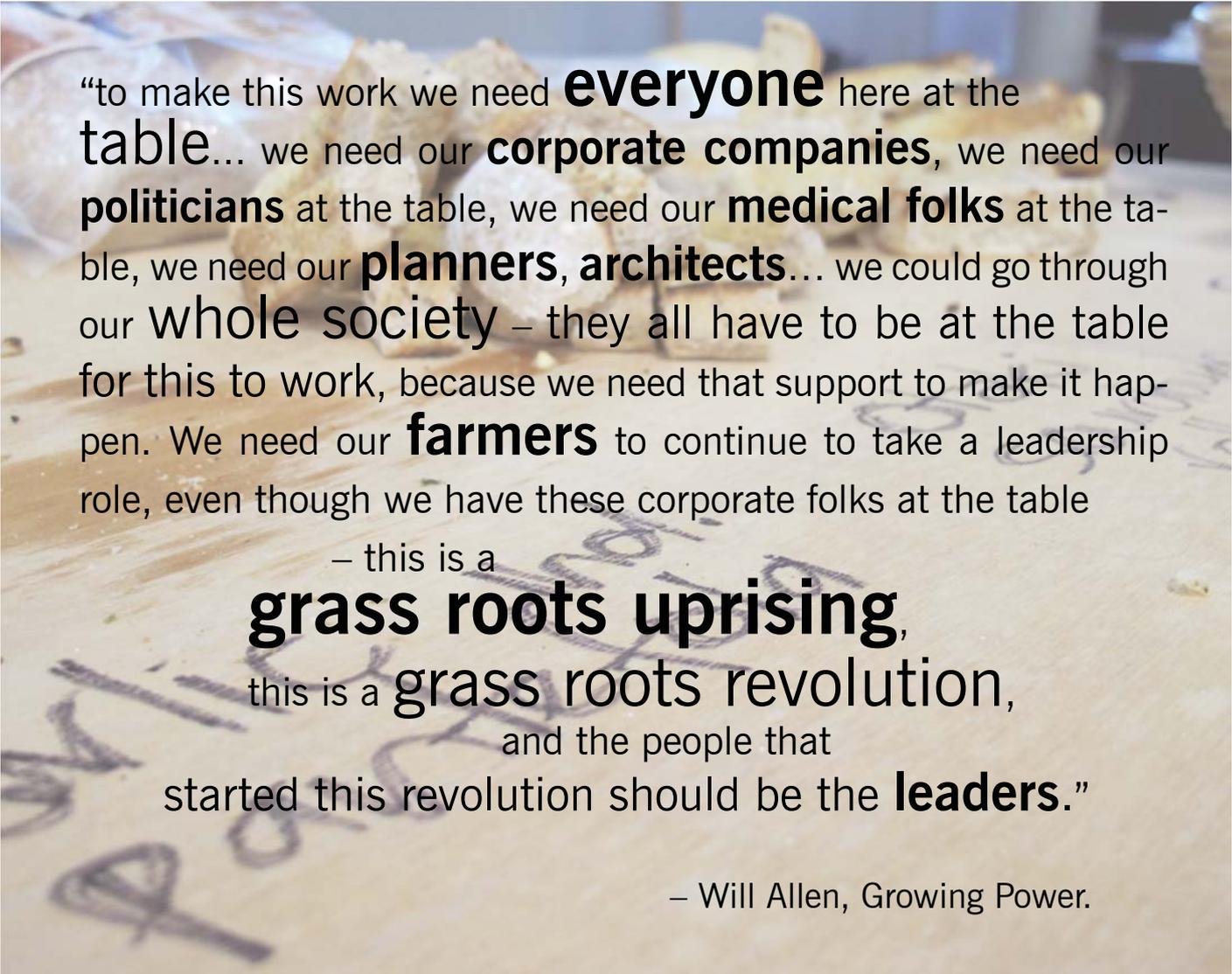
UA
FUTURE

“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.

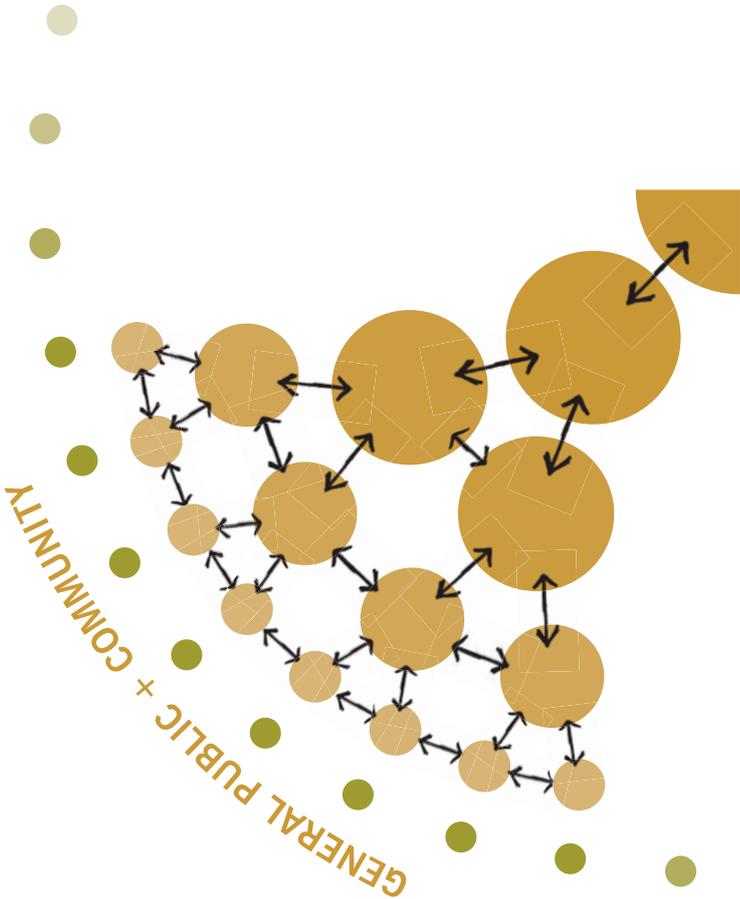


Fig (1): Communication Lines

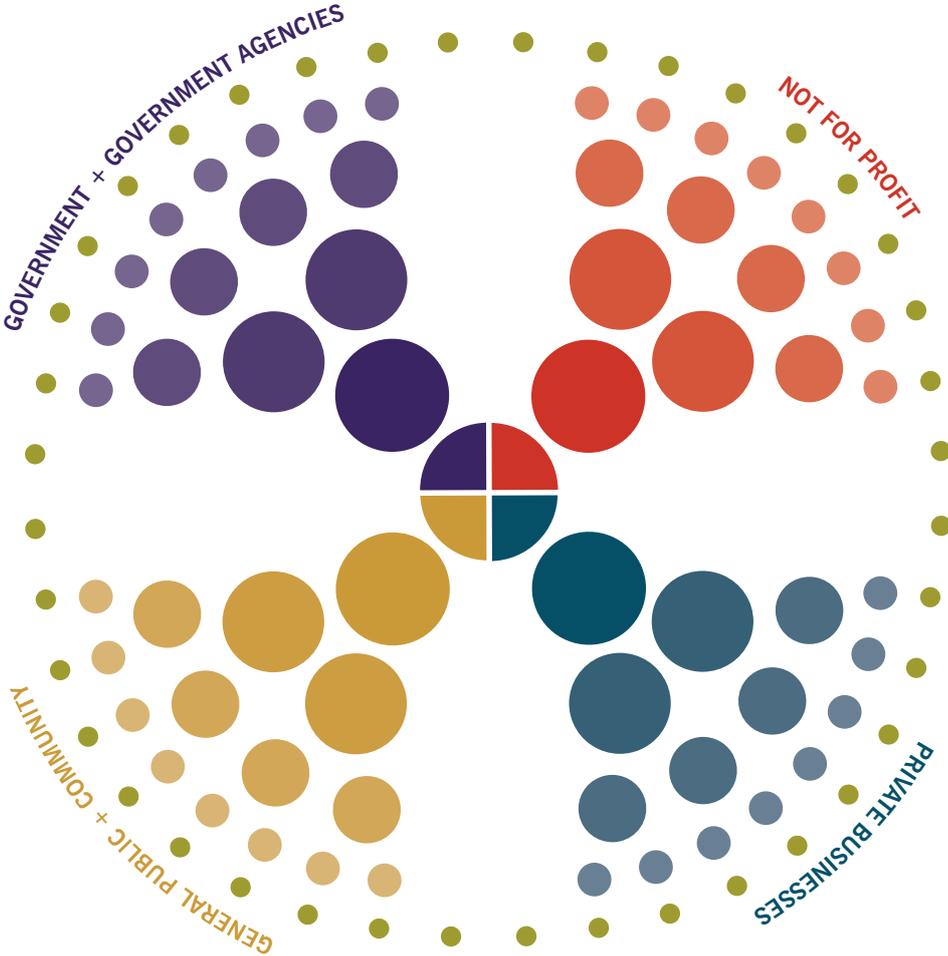


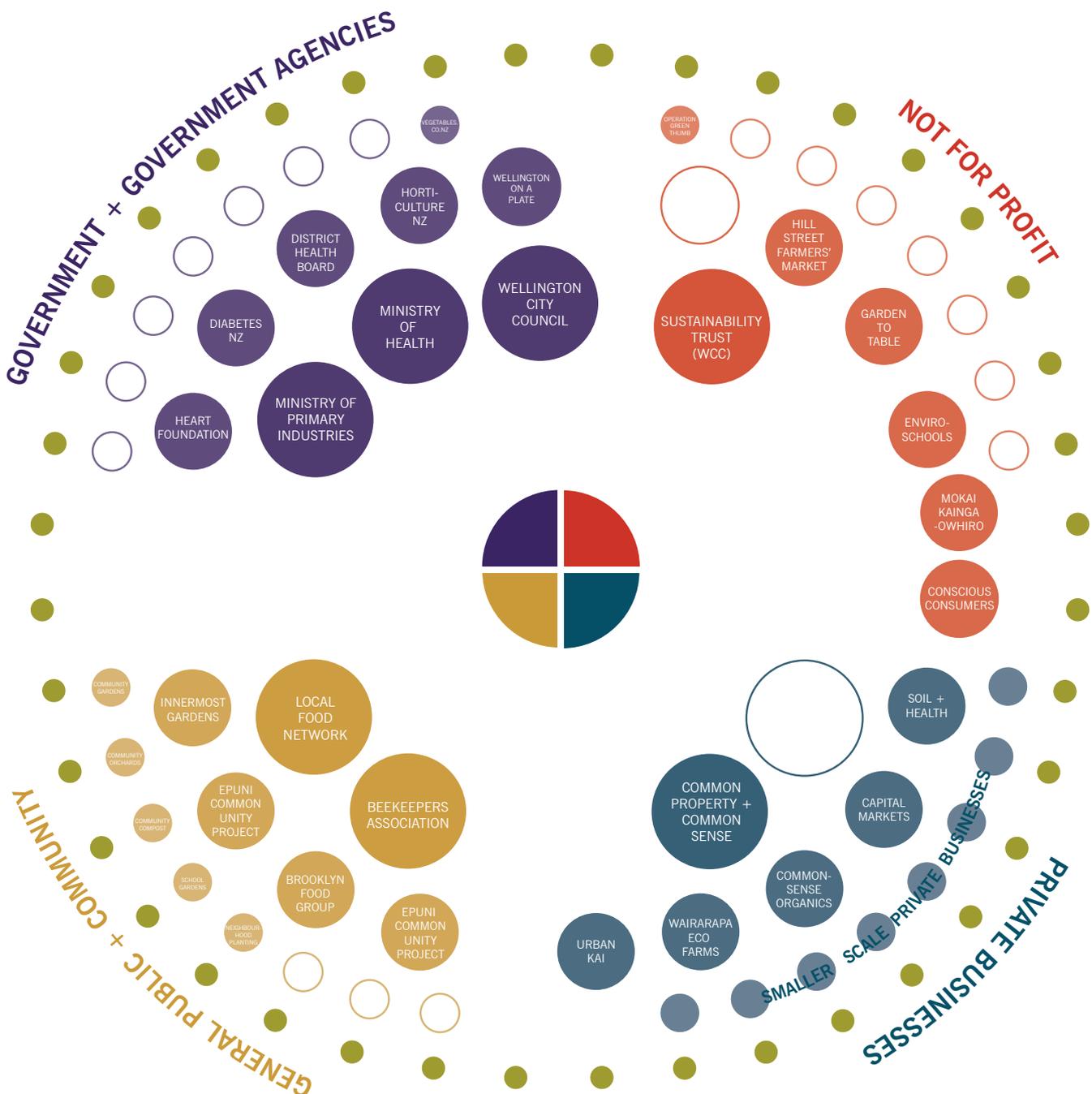
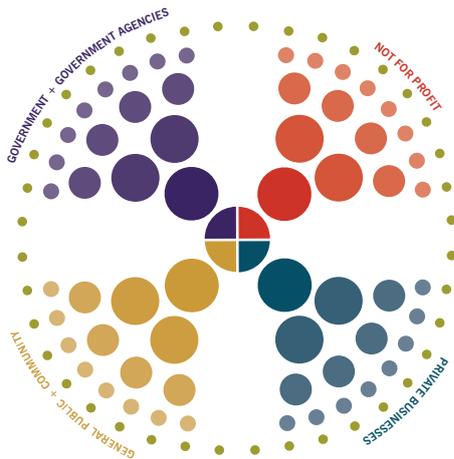
Fig (2): Ideal Hierarchical Structure

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.

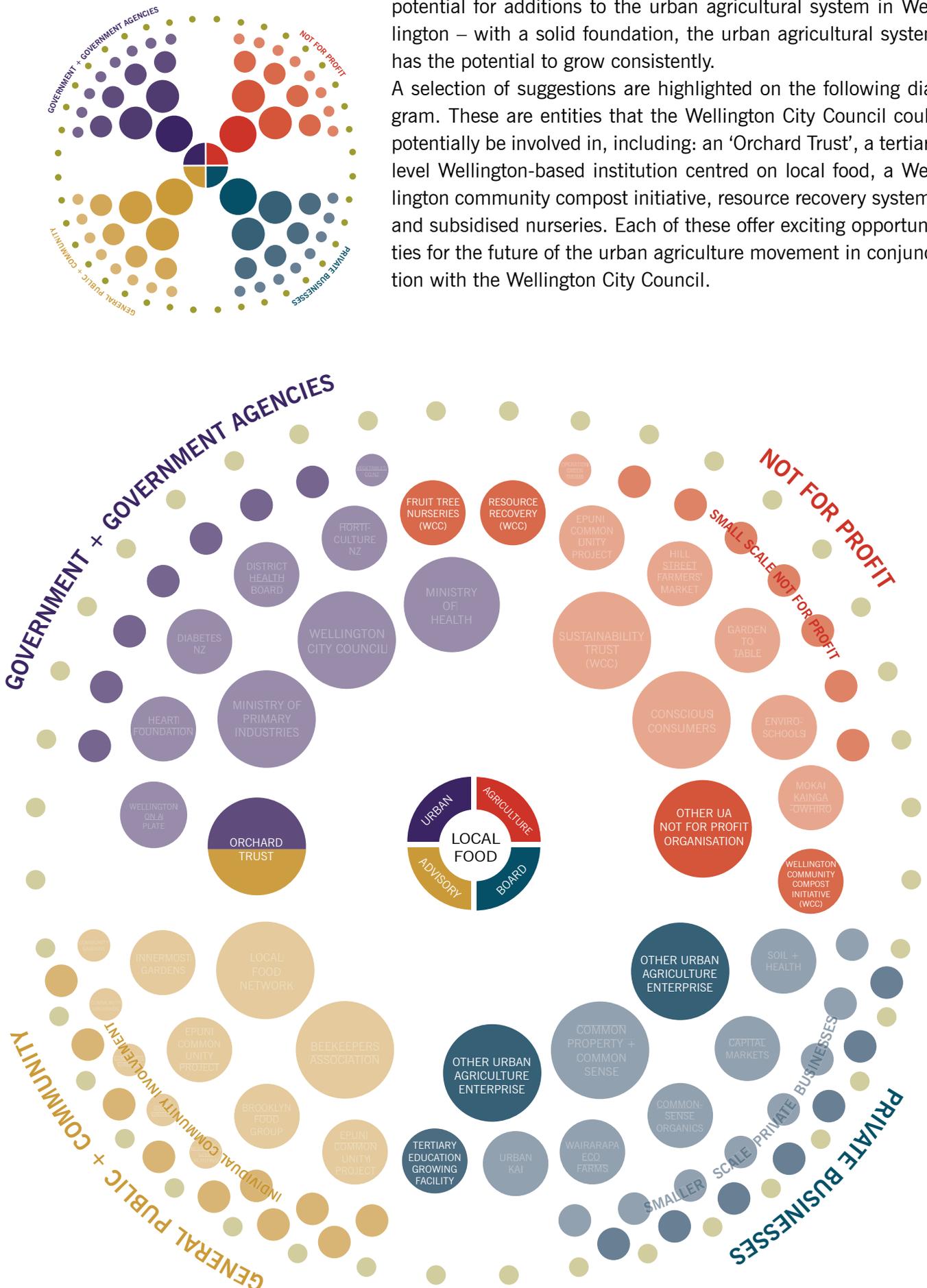
The coloured circles with names are those entities that exist, the circle outlines represent opportunities within the system to create new businesses or organisations to strengthen the structure.



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.





THE
EIGHT
COMPONENTS
OF
URBAN AGRICULTURE

POLICY + ADVOCACY

POLICY + ADVOCACY

REMOVING BARRIERS

BUILDING BRAND + AWARENESS

INCENTIVES FOR INCORPORATION

INFRASTRUCTURE + TRANSPORT

EDUCATION

EVIDENTIAL CHANGE

1
2
3
4
5
6
7
8

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 currently uses to support urban agriculture are land policies such as: The Community Garden Guidelines, the Reserve Management Plans and the Reserves Act.

THE BREAK-DOWN

Advocacy and policy are important elements of the urban agricultural cycle in any established city. Without the creation of policies, guidelines, codes or ordinances in support of urban agriculture, which can support and create opportunities within the industry, there can be no major change. Advocacy represents free expression and informal developments and suggestions that inform future strategy and policy change, and the possibilities for improvement in the future. Policy and advocacy unite the relationship between grassroots-driven needs and community and city cooperation – it is necessary for the population to drive for change, and for the local government to implement it (Philips 70).

WELLINGTON 2014

Wellington has a number of policies that impact the logistics of our food systems, however it is missing designated strategy and policy shaped to urban agriculture or a more resilient, sustainable and transparent food system. Some of the existing policy and activity currently in place in the Wellington City Council does include, or could include strategies to integrate more edible planting and urban agriculture into Wellington. These include, but are not limited to:

The Wellington City Council Biodiversity Action Plan: September 2007

This action plan is centred on Wellington's biodiversity, identifying local priorities and actions to protect and restore this biodiversity, covering as broad a range as pest control to re-vegetation planting to partnerships with other organisations and groups - and has potential to include urban agriculture in these priorities (WCC, 'Biodiversity Action Plan') (Duignan).

Town Belt Legislative and Policy Review

This report outlines the changing management of the Town Belt, and the ways in which the Town Belt can be maintained, improved and protected for future generations – including protecting natural character, ensuring the community can enjoy it and use the belt for a range of recreational activities (WCC, 'Town Belt Management Plan').

Community Gardens

The WCC's community garden coordination strategies are directly relatable to urban agriculture and local food, particularly the allocation of land in response to community groups' requests. The WCC works with organisations such as the Sustainability Trust, Mokai Kainga and EnviroSchools in order to develop and support the local community gardens network, fund agriculture-related projects, provide public land for community gardens, recruit volunteers and link them with community gardens and providing subsidised compost and free mulch for community gardens (WCC, 'Community Gardens') . This work is done by the WCC's Community Resilience Team in City Communities, and funding allocated by the Grants Team, also in the City Communities department (Duignan 8).

1

WHAT THEY SAID.

“Despite the **huge importance** of the food system to Wellington, **the word ‘food’** is not mentioned once in the Wellington City Council’s annual or the long-term plans”

- (EDIBLE WELLINGTON 2).

TOWARD 2040: A SMART GREEN WELLINGTON



The time is right to move forward
We are coming from a
position of strength

Wellington 2040

The Wellington City Council has drawn up a future plan for the capital – the Towards 2040: Smart Capital plan. This document has four major aims, to ensure Wellington continues to develop into – a people centred city, a connected city, an eco-city and have a dynamic central city. All of these elements are holistic goals for the city, and urban agriculture and local food fit cleanly into each of these sections (WCC, 'Structure & Vision - Towards 2040: Smart Capital - Wellington City Council')(Duignan 8).

1

These plans all have their part to play – each offering the potential for urban agriculture to be woven into the fold, and embraced by existing policy. Each offers opportunities to further support and bolster urban agriculture and local food production, but they are not enough. The Wellington City Council has the opportunity, in its position as the local governing body, to create a strategic plan, drawing all the relevant sectors of the Council together to support urban agriculture, and make a dramatic positive change to Wellington in this manner. Urban agriculture has numerous constructive outputs, other than simply produce. Urban agriculture offers opportunities for furthering the community's education, healthy eating, rehabilitation, biophilic benefits and uplifting the face of the city. Urban agriculture, built into Wellington's policy, would provide innumerable avenues of potential for enhancing Wellington City.

CASE STUDY // FIVE BOROUGH FARM



“Seeding the future of urban agriculture in NYC.”

Five Borough Farm is a New York based project undertaken by the Design Trust for Public Space, in conjunction with Added Value and the NYC Department of Parks and Recreation. It is a tool for farmers and gardeners, City officials, and other stakeholders to comprehend and compare the benefits of urban agriculture. This is applicable to Wellington, as a policy based precedent of a larger international city – demonstrating progress made internationally, and how Wellington can learn and benefit from similar strategies ('Five Borough Farm').

Urban agriculture is booming in New York City, with more than 700 urban farms and food-producing gardens throughout the city – whether vacant lots, rooftops, schoolyards or gardens. Five Borough Farms recognises the health, social, economic and ecological benefits of urban agricultural activities. While government agencies in New York are engaged in urban agriculture, there is no citywide policy or plan to “coordinate actions across agencies, and few systematic efforts to track the full range of urban agricultural activities that take place in the city's farms and gardens.” Five Borough Farm outlines a plan of action for the city, including strategies to “integrate farms and gardens into the cityscape, and programs, policies, and practices that include urban agriculture in the day-to-day decision-making of a broad range of City agencies ('Five Borough Farm').

Some of the Five Borough Farm's major aims were to survey and document New York City's existing urban agricultural activity using photographs, maps, and info-graphics, establish a shared framework and tools to enable farmers and gardeners to track urban agricultural activity and evaluate their social, health, economic, and ecological benefits, and develop policy recommendations that will help make urban agriculture a more permanent part of the city's landscape and governance ('Five Borough Farm').

Pictures Credited to Five Borough Farm // <http://www.fiveboroughfarm.org/>



GROWTH // WHAT THE COUNCIL CAN DO

- 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.

URBAN AGRICULTURE

Urban agriculture involves many different types of food-producing spaces, stakeholders, resources, and policies, and contributes to many benefits.

Benefits

Health

- Access to healthy food
- Food-health literacy
- Healthy eating
- Physical activity

Social

- Empowerment + Mobilization
- Youth Development & Education
- Food Security
- Safe spaces
- Socially Integrated Aging

Economic

- Local economic stimulation
- Job Growth
- Job Readiness
- Food Affordability

Ecological

- Awareness of Food Systems Ecology
- Stewardship
- Conservation
- Storm Water Management
- Soil Improvement
- Biodiversity + Habitat Improvement



People

- Local residents
- Volunteers
- Community organizations
- Students
- Visitors
- Market customers

Soil & Compost

- Self-produced
- Purchased
- Donated

Supplies

- Seeds
- Fertilizer
- Tools
- Construction Materials
- Water
- Electricity

Key Stakeholders

- Farmers and Gardeners
- Government Officials
- Support Organizations
- Funders

Financial Resources

- Sales of produce
- Grants
- Donations
- Fees for services

Support Services

- Technical assistance
- Advocacy and policy work
- Environmental education
- Networking events

Access to land and rooftops

Below are the policy recommendations that were developed. Highlighted are the major recommendations that were deemed by the Communities Department of the WCC to be particularly relevant to Wellington's urban agriculture strategy at the present.



FORMALISE CITY GOVERNMENT'S SUPPORT FOR URBAN AGRICULTURE

Establish a clear urban agriculture policy.

Develop an urban agriculture plan.

Create an agriculture land use map.

Explore appropriate land tenure and garden preservation.

Strengthen the role of the Food Policy Coordinator

Increase the capacity of GreenThumb staff.

Establish an urban agriculture ombudsman.

INTEGRATE URBAN AGRICULTURE INTO EXISTING CITY POLICIES AND PLANS

Expand support for urban agriculture in the city's green infrastructure program.

Establish a municipal soil conservation and distribution program.

Design a program to collect and compost organic matter, and distribute compost to gardens and farms.

Include urban agriculture in the City's review processes.

Incorporate urban agriculture into neighbourhood planning.

IDENTIFY INNOVATIVE OPPORTUNITIES TO BUILD URBAN AGRICULTURE INTO THE CITYSCAPE

Support project-level urban agriculture planning and design.

Encourage rooftop urban agriculture.

Support 'interim use' urban farm projects.

Encourage gardening in small spaces.

Strengthen infrastructure for food distribution and production.

ADDRESS DISPARITIES IN NEW YORK CITY'S URBAN AGRICULTURE COMMUNITY

Increase access to information about available resources.

Support capacity building for underserved urban agriculture groups.

Provide resources and assistance with community development and outreach.

Establish equitable and transparent participation in policy-making.

Engage the urban agriculture community in the budget process.

Commit to improving agency level capacities to address race and class-based disparities.

REFERENCES + FURTHER MATERIAL.

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EDUCATION

EDUCATION AGRICULTURE IN SCHOOLS
COMMUNITY WORKSHOPS
CENTRAL A + P DAYS
TEMPORARY INSTALLATIONS

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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.

THE BREAK-DOWN

The permeation of urban agriculture into any city is largely based on the effectiveness of its educative processes, in conjunction with its branding and awareness strategies [See Branding + Marketing]. The teaching of the food system and its "ecological, social, and economic benefits to both private and public sectors" is the first of the major components of urban agricultural education. The rest of the education component of the urban agriculture cycle includes "on-site education, training and mentoring of students, community members and staff," and the encouragement of ecoliteracy – any situation in which skills or knowledge are transferred around the community (Philips 70).

WELLINGTON 2014

Wellington's vibrant set of community gardens spearhead the education of urban agriculture around the city, with many offering workshops and even outreach programmes to help members of the community set up their own gardens. But an interesting Council led initiative underway in 2014 is the Botanic Garden's Children's Garden – set to open in February 2016. The Botanic Garden intends to create the 1500m² hill-top garden for children and families to learn about plants and their importance to our lives and environment, and to provide opportunities for them to connect with plants and understand the natural world, "learning about horticulture, sustainability and the vital role plants play in our lives" (WCC).

The garden is to include a rainwater collection system, worm farm and compost system. There will be, in conjunction with the garden, a living outdoor classroom with a wetland, terraced gardens and orchard for children of the region to "have fun while learning to connect with plants." The facility will be aimed at 8 – 12 year olds, but will have plenty of appeal to other ages (WCC).

The garden is intended to have a strong focus on food – "fruit and vegetables and water crops like rice and taro... herbs and spices chosen in consultation with Wellington's migrant communities will be grown too" as well as kumara beds (WCC). This is a hugely positive step for urban agricultural education in the Wellington region, and has the potential to spark other local initiatives in the not too distant future.

2

WHAT SHE SAID.

"**Children** are so much more open, they have **no unexamined assumptions...** we tell them, 'all you need is **a seed and a wish.**'"

– Julia Milne,
Epuni School Common
Unity Project

"People are so **disconnected** from thinking about the **food system** as something **they are a part of** that this becomes the first **educational hurdle** to tackle. Getting someone to **taste food** that comes from their **OWN garden** that they grew is a first step toward this **realisation.**"

- (Philips 47).

CASE STUDY // COMMON UNITY PROJECT AOTEAROA

“A Community-based urban farm project, growing food, skills and leadership with local families.”

2

The Epuni School Common Unity is a community-based farm project which grows food, A Community-based urban farm project which grows food, shares skills and promotes leadership with local families – trying to rectify “generations of people disembodied” with the food-growing process.

The project, situated at Epuni School in Lower Hutt, and spearheaded by the visionary Julia Milne, starts to tackle “the challenges of food quality, poverty and its relationship with education and health” (Common Unity Project). Milne sees this as a pilot scheme, providing a “model of community sharing and resilience which in turn can be shared with other communities in NZ” (Common Unity Project).

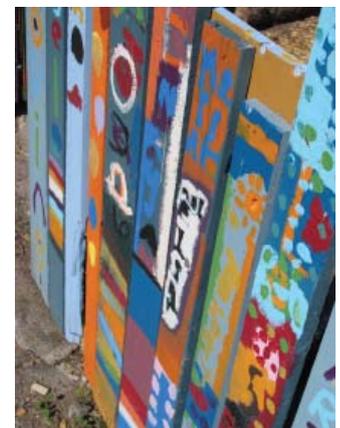
The Epuni School Common Unity sources most of the resources required for its projects from the Epuni and Lower Hutt Communities – with many businesses, organisations and individuals willing to give time, expertise, building and landscaping materials, seed, food and financial support. The project aims to demonstrate to the community what they are able to achieve “through sharing and recycling,” and to learn that “every individual has something to offer” (Common Unity Project).

The project is integrated with the school’s curriculum, with students engaging with the seeds, planting and growing of the produce. The children are given the title of ‘farmer’ and are responsible for tending to their garden, running the worm farm and composting systems. The project teaches them not only about the food system, and how their food gets from garden to table, but teachers have noticed that the exposure to the garden not only has benefits of education around food production, but biophilic benefits, the improvement of motor skills and an improved sense of achievement and self-worth (Common Unity Project).

The project also provides produce for the children to take home to the families. Each week, with a few donations of food from members of the community, the school’s garden is able to feed all 108 of its students with \$10 (Common Unity Project).

Finally, the project acts as a form of community outreach – a place of learning or environmental hub for teaching sustainability practices and food production, targeting adults as well as children, strengthening the skills of the entire community (Common Unity Project).

Pictures Credited to Author



GROWTH // WHAT THE COUNCIL CAN DO

- 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.



CASE STUDY // CIVIC SQUARE POP-UP GARDENS

A joint Wellington City Council and Massey University initiative.

The Civic Square Pop-Up Garden was a joint Wellington City Council and Massey University venture, officially opened in Civic Square, outside the Council’s buildings, on the 27th of January 2012. Consisting of six planter boxes containing various fruit and vegetable plants, anchored in bags, the entire garden cost around \$2000 (Cross 2). The project constituted both a research, development and strategic planning exercise for the WCC and Massey University – particularly WCC’s Towards 2040: Smart Capital plans, and Massey’s urban design research project, Edible City, which explores “how urban design can create a sustainable urban good system” (Capital Times, 1 February 2012) qtd. in (Cross 2). The project also acted as an interactive educator for the local community, with fresh produce being able to be tended, observed and picked, and had an extremely positive response from the community.



Pictures Credited Massey Pop Up Garden // <http://popupgarden.tumblr.com/>
Massey University Edible City // http://www.massey.ac.nz/massey/about-massey/news/article.cfm?marticle_uid=8044A469-07DB-155D-EAF3-CCBE8B69CDD9



CLIPS + MEDIA.

JAMIE OLIVER: Teach Every Child About Food

Ted2010: "Sharing powerful stories from his anti-obesity project in Huntington, W. Va., TED Prize winner Jamie Oliver makes the case for an all-out assault on our ignorance of food."

http://www.ted.com/talks/jamie_oliver



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BRANDING + MARKETING

BRANDING

LOCAL FOOD/URBAN AGRICULTURE MOVEMENT

WCC URBAN AGRICULTURE WEBSITE

MARKETING

LOCAL PRODUCE BADGE SYSTEM

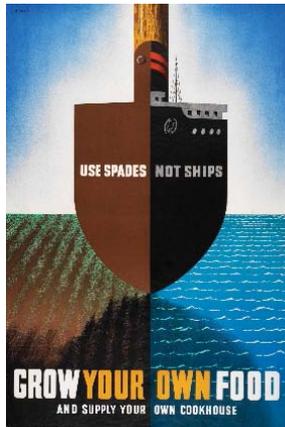
SMART PHONE APPLICATION



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.



Posters (two left) by Abram Games of the BBC // <http://www.belly.net.au/?p=407>
Posters (two right) "Sow and Grow" poster, Cleveland Public Schools Horticulture Program, and Victory Gardens Propaganda Poster by Willard Combes // <http://www.cityfarmer.info/2009/11/18/feeding-cleveland-urban-agriculture/>

Today, urban agriculture branding and marketing has "recently been experiencing a renaissance in response to concerns about the long-term sustainability and safety of the food supply... In an era of climate change, dwindling resources and financial upheaval, urban agriculture can be seen as more than just growing food in the city; rather, it has become an important social movement that represents the collective desire for more meaningful, interconnected, transparent and healthy food systems..." (Sheppard-Simms 64). It has to lose its image as the "optional hobby as opposed to a significantly productive and active component of urban ecology" (Sheppard-Simms 64).

THE BREAK-DOWN

Branding in urban agriculture not only talks about the distinct 'look' of urban agriculture and local food marketing strategies and branding, but the awareness that they create. The way that branding, in a holistic sense, can educate and inform (Philips 70).

[Picture Credited // Author: The Dumpling House's Vicky Ha with WCC's Sarah Adams.]



3

WHAT SHE SAID.

"We're using food as a **vehicle** to promote the place... the essential 'Wellington-ness'."

- Sarah Meikle
Visa Wellington On A Plate
& Wellington Culinary
Events Trust

"The **community-based promotion and marketing** of local agriculture is causing some **governments and public and private organisations** throughout the world to recognise **UA** as a **strategic mechanism** to enable urban communities to deal with **food security** in the context of neo-liberalism, climate change, pandemics, natural disasters, human and environmental health, carbon footprint, bio-security/terrorism, peak oil, waste management, and landscape and natural resource management"

- (Mason and Knowd 62).

WELLINGTON 2014



At a micro-scale, Wellington urban agricultural businesses are embracing branding as a promotional tool, differentiating their 'locally grown' and often organic produce from the other produce available on the market. They have embraced a raw, not over-processed, cleanly executed aesthetic. Raw wood, loose weave material bags, colourful nature-inspired patterns, bold white text on matte black and the pinnacle of urban agricultural aesthetics – the colour green.

Community groups, trusts and networks – such as the Local Food Network and Innermost Gardens have branded their websites and Facebook pages with aesthetics that the population link with organics, local food and urban agriculture. What is missing is an overall awareness of the meaning and effort behind the way this food is produced, and the benefits it has to the community. “The community-based promotion and marketing of local agriculture is causing some governments and public and private organisations throughout the world to recognise UA as a strategic mechanism to enable urban communities to deal with food security,” yet Wellington City Council has not yet fully exploited these opportunities – and it has a huge opportunity to do so in the future (Mason and Knowd 62).



CASE STUDY // THE LOCAL FOOD NETWORK WELLINGTON

“120km local. It’s better for you and your community.”

The Local Food Network runs a website, supported by the Sustainability Trust, that is dedicated to “connecting Wellington’s local food lovers” (Local Food Network). The Local Food Network aims to “support local growers and initiatives that increase awareness of and access to healthy, sustainable food” [their definition of local food is within 120km of central Wellington] (Local Food Network).

The Local Food Network was formed in 2011, and believes that “growing, harvesting, and sharing food is a great way to build a resilient community...” involving themselves in the “production, distribution, and promotion of local food” in Wellington (Local Food Network).

The Local Food Network is a prime example of branding and marketing in Wellington. Not only does it boast a beautifully executed aesthetic in its website and posters, but it aims to “connect and promote sustainable food organisations...including the shared gardens, markets, distributors, educators, retailers, and many other diverse food projects” (Local Food Network). The Local Food Network provides an opportunity for ‘Keen Beans’ to source local food, or help to grow the produce, or an ‘Up & Running Bean’ to promote events or projects. On the website and Facebook page you can find events, connect with people in the ‘Directory’, explore the locations of projects on the ‘Map’ or share success stories (Local Food Network). As its name suggests, the group networks people, creating relationships within the local food industry in Wellington that are mutually beneficial.

Pictures Credited Local Food Network // <http://www.localfoodnetwork.org.nz/about-u/>



GROWTH // WHAT THE COUNCIL CAN DO

- 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.

BRANDING



Supplier Showcase
Visa Wellington On A Plate, February 2014
Chaffers Dock Building

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GROWING + OPERATIONS

COMMERCIAL

- BEE HIVES
- ORCHARDS
- NUTS
- POULTRY + EGGS
- LIVESTOCK [SHEEP, CATTLE, PIGS, GOATS]
- VEGETABLE GARDENS

OPERATIONS

- SEEDLING PRODUCTION
- AQUACULTURE + AQUAPONICS

GARDEN SCALE

- ROOF GARDENS
- HOSPITALITY GARDENS
- COMMUNITY GARDENS
- SHARED GARDENS
- PERSONAL GARDENS



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.

THE BREAK-DOWN

The growing and operations portion of urban agriculture is the most recognisable part of the urban agriculture cycle – bringing to mind images of rows of greenery, overflowing planter boxes and walls of cascading herbs. Growing and operations defines all the growing, raising and managing of food landscapes. Food landscapes also straddle different scales – from the window planter box, to the commercial scale urban farm – and can produce food for just a single family, or an entire community. Growing and operations is integral to the urban agricultural system, and the way that the farmers grow the produce, maintain the land and choose to process, distribute and deal with the waste of the produce, makes a huge difference to the effectiveness of the urban agricultural cycle – giving urban farmers a major position of power (Philips 70).

WELLINGTON 2014

Wellington in 2014 boasts a strong contingent of community gardens, with more groups looking for land to start their own local garden. The greater Wellington region, particularly the Wairarapa, is home to more substantial eco-farms that grow produce for a broader customer base. The two major types of growing and operations present in the Wellington region are community gardens and peri-urban farms. There is a definite opportunity for massive expansion in micro-businesses in this field, growing for personal use, and for more large scale operations within a closer proximity to the central Wellington area.

4

WHAT THEY SAID.

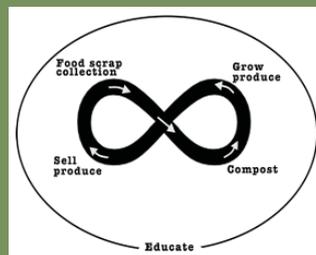
“Vegetables may be purchased in Wellington much **finer and cheaper** than in London and by far the **greater part are produced in gardens in and around the town** which have been described as barren hills.”

- New Zealand Journal,
Alexander Turnbull Library
6 August 1842
(Shepherd 154).

URBAN KAI // WELLINGTON

Urban Kai is a grassroots start-up in Wellington. Led by an enthusiastic set of Wellingtonians, Urban Kai will focus on several areas of the food system. The first part is a food scrap pick up programme where the Urban Kai team will pick up – on bikes, with trailers attached - compostable food scraps, coffee grid and shredded paper from small businesses and households that would otherwise go to landfills. The Urban Kai team will then use this waste to fertilise part two of the project, to create an urban farm – growing herbs, salad greens and other produce to sell to restaurants and other businesses – “essentially creating an urban food system,” while also educating people about food (Wong) (Idealog). After a successful ‘Pledge Me’ campaign, the team are well on their way to creating a successful enterprise.

Photos Credited to Urban Kai // (Wong) (Idealog).



CASE STUDY // WAIRARAPA ECO FARM

“Buy local food. Sustain local farms.”

4

Wairarapa Eco Farms was created through the desire of owners Frank and Josje van Steensel to produce “quality food with ecological integrity,” both having studied tropical agriculture in the Netherlands, and completing post graduate studies at Massey University (‘Wairarapa Eco Farm // CSA’).

Wairarapa Eco Farms works as a CSA [Community Supported Agriculture] enterprise. This method not only provides a dependable market for the farm’s production, but also gives the growers a “face to face” relationship with their customers (as with farmers’ markets), consumers get their produce garden fresh and the growers and buyers become a community – with a mutual appreciation of their relationship with each other: “all through the act of eating” (‘Wairarapa Eco Farm // CSA’).

Wairarapa Eco Farms is one of the only CSAs in the country, and they supply over 100 families in and around Wellington with drop offs at community facilities.

The farms are located at two major bases in the Wairarapa. The original, bought in 1996 is situated on the Tauherenikau Plains in South Wairarapa; the second – bought in 2009 – an abandoned orchard in Masterton. Both were in a state of neglect when purchased, and with much effort to replenish the soil using seaweed blends, compost, bio-dynamics, and a strong desire to follow ecological principles were converted into the organic farms they are today (‘Wairarapa Eco Farm // CSA’).

Pictures Credited Wairarapa Eco Farm // <http://wefs.co.nz/>



GROWTH // WHAT THE COUNCIL CAN DO

- Plant more edibles around the city. This would include a fruit trees programme, with edibles included in city bedding plans 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.

ONES TO WATCH.

BERHAMPORE - LYALL BAY COMMUNITY ORCHARD

The Berhampore Community Orchard is a Community Trust that is working to establish an orchard, accessible to everyone, where “fresh, organic, wholesome” fruit can be picked. It is situated beside the Granville Flats on Adelaide Road. The garden holds ‘working bees’ on the last Sunday of every month, where members of the community can learn about the orchard, and help with its maintenance (‘Community Orchard Berhampore/ Island Bay’). There are similar projects happening around Wellington, where unusable slivers of land are transformed into orchards, with another perched on a hillside in Brooklyn.

Photos Credited to Berhampore Community Orchard // <https://www.facebook.com/pages/Community-Orchard-Berhampore-Island-Bay/108166475875881>



CLIPS + MEDIA.

WILL ALLEN: Growing Power

“Growing Power is a national nonprofit organization and land trust supporting people from diverse backgrounds, and the environments in which they live, by helping to provide equal access to healthy, high-quality, safe and affordable food for people in all communities. Growing Power implements this mission by providing hands-on training, on-the-ground demonstration, outreach and technical assistance through the development of Community Food Systems that help people grow, process, market and distribute food in a sustainable manner.”

<http://www.youtube.com/watch?v=K5zP4WPgcqY>



CHARLIE PRICE: Aquaponics: Getting More Out of Less TEDx Warwick 2011

“Charlie Price from the social enterprise Aquaponics UK, explores the role aquaponics can play in the future of our collective food supply. He provides an insight into both the applications for aquaponics but more specifically a new approach to urban agriculture, turning wastes into resources and transforming disused urban spaces to provide not only food, but resilient communities.”

<http://www.youtube.com/watch?v=7nIL9hWW3-Q>



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PROCESSING, STORAGE + DISTRIBUTION

JAMS

HONEYS

PRESERVES

COFFEE ROASTING

TEAS

BAKERIES

MICRO-BREWERIES

DRIED HERBS

PROCESSING

CANNING

VACUUM PACKING

FREEZING

COOLING

STORAGE

ADAPTED PUBLIC TRANSPORT SYSTEM

DONATION

COMMUNITY SHARE

FOR SALE OPTIONS [SEE BUYING + SELLING]

DISTRIBUTION

1
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PROCESSING, STORAGE+DISTRIBUTION

Wellington boasts a selection of little-known home-grown processing businesses that refine local and internationally sourced produce. Wellington's major processing strengths are in its micro-breweries and coffee-roasters. In distribution, Wellington boasts organisations such as Kaibosh food rescue and the Free Store, which rescue unsellable food and circulate it to organisations which work with people in need.

THE BREAK-DOWN

Processing, storage and distribution form a crucial octant of the urban agriculture circle, and are an important component of urban agriculture's potential success in Wellington. With current unseasonal consumer demands, the preservation and storage of produce to bridge the intervening seasons is crucial to sustaining successful urban agriculture in Wellington. Distribution is crucial to the sustainability of urban agriculture, decreasing fossil fuel consumption, incorporating existing transport routes and reducing waste by maintaining systems to distribute excess food. Without an effective strategy to handle and distribute locally grown food, all efforts to grow it, and all the benefits it offers vanish instantly. It must not be overlooked, and in an 'ideal' Wellington, no produce would be wasted, only preserved and stored until required.

WELLINGTON 2014

Wellington boasts a selection of little-known home-grown processing businesses that refine local and internationally sourced produce. Wellington's major processing strengths are in its micro-breweries and coffee-roasters. In storage and distribution, Wellington boasts organisations such as Kaibosh [see bottom right] and the Free Store, which facilitate surplus produce, unsellable but still edible, being re-routed from traditional disposal methods to charities and organisations such as the City Mission, Wellington Soup Kitchens and others that support struggling families.

5

WHAT HE SAID.

“People are bold, people are smart. Wellington has a good thing going on.”

- Producer,
Visa Wellington On A Plate
Suppliers Fair
February 2014.

BEES BLESSING // MANGAROA VALLEY, WELLINGTON REGION

Bees Blessing is a New Zealand, family owned artisan cordial company based at Kau Whero Farm in Mangaroa Valley, northeast of Wellington. The family, Jo, Ian and Em have been keeping bees for over 30 years. For these honey enthusiasts, honey is a delicious, nutritious alternative to cane sugar. To create their cordials, the family choose organically grown produce from New Zealand wherever possible, and brew in batches with no additives, preservatives or fillers. Some of their cordials include Lemon, Honey & Ginger, Cider Vinegar & Honey, Elderflower and Strawberry cordial ('About Us | Bees Blessing'). Their cordials can be found at the Chaffers waterfront Sunday markets.

Pictures Credited Bees Blessing Website // <http://beesblessing.co.nz/about-us/>



“No additives, no preservatives, just food.”

CASE STUDY // KAIBOSH: FOOD RESCUE

“Zero food poverty. Zero food waste.”

Most notable among these organisations is Kaibosh, Wellington based not-for-profit organisation that “acts as a link between the food industry and the charities that support people in need” (‘Kaibosh | Food Rescue in Wellington’). Their major aims are to divert food from being needlessly thrown away, and instead give it to “those in [the] community who are struggling or vulnerable” (‘Kaibosh | Food Rescue in Wellington’).

By collaborating with local food retailers and producers, Kaibosh rescues extra food that is good enough to eat, but not to sell. The food is then distributed to Wellington charities – some using it for food parcels to hand out to community members, others as stock for soup kitchens.

The service Kaibosh provides is a win-win situation for all parties involved – it operates at no cost to retailers or charities, and is far more cost-effective, sustainable and beneficial than the produce following its traditional trajectory - disappearing into a landfill.

Kaibosh aims to help families in need, and has so far

rescued and redistributed more than

195,482kg of food, equalling **558,520 meals**

(as of January 2014) to people in need

(‘Kaibosh | Food Rescue in Wellington’).



Kaibosh is an incorporated Charitable Trust (2179983) which is registered with the Charities Commission (CC38367).

Pictures Credited Kaibosh // <http://www.kaibosh.org.nz/>



GROWTH // WHAT THE COUNCIL CAN DO

- 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.

PROCESSING, STORAGE + DISTRIBUTION

5

ONES TO WATCH.

THE DUMPLING HOUSE // WELLINGTON

Set up by Vicky Ha who moved from Hong Kong aged 16, having watched her mother make dumplings her whole life. She now runs The Dumpling House. Her dumplings are handmade and use free range pork, chicken and eggs from the Wairarapa, Rangitikei and Waimarino. Ha sells these at the Wellington Night Market, and even delivers the goods on her bicycle ('The Dumpling House --- Carefully Handcrafted | Wix.com'). Pictures credited The Dumpling House // <http://dumpling-house.wix.com/home#!dumpling-story>



KINGSMEADE ARTISAN CHEESES // MASTERTON

Since 1998 artisan cheese makers Miles and Janet King have fostered a large range of ewe and cow's milk cheeses on their thirty acre farm on the outskirts of Masterton in the Wairarapa. This business sources ewe's milk from their own flock of East Friesian sheep, and are credited with a Balance Farm Environmental Award. These cheeses can be found at the Hill Street Farmers' Market ('Artisan Cheeses Wairarapa New Zealand Kingsmeade'). Pictures credited Kingsmeade // <http://www.kingsmeadecheese.co.nz/>



PARROTD OG BREWERY LTD. // WELLINGTON

ParrotDog, a home-grown craft brewery located in central Wellington aims to make "great beer that we ourselves enjoy drinking." It was put into action by Matt Kristofski, Matt Warner and Matt Stevens. ParrotDog 'Bitter Bitch' was their first release, bottled and on tap to Wellington and the greater New Zealand area. Their company was then expanded, with a brewery opened in Wellington City in 2012.

Pictures Credited ParrotDog Official Facebook Page // <https://www.facebook.com/parrotdog>



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BUYING + SELLING

FARM STANDS

COMMUNITY TRADING

FARMERS' MARKETS

SELLING RETAIL STORES

RESTAURANTS

SELLING CENTRAL CITY MARKETS

BUYING LOCAL FOOD STAMP SYSTEM

MULTI-FUNCTION SMART PHONE APPLICATION

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BUYING + SELLING



Pictures Credited Hill Street Farmers' Market // <http://www.hillstfarmers-market.org.nz/>

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.



Picture courtesy of Harbourside Market // <http://www.harboursidemarket.co.nz/history/>

THE BREAK-DOWN

Buying and selling respectively are elements the urban agricultural cycle cannot live without. Not everyone has the space, time or capacity to grow their own food, thus it stands that for the city to be supported by urban agriculture, there must be local urban farmers to service the greater community, and outlets for them to market their produce. Infrastructure to buy and sell – farmer to consumer – is a fundamental link in the urban agriculture system. This sector of urban agriculture does not solely encompass farmers' markets, but all goods sales. Whether it's the roadside honesty box, your local CSA (Community Supported Agriculture) organisation, farmers' market or your favourite meal at your favourite local restaurant, buying and selling is integral to the local food system (Philips 70).

WELLINGTON 2014

Wellington is no exception to the farmers' market fad – with Hill Street Farmers' Market that sells primarily organic, local food each Saturday in Thorndon [see over page for more details]. It also hosts traditional markets such as the Harbourside Market, of which – in some form - has “been serving customers in this area since 1920.” The market now has around 12,000 attendees every Sunday ('Harbourside Market').

6

WHAT SHE SAID.

“It's hard, because it's **you** in your product... you are putting yourself **out there** to be **shot down.**”

- Producer,
Visa Wellington On A Plate
Suppliers Fair
February 2014.



The warehouse buildings that held the Wellington produce markets.

Picture courtesy of Harbourside Market // <http://www.harboursidemarket.co.nz/history/>

CONSCIOUS CONSUMERS: BADGE SYSTEM // WELLINGTON

Conscious Consumers is a “business accreditation programme and consumer movement that helps hospitality businesses respond effectively to increasing consumer demand for environmentally and socially responsible products and services.” Conscious Consumers has a twelve badge system to help businesses show their respect for people and the environment, and to respond to increasing demand for environmentally and socially responsible products and services. Some badges include ‘Food Rescue’, ‘Recycling’, ‘Composting’, ‘Fair trade’, ‘Organic’ and ‘Local.’

Badge System Pictures Credited Conscious Consumers // <http://www.consciousconsumers.org.nz/our-badges>



“Choose your world.”

CASE STUDY // HILL STREET FARMERS' MARKET

“A slice of country in the city.”

6

The Hill Street Farmers' Market takes place every Saturday from 8.30am until 12.30pm – regardless of weather – in the Cathedral of Saint Paul carpark, Thorndon. Started in 2010, the market is administered by the Thorndon Farmers' Market Trust [a not-for-profit organisation run largely by volunteers].

The producers at the Hill Street Farmers' Market sell locally grown products from within a 350km radius of the selling point. The market aims to provide Wellingtonians with access to fresh, quality local food, and to foster a community meeting point in Thorndon. Other aims include creating “awareness about food production, nutrition and sustainability,” also supporting regional food producers, not-for-profit groups and small businesses ('Behind The Market'). The market has also played a crucial role in the growth of the Wairarapa Eco Farms - sustaining growth and development by providing a consistent customer base.

The Hill Street Farmers' Market is “committed to minimising [their] environmental impact and aim to have 80% of [their] stallholders selling products grown within a 350km radius of the market, helping to reduce transport requirements.” ('Behind The Market'). The 20% accounts for the foods that are unable to be grown, but are processed in the region – for example coffee roasting and bread ('5. Farmers' Markets – Markets – Te Ara Encyclopedia of New Zealand').

The market currently has a loyal following, and is supported by businesses and organisations, including the Wellington City Council. However, like all volunteer led initiatives, without continued or increased support, the market's future is in jeopardy.

Pictures Credited Hill Street Farmers' Market // <http://www.hillstfarmersmarket.org.nz/>



GROWTH // WHAT'S POSSIBLE

- 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.

ONES TO WATCH.

CITY MARKET // WELLINGTON

The City Market, held every Sunday morning in the Chaffers Dock Building on the Wellington waterfront [directly beside the Sunday Harbourside Market], is a weekly food and wine market with the aim of showcasing Wellington's food artisans. Advocated by chef Martin Bosley and local food company Yellow Brick Road's Rachel Taulelei, a group of Wellington's artisan food makers are brought together. Weekly there are events such as wine and craft beer tastings, book signings and chef demonstrations ('City Market').

Pictures credited to City Market // <http://www.citymarket.co.nz/#>



WELLINGTON NIGHT MARKET // LEFT BANK

The Wellington Night Market opens every Wednesday and Friday night from 5pm to 11pm, at the Left Bank arcade, just off Cuba Street. This market includes approximately 22 stalls, including ten food stalls – as well as crafts, jewellery, clothing and fashion accessories. There is also free live entertainment, cultural performers, fortune tellers and music. Stalls include the Dumpling House, mentioned in 'Processing,' locally known for its organic, locally-sourced ingredient dumplings ('Wellington Night Market - Wellington City, New Zealand').

Pictures credited to Wellington Night Market // <http://www.wellington-nightmarket.co.nz/#!home-1>



CLIPS + MEDIA.

CONSCIOUS CONSUMERS // SMARTPHONE APP.

The Conscious Consumers smartphone application is one to download. It allows you to find the "best hospitality businesses in your city," learn about the positive impacts they are making [connected with the aforementioned Conscious Consumers badge system], you can be rewarded with ethical specials and loyalty points and you in turn can show your appreciation for the effort being made. And all on-the-go! ('Conscious Consumers -')

Pictures credited to Conscious Consumers // <http://www.consciousconsumers.org.nz/app>



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EATING + CELEBRATION

EATING RESTAURANTS
CAFES
HOME

CELEBRATION
WELLINGTON ON A PLATE
LOCAL FOOD WEEK

1
2
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8

EATING + CELEBRATION



Many Wellington restaurants and cafes are embracing local food, cooking seasonally, and even growing their own produce. This increasing support for local food helps to develop the market for our growing number of local food micro- enterprises.

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" ('Visa Wellington On A Plate').

THE BREAK-DOWN

Eating and celebrating encompasses the consumption and enjoyment of food – not only for nutrition and sustenance, but to feast and celebrate (Philips 70). Eating and celebration draws people, and communities, together – a uniting force we find in food – a collective reliance on food for us to live and grow. New Zealanders celebrate with food, for food, and around food, and this is an integral part of urban agriculture.

WELLINGTON 2014

Wellington plays host to events such as Visa's Wellington on a Plate and Local Food Week. It is these events – as well as a select number of Wellington's eateries – that embrace the local food and urban agriculture scene. 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" ('Visa Wellington On a Plate').

But it is not solely these larger events that are gaining momentum. There are a number of Wellington restaurants and cafes that have started to embrace local food, cook seasonally, and even growing their own produce. La Boca Loca in Miramar has the mission of bringing Mexican food to Wellingtonians using "fresh, responsibly produced, sustainable cuisine. [Using] organic produce whenever possible, combining sustainably raised and sourced beef, pork, chicken and seafood with carefully sourced traditional ingredients like dried chillies, handmade tortillas, and salsas" ('Conscious Consumers - La Boca Loca')('La Boca Loca : La Boca Loca'). Pictures Credited La Boca Loca // <http://www.labocaloca.co.nz/>

7

WHAT SHE SAID.

"With our community gardens, local food work shops, the Conscious Consumers Local Food Badge and the weekend food markets burgeoning around the city, more and more Wellingtonians are embracing the 'think globally, act locally' message."

-Amber Bill
Our Living City
WCC
(Local Food Week')



WELLINGTON LOCAL FOOD WEEK // WELLINGTON

Wellington's version of Local Food Week was new to Wellington in the first week of April, 2013. Local Food Week celebrates food produced within 150km of Wellington central, and includes an edible gardens tour, a shared potluck picnic in the Botanic Gardens, and a free film screening. Local restaurants and cafes have also started to embrace Local Food Week, promoting meals that have at least 40% of locally sourced ingredients. Amber Bill, of Our Living City at the Wellington Council says that – along with other promising initiatives - Local Food Week proves that "more and more Wellingtonians are embracing the 'think globally, eat locally' message" ('Local Food Week').

Pictures Credited Bees Blessing Website // <http://beesblessing.co.nz/about-us/>



WATCH ME.
Wellington Local Food Week
2013 promotional video.

http://www.youtube.com/watch?v=oB3Odc_rVE4

CASE STUDY // VISA WELLINGTON ON A PLATE

“New Zealand’s largest and tastiest food festival.”

7

Held in August, Wellington On A Plate was established in 2009, led by founding co-directors Sarah Meikle and Anna Nielson. Pulled together in just six weeks, the festival included thirty events, with forty-two restaurants participating in DINE Wellington – overall an economic and social success in the midst of the recession – and a big step forward for local food (‘Visa Wellington On A Plate’).

Visa Wellington On A Plate’s organisers say the event “stands for quality, innovation and collaboration,” and their aim is to establish the annual festival as one of New Zealand’s “premier culinary events.” Wellington On A Plate continues to grow in size, and popularity, with DINE Wellington participation increasing over 150%, from 42 to 110 restaurants (in 2013), and the number of festival events increasing from 12 to 113. These events include Beervana, Wellington Fisher & Paykel Master Class, Burger Wellington and New World Wellington Bake Club (‘Visa Wellington On A Plate’).

Visa Wellington On A Plate is now operated by the Wellington Culinary Events Trust, and is primarily funded by Positively Wellington Tourism and Grow Wellington, as well as other sponsors. Organisers say that Wellington On A Plate has great support not only from the Wellington food and beverage industry, and from local producers and suppliers – acting as a “cornerstone to the marketing of their industry throughout Wellington, New Zealand and Australia.” The Wellington On A Plate team has the “goal to raise awareness and grow confidence in the wider Wellington region’s food industry, and help solidify Wellington’s place as the Cuisine Capital of New Zealand” (‘Visa Wellington On a Plate’).

With a goal to raise awareness and grow confidence in the wider Wellington region’s food industry, the festival acts as a platform for a delicious and diverse range of events, programmes and competitions – and ultimately as a promoter and celebrator of local food, encouraging the population of Wellington, and greater New Zealand, to see the community that is fostered around local food (‘Visa Wellington On a Plate’).

Pictures Credited Visa Wellington On A Plate // http://www.wellingtononaplate.com/site/uploads/2013/06/Visa-Wellington-On-a-Plate_corporate-profile-2012.pdf



GROWTH // WHAT THE COUNCIL CAN DO

- 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.

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WASTE + RECYCLING

UTILISATION
MANAGEMENT
DIVERSION
AS A RESOURCE

KERBSIDE COLLECTION
PROCESSING
REDUCTION OF NON-ORGANIC WASTE
ALTERNATIVE PACKAGING

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WASTE + RECYCLING



Wellington Rubbish Truck 1951 // <http://www.teara.govt.nz/en/photograph/24451/wellington-rubbish-truck-1951>

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.

THE BREAK-DOWN

Waste management and recycling is a necessity in the modern world – without it, sanitation and living conditions would plummet. This octant of urban agriculture covers the “utilization, management, and diversion of the organic waste created by food growing, food processing, and food consumption.” But in the context of urban agriculture, waste management moves beyond simply dealing with rubbish for sanitary purposes – it encompasses the goal of using all waste through the food system process as a resource, creating the maximum number of outputs from a closed loop circle (Philips).

WELLINGTON 2014

The Wellington waste disposal and recycling system works in a similar manner to the majority of other major New Zealand cities. There is a three pronged system, with glass collection, other recyclables collection and a general waste collection. 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 takes another small 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.

Wellington destructor, 1930. Sited at the current Waitangi Park. <http://www.teara.govt.nz/en/photograph/24450/wellington-destructor-around-1930>



WHAT THEY SAID.

“Our vision is a vibrant urban food economy in Wellington, where people are educated about how to grow their own food and are connected to their food supply.”

- Urban Kai, Kai Cycle

Pledgeme Effort 2013

THE FREE STORE // WELLINGTON

The Free Store, a volunteer-run not-for-profit, redistributes edible surplus food from cafés, bakeries and restaurants, which would otherwise be thrown out, and it is given out from their shop front [soon to re-open out of a shipping container store on the corner of Willis and Ghuznee Streets]. The Free Store’s aim is to “fill a gap in the community where surplus goods aren’t currently being used productively through other channels” and aim to “work constructively alongside other organisations who are supporting the community” (The Free Store).

Pictures Credited The Free Store // <http://thefreestore.org.nz/>



“Creating a sustainable food supply for the community.”

CASE STUDY // KAI TO COMPOST

“Kai to Compost is an environmentally-conscious food waste collection service for medium to large organic waste producers in Wellington city.”

8

Kai to Compost is a Wellington City Council led initiative that collects food waste from local cafes, restaurants, supermarkets and businesses, keeping it out of the landfill and turning “it into quality compost for local gardens,” and has been running since 2006 (‘Kai to Compost’) (‘From Kai to Compost’).

Essentially the system involves local businesses choosing from between 80 and 240 litre wheelie bins, and then placing their food scraps in these during the week. The bins are then emptied on a scheduled day, at each business’s convenience, and are cleaned with a power washer (as no bin liners are required). The food waste is then delivered to the Wellington City Council’s commercial compost facility, mixed with green waste and turned into compost in 100 days that is sold for use locally – “enriching local gardens and completing the nutrient cycle” (‘Kai-to-Compost-Composting.pdf’) Currently the costs are \$7.50 per bin collection, in addition to small monthly fees (‘Kai to Compost’).

“We used to send four wheelie bins full of food scraps to the local landfill. After joining Kai to Compost, we send only half a bin.

- Steve Logan, Co-owner of Enviro-mark Gold Certified Wellington restaurant Logan Brown

Kai to Compost has many benefits, many of which are stipulated on the Wellington City Council website, including; reducing the waste that goes into regular rubbish bins, saving money on bin liners, easy to use due to free education session, no fixed contracts, and the ability to gain Conscious Consumer badges, such as the ‘Composting’ badge. Currently over 120 Wellington sites are using the Kai to Compost scheme (‘Kai to Compost’) (‘Kai-to-Compost-Composting.pdf’)(‘Kai-to-Compost-Brochure.pdf’).

Pictures Credited Kai to Compost // <http://wellington.govt.nz/services/environment-and-waste/rubbish-and-recycling/recycling/kai-to-compost>

“Food waste is up to 60% of the waste from cafes. ”

- Conscious Consumers



Kai to Compost

Last year Kai to Compost diverted 1000 tonnes of food waste from landfill.

GROWTH // WHAT’S POSSIBLE

- Model the behaviours we want to encourage – support no under desk bins in the Wellington City Council offices.
- 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.
- Continue support for Kaibosh, the Free Store and other Food Rescue programmes which use ‘waste’ to meet peoples food needs around the city.
- 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 many examples of the success of these they reduced, reuse and recycle, as well as providing cheap materials for developing gardens and more green jobs.

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URBAN AGRICULTURE
A CONTEXT

THE WORLD + URBAN AGRICULTURE

UA
BACK-
GROUND



“ **Urban agriculture** has recently been experiencing a **renaissance** in response to concerns about the long-term **sustainability** and safety of the **food supply**... In an era of climate change, dwindling resources and financial upheaval, urban agriculture can be seen as more than just growing food in the city; rather, it has become an **important social movement** that represents the collective desire for more meaningful, interconnected, transparent and healthy food systems... ”

(Sheppard-Simms 64).

The food system in developed cities of today has become monopolised by the supermarket system. Dominating the food chain, it is predisposing many modern cities to the “loss of direct connection between people and farms and the food they produce” (Mason and Knowd 64). Urbanites often lack understanding of the manner in which their food is grown, transported, distributed and disposed of – and the organisation and systems that surround this complex process. Numerous developed cities around the world have a different narrative on “how and why agriculture as a land use and human activity has been overridden by a range of local, regional and global forces,” from urbanisation, food chain dominance, to free market economics and changed eating patterns (Mason and Knowd 62, 64). But ultimately, the world has a problem – supermarket chain dominance has impacted not only on farm economic performance, but has created an unsustainable, non-resilient, unmaintainable system, that will consume all the world’s resources should it be left to its own devices (Mason and Knowd 62, 64) (Vale 15). With the prevailing assumption being that “if demand can be met, it should be met” and if the “product is available and in demand, it should be provided,” the developed world is in danger of seeing these systems as “based purely on the financial” and on no other factors (Vale 29).

To urban agriculture. In current practice, ‘urban agriculture’ need not be “based on a sustainable methodology or procedure,” is often combined with an “ecological based approach” it can work towards becoming sustainable, while providing a raft of other benefits, to its city and community. In the current climate of natural resource decline and the “advance of environmental degradation,” urban agriculture can be a key player in reinstating ecological-based systems back into cities. However, urban agriculture cannot be a sole strategy – a “paradigm shift” in thinking about food, particularly in terms of excessive consumption, seasonal and geographical eating, must work to adapt food frameworks, as a contributor towards sustainable cities (Philips 48).



“

Yet in geographies of contemporary food production, **urban agriculture** remains a marginalised activity exiled to the periphery of consumer society. This discourse surrounding urban agriculture continues to reinforce perceptions of its **passivity**. From the humble backyard vegetable patch to the quaint community garden, the provincial farmers' market and the alternative food co-op, growing food in the city has often been promoted as an optional hobby as opposed to a significantly **productive and active component** of urban ecologies. ”

(Sheppard-Simms 64).

There is every reason that urban agriculture can contribute to solving issues of sustainability and food consumption; from findings accrued from national censuses, household surveys and research projects, it can be found that “up to two-thirds of urban and peri-urban households around the world are involved in agriculture,” with a large portion of the food produced for their own consumption, with excess sold to local markets (Hilchey 2). While a large portion of these are in developing countries, as co-inhabitants on this planet, we must realise that our changing behaviours are having a huge impact. The shift to these food systems is a recent one, reverting even to the recent past in ‘developed’ countries could be said to be sustainable (Vale 15). Essentially, it must be remembered that a city cannot change its food systems, and maintain its levels of consumption – the city must adapt with an urban agriculture system to create a sustainable food system.

Urban agriculture can be misleading. In the media, urban agriculture can often be compartmentalised into the community garden and non-profit-based urban city farms category, yet it must not be forgotten that “urban agriculture is much more encompassing in diversity than limiting it to only land set aside to grow crops to harvest, share or sell” (Philips 46). Urban agriculture is, by necessity, multi-faceted, and cyclic – a complex network, with multiple inputs and outputs that must be organised and cultivated to create a productive, efficient and ultimately sustainable cycle – “applying intensive production methods, using and reusing natural resources and urban wastes to yield a diversity of crops and livestock” (Hilchey 1) (Philips 45).

Urban agriculture incorporates the relationships between urban and peri-urban areas too – and the manner that resources are managed. Encouraging the energy capacity of its cyclic systems by creating regional, not restrictively urban, networks ensures highly efficient use of resources and more intensive production (Philips 45) (Pearson, Pearson, and Pearson 7).

WHY URBAN AGRICULTURE?

While there are more academically tangible reasons for the pursuit of urban agriculture in cities, there is one that stands out – passion – there is a desire and drive within the community to embrace urban agriculture as a means to facilitate a brighter, more sustainable, resilient and healthier future for their city.

In pursuit of sustainability, urban agriculture offers a value not limited to sustainable viability, but a fundamental, unmeasurable worth extending to community and health benefits. Urban agriculture, in the current day can start to address “structural changes brought about by globalisation to communities, their food systems and quality of life for urbanites” (Knowd, Mason, and Docking 2). While a focus on urban agriculture and local food could become an “energy-saving resource that is central to creating vital urban communities,” it is crucially important that urban agriculture becomes “more central to city planning as food security and food safety become issues that cities need to address along with the increase in population that is creating a strain on a global level” (Philips 47). This is in particular regards to food availability, food scarcity, supermarket dominance, population pressure in urban areas, climate change and health (Philips 47) (van Ginkel, 2008)(Mason and Knowd 62).

The interest in urban agriculture has not only grown from the threats that face our societies, but from its potential. Urban agriculture has the potential to benefit family economic situations, to green and revitalise cities and to localise food production, “promoting food sovereignty” (Hilchey 2). There are particular interests in existing research in the field of urban agriculture; particularly its potential to educate people about food and health, combating lifestyle diseases such as obesity, and “increasing exclusion of the more disadvantaged within the community from access to fresh local food” Saville, 2002 (qtd. in Mason and Knowd 65). Urban agriculture has the scope to impact every strata of society for the better – directly associating developments in sustainability with advances in urban agriculture, and its connotations as a producer of fresh, local food, healthy living and vibrancy of life.



La Boca Loca,
Miramar

THE SYSTEM + ITS MECHANICS



The scope of urban agriculture is broad, and it is challenging to comprehend the extent to which urban agriculture strategies can be applied at various scales, in different ways and at varying locations, to an urban area (Philips 69). Compartmentalising the different elements of urban agriculture within their overall framework can assist in defining and facilitating strategies being applied to an area, and how these might relate to the other systematic components (Philips 69). In her book 'Designing Urban Agriculture,' April Philips defines eight major components of urban agriculture that diagram the food system: growing and operations, processing, distribution and storage, selling and buying, eating and celebrating, waste and recycling management, education and branding and policy and advocacy (Philips 69–71). Philips' compartmentalisation of this system has been adopted, and slightly adapted for this analysis, changing the octant only by dividing education and branding, and combining processing, distribution and storage. This was to facilitate the research of the Wellington City Council, and their emphasis on the changes that they are best equipped to make – with both branding and education being crucial focuses at local government level. This resulted in the following eight major areas of urban agriculture becoming pivotal points for this research.



Fig: Eight elements of designing urban agriculture in cities, adapted from April Philips' 'Designing Urban Agriculture.'

Once the food system is broken down into octants, it can be seen as a series of inputs and outputs, more of a cycle than eight disjointed components. In this system growing and operations and processing, distribution and storage are classed as system inputs, with outputs including selling and buying, eating and celebrating, education, branding and policy and advocacy, leaving waste and recycling management as neither input, nor output, but ultimately a resource in a sustainable cycle (Philips 46) (Pearson, Pearson, and Pearson 8).

While Philips defines these eight components as being applicable in any urban agriculture related design, for the purpose of this report the definitions cited are set within the context of Wellington, and the possibilities available in urban agriculture to Wellington city, and the greater Wellington region.

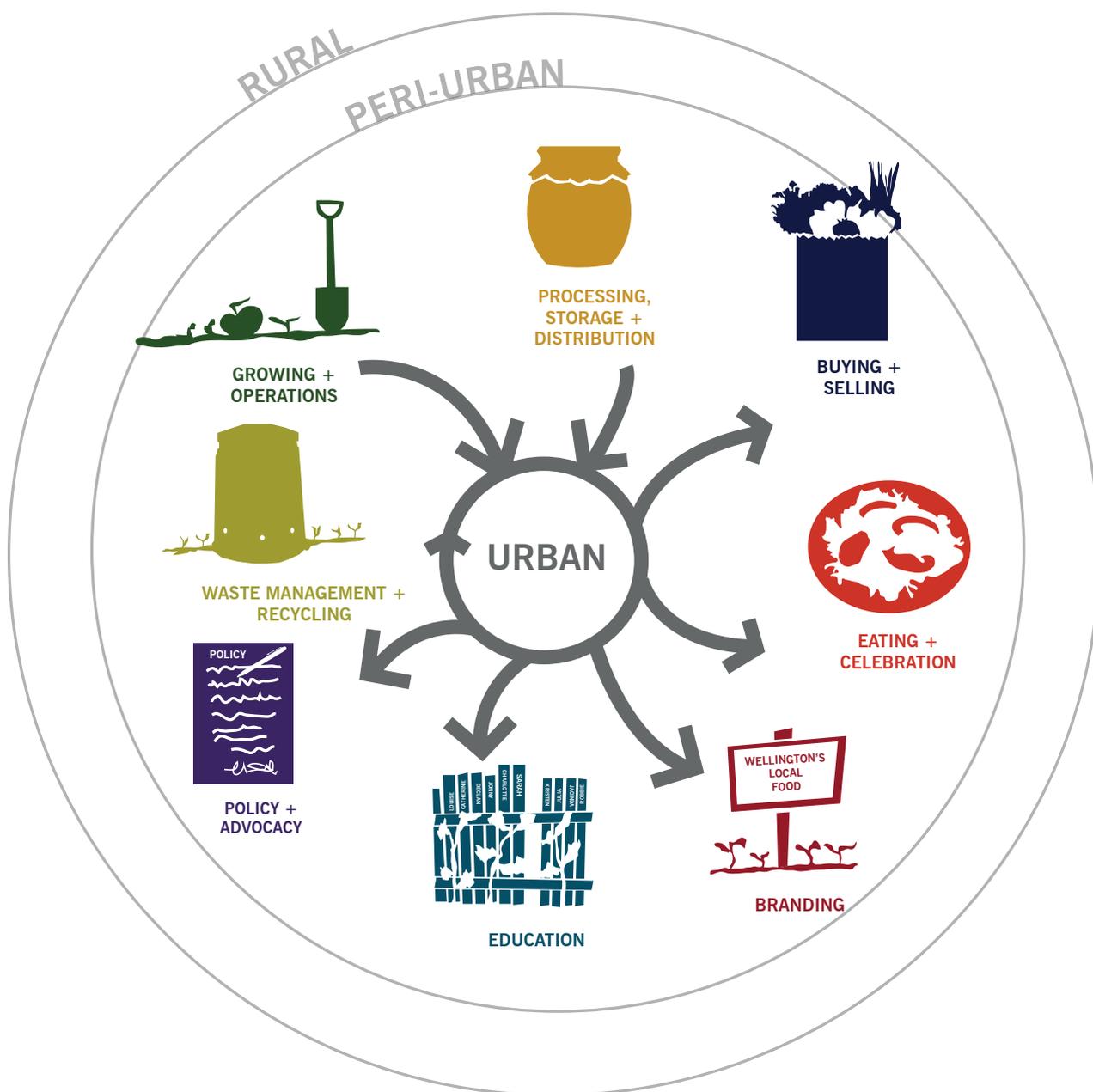


Fig: The cyclic system of urban agriculture, applicable at different scales. “A city would link the food system of each neighbourhood to the citywide food system they are linked to” (Philips 46).

URBAN AGRICULTURE IN WELLINGTON

UA
BACK-
GROUND

Wellington is in the early stages of its food revolution, following in the footsteps of its international counterparts.

A microcosm of some of the large international cities, our “coolest little capital in the world” has every bit as much a need for urban agriculture as its more populous counterparts (Lonely Planet). Wellington too is dealing with the dynamics of our changing relationships with food, as a result of “globalisation, industrialisation... diet related disease, climate change, and global financial and food price crises” (Duignan 1). In the face of these issues, Wellington offers great leagues of potential in the field of urban agriculture, and boasts a vibrant existing urban agriculture industry in all eight portions of its framework. The energy, drive and pure passion of those in the urban agriculture and local food industries in the Wellington region is to be admired – working against the dominance of the existing mechanised industry to “engage and inspire people to take ownership of their health, environmental, social, cultural, financial and political rights and responsibilities,” and produce, fresh, local, nutritious food for their community (Duignan 1).

Despite this hugely promising ‘food revolution’ or ‘grassroots uprising,’ Wellington has much progress still yet to be made. City-wide strategies and a coherency between the efforts of these urban agriculturalists are lacking. As Kena Duignan outlines in her ‘Edible Wellington’ report, “international trends are towards local and central government doing food strategy planning but New Zealand, and Wellington as the capital city, is lagging well behind” (Duignan 1). Here lies the Wellington City Council’s opportunity to lead its city, and the rest of the country towards understanding and developing its food systems around urban agriculture, and towards sustainability.

There are many aspects of Wellington’s food network that are flawed, as other food networks nationally and internationally. Of particular note are “issues of equitable access to food and the impacts of unhealthy diets, environmental impacts of the food system including climate change, and the economic strength of food businesses in Wellington and suppliers of food to the city” – essentially Wellington’s food resilience (Duignan 1). While these issues seem daunting, by focussing on urban agriculture and an animated food system, the financial and time based investments the Council makes will be well rewarded, “linking economic viability, environmental protection, equity, social connection, and health along the food chain” (Duignan 2).

The food system and its future development are of huge importance to Wellington – city-wide and regionally. While “the word ‘food’ is not mentioned once in the Wellington City Council’s annual or long-term plans” nor urban agriculture mentioned in the 2040 plan, there are members of the Council staff who are passionate about urban agriculture and sustainability (Duignan 2). Solidifying the Council’s aims in the field of urban agriculture, making strategies tangible and achievable, and quantifying the necessary investments, alternate inputs and targets will assist those campaigning for the integration of urban agriculture, in making it a reality.



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