

## Newsletter - February 2012

### FOOD FOR THOUGHT!

Rather than just include a straight report of John Vidal's (Guardian Environment Editor) talk at the AGM and the debate that followed we thought it might prove more instructive and entertaining to challenge you to a quiz based around the content of the talk and the issues that arose. You do not need to have attended the talk to attempt the quiz!

Please send your answers to David Curren - [davidcurren@phonecoop.coop](mailto:davidcurren@phonecoop.coop) by 17<sup>th</sup> March. Answers will be in the next newsletter – and hopefully the name of the winner.

**We shall reward the most complete and best-researched response with a bottle of organic wine or voucher of equivalent value at Myriad Organics.**

#### Précis of the talk for anyone who missed out on the pre-AGM announcements

The brief we gave to John Vidal was to focus on issues of food supply (Security? Insecurity? Sovereignty) which have moved up the national and international agendas. He touched on the many environmental issues which the production, distribution and consumption of food raise including links with climate change and carbon emissions and highlighted the interplay of the food requirements of 7 to 9 billion people with available land, water, energy inputs, agricultural methods etc.

### QUIZ

1. The past 10 years have seen an unprecedented trend of land acquisition by sovereign states outside their own boundaries for the sole purpose of feeding their own populations at the expense of the host nation (sometimes termed 'land grabs'). Approximately how many hectares of land have been annexed in this way since 2001 and which country is currently the biggest investor in foreign land acquisitions?
2. What is the estimated amount of topsoil lost by flooding and erosion globally each year?
3. How much energy is required to produce 1 kg of beef versus 1 kg grain using conventional farming methods?
4. How many litres of water are needed to irrigate 1 hectare of rice field? Can this amount vary with the variety of rice grown?
5. Who pays for the "2 for 1" offers at our supermarkets?
6. Have a look at some of the major sponsors for the London Olympics and name the ones with global food interests. Why do you think they are willing to invest so much in this event?
7. Which of the following is the biggest carbon sink in the world?
  - Forestry
  - Coal and oil deposits
  - Grassland
  - Peat locked in frozen tundra
8. Do you know which of the following farming methods provide a foundation for sustainable food production? Why are 'crop yields' a misleading indicator of sustainable farming?
  - GM
  - Traditional farming
  - Forest cropping
  - Agro ecology
  - Organic farming
9. What proportion of food bought in the UK is wasted / thrown away?
10. What proportion of global food production is lost through wastage, poor storage, pests, over-consumption?

11. The UN estimates that 70% more food and 80% more water will be required to feed the world population (9.2 billion) by 2050. Which of the following options to meeting this demand could be sustainable?

- Use more land
- Use more fertilizers
- Change in farming practices
- Better seeds
- Save food wastage
- New technologies
- Climate manipulation

12. A major battle is developing between the global corporations pushing for intensive, energy hungry farming and the rapidly developing Agro-ecological Method. Which of the following outcomes are supported by each camp?

- Investment returns
- Education of the local population
- Free advice for local farmers
- Intercropping
- Increased crop yields of up to 150%
- Friendly non-intrusive technologies
- Soil conservation management
- Support of the local economy
- Support for the global market economy

13. Which of the following policies would make our UK food market more secure and sustainable?

- Reduce meat consumption
- Develop algae farming
- Expand local food markets
- Allow GM cropping for cereals and potatoes
- Reduce dependence on imported food
- Extend the principle of Fairtrade to the UK
- Change supermarket buying policies
- Reclaim more agricultural land from coastal areas and through woodland clearance

14. What proportion of land in the UK is only suitable for grazing?

- 10%
- 40%
- 60%
- 80%

15. Where does the major funding for GM research come from and what proportion do the UK government contribute?

16. Bangladesh has kept its food deficit at 1.5m tons for the past 30 years in spite of doubling its population to 142 m in that time. Which of the following do you think have contributed to this achievement?

- Reduced food and nutrition standards
- Use of more efficient crop varieties
- Government intervention in the food market
- Novel growing methods such as the use of 'floating gardens'
- Less environmental disturbance from floods cyclones and droughts

Useful websites - [www.oxfam.org.uk](http://www.oxfam.org.uk)

[www.srfood.org](http://www.srfood.org)

[www.agassessment.org](http://www.agassessment.org)

The next event in the Big Food Debate series is on Wednesday 29<sup>th</sup> February.

Please forward the poster at <http://www.ludlow21.org.uk/docs/Myttonad.jpg> to anyone who you know is interested in the issues we are discussing this year.

Advance notice – the 3<sup>rd</sup> event in this series is on Thursday 19<sup>th</sup> April and will be focussing on issues around water – same time, same location.



### The Three Peaks

oil, soil & phosphates

*The impact of global peak energy & resources on local communities*

*Talk by Dr Lance Mytton formerly Principal Scientist at Institute of Grassland & Environmental Research*



Wednesday 29<sup>th</sup> February  
7.30 p.m. The Charlton Arms,  
Ludlow

Project paid for by the European Agricultural Fund for Rural Development (2007-2013). Europe investing in rural areas. Supported by the Shropshire Hills AONB LEADER Programme, delivered through Defra.



## The 492 Sunday service

We've had some great walks through the South Shropshire and Herefordshire countryside that is so easy to access by bus. If you can't make the Sunday walks don't forget that this is a good service to use during the week to try these routes.

Wear suitable walking shoes and outdoor clothing and bring a snack for break. Sorry – no dogs on the bus. We'll try to end the walk with a social drink where possible.

These walks are arranged by Les Lumsdon and all Ludlow21 members and their friends are invited.



All walks leave from the Assembly Rooms on the 11:05 bus – so meet there by 11am.

4th March – Bircher to Orleton - moderate 4 mile walk

8<sup>th</sup> April – Richards Castle to Ludlow via Tinkers Hill – 6 mile easy.

## News from the Board

The recent Board meeting discussed how the Big Food Debate (BFD) could be promoted throughout the year by the various sub-groups. The producers at the Local to Ludlow Market will be opening their door to visitors in July to show people what producing local food really means. We are hoping to provide sustainable transport options to get to these locations. The Green Festival in August will continue to spread the word on BFD. We are hoping to be able to provide better waste disposal options at all Ludlow21 events now that Alan Stewart, who joined the Board at the recent AGM, is able to bring real expertise in this area.

Ludlow 21's website [www.ludlow21.org.uk](http://www.ludlow21.org.uk) has been updated and although in many ways similar to the old version it should be easier to navigate and find the latest news.

We are very pleased that Juergen Bridstrup is our new Membership Secretary and thank Jenny James for her work in this role over the last 2 years.

There is always so much happening in Ludlow 21 that there is always a need for more volunteers to help with our events and get our message across. Please get in touch with David Currant if you would like to become more involved in Ludlow 21's work.

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## Local Sustainable Transport Fund

Ludlow is one of three towns to benefit from this funding to encourage more local journeys to be made on foot, by cycle, by public and community transport or by greener car travel options.

Some initiatives for 2012, which are being managed by Shropshire Council, include

- A **Ludlow Car Club** – providing an opportunity to become a member of a local 'pay as you go' car club.
- Physical improvements around town from signage to surfacing improvements and cycle path extensions.
- **Improved Travel Information** – A second edition of a **Ludlow Walking and Cycling Map** will be available soon. A Travel Shropshire website will be launched in April enabling you to access the widest possible range of local transport and travel information.
- **Cycle parking** – a number of sites have been identified by the Town Council, businesses and others to provide new cycle parking.

- **Cycle Events**

- Thursday 8 March from 10am. Come and try the **Smoothie Bike** at the Ludlow Local Produce Market.
- Thursday 12 April 9.30am to 10.30am. A free '**Dr Bike**' – bike safety check for your bike also at the market.
- Thursday 12 April at 10.30am. An **Easter Family Cycle Ride** will then take place from the market. The route will be the lovely Lady Halton Loop.
- Cycle training – see the poster below for info on how you, your friends or family can gain confidence on your bikes

**Want to get involved?** Contact Ray Hughes, Travel Shropshire Manager Tel 01743 253063 or email [ray.Hughes@shropshire.gov.uk](mailto:ray.Hughes@shropshire.gov.uk)



## Adult cycle training in Ludlow

**Make the most of your bicycle and  
discover the freedom of cycling with a  
FREE two hour cycle training session\***

**\*16 plus**



### Is this for me?

- I haven't ridden a bicycle since a child and am a complete beginner
- I would like to ride more confidently with my children
- I want to commute to work by bicycle, save money and find the best route
- I'd like to get fit and lose some weight
- I need help making the most of my bicycle
- I'd like the option of achieving a Bikeability award

**The answer is yes!**



To find out more and book your **FREE** cycle training session with a qualified cycle trainer, please ring 01743 253008 or email [transport@shropshire.gov.uk](mailto:transport@shropshire.gov.uk)



[www.cycleshrewsbury.co.uk/oswestry-ludlow](http://www.cycleshrewsbury.co.uk/oswestry-ludlow)



## Groundbreaking local hydropower co-operative is launched

A community group in Cleobury Country is seeking investors to help return the historic Tetstill Mill in Neen Sollars (Southern Shropshire) to the harnessing of power from the River Rea by producing green energy for local people.

To encourage local interest and support, The Neen Sollars Community Hydropower Co-operative (NSCH Co-op) Ltd is holding a Share Offer launch event on Saturday 18<sup>th</sup> February 2012 from 10am until 4pm at The Milson and Neen Sollars Victory Hall (post code: DY14 0AL).

Here local people, community organisations and businesses will be able to see the plans for a hydroelectric scheme, how much they can invest (as little as £250 or up to £20,000 for a single share) and what they can expect as a return on their investment and in tax benefits. There will also be members of the local community including NSCH Co-op representatives, the project team and the design consultants on hand to explain the project and answer any questions.

It is hoped that the £150,000 (provisional estimate) needed to bring this project to fruition will all come from local share investment. This should cover all necessary equipment procurement and installation costs. A £20,000 share will be purchased by Cleobury Country Ltd (CCL) following their successful bid for funding from Shropshire Council's Market Towns Revitalisation Project. Its dividend will be utilised for sustainable projects within the local community.

When complete, this community owned scheme will provide (via the national grid) the equivalent of around 20 per cent of the domestic electricity use in the village. The income (dividend) will come from electricity sales and the Feed in Tariff which will be based on the annual power generated and exported from the site with an adjustment to cover operating costs.

The project follows the successful community share offer by Leominster Community Solar. It will be the first hydropower co-operative in the West Midlands. Both projects have been supported by Sharenergy, a Ludlow-based co-operative.

Councillor John Hurst-Knight, Shropshire Council's deputy cabinet member, said: "This is a fantastic scheme which will get the whole community working together. I'd like to encourage as many people, organisations and businesses to go along to the Share Offer event, even if it's just to find out a bit more about this exciting scheme."

Gwilym Butler, Shropshire Councillor for Cleobury Mortimer, said: "As local member and Cabinet member for Flourishing Shropshire Communities, I was keen to champion this application through Shropshire Council up to cabinet. This project shows how Cleobury Country working with partners can create sustainability both environmentally and for the future within the community for other projects. This is the first project of this kind in Shropshire and I commend Bill Duley and his team for bringing it to fruition. Communities working together with partners and delivering what they need is the future."

People unable to attend the event will be able to see details of the project and obtain the Share Offer application from the Co-op website at: <http://www.sharenergy.coop/neensollars/>

The Phone Co-op is the fastest growing consumer co-operative in the country. They give their customers excellent value and great service and aim to conduct business ethically. Ethical telecoms & broadband with 6% of your calls and broadband expenditure going to Ludlow 21 at no cost to the subscriber.

Don't forget to book for the Green Xchange Conference on 3<sup>rd</sup> March.

You can book online at <http://www.eventelephant.com/greenshropshireconference>



**Please put this date in your diary now!**

**Saturday  
3rd March 2012  
9 30 a.m.—3 30 p.m.**

- a coalition of cross-sector environmental interests invites you to the:

**Green Shropshire Conference**  
focusing on the creation of an effective Green Shropshire Xchange engaging with all sectors of the Community of the Environment and examining the benefits and potentials of sharing and partnership.

An opportunity for anyone with an interest in the future challenges of climate change, food security, loss of biodiversity and other environmental degradation to come together. Participants will:

- Hear inspirational examples of what has been achieved elsewhere in the world.
- Share ideas about making a major breakthrough in tackling the challenges we all face.
- Explore possible practical actions that will set Shropshire communities along the road to a genuinely safe and sustainable future.
- Discover how local communities can come together to tackle the above issues.
- Meet like-minded people to identify practical actions we can bring about.

**At: Church Stretton School  
Shrewsbury Road  
Church Stretton  
SY6 6EX**

**ALL Welcome**

Further details will follow very shortly.....

**A key event for the local Community of the Environment  
Please circulate to others who may be interested**

**Keynote speakers:**  
**George Marshall** from **COIN**  
**Richard Priestley** — environmentalist.

There is room for exhibition stands and stalls featuring information on local projects, community schemes and environmental products.  
If you or your organisation would like space please contact us at [GSXchange@gmx.co.uk](mailto:GSXchange@gmx.co.uk)  
or speak to Claire on 01743 252577

**FAIRTRADE FORTNIGHT 27 Feb - 11 March 2012**

Thousands of people up and down the UK are taking action to raise awareness of Fairtrade and help others understand how a small step change here can make a huge difference to the lives of farmers and workers around the world.

To encourage you to take steps for Fairtrade, there will be footprints in Church and around the town. You are invited to consider at least one step to take and write it on a footprint. These will contribute to the display area around The Traidcraft Stall which will be up the whole of Fairtrade Fortnight. If you would like to draw around your own foot and decorate a



footstep that would also be welcome. The steps will be registered with the Fairtrade Foundation. Together, around the UK, we hope to take about 1.5 million steps for Fairtrade in 2012. That's one for every Fairtrade Farmer and worker around the world.

**The Shropshire Fairtrade Coalition** have arranged a relay round the County between The Fairtrade Towns of Whitchurch, Oswestry, Shrewsbury, Church Stretton, Ludlow, Bridgnorth and Telford (Harper Adams), carrying banners and bunting by public transport, bike and on foot. Ludlow will be meeting a group from Church Stretton off the bus on **Tuesday 28<sup>th</sup> February** late morning and processing to Wesleys Café. **On Wednesday 29<sup>th</sup>** The Ludlow Group will have a send off from St Laurence where coffee will be served from 09.30 before taking the 10.35 bus to Bridgnorth for events there. Please do join us at St Laurence and / or the Methodist Church which are both Fairtrade Churches.

**The Traidcraft Stall at The Farmers Market on Thursday 8<sup>th</sup> March** will have food samples to taste and more about taking steps for Fairtrade. Look out for Fairtrade in shops, cafes, and churches.

All are welcome to join **the discussion group at 11.00hrs on Sunday 11<sup>th</sup> March** which will be on Fairtrade and held in 2 College Street.

On **Sundays 4<sup>th</sup> and 11 March** there will be **Fairtrade refreshments** at coffee after the 09.30 Eucharist. Any offers of baking using Fairtrade ingredients will be welcome. It would be good if you could bring along your recipe indicating the Fairtrade ingredients. We hope to display some recipe ideas.

If you would like to contribute in any way over the fortnight particularly on the morning of 29<sup>th</sup> February at St Laurence but also with baking or perhaps another offer please get in touch with Penny Bridstrup on 01584 876992 [pabridstrup@btinternet.com](mailto:pabridstrup@btinternet.com)

### Dates for your Diary

Below are events we are aware of at the time of producing the newsletter but check the *News and Forthcoming Events* section of the Ludlow21 website regularly for an up-to-date list.

<b>February</b>			
Tuesday 21 <sup>st</sup>	from 7:30pm	<b><u>Green Drinks</u></b>	Rose and Crown
Thursday 23 <sup>rd</sup>	9:00am – 2:00pm	<b><u>Local to Ludlow Market</u></b>	Market Square
Saturday 25 <sup>th</sup>	Meet 10:20	<b><u>Pride of Place</u></b> Monthly town centre tidy up – more volunteers always needed – all equipment provided.	Buttercross
Monday 27 <sup>th</sup>		<b><u>Start of Fairtrade Fortnight</u></b> 27 <sup>th</sup> Feb – 11 <sup>th</sup> March – look out for events and displays around town.	
Tuesday 28 <sup>th</sup> Wednesday 29 <sup>th</sup>		<b><u>Fairtrade Relay</u></b> Arrives in Ludlow on 28 <sup>th</sup> and departs on 29 <sup>th</sup>	See above for information about the relay

Wednesday 29 <sup>th</sup>	7:30 pm	<b><u>The Three Peaks</u></b> The 3 peaks we are looking at here are Soil, Oil and Phosphate. Dr Lance Mytton, formerly of the Institute of Grassland and Environmental Research. This is the next event in our series of "The Big Food Debate"	Charlton Arms Function Room
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### March

Saturday 3 <sup>rd</sup>	9:30am – 3:30pm	<b><u>Green Shropshire Xchange Conference</u></b>	Church Stretton School
Thursday 8 <sup>th</sup>	9:00am – 2:00pm	<b><u>Local to Ludlow Market</u></b> Come and make your own smoothie on the <i>Smoothie Bike</i> and try Fairtrade samples and discover more about taking your step	Market Square
Thursday 15 <sup>th</sup>		<b><u>Folk Down the Track</u></b> Whalebone will be playing from 8pm. Doors open at 7pm.	Ludlow Brewery
Wednesday 21 <sup>st</sup>	from 7:30pm	<b><u>Green Drinks</u></b>	Rose and Crown
Thursday 22 <sup>nd</sup>	9:00am – 2:00pm	<b><u>Local to Ludlow Market</u></b>	Market Square
Saturday 25 <sup>th</sup>	Meet 10:20	<b><u>Pride of Place</u></b> Monthly town centre tidy up – more volunteers always needed – all equipment provided.	Buttercross

The full winter and early spring programme for Folk Down The Track can be seen at  
<http://www.ludlow21.org.uk/docs/FDTT201112.pdf>

### Contacts

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Ludlow21 Company Secretary	Peta Sams	01584 876818	<a href="mailto:Peta.Sams@btinternet.com">Peta.Sams@btinternet.com</a>
Ludlow 21 Membership Secretary	Juergen Bridstrup	01584 876922	<a href="mailto:membership@ludlow21.org.uk">membership@ludlow21.org.uk</a>
Fairtrade and Human Rights & Board:	Liz Taylor	01584 831149	<a href="mailto:fairtrade@ludlow21.org.uk">fairtrade@ludlow21.org.uk</a>
Food and Farming Group & Board	Kate Norman	01584 878398	<a href="mailto:foodandfarming@ludlow21.org.uk">foodandfarming@ludlow21.org.uk</a>
Events Group& Board	Roger Furniss	01584 874205	<a href="mailto:events@ludlow21.org.uk">events@ludlow21.org.uk</a>
Other Board members	Tish Dockerty Phil Sams Nina Walmsley Alan Stewart	01584 872043 01584 876818 07824 508 536 07929 062 691	<a href="mailto:tish.dockerty@tdky.co.uk">tish.dockerty@tdky.co.uk</a> <a href="mailto:phil.sams@btinternet.com">phil.sams@btinternet.com</a> <a href="mailto:nina.m.walmsley@googlemail.com">nina.m.walmsley@googlemail.com</a> <a href="mailto:alan-stewart@hotmail.co.uk">alan-stewart@hotmail.co.uk</a>
Ludlow 21 Website			<a href="http://www.ludlow21.org.uk">www.ludlow21.org.uk</a>
Green Festival Website			<a href="http://www.greenfestival.co.uk">www.greenfestival.co.uk</a>
Local to Ludlow Website			<a href="http://www.localtoludlow.co.uk">www.localtoludlow.co.uk</a>

