

Carmarthenshire Local Food Strategy 2026

A Carmarthenshire that produces, promotes and provides healthy and sustainable food for future generations





Foreword

“The Public Services Board have been working on this Local Food Strategy for just over two years, significant progress has been made in consultation with local people and stakeholders at a regional and national level.

This strategy is welcomed at a time where the economic, environmental and health challenges we face here in Carmarthenshire are becoming more prevalent. We can only begin to tackle this by bringing people, business and organisations together in collaboration and partnership, with a shared vision for what we want our Local Food System to be.

As a new strategy, by being ambitious and focussed, we hope that targeted action will see positive impacts and outcomes for Communities across the county.”

Chair of the public services board,
Councillor Linda Evans

Our focus here for our rural county of Carmarthenshire is around...

Production

What we produce locally and the way we produce it.

Provision

How we provide food in our Public Settings like Schools, Hospitals, Care Homes and Leisure Facilities, but also the link in with Community Food and Local Business.

Promotion

The actions we take to promote healthy and sustainable local food.



Core Values

A Carmarthenshire Food System that produces, promotes and provides healthy and sustainable food for future generations.

Accessible

Healthy

Thriving

Committed

Sustainable



Objectives

- 1 Food for Public Health**
The Food Environment at Home, Public and Community Settings.
- 2 Public Sector Provision**
Sustainable Food Procurement and Education.
- 3 Local Food Economy**
Sustainable Food and Farming Sector Careers and Livelihoods.



Food for Public Health

Mission

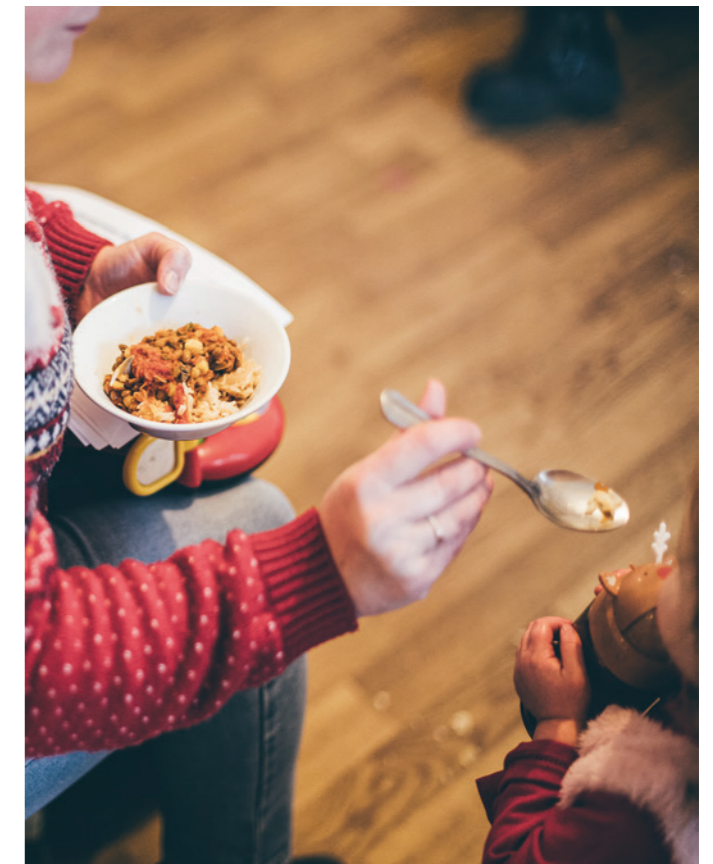
'All of Carmarthenshire has access to local, healthy and sustainable food.'

Goals

Ensure Carmarthenshire residents and visitors have access to local, healthy and sustainable food by 2035. *access is defined as Skills/Knowledge, Affordability and Physical Availability.

Eliminate 'non-emergency' need for food banks by 2040.

Significantly decrease the consumption of processed foods and foods that are high in fat, salt and sugar (HFSS) and increase the consumption of fruit and vegetables.



Public Sector Provision

Mission

'All Public Sector catering, education and provision services work collaboratively to prepare, serve and promote healthy and sustainable food'

Goals

30% of Public Food Procurement has provenance from organic or sustainability accredited local and Welsh producers by 2030.

Education settings include Food Literacy as part of Progression Steps 1–5 by 2035.

75% reduction in the *environmental footprint of public sector food procurement by 2035.

Carmarthenshire adopts Health Traffic Lighting labelling in Public Sector settings by 2035

**full life cycle of food, from production to waste*



Local Food Economy

Mission

'Develop a thriving, innovative and resilient local food economy that retains value'

Goals

Work to increase employment opportunities in the agricultural sector (primary food production) by 2030.

Increase Carmarthenshire food sector jobs paid the Real Living Wage by 2035.

Increase the amount of Community

Food and Social Enterprises, spread equitably across the county.



Local Food Strategy in Action

- 1 Set Objectives, Missions and Goals
- 2 Centralised Action Plan
- 3 Strategic Programme Delivery
- 4 Monitoring and Evaluation Framework



Unlocking Multiple Outcomes Through Food

Carmarthenshire's Food Strategy is **outcomes-focused**, using food as a lever for economic growth, resilience and wellbeing. By strengthening local supply chains, supporting producers and investing in sustainable infrastructure, it delivers measurable benefits for jobs, skills and community wealth.

These actions align with our **Well-being Goals** for a **prosperous, resilient and cohesive Carmarthenshire**, and advances implementation of the Well-Being of Future Generations (Wales) Act 2105 including A Prosperous Wales, A Resilient Wales and A Globally Responsible Wales.

The strategy also drives **environmental and social outcomes** - promoting low-carbon production, biodiversity recovery and reduced food waste, while tackling health inequalities through better access to local, nutritious food. It supports A Healthier Wales and A More Equal Wales, making food a practical tool for achieving long-term, preventative change across economy, environment and community wellbeing.





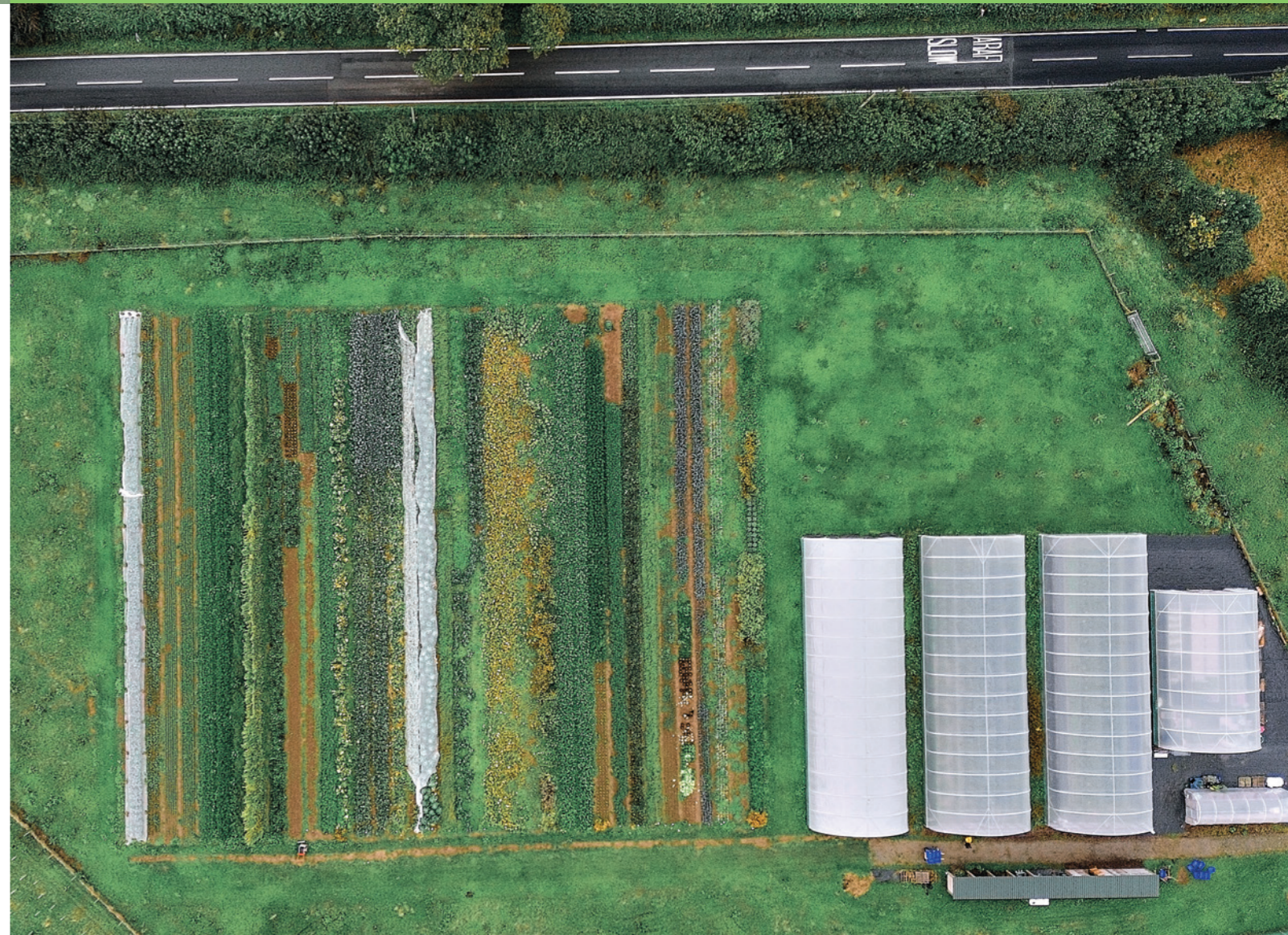
Environmental Outcomes

- ✓ Lower carbon and environmental footprint
- ✓ Less global impact/footprint of 'brought-in' inputs
- ✓ Reduced climate change risk by adaption
- ✓ Better conservation and regeneration of natural resources



Economic Outcomes

- More established pathways into food sector careers and entrepreneurship
- More people retained in careers in rural and urban working communities
- Increased careers and business growth in associated food sectors
- Increased investment through economic circularity, more wealth built into communities



Social and Health Outcomes

- Improved health outcomes and lowered risk of diet-related disease
- Better cultural recognition and social integration of communities
- Less people at risk of food insecurity
- Increased community representation and social equity across the food system
- A more targeted approach to enhanced community resilience through formalised partnerships



Bwrdd Gwasanaethau Cyhoeddus
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Public Services Board