



GOOD FOOD ABERFELDY

From National Policy to Local Action

Hyper Local Food Plan

Healthiest Town Aberfeldy | May 2026

Contents

1. Introduction
2. Aberfeldy: Aspiring to be Scotland's Healthiest Community
 - 2.1 Aberfeldy's Food
 - 2.2 Healthiest Town Aberfeldy
 - 2.3 The Aberfeldy Manifesto
3. Aberfeldy Community Action Plan and Local Place Plan
4. Good Food Nation – Progress So Far
5. Sustainable Food Places Model
6. Aims of the Aberfeldy Hyper Local Good Food Plan
7. Good Food Aberfeldy – Mapping and Research
 - 7.1 Food Prices
 - 7.2 Food Mapping
 - 7.3 Existing Food Projects
 - 7.4 Food Conversations and Issues
8. Good Food Aberfeldy – Solutions and Next Steps
 - 8.1 Solutions
 - 8.2 Next Steps
9. Communications Plan
10. Reflections and Template
 - 10.1 Development of the HLFP
 - 10.2 Value of the HLFP
 - 10.3 Process of Creating the HLFP
 - 10.4 Key Components of a HLFP
- Appendix 1 – CAP and LPP Policy Context
- Appendix 2 – Networks, Organisations and Projects
- Appendix 3 – Food Conversations

Appendix 4 – Food Prices

Appendix 5 – Draft Business Plan for Mobile Food Shop

1. Introduction

Scotland introduced the Good Food Nation Act in 2022, followed by the Good Food Nation Plan in December 2025. This Hyper Local Food Plan (HLFP) has been produced by Healthiest Town Aberfeldy, a locally rooted charity, as part of an ongoing process and journey to help our community be healthier and, in keeping with the Good Food Nation Act, able to access healthy, affordable food more easily. This work is not new and builds on the legacy of the Aberfeldy Manifesto written in 1974. Through a process of research, mapping and the development of collaborative actions grounded within our community, this plan gives us a clear steer for work going forward.

The plan will evolve and change over the coming months and years; we hope projects will develop and be implemented; we hope an active local food partnership will develop; we hope that other communities will find this plan helpful; we hope to change things for future generations.

2. Aberfeldy: Aspiring to be Scotland's Healthiest Community

Aberfeldy lies in the heart of Scotland in the beautiful Tay valley. It is a rural area with many small communities – including Grandtully, Strathtay, Dull and Weem, Fortingall, Fearnan, Kenmore, Glen Lyon and Kinloch Rannoch – all served by the services and facilities of Aberfeldy. The health centre area of Aberfeldy and Kinloch Rannoch has a population of around 4,600. In this plan we refer to Aberfeldy but this covers this larger area. The Tay valley offers good, fertile soil and our local agriculture consists of sheep, cattle and deer farming along with potatoes and some other fruit and vegetables. The area used to have dairy farms and small farms but these have long gone.

2.1 Aberfeldy's Food

Although in the past the valley may have been able to feed itself, rurality now comes at a cost both in terms of food and other services. In the 2020 Scottish Index of Multiple Deprivation, Aberfeldy and Kinloch Rannoch were regarded to be the most access-deprived communities in Scotland; petrol and food costs more in general and our food supply chains are fragile. The community relies on one main supermarket with one smaller supermarket along with a butcher, baker, organic vegetables and refill station, several delicatessen shops and seasonal farm stands. We have a farmers' market once a month selling a range of produce. It is difficult to access locally produced food. Many people choose to shop in Perth, 35 miles away, adding fuel costs to their shopping, or get groceries delivered by one of the big supermarkets.

This paints a picture of a fragile food system with many issues arising, including:

- Rural price increases
- Vulnerability to supermarket cyber attacks, as happened in 2025
- Vulnerable community members such as older people and young people having little or no choice
- Lack of access to good quality local food

2.2 Healthiest Town Aberfeldy

Healthiest Town Aberfeldy (HTA) is a registered charity (SC035650) established in 2022 with the aim of encouraging and enabling people in the community of the health centre area to live healthier lives. The initiative focuses on four evidence-based 'pillars' based on findings from the 'Blue Zones' around the world:

- Eat Real Food
- Move every day
- Maintain balance
- Connect with people, purpose and nature

This HLFP maps mainly, but not exclusively, to the Eat Real Food pillar. Thus far this has involved running a range of events and activities including creating food-related networks, campaigns and events, supporting schools and other community groups and promoting awareness of healthier food generally. This work is a response to the recognition of the significant impact of food on our health, environment and economy, people's lack of connection to food and the fragility of our local food infrastructure. It is also a local response to global issues and national policies and priorities, and echoes work undertaken in this community over 50 years ago on food.

2.3 The Aberfeldy Manifesto

The Aberfeldy Manifesto, written in 1974 by a group of local residents concerned about food security and the environment, recognised the importance of these issues which remain so relevant today.

Aberfeldy Group Manifesto, September 1974

'We therefore conceive it is our duty to discuss and if possible to reach the following objectives:

- 1. To urge by every means possible government policies which will enable our agriculture and horticulture to make Britain self-supporting in essential foods and in the requirements for their production.*
- 2. To grow in the land of the upper Tay Valley as much food as possible in as much variety as possible for consumption by those living in the valley and for sale of surplus to any who want to buy.*
- 3. To achieve these objectives without impairing soil fertility for the future, without polluting our surface waters, and without the extravagant use of fossil fuel energy.*
- 4. To spread the knowledge of the relationship between soil fertility, food and health.'*

Fifty years later, in 2024, HTA revisited and relaunched the Aberfeldy Manifesto, emphasising the principles of the Good Food Nation whilst also recognising the challenges faced by rural communities in Scotland. This now underpins much of our work.

Aberfeldy Food Manifesto 2026

Reviving the 1974 Aberfeldy Manifesto developed by local farmers, medical professionals and others

Food is important for our growth, health and wellbeing. Everyone should have reliable access to fresh, nutritious, affordable food.

In rural communities this can be challenging. A fragile supply chain, global insecurity and the changing climate is impacting both the growth and supply of fresh, local food. Shop shelves instead are filled with highly processed manufactured foods imported and promoted by multinational organisations for maximum profit.

Scotland's Good Food Nation Act aspires to deliver a fairer, more sustainable and resilient food system for everyone, which is healthier for people and contributes towards a flourishing and biodiverse environment.

We, the communities of the local region, need to act on the following:

- Awareness-raising about the impacts of food on our health and the impacts of climate change, soil health, transport costs and geopolitical factors on food security, at a local level as well as nationally and internationally.
- Support for local farmers, food producers and food businesses so that more food can be grown and sold in or near our communities, with encouragement for people and projects to grow their own produce.
- Advocacy for all aspects of the food economy at all levels, and lobbying local and national government where their actions affect our community.

We invite all organisations, businesses, schools and families to help deliver the manifesto for the benefit of people and planet by doing some or all of these simple tasks:

- Buy local, fresh food
- Cook more often
- Reduce food waste
- Grow more food

3. Aberfeldy Community Action Plan and Local Place Plan

It is important that this HLFP is grounded in community development plans for the area. The Aberfeldy, Dull and Weem Community Action Plan 2025–30 (CAP) was completed and published in 2025. The process of achieving the CAP was thorough and a significant number of people participated in the community consultation process. A number of key themes emerged and actions set against them. Several organisations were tasked with the implementation of actions and review of those actions and the CAP as a whole. The first review, which was scheduled to take place late in 2025, has not happened. More information can be found on the CAP:

<https://aberfeldydt.org/community-action-plan/>

A Local Place Plan (LPP) was developed in parallel with the CAP during 2025 with a public consultation in June/July of that year. A LPP sets out plans for physical development – “a community-led, spatial document that sets out proposals for the development and use of land in a local area” – and thus has potential relevance to the development of this HLFP, where land is to be used for food production, distribution or sales. The LPP forms part of the council-led Local Development Plan (LDP) process. The LPP is currently with Perth and Kinross Council awaiting approval.

Food is not mentioned in either the CAP or the LPP consultation responses. This, in its own right, is interesting and may imply that people feel disengaged and disenfranchised in relation to food.

However, healthy living and sustainability were identified in many areas of the CAP and LPP, outlining what people want the community to be. These quotes demonstrate this:

“A town that is known for its commitment to healthy, green and sustainable living”
“A strong community that is led from within the community building ethical and sustainable lives for ourselves”

The only reference to health in the actions outlined in the CAP is:

- Encourage and enable people to lead healthier lives and campaign to make Aberfeldy the Healthiest Town in Scotland (Healthiest Town).

The CAP was set against policy areas around housing and community development and there was no reference to food within this (Appendix 1).

4. Good Food Nation – Progress So Far

The Good Food Nation Act was passed in 2022 with 6 key outcomes:

- **Outcome 1:** Everyone in Scotland eats well with reliable access to safe, nutritious, affordable, sustainable, and age and culturally appropriate food.
- **Outcome 2:** Scotland’s food system is sustainable and contributes to a flourishing natural environment. It supports our net zero ambitions, and plays an important role in maintaining and improving animal welfare and in restoring and regenerating biodiversity.
- **Outcome 3:** Scotland’s food system encourages a physically and mentally healthy population, leading to a reduction in diet-related conditions.
- **Outcome 4:** Our food and drink sector is prosperous, diverse, innovative, and vital to national and local economic and social wellbeing. It is key to making Scotland food secure and food resilient, and creates and sustains jobs and businesses underpinned by fair work standards.
- **Outcome 5:** Scotland has a thriving food culture with a population who are interested in and educated about good and sustainable food.
- **Outcome 6:** Scotland has a global reputation for high-quality food that we want to continue to grow. Decisions we make in Scotland contribute positively to local and global food systems transformation. We share and learn from best practice internationally.

The Good Food Nation Act seeks to bring together the food-related threads across many of the Scottish Government’s national policies. This is a complex policy area with relevance to agricultural, economic, climate, building and development policies and many other areas.

To help understand how some of the most important policies link together, an interactive policy map has been produced by Nourish Scotland. It is visually similar to the London Underground map, with the Good Food Nation Act as the ‘Circle Line’ making the interconnections between policies, with clickable ‘stations’ detailing the overlaps:
https://www.nourishscotland.org/wp-content/uploads/2023/04/Policy_Map_2023.pdf

Implementation of the Good Food Nation Act has been slow, with the Good Food Nation Plan not published until December 2025. All 32 local authorities and 14 Health Boards (‘relevant authorities’) are required to produce a Good Food Plan by 1 April 2028. Funding arrangements have not yet been finalised. Independent oversight and scrutiny will be provided by the Scottish Food Commission, which was launched in Edinburgh in March 2026.

The new government, formed following the elections of May 2026, affords some opportunities and challenges for this food work. The SNP led government, along with the Green Party, Liberal Democrats and Scottish Labour all have food related policies which will help achieve the goals of the GFN Act and of this HLFP, but we must keep up pressure to ensure this does happen.

Perth and Kinross Council Good Food Plan

PKC started early and well, forming a regional Good Food Partnership and some great work happened in building local food networks and supporting local initiatives. However, progress halted when the lead staff member left and responsibility has now transferred to the Climate Change team within PKC, working with Climate Connect, Tayside Contracts, NHS Tayside and other relevant local authority staff. There are proposals to restart the food network and PKC are trying to help local businesses to tender for contracts. HTA plans to share this prototype HLFP with PKC to encourage them to support this and similar locally rooted initiatives. We feel that the HLFP is a good format for delivery of the Perth and Kinross Good Food Plan when it comes to that.

Local Food Plans

There are many great examples of Local Food Plans across the country. These generally work at a Local Authority level or, in some cases, a part of this and generally are led by the Local Authority or a statutory body. Some also may have a specific focus around growing more food locally or creating a food hub. There are, however, few examples of hyper local food plans that seek to look at the whole food landscape in a smaller geographical area. A few examples of wider local food plans are described below:

Glasgow City Food Plan 2021–2031

Glasgow has been working on food related work for many years. A core element of the plan was that it was co-developed in consultation with communities and is therefore owned by the people of Glasgow and not by any one body or organisation.
<https://goodfoodforall.co.uk/home/glasgow-city-food-plan>

Small is Beautiful – Growing a Sustainable Local Food Eco-System in Uist

This report was undertaken to understand the dynamics of growing and sourcing fresh produce on the Western Isles.

South of Scotland Local Food Growth Plan

An excellent summary of key food issues and solutions on various areas for Dumfries and Galloway. <https://www.sustainweb.org/assets/south-scotland-local-food-growth-plan-1756380597.pdf>

Food for Fife Strategy 2025–29

Outlines key areas for work to create ‘a sustainable food culture for a healthier Fife’, led by Fife Council, a local authority active around food for many years.
https://our.fife.scot/__data/assets/file/0027/14985/Food-4-Fife-strategy-2024-29-SFPaward-a.pdf

Sustain Local Food Growth Plan

Outlines how to grow the local food sector across the UK. It is led by a partnership of organisations including the Landworkers Alliance, Sustain and others.
<https://www.sustainweb.org/assets/local-food-growth-plan-1748336069.pdf>

5. The Sustainable Food Places Model

Our HLFP builds on the work of many organisations across Scotland and the UK. The Sustainable Food Places Network, coordinated by Nourish Scotland in Scotland, is an important model and structure for us to work from. We hope to create an active food partnership in this community and become a sustainable food place, or participate in a wider sustainable food place in due course.

Sustainable Food Places is a network of UK food partnerships which work on all aspects of the food system to solve some of today's most pressing social, environmental, and economic issues. Food partnerships bring together key stakeholders from right across the local food system, from the local authority, Health Board and public sector establishments to food growers, retailers, hospitality sector and community groups.

The key areas that a Sustainable Food Place would focus on are listed below.

- Food Governance and Strategy
- Healthy Food for All
- Catering and Procurement
- Good Food Movement
- Sustainable Food Economy
- Food for the Planet

6. Aims of the Aberfeldy Hyper Local Good Food Plan

HTA seeks to develop this HLFP as the vehicle for local implementation of the Good Food Nation Act for the communities of Aberfeldy, in achieving the following outcomes of the GFN Act (as above):

- Outcome 1: Everyone in Aberfeldy eats well with reliable access to safe, nutritious, affordable, sustainable, and age and culturally appropriate food.
- Outcome 3: Aberfeldy's food system encourages a physically and mentally healthy population, leading to a reduction in diet-related conditions.
- Outcome 5: Aberfeldy has a thriving food culture with a population who are interested in and educated about good and sustainable food.

Specifically we aim to:

- Encourage and enable our community to eat real food through any means possible
- Identify issues locally around food production, distribution, purchase and consumption
- Encourage more local food production in any way possible
- Enable people to source local food more easily through production of a map of local food producers, sales points, hospitality venues, etc and promotion of this.
- Undertake food price research and use this information in our work
- Identify gaps and opportunities and outline possible projects around this
- Identify how we can support the education of our community around food
- Refer above points to wider food resilience and security for our local community
- Promote the benefits of HLFPs and create a Hyper Local Food Plan template for how other communities can create their own HLFP
- Participate in appropriate networks

7. Good Food Aberfeldy – Mapping and Research

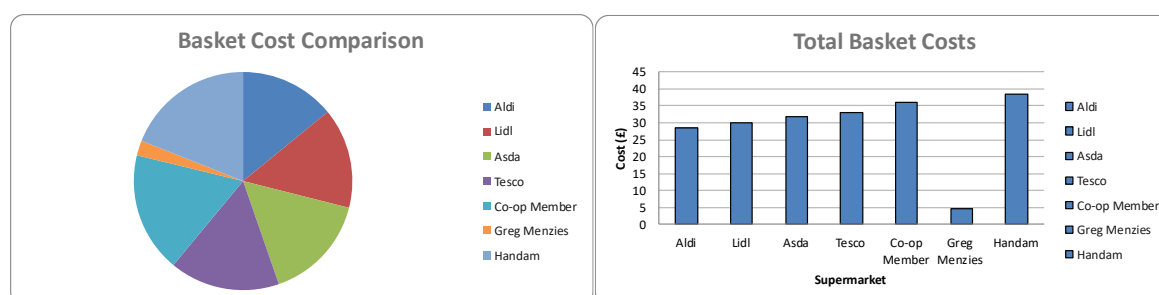
7.1 Food Prices: Research on the Cost of Food in the Aberfeldy Area

A standard household food 'basket of indicators' has been developed and research carried out to map the relative cost of similar food in a range of outlets to look at local comparisons and to compare local prices to regional and national.

We relate this information to the national price comparison carried out by the Food Foundation, which tracks food prices over time: <https://foodfoundation.org.uk/initiatives/food-prices-tracking>

Their May 2026 analysis states: 'We have been tracking food prices since April 2022 in response to the cost of living crisis. Since then, the price of food has increased by 30.7% according to ONS data. The food inflation rate decreased from 3.7% in the 12 months to April 2026 to 3.0%, with current overall inflation also at 3.0% (CPIH). While food inflation has yet to accelerate in the way that we expect it to in the coming months, inflation remains above 2% and ever higher prices continue to make it harder for people to afford the food they need each week.'

We seek to look at our local picture in this context, comparing to regional and national costs. It is clear that there is a 'rural premium' with local shops being more expensive than supermarkets. This information requires more analysis and thinking.



7.2 Food Mapping

We set about creating a series of maps showing where food is available locally. This has been done and sits on the Healthiest Town Aberfeldy website: <https://www.healthiesttown.org/foodmaps>

The maps are laid out in categories for simplicity:

- Food producers
- Food shops
- Hospitality
- Social supermarket and community larder
- Community gardens
- Community meal providers
- Cooking classes
- Other

We have created a user-friendly format with different maps for each category which we aim to update every six months. In future we will promote the map more widely, continue to identify relevant businesses and projects and build links with key local organisations such as Tay Valley Connections, Great Perthshire and Visit Aberfeldy.

7.3 Existing Food Projects

There are already a number of food related projects and organisations working locally that are relevant to this HLFP and these are listed below.

Led by Healthiest Town Aberfeldy

- Local Food Network – has met several times; still in developmental stage; useful collaborations are developing
- Aberfeldy Manifesto – revived from 1974 version and relaunched in 2024
- Open Gate Festival – aims to inspire and inform the community about real food; 3 weekends in 2026 with a range of events, open gardens, workshops, schools' activities and celebrations
- Community gardens and orchards – ongoing work with volunteer sessions and open days; planting the Aberfeldy Community Orchard
- Schools – supporting growing in schools in a range of ways
- Let's Get Growing – an informal growing group to support local growers with various projects including Gardeners' Coffee Time – monthly get-together; GrowAlongs – supporting people to grow specific vegetables, led by experts; Sharing of seeds and plants; Bulk purchasing; Workshops etc
- Foraging Group – an informal group of foragers and people who want to learn foraging
- Too Good To Waste – food waste reduction campaign
- Cooking classes – developing and promoting simple, healthy cooking classes
- Community lunches – promoting existing and developing new community lunches
- Tayside Community Growing Charter – worked with Bioregioning Tayside to promote community growing
- Cooking equipment for loan through Tool Library
- Meal bags in social supermarket
- Nature Friendly Garden Prize

Led by Other Organisations

- Community food share – food redistribution project
- Social supermarket
- Emergency food boxes
- Great Perthshire Food and Drink network
- Farmers' market – monthly on the first Sunday of the month; veg, meat, bread, speciality produce, drinks, craft market
- Handam Refill Station – zero waste food shop
- Cooking classes – led by different businesses
- Community cafés and lunches – Fortingall, Kenmore, Horizon Lunch Club
- Tool library

7.4 Food Conversations – Research and Issues

A key part of creating this HLFP was talking to a range of people, organisations and businesses from the community. This has formed the bulk of the research work. We have undertaken a series of food conversations with food producers, farmers, food outlets, hospitality businesses and food projects locally. A summary of some of these interviews is in Appendix 3. The key issues identified are listed below. As many of these issues are regional, national or indeed global, we have listed them separately from issues specific to our area.

Global / National Issues

- Climate impacts being felt strongly by those producing food
- Governments are not able or willing to take on the food industry and apply appropriate legislation.
- People feel disempowered and disengaged from food supply. In our local CAP there was not one mention of food despite it being crucial for us all to survive.
- Lack of reliability of food supplies due to fragile supply chains due to war, weather, pandemics, cyber-attacks, poor treatment of workers, etc.
- Policies in all areas (agriculture, economic development, health, etc.) do not prioritise sustainable food production and distribution highly enough and lack of linkage between policy areas .
- Food industry domination with monopolies on food distribution
- Domination of supermarkets rather than local independent shops; misconceptions about prices.
- Lack of healthy options and special offers on unhealthy options in supermarkets and shops.
- Cooking not a priority skill and many people have lost the ability to cook.
- Too much emphasis and subsidy around meat production. No subsidy for small scale growers and market gardens.
- Poor school meal, care home, and institutional meal provision.
- Almost impossible for small-scale food producers to make a living. No subsidy for small-scale growers.
- Lack of training and apprenticeships for those interested in entering small-scale food production.
- Lack of local abattoirs.

Local Issues

- Fragile supply chains and heavy dependence on the Co-op – a wider issue but exacerbated in our rural area. The recent cyber attack on the Co-op left our community vulnerable.
- Unpredictable supply – seasonal variability in demand (e.g. tourist demand) is not matched by supply-side algorithms, leaving shelves empty at times of peak demand.
- Transport – both food producers and food businesses highlighted the issue of transportation. For producers this is about getting their food to markets. For individuals and the hospitality business it is about being able to purchase food locally in a simple and affordable way.
- Sales points – although there is a range of sales points locally, not everyone has the time or ability to visit local shops. Many people end up doing online shopping at large supermarkets. It is difficult for local businesses to survive without full community support.
- Cooking – a wider issue but reflected in our community; there is a lack of cooking skills. Some families do not have access to cold-chain or to cooking equipment at all.
- Venison and pheasant – deer and pheasant are shot locally during the appropriate seasons but do not enter the supply chain and both are perceived as luxury or difficult foods. They are a good source of nutrition and should be much more affordable and available.
- School meals – a wider issue but felt strongly in our area.
- Lack of accommodation for workers and volunteers working on farms

8. Good Food Aberfeldy – Solutions and Next Steps

This plan forms a key step on the journey of achieving our food goals locally. It is useful to identify national and local issues but also crucial to identify potential solutions which can be put into action to make a difference. Below is a summary of solutions that have been suggested or are already happening but could be developed or promoted further. It is important to stress that these projects may be taken forward by different groups, organisations or businesses. This will evolve and change over time.

8.1 Possible Solutions and Projects

Project or Idea	What Problem It Addresses	What It Might Achieve
Aberfeldy Food Partnership – create a more formal partnership meeting 3–4 times a year.	Create more energy, engagement and interest from local producers, organisations and businesses.	Organisations and businesses to lead projects. More momentum. Positive publicity.
Aberfeldy Meal / Perthshire Pledge – being taken forward by Great Perthshire. Promote locally by asking hospitality businesses to put a seasonal, local meal on their menus.	Linking hospitality businesses to local producers. Promoting local businesses.	Create local supply chains. Promote local produce. Good marketing campaign. Work with Great Perthshire on a Perthshire-wide rollout.
Local online sales platform – working with Blairgowrie and Rattray Development Trust. Due to launch early June. Great Perthshire could support.	Availability and accessibility of local produce. Sales outlets for local producers.	Local food more widely available. Work with Handam and others to enable this.
Mobile shop / produce transport system – working with Handam to create a mobile sales and transport project.	Availability and accessibility of local produce. Sales outlets for producers. Food for people in remote areas, older people, etc.	Innovative local food system to help with transportation and availability.
Open Gate Festival – has run for 3 years.	Education and awareness raising around local food and food production.	Fun, positive, engaging, useful.
Growing and foraging networks – already happening.	Education around growing. Positive and reduces isolation.	More food grown. More informed community.
School meals campaign – work with schools, PKC and Tayside Contracts to change things locally.	Poor food for young people. Food education.	Healthy school meals. Food education.
Project around older people and food.	Key issue of health and older people as malnutrition on increase among older groups .	Improved health in older people. Reduced isolation potentially.
Producer events – showcase local produce	Showcase local produce. Help local businesses. Networking and links.	Series of events. Local businesses identify sources of local food.

Project or Idea	What Problem It Addresses	What It Might Achieve
and help local businesses network.		
Community lunch promotion – promote existing lunches at Horizon, Fortingall, Kenmore, church.	Isolation, poor diets.	Stronger community and promotion of good local food.
Community lunches and events for community eating/cooking.	Isolation, poor diets, education, cooking.	Stronger community and promotion of good local food.
Market garden support – campaign for more funding, apprenticeships, Universal Basic Income, subsidies.	Support local food production. Give more people skills.	More local food. Healthier environment.
Community growing – promote existing community gardens and recruit new volunteers.	Encourage and enable more food growing locally. Give people skills to grow themselves.	More people growing food and more community garden volunteers.
Community garden support – coordinator, grower or financial support for community gardens. Requires funding.	More volunteers and more learning about growing.	More food production. More people learning.
Schools growing support – support local schools to grow more.	Lack of understanding of where food comes from. Lack of growing skills and knowledge of healthy food.	School gardens. School community lunches. Pupils share knowledge with families.
Monthly meal box with all local ingredients for one meal.	Link to local food producers. Encourage more cooking.	More local produce used. More cooking.
Cooking classes in a range of venues, e.g. pubs, clubs, groups.	Lack of cooking knowledge. Social isolation.	More people able to cook.
Compost bin building/securing for local businesses.	Reduce food waste. Improve soil.	Better for businesses and environment.
Promotion of food share – encourage more businesses and individuals to use this.	Reduce food waste.	Good for everyone.
Too Good to Waste campaign.	Reduce food waste.	Good for everyone.
Lobbying and campaigning to local and national government – on our own or as part of wider campaigns.	Wider issues around food.	Good outcomes for food policy.

8.2 Next Steps

June – September (included within the remit and funding of this work)

- Undertake wider public consultation around food issues and possible solutions with survey on Facebook and paper-based survey with key groups
- Continue to update food map and encourage those on it to promote via their own networks
- Print posters promoting HLFP and map
- Promote HLFP
- Link map to hospitality venues
- Participate in national Sustainable Food Places network/ Food Coalition
- Develop local Sustainable Food Partnership
- Group to agree projects worth taking forward
- Develop other local simple projects from the list above
- Work with PKC on PKC Local Food Plan
- Lobby PKC on issues: food and planning / Local Place Plans (with ADT); school meals
- Work with BRT to develop HLFP model
- Develop Aberfeldy Meal idea with Great Perthshire
- Develop more detailed conversations with the Co-op.
- Work more closely with ADT on food in relation to health, poverty, sustainability, and community wellbeing
- Urge PKC to incorporate food considerations into future policy and development, and to encompass this in their Good Food Nation Plan
- Raise the topic of food in future community development consultations, where possible

October – March (would require additional funding)

- Develop project plans
- Fundraise for projects

2027 Onwards

- Develop Local Food Partnership further
- Implement projects

9. Communications Plan

Clearly it is important to promote the Local Food Plan and Map as widely as possible. The key groups to which we need to communicate are:

- The general public
- Local producers
- Local businesses and groups
- Perth and Kinross Council
- Scottish Government Good Food Nation team
- Key organisations

We will use our Hyper Local Food Plan branded version of our logo. We will share with key partners, write articles in local newsletters, and use a mix of methods and channels to achieve this, as set out below.

What	When
Healthiest Town Website – summary of plan and maps	Early June and ongoing
Social media campaign	Mid June – August; throughout Open Gate Festival mid June; again in early October
Promote at farmers' market stalls and Open Gate events	June – October
Research with 10 local businesses on appropriate format for publicity materials focused on Local Food Map – posters, table toppers, leaflets, etc.	June – August
Posters focused on Eat Real Food featuring map along with other projects	August – September
Link Map to tourism destinations/sites	October – December
Talking at meetings	Ongoing
BRT Conference	TBC
Climate Café Aberfeldy talk	Autumn
Heartland FM	TBC
HT Noticeboard	TBC

10. Reflections and Template

10.1 Development of the HLFP

- Hard to get people to attend meetings – ended up having many more one-to-one conversations, which didn't generate the enthusiasm that wider food conversations would have had. However it did lead to some interesting conversations.
- Undertaking a community survey seemed daunting to begin with – easy to get questions wrong or too open. Guidance on this was useful.
- Slow to connect to some organisations.
- Many directions, links and leads, areas to research, rabbit holes to go down – it's a big area and the more I found out, the less I knew!
- Needs money and support.

10.2 Value of the HLFP

- Fits well with the roll-out of food plans from national and regional levels.
- Really good way to pull together people, issues and ideas.
- Great to give communities a say in this important issue.
- Harnesses many good projects already going on.
- Gives good evidence for future fundraising and project implementation

10.3 Process of Creating the HLFP

Refer to Sustainable Food Places guidance, which is very thorough:
https://www.sustainablefoodplaces.org/resources/sfp_toolkit/

- Wider research
- Link to relevant organisations – Local Authority, Nourish, etc.
- Local research / food conversations
- Create Local Food Partnership / network
- Write plan
- Promote plan, findings and ideas within it
- Develop and implement plan
- Review, change, improve

10.4 Key Components of a HLFP

- Key organisation to lead – A difficulty for any community writing a local food plan is having an organisation and person to lead the process. This is vital. This could be a Development Trust, community development organisation or similar. If it is a locally based organisation they are unlikely to have extensive knowledge of food policy and work going on nationally. There will be a certain amount of repetition each time. Creating a key document with key links and information (such as in this HLFP) would be helpful.
- Funding – needs funding for coordination time, events, etc.
- Communications – a website and social media platforms are needed to host information going forward.

Appendix 1: Aberfeldy Development Trust Community Action Plan – Policy Reference

This framework forms part of the CAP and LPP process and outlines some key policy areas relevant to food aside from that contained in the Nourish policy framework in the link above.

Strategy / Plan	Priorities / Outcomes	Consideration in our LPP
National Planning Framework 4 (2023–2045) – 6 National Outcomes (p.95)	Meeting the housing needs of people living in Scotland including the housing needs for older people and disabled people. Improving the health and wellbeing of people living in Scotland. Increasing the population of rural areas of Scotland. Improving equality and eliminating discrimination. Meeting any targets relating to the reduction of emissions of greenhouse gases. Securing positive effects for biodiversity.	Increasing the availability of affordable, quality housing is a key priority in our LPP, as outlined in our Vision, and identified in the actions in our CAP. The aim is to meet housing needs for all, including young, older, and those with additional needs. Our Vision seeks to make our community a safer, healthier place to live. We want our area to be a great place to live for all, and aim to address inequalities through the actions proposed in our LPP and CAP. The natural environment is a defining part of our area's character, and we want any future developments to benefit both people and nature.
PKC Adopted LDP2 (2019) – Policy Areas	A successful, sustainable place. A low-carbon place. A natural, resilient place. A connected place.	Our LPP outlines visions and proposals that seek to enable developments in and for our community that amplify sustainability of our local economy, population, cultural and natural heritage while improving accessibility and resilience of our facilities, amenities and public spaces.
PK Local Outcomes Improvement Plan (2022–2032) – Strategic Priorities	Reducing poverty. Physical and mental wellbeing. Digital participation. Learning and development. Employability. Additional cross-cutting issues: climate change, cost of living crisis.	Our LPP recognises the interconnected nature of spatial development and local outcomes. We have highlighted affordable and quality housing, accessible infrastructure and amenities, regulated and appropriate provision for tourism/visitors, and accessible, cared-for greenspace as important focal points.
Highland & Strathtay Local Action Plan – Key Inequalities	Child poverty. Employment and income. Health and wellbeing. Housing. Fuel poverty. Broadband access.	Our LPP Vision and CAP actions address these key inequalities as identified and relevant to residents in Aberfeldy, Dull & Weem. We aim to work in partnership with PKC and other CPP organisations, and neighbouring communities in Highland & Strathtay.

Appendix 2: Networks, Organisations and Projects

The following have been engaged through conversations, meetings, visits and email exchanges.

Bioregioning Tayside

Leading and supporting this work. Working across the Tay bioregion. Food work on food system transformation. 'Feeding Tayside through the climate crisis' has various areas of work including strengthening and development of community-led food growing, Hyper Local Food Plans and supporting communication and networks.
<https://bioregioningtayside.scot/food-system-transformation/>

Scottish Food Coalition

79 members. Joining their meetings and hope to join in due course. Four key asks of the Scottish Government which are very relevant to this HLFP. They are also engaging with the Lottery about future funding for food work.

<https://foodcoalition.scot>

Key asks:

- The right to food and the right to a healthy environment must be enshrined in Scots law.
- The Scottish Food Commission must engage meaningfully with civil society when carrying out its duties.
- The Scottish Government must adequately support and resource the development and long-term delivery of Local Good Food Nation Plans.
- Local Good Food Nation Plans must be developed and delivered as part of fully collaborative partnerships.

Nourish Scotland

Nourish Scotland is a charity focusing on food policy and practice, working for a fair, healthy and sustainable food system that truly values nature and people. They work towards 4 high-level aims:

- Everyone has reliable access to a sufficient quantity of affordable, nutritious food
- Our food is grown, produced and distributed with care for the soil, climate and all the living world
- Food growers, producers, distributors and consumers share control over the food system
- A Scotland where we grow more of what we eat and eat more of what we grow

Runs a number of projects and campaigns. Coordinates the Scottish Food Coalition and the Sustainable Food Places network in Scotland. Important campaign on the right to food – there are 3 key elements: adequate, available, accessible.

<https://www.nourishscotland.org/campaigns/right-to-food/>

Great Perthshire

Food and drink network for Perthshire. Membership organisation. Daniel Muri, the Coordinator, is supportive and keen to help. We may develop projects together in the future. Useful map of members. Areas of potential collaboration: Aberfeldy Meal, online sales platform.

<https://www.greatperthshire.com>

Climate Connect

Network of climate networks, with food as one area. Ran a useful networking event last autumn.

Highland Good Food Partnership

Excellent organisation undertaking many different areas of work and projects. Imogen and Emma from Healthiest Town visited in October and learned a lot. They are working closely with Highland Council on their Good Food Plan.

<https://highlandgoodfood.scot/what-do-we-do/>

Food Foundation

UK organisation doing great work on key areas including improving children's diets, increasing uptake of plant-rich diets, influencing food policy and inspiring change in food businesses. Key projects: food inequalities dashboard, Bang In Some Beans campaign, Broken Plate, climate impact studies, food prices summary.

<https://foodfoundation.org.uk>

Blairgowrie and Rattray Development Trust

Doing a lot on food – community cafés, shop, garden and food delivery. Also developing an online local food sales platform similar to Neighbourfood. We might work with them on an online food sales system.

<https://www.brdt.org.uk/brdt/bari-store>

The following are useful and are a mix of national and local organisations and projects.

Food, Farming and Countryside Commission

Useful information and resources, and good for food conversations when people share what they want from food. Could do this locally.

Galloway Food Hub

Online sales platform – useful to learn from. <https://gallowayfoodhub.org.uk/>

The Green Bowl

Collects food from local producers and people within an immediate area and sells it online. Cooperative model: meat, veg, fruit, eggs, bread, honey, flowers.

<https://www.thegreenbowl.co.uk>

Open Food Network

An example of a food hub at larger scale. Food from the Galloway area: cheese, meat, bread, veg, baked goods, etc. <https://openfoodnetwork.org.uk>

Propagate Workers Collective

Interesting work around local food in Galloway. Trying to change the food system. Funding farmers. <https://www.propagate.org.uk>

Go Flourish

Working in 5 schools with 5 as controls, developing evidence base around school gardens and positive education around growing. <https://www.gofLOURISHcharity.org>

Tagsa Uibhist

Done some work on costs of food – consumer-led research. Also on growing in Uist. <https://www.tagsa.co.uk/how-we-help/community-gardens/>

Trellis

Promotes and supports growing. <https://learning.trellisscotland.org.uk>

Eat Well Age Well

Looks at the issue of malnutrition in older people, which is an increasing concern. Provides online training and support. <https://thefoodtrain.co.uk/eat-well-age-well/training/online-training-sessions/>

GrowGreen Scotland

Offers a free advisory service (Help@) for community groups, partnership organisations, and supporters of community-led food growing. An invaluable starting point for people looking to start, grow, or enable local food-growing projects.

Appendix 3: Good Food Aberfeldy – Local Research and Conversations

Food Producers

Martin Kennedy, farmer, ex-President of the NFU

Key Issues

- Lack of a local abattoir.
- Lack of availability of local food.

Roddy Kennedy, farmer of cattle and sheep

Key Issues

- Lack of local abattoir means meat has to go outside the area.
- Their animals now go all over the country.
- Young people not learning to cook at school. Lack of interest in food.
- Uses pesticides – hopes they are safe but is not sure.
- Appreciation of livestock greater than people's interest in paying for it.
- People don't tend to grow food – lack of connection to food.

Solutions

- Need more education, particularly in schools – cooking, processing.
- Encourage people to grow more food.

Little Trochry, market garden

Key Issues

- Lack of financial support to operate market garden. No subsidy, and a scheme run by the Scottish Government offered grants to market gardeners but had to be spent within 6 months; not sure who actually received a grant.
- Lack of apprenticeship and training schemes for people who want to start growing.
- Transportation of vegetables to shops and markets a problem.

Solutions

- Local apprenticeship support from local group or organisation.
- Help with transportation.
- National: market garden subsidy, Universal Basic Income, training schemes, apprenticeships.

Margmore, small farm with meat production, fruit and vegetables, agroforestry

Key Issues

- Aim to be self-sufficient and sell produce to local community.
- Costs a lot to run.
- Pigs good but eventually too much impact on ground.
- Difficulty of running a small farm financially. They have to have other jobs.
- Transportation and markets.

Solutions

- Need a polytunnel – could supply local businesses.
- Would like to offer space for Forest Schools and other education projects.
- Need better policy for small-scale regenerative farming.
- More links to local businesses that might buy produce.
- Would love events that showcase local producers.

Balhomais, small farm producing vegetables

Key Issues

- Local market difficult as no time to transport produce and no online platform for sales.
- Hard work for one person but manageable.
- People don't understand seasonal produce – expect food all year round.

Solutions

- Keen on idea of map promoting local food sales points.
- Local sales platform that is easy to manage would be helpful, or mobile van.
- Transportation of produce very helpful as no time to do this.

Ballintaggart, garden servicing their own hotel and cook school

Key Issues

- Garden small – would love to do more and sell locally.

Crannog, small garden servicing their own café

Key Issues

- Would like to grow more for café but various issues.
- Salary being paid for by grant – not sure if sustainable.
- Needs capital spending for equipment and infrastructure – polytunnel, etc.
- Does use local produce.

Errichel, farm producing meat, vegetables and fruit for sale in their own deli and bistro

Key Issues

- Seasonality and quantity of local produce is an issue for menus.
- Difficult to access and transport – supply chain issues.
- Cost of local producers to deliver and no time to collect.

Solutions

- Online sales platform like Neighbourfood.
- Food map with publicity campaign.
- Cooking demos – in person and/or online.
- Monthly box with ingredients for meal using local produce.
- Aberfeldy Meal good idea with publicity campaign.

Tombreck Farm, Sue Manning and Rachel Wake – market garden, pigs and venison

Key Issues

- Our system of economic management makes growing food on a small scale hard. Need equipment and diversity of skills, but only a small number of people.
- Cost of living means food and veg is too cheap to make it worth growing.
- Climate change makes the season very short/very variable for growing.
- Transport and markets are big issues – systems not in place to sell veg.
- Workers very important but no apprenticeships or training schemes.
- Would value a paid employee or coordinator for volunteers.
- Rely on volunteers but need accommodation for them.
- Education – need people to understand about food and where it comes from.
- Need business advice on how to run more efficiently.
- Paperwork for grants is a massive burden.
-

Solutions

- National: Universal Basic Income for market gardeners, more financial support for small-scale growers.
- Local: online sales platform, transportation of fruit and veg, volunteer coordinator and recruitment, business advice and support.

Jonny Agnew, Blackhaugh Community Farm – small community farm; market garden not currently operating

Key Issues

- Almost impossible to make a market garden work financially – cannot sell veg for enough money to make it worthwhile. Market gardeners have to be creative and bring other elements to their businesses.
- Involved in research around this, with links to the James Hutton Institute, showing different ways forward.
- Support/subsidy for small-scale growers.
- Support for capital infrastructure available, but not enough and not regular.
- Universal Basic Income for small-scale farmers.
- Apprenticeships really important, along with accredited training.
- Local food needs to be cheaper than foreign imported food. Policy change needed.
- Issues of marketing and finding customers. Veg boxes good but hard work. Online sales platform good but only works if regular and repeat orders.
- Transport.

Solutions

- National: policy around food costs, financial support for growers, training and apprenticeships.
- Local: online sales platform with repeat orders, transport.

Food Shops / Outlets

Co-op

Key Issues

- Had a brief conversation; unable to find a suitable meeting date since.

Handam Refill Station – sells dry goods, refill products, local deli items, organic and some local veg

Key Issues

- Difficult to educate people about food and local food – impact of food on climate, etc.
- Delivery and transport difficult – Neighbourfood took up a lot of time. Need 30 orders a month with repeat and large orders to make it worthwhile.
- Need someone to run a local business with a mix of online sales, mobile shop and transportation of produce – use the fish van model.
- Need more people cooking from scratch.
- Cashflow is an issue for Handam.
- Good to get more people growing too – community gardens good and could offer a voucher scheme.

Solutions

- Mobile shop / pick-up and drop-off of veg and produce would be good. Basic business plan provided.
- Possibly an online sales platform.
- Cooking classes and recipe cards.
- Education in schools.

Ballintaggart – two shops in Kenmore and Aberfeldy selling deli items, some vegetables, baked goods and ready meals; cook school

Key Issues

- Good to work with other local businesses.
- Little waste but uses Too Good to Go app. Good to get others to use this more. Also has a community share scheme.
- Want to encourage education – has Morrison's pupils visiting.

Wee Shed, Balhormais – veg shed with honesty box

Key Issues

- Need to educate people about seasonality.

Solutions

- Mobile shop / transport to other shops / online sales platform.

Errichel Deli and Bistro

Key Issues

- Seasonality and availability.
- Transport of veg – would love to sell more local produce but transport is difficult.

Macdonald Butcher – sells local meats, cold meat, eggs and vegetables

Not managed conversation

Tombreck Farm Shop – small farm shop selling meat and produce from the farm and selected deli items

Key Issues

- Logistics and transport are a key issue. Delivery of produce too expensive. Also some companies won't deliver to them as they are so rural.
- People want quick and easy shopping, so local shops are difficult if convenience is their priority.

Solutions

- Transport system for local veg and fruit – the Veg Bus idea.
- Look at suppliers at farmers' market and see if we can make more of them.

Hospitality / Ready Meals / Takeaway

3 Lemons – bistro/pizza

Key Issues

- Difficult to buy local produce although would like to – seasonality, supply, quantity.

Solutions

- Aberfeldy Meal – already have the Aberfeldy Pizza.
- Local supply chain – online supply.

Ballintaggart – see above

Highland Safaris – café focusing on breakfast and lunch

Key Issues

- Would love to use more local produce but needs to be simple and online.
- Would love a compost bin to enable food waste reduction.
- Want to know more about who can supply local foods.
- Would like to buy local herbs or grow them.

Solutions

- Support to set up and run a small garden and compost.
- Local produce for sale easily.
- Advice on food waste.
- Links to other local businesses.

Glen Lyon Post Office – café and small shop using as much local/Scottish/British produce as possible

Key Issues

- Really hard to get local produce due to supply and cost. Uses 2 UK and 1 Scottish supplier.
- Almost impossible to get a Scottish drinks supplier.
- Local trade very important so offers discount, but makes it hard to make any money.

Food Projects

Breadalbane Community Larder / Food Share

Key Issues

- Good way of reducing waste but could do more. Need more businesses and individuals to use it.
- Need people to realise this service is for everyone.
- Seasonal produce is also good to share.

Solutions

- More promotion of Food Share would be good.

Social Supermarket

Offers food and household supplies at affordable prices (4 items for £1). Fair Feast venison available.

Key Issues

- Fresh produce more difficult.
- Meal bags did not go well.
- Hard to promote healthy eating.
- Lack of cooking skills means people choose ready meals and unhealthy options.

Solutions

- Cooking workshops.
- Could see if Tayside Contracts would share excess food from school.

Emergency Food Support

Need to be referred. Supply emergency box.

Too Good to Go App

Businesses can share excess food for a low cost. Currently Asda and Ballintaggart use it. Could encourage others to use it.

Community Gardens

Tombreck – see above

Camserney Community Garden

Mix of allotments and shared growing space. Fruit trees.

Key Issues

- Need more volunteers.
- Need more money to help build infrastructure.

Solutions

- More volunteers recruited.

Biodynamic Garden – Anneke Kraakman

Key Issues

- Lack of interest in food and ability to cook
- Need more volunteers and funding
- Subsidy for community growing and market gardens
- Would love to run veg box scheme again but too difficult and expensive
- Transport

Solutions

- Cooking lessons in various community settings
- Education in schools and getting young people into farms and gardens
- Funding for community gardens

Community Meal Providers

- Kenmore Community Lunch – monthly, open to all, no need to book.
- Fortingall Community Lunch – monthly, open to all, no need to book.
- Horizon Lunch Club – for over 70s. Needs more people. Three-course lunch. Good social opportunity. Needs help with promotion and encouraging people to come along.

-

Cooking Classes

Healthiest Town – provides blocks of cooking classes every so often

Key Issues

- Difficult to target key populations.
- Tried to recruit volunteers to lead but training is arduous. Could look into this again.

Solutions

- More classes but in different venues maybe? Pubs, clubs, groups.
- Different themes of classes.
- Online classes?

Ballintaggart – high-end cook school

Key Issues

- Great for those who can afford and who already have skills.

Perthshire Table – occasional cooking classes

Key Issues

- Could do more.

Appendix 4: Food Prices Research

Item	Aldi	Lidl	Asda	Tesco	Co-op Member	Greg Menzies	Handam
Tea bags (80)	1.19	1.35	2.28	2.2	2.6		
Instant coffee (100g)	1.89	1.95	2.1	2.4	2.8		
Wholemeal bread loaf	0.59	0.69	0.55	0.75	0.75		
Cheddar cheese (400g)	2.49	2.65	2.5	3.25	2.49		
Eggs (10 medium)	1.99	2.1	2.6	2.55	1.9		4.4
Milk (4 pints)	1.55	1.55	1.65	1.65	1.65		
Yogurt (500g)	1.35	1.45	1	1.15	0.95		
Porridge oats (1kg)	1.05	1.1	1.25	0.85	1.6		1.6
Spread 500g	0.9	0.9	0.9	0.95	0.99		2.25
Apples (6 pack)	1.39	1.45	1.67	1.59	1.59		2.25
Bananas (6)	0.69	0.75	0.94	0.75	1.8		2.03
Onions (1kg)	0.59	0.65	0.99	0.99	1		3
Lettuce (iceberg)	0.75	0.79	0.89	0.89	0.95	0.7	2.8
Potatoes (2.5kg)	1.29	1.35	1.5	1.65	1.1	2	7.5
Small cauliflower	1.05	1.1	1.19	1.19	1.19	0.5	
Carrots (1kg)	0.43	0.45	0.69	0.69	0.88	1.3	2.9
Tomatoes (6 salad)	0.89	0.95	0.99	0.99	0.99		3.5
Pasta shells (500g)	0.49	0.55	0.41	0.69	0.69		1.5
Beef mince (500g)	4.59	4.75	3.09	3.25	5.25		
Pork Sausages (6)	1.49	1.55	1.79	1.79	1.75		
Red lentils (500g)	1.05	1.1	2	1.9	2.1		1.75
Chickpeas (400g tin)	0.45	0.49	0.44	0.45	0.51		1.32
Tinned tomatoes (1 tin)	0.35	0.39	0.46	0.43	0.47		1.6
Supermarket	Basket Total (£)						
Aldi	28.5						
Lidl	30.06						
Asda	31.88						
Tesco	33						
Co-op Member	36						
Greg Menzies	4.5						
Handam	38.4						

Appendix 5: Draft Business Plan for Mobile Food Shop

COMMUNITY MOBILE SHOP

Proposal Plan

Aberfeldy, Perthshire & Surrounding Area

Presented by: Handam CIC & Healthiest Town Aberfeldy

May 2026 | Concept Stage

Executive Summary

This proposal sets out the concept for a community-operated mobile shop serving Aberfeldy and its surrounding rural communities in Highland Perthshire. The initiative is being brought forward by Handam CIC in partnership with the Healthiest Town Aberfeldy group, and is presented here for consideration at concept stage.

The project addresses a recognised gap in rural food access, local producer support, and community wellbeing infrastructure. Inspired by the traditional fish van model, the mobile shop would operate a scheduled route with fixed stop points, carrying fresh locally sourced produce, handmade ready meals, and facilitating both retail and wholesale supply chains — all underpinned by a zero-waste ethos through partnership with the local community food larder.

The Problem We Are Solving

Rural communities across Perthshire face compounding challenges around food access, producer viability, and community cohesion. This project responds directly to three interconnected issues:

Challenge	Detail
Limited Access	Residents without private transport — including elderly people, young families, and those on low incomes — have no reliable local access to fresh, affordable produce outside of occasional market days.
Producer Isolation	Local farms and food producers lack a consistent, low-barrier route to local consumers and hospitality businesses. The supply chain often bypasses the community entirely.
Food Waste	Without a community-scale distribution mechanism, surplus fresh produce from local farms often goes to waste before it can reach those who need it most.

Proposed Solution: The Community Mobile Shop

The mobile shop will operate as a scheduled van service, modelled on the well-understood fish van concept, combining modern digital pre-ordering with traditional community stop points. The van will serve as a moving hub connecting local farms, producers, and households.

Core Service Features

1. Scheduled Route with Fixed Stop Points

The van will operate on a published timetable, stopping at agreed community locations in Aberfeldy and nearby villages at consistent times. This gives residents — particularly those without transport — a reliable, predictable service.

2. Fresh Local Produce

The van will collect directly from local farms, carrying seasonal fresh produce. Farm collection will be integrated into the route to ensure produce is as fresh as possible and the model supports the local agricultural economy.

3. Locally Made Ready Meals

A refrigerated and frozen section will carry a curated selection of handmade ready meals produced locally. This extends the offer beyond raw produce and addresses the needs of elderly residents, busy families, and those with limited cooking capacity.

4. Buy on the Spot or Pre-Order Online

Customers can purchase directly from the van at stop points, or place orders in advance through an online platform. Pre-ordering will allow the van to carry exactly what is needed, reducing waste and ensuring availability.

5. Wholesale Channel for Local Hospitality

The online pre-ordering platform will include a wholesale option, enabling local restaurants, cafes, and hospitality businesses to order directly from the farms through the van service. This creates a new, efficient local supply chain without requiring individual farm-to-restaurant logistics.

6. Community Food Larder Integration

A clear protocol will be established for unsold fresh produce. Any items not sold within a defined freshness timeline will be transferred to the local community food larder, ensuring zero food waste while actively supporting food security in the area.

Geographic Reach

The initial service will focus on Aberfeldy and immediate surrounding communities. Subject to demand and operational capacity, the route may extend to Pitlochry and other nearby settlements. Expansion decisions will be guided by pre-order data and community engagement outcomes.

Potential Route Note

Aberfeldy as the anchor stop, with potential expansion toward Weem, Kenmore, Fortingall, and — if interest is sufficient — as far as Pitlochry via the A9 corridor.

Strategic Alignment

This project aligns with the core aims of both Handam CIC and the Healthiest Town Aberfeldy initiative, and is well-positioned within broader Scottish policy priorities:

Stakeholder / Programme	Core Aim	How This Project Aligns
-------------------------	----------	-------------------------

Healthiest Town Aberfeldy	Access to nutritious, affordable local food	The mobile shop directly extends healthy food access to those with least mobility.
Handam CIC	Community-led economic development	The project creates a community-owned distribution channel that keeps value local.
Scottish Government	20-minute neighbourhood / rural access	The mobile van model adapts the 20-minute neighbourhood concept for a dispersed rural setting.
Zero Waste Scotland	Reduction of food waste	The food larder protocol ensures surplus produce is redistributed, not discarded.
LEADER / Rural Funds	Rural community enterprise	The model fits well within rural enterprise funding criteria commonly supported across Perthshire.

Operating Model Overview

The following describes the intended operational flow at concept stage. Detail can be developed through the feasibility study.

Supply Chain Flow

Step	Stage	Detail
Step 1	Farm Collection	Van collects fresh produce directly from participating local farms on each operating day.
Step 2	Preparation & Loading	Ready meals and additional stock loaded at a base location. Pre-orders picked and packed.
Step 3	Route & Sales	Van follows published timetable, stopping at community points. On-the-spot sales and pre-order collections fulfilled.
Step 4	Wholesale Fulfilment	Restaurant/hospitality orders delivered to agreed drop-off points along or adjacent to the route.
Step 5	End-of-Day Protocol	Unsold fresh produce within expiry timeline transferred to community food larder. Stock reconciled.

Technology Requirements

- Online ordering platform (pre-orders, wholesale accounts, customer accounts)
- Route scheduling and coordination tool
- Stock and inventory management
- Payment processing (card, contactless, and digital payments at van stops)
- Communication channel for route updates and stop time notifications

Van Specification Requirements

- Suitable refrigerated and freezer compartments for ready meals and fresh produce
- Compliant with food hygiene regulations for mobile retail (Food Standards Scotland)
- Appropriate vehicle insurance and commercial licensing
- Potentially branded to raise community awareness and trust

Key Stakeholders & Partnerships

Successful delivery of this project will depend on building strong partnerships across several groups. The following stakeholder groups have been identified at concept stage:

Stakeholder	Role & Notes
Local Farms & Producers	Primary suppliers of fresh produce and potential ready meal producers. To be engaged in feasibility consultation.
Local Restaurants & Cafes	Potential wholesale customers. Early engagement needed to assess demand and order patterns.
Community Food Larder	End-of-day surplus recipient. Partnership agreement needed to formalise the protocol.
Aberfeldy & Area Residents	Primary end customers. Community consultation essential to establish stop point demand and product preferences.
Handam CIC	Lead organisation. Governance, legal structure, and project management.
Healthiest Town Aberfeldy	Strategic partner. Community engagement, health impact framing, and local network access.
Perth & Kinross Council	Potential planning, licensing, and partnership support for stop locations on public land.
Funding Bodies	To be identified through feasibility work — likely LEADER, SSE Sustainable Communities Fund, Community Food Fund.

Initial Risk Considerations

The following risks are noted at concept stage. A full risk register can be developed as part of the feasibility work.

Risk	Level	Mitigation Approach
Demand uncertainty	Medium	Community consultation and pre-order pilot to validate demand before full launch.
Farm supply reliability	Medium	Formalise supply agreements with multiple farms to avoid single-source dependency.
Operating costs vs revenue	High	Robust financial modelling required. Grant funding needed for start-up phase.
Food safety compliance	Medium	Early engagement with Food Standards Scotland and a qualified food safety advisor.
Volunteer / staff capacity	Medium	Consider staffing model options: paid driver/manager vs. community volunteer coordination.
Digital access barriers	Low-Medium	On-the-spot purchasing retained for those without internet access. No digital requirement for basic service.
Route extension to Pitlochry	Low	Extension only pursued if demand data supports it. Not required for initial viability.

Proposed Next Steps & Timeline

This proposal requests board approval to progress through the following phases:

Phase	Timeframe	Key Activities
Phase 0	(Now)	Approval to proceed with feasibility and stakeholder consultation. No financial commitment.
Phase 1	Months 1–3	Feasibility study: stakeholder consultation, demand assessment, financial modelling, regulatory review, funding landscape mapping.
Phase 2	Months 3–6	Business plan development, funding applications submitted, supplier and partner agreements initiated.
Phase 3	Months 6–9	Van procurement or lease, technology setup, staff/volunteer recruitment, food safety certification.
Phase 4	Months 9–12	Soft launch on limited route with core product range. Pre-order platform live. Data collection begins.
Phase 5	Year 2	Full route operation, wholesale channel active, food larder protocol embedded. Review expansion toward Pitlochry.

Funding & Financial Considerations

No budget is presented at this stage. The feasibility phase will produce a detailed financial model. However, the following broad funding landscape is noted to assist the board's initial assessment:

Likely Start-Up Cost Areas

- Van purchase or long-term lease (refrigerated commercial vehicle)
- Van fit-out: refrigeration, freezer, shelving, branding
- Online ordering platform development or subscription
- Food safety compliance and certification
- Insurance: vehicle, public liability, food business
- Initial stock, working capital
- Staff costs (driver/coordinator) for initial operating period

Potential Funding Sources to Explore

Funding Body	Relevance
LEADER Programme (Perthshire)	Rural community enterprise and food projects — strong fit.
SSE Sustainable Communities Fund	Community wellbeing and rural resilience — strong thematic alignment.
Community Food Fund (Scotland)	Directly relevant to food access and larder integration.
Scottish EDGE / Social Enterprise	If trading income model is sufficiently developed.
Perth & Kinross Council	Community development grants and match funding.
Lottery / Foundation Scotland	Longer-term sustainability and capacity funding.

Revenue Model (Indicative)

The service is expected to generate revenue from three streams, subject to financial modelling:

- Retail sales at van stop points (margin on produce and ready meals)
- Online pre-order sales (retail)
- Wholesale orders from local hospitality (volume-based margin)

Grant funding and/or community investment is anticipated to be required to cover start-up costs and potentially subsidise operating costs in Year 1, with the aim of reaching break-even on trading income by Year 2.