



PRODUCED IN KENT CHARTER

Introduction

This charter sets out:

- (a) Produced in Kent's hopes and aspirations for the organisation's business; and
- (b) the relationship between the **members** and the Business

Produced in Kent acknowledges that this document is not legally binding. However, all members are requested to adopt it and encouraged to operate in its spirit.

Our Purpose

'Championing local and sustainable food and drink'.¹

Vision

The vision of Produced in Kent is **for the county**

"to be recognised as the English region that sustainably produces, sells and serves the finest local and artisan food and drink."

The outcome for the delivery of the strategy for Produced in Kent, is that in our county

"year on year we consistently, sustainably and with increased productivity, grow more, buy more, sell more and serve more Kent food and drink products and services."

- **for the county:** assumes that our operations and membership are entirely restricted to the geographical area that is Kent, including Medway.

¹ Please note that, wherever the text refers to 'food' only, this encompasses 'drink' also.



- **to be recognised:** indicates that Produced in Kent will only be seen as successful if others (members, stakeholders, the public etc.) consider us, and recognise us, to be so.
- **English region:** assumes that, to some degree we must compete with other English regions and also the home nations and other countries. Kent producers, food retailers and food service operators will be promoted outside the region and country when appropriate.
- **sustainably:** indicates that we expect a commitment of our members and partners to operate in a manner that is environmentally and socially responsible.
- **produce, sell and serve:** emphasises that we do not just represent producer members but also those in food retail and food service.
- **the finest local and artisan food and drink:** Produced in Kent will use the definitions of **fine food**, **local food** and **artisan food** as explained in annex 1 and will commit itself to differentiating this sector from value/convenience and large scale industrially produced food and drink.

Mission statement

In support of the vision above, it is Produced in Kent's mission to:

*“be a **locally, nationally and internationally recognised** membership organisation that **proudly** represents, promotes and supports **all Kent businesses** that **sustainably** grow, produce, manufacture, sell and serve the **finest local and artisan** food and drink, with the aim to grow its members' revenues within and outside of the UK, and to support the reputation of Kent as an exciting and **sustainable fine food hub in the UK**, contributing to the local economy, looking after Kent's distinct countryside and heritage, maintaining a quality of life for its residents, improving the environment and attracting more visitors to the County”.*



Values

We are Accountable and Ethical

Produced in Kent is first and foremost a membership organisation, acting on behalf, and in the interests, of its paying members. In all that we do, we strive to be honest, responsible and ethical. We are committed to be transparent about our operations, goals achieved and impact generated through our annual company statement and regular communications, and welcome an open and constructive dialogue with, and constructive criticism from, our members and wider stakeholder community.

We Strive to be Sustainable

As the voice of the local independent food and drink sector, Produced in Kent puts sustainability at the heart of its mission and is committed to work towards a better future for all. The organisation, its members and industry/strategic partners are keen advocates for sustainable food and are striving to operate in a pro-active, socially and environmentally responsible manner as set out in Produced in Kent's Sustainability Pledge, thereby contributing to a healthier, happier and more equal community, a better quality of life and greener environment.

We are Inclusive

Produced in Kent strives to be a home for all those who are passionate about local and sustainable food and drink. It values the individual and group differences within its membership and embraces the diversity in backgrounds, beliefs and perspectives of its members as a catalyst for innovation and change.



We Champion Creativity

Acknowledging that we are living in a complex environment with a great number of societal, economic and environmental challenges impacting on our daily lives and future, Produced in Kent, in all its outputs, actively encourages its staff, members and stakeholders, as well as the general public, to think creatively and 'look at things from a different angle' – as a way to push through a difficult situation, turn a challenge into an opportunity, come up with innovative solutions, maintain good mental and physical health and create a more positive, fair, humane and sustainable future for the next generation.

We Work Together

Produced in Kent believes that great things can be achieved by working in partnership, and that working together creates a sense of community. It actively encourages collaboration amongst its members and seeks collaboration with external stakeholders through strategic and industry partnerships with the aim to create synergy, cut costs, maximise impact and drive innovation.



Organisational Structure

Produced in Kent was established in 2005 and operates as a not for profit, private limited company by guarantee. Produced in Kent profiles itself as a membership organisation, open to businesses operating in the Kent local independent food and drink sector.

A joint venture arrangement is in place between Produced in Kent and Kent County Council, which contributes £60,000 to the organisation on an annual basis, to go towards the costs of two members of staff.

Produced in Kent is acting on behalf and in support of its members. Members pay an annual fee depending on annual company turnover figures, in exchange for advocacy, promotional and business support provided by the Produced in Kent team. Full members (food and drink businesses) are Members in the legal sense of the word and have a right to speak and vote on certain matters of interest to the company at its Annual General meeting. Associate members (non-food and drink producers) have no right to vote at the AGM, but are welcome to attend. The business support package offered is smaller and annual fees are therefore lower.

Produced in Kent may enter into industry and strategic partnerships with any for-profit and not-for-profit business, supplying food and drink industry-related services such as marketing, regulation, human resource management, IT, finance, research and development, education and business management. Industry partners pay an annual fee for a benefits package, which includes access to member events and activities. For a more detailed overview of Produced in Kent's membership and partnership structure, please refer to our Membership and Industry Partner package.

Strategic management of the company is in the hands of a Board of Directors (maximum of nine Directors), appointed on a personal title for a three-year period by the sitting Board, with



the option to be re-elected for another 3-year period. Kent County Council currently holds one Director position on the Board.

Current Directors of Produced in Kent Limited are: Stephen Clarke, Keith Morrison (Solleys Ice Cream), Sian Holt (Fudge Kitchen), Sally Newall (Simply Ice Cream), Finnian Dunlop (Macknades Fine Foods), Sue Nelson (FoodTalkGroup), Tilly Clarke (Outset UK) and James McInroy (Deputy Cabinet Member for Economic Development, KCC). Huw Jarvis (Pink contact within KCC) holds an observer status.

The day-to-day operational management of the company is in the hands of its chief executive, with the position currently held by Floortje Hoette.

Produced in Kent's Board Directors, its Chief Executive and the team, as well as the organisation's paying members and industry partners are expected to:

- conduct themselves and act in the spirit of the organisation's values
- subscribe to Produced in Kent's Sustainability Pledge



ANNEX 1

Definitions

Food and drink industry

Wikipedia describes the food industry as a 'complex, global collective of diverse businesses that supplies most of the food consumed by the world's population. Only subsistence farmers, those who survive on what they grow, and hunter-gatherers can be considered outside the scope of the modern food industry'.

The food Industry includes:

- Agriculture: raising crops, livestock, and seafood
- Manufacturing: agrichemicals, agricultural construction, farm machinery and supplies, seed, etc.
- Food processing: preparation of fresh products for market, and manufacture of prepared food products
- Wholesale and food distribution: logistics, transportation, warehousing
- Foodservice (which includes catering)
- Grocery, farmers' markets, public markets and other retailing

As well as food industry-related services such as:

- Marketing: promotion of generic products (e.g., milk board), new products, advertising, marketing campaigns, packaging, public relations, etc.
- Regulation: regional, national and international rules and regulations for food production and sale, including food quality, food security, food safety and marketing/advertising
- Education: academic, consultancy, vocational



- Research and development: food technology
- Financial services: credit, insurance

KCC's 2019 statistical Bulletin on food and production industries in Kent defines the food and drink industry as all companies involved in:

- processing raw food materials, packaging, and distributing them including fresh, prepared foods as well as packaged foods, and alcoholic and non-alcoholic beverages.
- Crop and animal production, fishing and aquaculture

Local Food

Local food does not have a definitive meaning, but it is widely understood to be a movement of people who believe that the products they consume should be grown or farmed close to places of sale and preparation. Local food is essentially about creating closer links between producer and consumer to clearly demonstrate provenance and bring social, economic and environmental benefits. It helps small producers to find direct new markets to consumers, while bringing fresh, local produce to consumers. It often involves aspects of community development, local tourism, public health promotion and local economy support.

Local food initiatives include direct sales from producers to local people through farm shops, box schemes and farmers' markets, online transactions or via independent food service operators and retailers in the direct locality.

The benefits of championing and supporting local food includes:

- A more self-reliant and resilient food network.
- The improvement of local economies.
- A positive effect on local health, environment and community.
- A shorter supply chain that encourages sustainable food production, farming practices and more environmentally friendly distribution networks.



Fine and specialty foods

There is no accepted definition of **fine food**, however in the *Regional Foods* report by the Department for Environment, Food and Rural Affairs², it described regional fine and speciality foods as “often traditional . . . products that may have been through specialist processing to add value. Characteristically they are produced in relatively low volume for fine food and delicatessen outlets”. Further, it adds “speciality foods are typically high price, low volume and demand a price premium based on their added value and high-quality attributes”.

Holiday makers and visitors describe local speciality (fine) foods as “traditional, interesting, better for the environment, distinctive, tasty and fresh”³. One of the key differentiators of local fine food is the expectation that more effort and attention to detail goes into producing these products.

Artisanal Food

Artisanal food encompasses breads, cheeses, fruit preserves, cured meats, beverages, oils and vinegars that are made by hand using traditional methods by skilled craft workers, known as food artisans. The foodstuff material from farmers and backyard growers can include fruit, grains and flours, milks for cheese, cured meats, fish, beverages, oils and vinegars. The movement is focused on providing farm to fork type foods with locally sourced products that benefit the consumer, small scale growers and producers, and the local economy⁴.

² *Regional Foods – A Review of Support for Regional Food Producers*, Department for Environment, Food and Rural Affairs

³ *Tourists Attitudes Towards Regional and Local Foods*, Enteleca Research and Consultancy (for the Countryside Agency)

⁴ https://en.wikipedia.org/wiki/Artisanal_food



The respected School of Artisanal Food says of artisanal producers that they ‘should understand and respect the raw materials with which they work, they should know where these materials come from and what is particularly good about them. They should have mastered the craft of their particular production and have a historical, experiential, intuitive and scientific understanding of what makes the process they are engaged in successful. They should know what tastes good and be sensitive to the impact of their production on people and the environment’⁵.

⁵ <https://www.schoolofartisanfood.org/page/what-is-artisan-food>