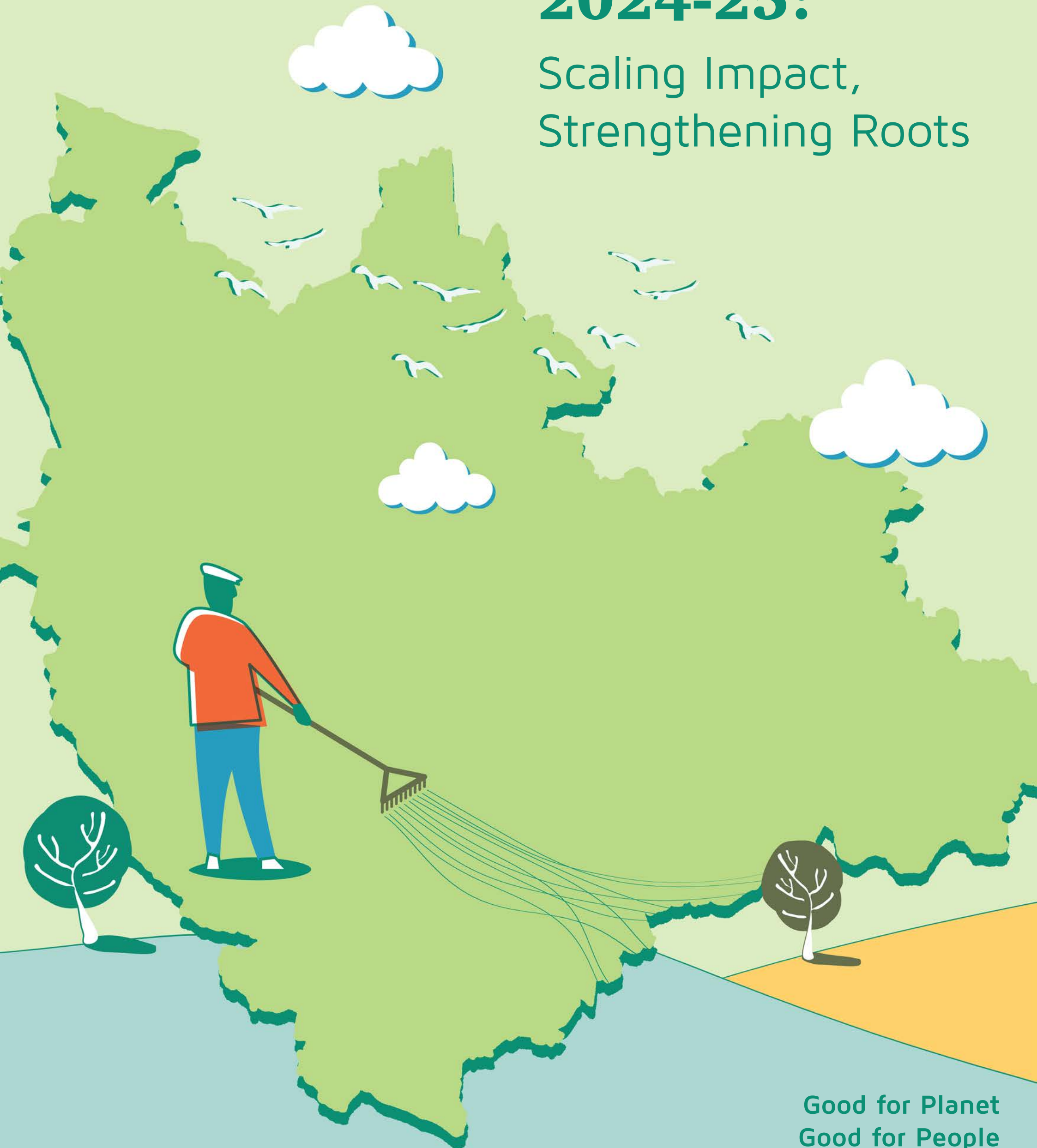




Oxfordshire's network
for healthy, fair and
sustainable food for all.

2024-25:

Scaling Impact, Strengthening Roots



Good for Planet
Good for People
Good for Community

Food Justice

GFO distributed **Household Support Fund** grants to **18 local projects**.

Funding supported cooking and healthy eating initiatives.

Internationally, GFO presented Oxfordshire's food projects in Belgium through the **FEAST** project.

Research included **263+** surveys, focus groups and co-design workshops.

5 community facilitators were trained to address local barriers to healthy eating.

Materials adapted for accessibility, including **Arabic & Urdu** translations.

Our online **Community Food Map** features **89** cooking spaces, enabling people to find places in their local area.

It has been viewed over **4000** times.

40+ professionals trained via Making Every Contact Count (MECC).

52 teams received nutrition training through the Healthy Start programme.

Hosted **3 Local Food Conversations**

(Jan-Feb 2025, funded by FFCC), exploring community views on healthy eating using the "Opening the Chicken Wrap" film.

Food for the Planet

OxFarmToFork

(GFO's agroecological short food supply chain) sold over **15 tonnes** of veg, enabled a further **10 acres** of land into nature-friendly production of veg and secured **£32k** of investment for local farm infrastructure.

Mapping of **100+** growing sites across Oxfordshire to support the **Right to Grow** movement and greater community land access.

Launched **OxPlenty** with Oxford Food Hub and Cherwell Collective, a new surplus-rescue, process and distribution pilot.

Produce rescued:
1.5 tonnes pumpkins
1,540 apples

Produce processed:
427 bags pumpkin puree
209 bottles of apple juice

Sustainable Food Economy

OxFarmToFork now enables **21 local producers** to provide food into **20 institutional buyers**, providing local routes to market and fair pay for nature-friendly producers.

£173,000 worth of produce sold in 2025.

424 zero-emission deliveries were made by **Velocity's** e-bikes (reducing congestion and pollution in the city) and an **82% reduction in food miles** compared with conventional wholesalers.

The **multiplier effect** means the project has contributed a further **£300,000** to the **local economy**.



Good Food Governance & Strategy

GFO supported **Food Action Working Groups** across the country.

Over **52 Food Action Plan actions** are now in progress.

All 5 (City, District and County) councils reaffirmed support for the Food Action Plans, demonstrating **100% political commitment** to the **Oxfordshire Food Strategy**.

Turning Strategy into Action:

Lessons from Oxfordshire's Food Journey was recognised nationally as a best-practice model, creating a roadmap for place-based food policy, strategy and Food Action Plans.

2025 Food Poverty Action Plan Report:

Oxfordshire's community food network evolved from emergency response to a resilient, holistic system since 2021. **100%** of surveyed organisations met or exceeded their targets.

Weekly support provided to **500+** refugees and vulnerable people.

Community larders now offer dignified support, including mental health and financial referrals.

Partners deliver **100+** fresh fruit and veg packages weekly.

Nutritional workshops delivered to **100+** households.

Oxford Food Hub now supports **200+** charities and partners.

Progress continues, but funding pressures and rising demand remain challenges.

Good Food Movement

Social media audience doubled to **~7000 followers**.

Facebook reach up **125%**.

Website visits doubled to **130,000**.

200,000+ content views & **31,000+** people reached



50 new organisations joined the GFO network.

Recipe Hub launched on GFO website, developed accessible recipe videos and empowered people with practical and culturally relevant tools.

500+ attended Pumpkin Festival events, with **300,000+** people engaging on digital comms.

The focus was on reducing food waste through recipes and tastings.

"Switch Up Your Lunch" rebranded as **"Great Big Green Lunch"**.

2,000+ plant-based meals served.

30,000+ social media engagements, via digital communications.





2024-25:

Scaling Impact,
Strengthening Roots



If you'd like to read more about our work and impact, head to:
gfo.org.uk