

IF YOU EAT

YOU'RE IN

Our values

Every Incredible Edible group is different, and everyone has their own take, but out of all we have learned we value...

- ✓ **Being positive.** Believe in the power of your own potential to create the future for yourself that you want.
- ✓ **Being local.** In your passion, your action and your purchasing. Find ways to create local solutions to global problems.
- ✓ **Being connected.** We are more passionate about people than plants. We are not just a growing group. We believe that when people spend time connecting together and listening to each other positive change happens.
- ✓ **Being brave.** The future is in our hands. We have the right as citizens to take action. The structures in a democratic society are there to serve the will of the citizens, not the other way around.
- ✓ **Being active.** Don't wait for permission or funding – just do something today, however small, and the result will grow.



Find out more

www.incredibleedible.org.uk
info@incredibleedible.org.uk



CREATING SPACE TO GROW

Join a growing movement and do something Incredible

We work in groups and with partners, with all who are willing.

We would love you to join us on the journey. There are lots of people who have walked this journey before you. Get in touch and we will pick up the phone and encourage you. The website is full of our learning and our local networks meet together to inspire and build each other up.

Get in touch and find your own way to be Incredible.



INCREDIBLE
EDIBLE
NETWORK

BIG LOTTERY
FUND
NATIONAL
LOTTERY FUNDED

BELIEVE IN THE POWER OF SMALL ACTIONS

Everything you
need to know about
Incredible Edible

www.incredibleedible.org.uk

INCREDIBLE

BEGINNINGS

Our roots

Once upon a time, about ten years ago, Pam and Mary met with a group of friends to dream and make a plan. In their northern market town they saw unloved places and wondered if they planted veg in them and encouraged people to take what they needed they could create a conversation that would enable people to think differently about the power and potential of their future. So spades in hand, they set to work. Growing spaces led to conversations that encouraged people to imagine that the power of these small actions could help people live happy, healthy and prosperous lives. Lives lived in connected communities, built out of the power of their own will, their own imagination and grown through the power of small actions.



Our growth

There were no rules, just some values, stories and passion. People didn't need to sign up to a **'STATEMENT OF PRINCIPLES'**.

There was one truth, that people had the power to create places they were proud of, with futures full of hope and that anyone could be involved. If you eat, you're in!

People liked the idea and, inspired by this action, 100 groups in the UK and about 600 worldwide got growing and changing their landscape.

Today we are a federation of independent groups world wide. There is one recipe – the three plates – but everywhere the recipe is tried, it comes out with a distinctly local flavour. We celebrate this diversity and embrace this difference.



UNDERSTANDING THE THREE PLATES



Our vision is to create kind, confident and connected communities through the power of food

This is founded on the connection between three core ideas.

The three plates, like lots of our inspiration, came out of a story. We live in communities that are often disconnected. If communities connect together and believe in their potential, people start to do good, kind and loving things in the world around them.

At Incredible Edible we believe this starts by agitating three plates. Imagine that you are a plate spinner. There are three plates and if you use your will and passion to spin all three, the energy they create not only puts on a great show but helps everyone who sees think differently about the future.

COMMUNITY

WE GALVANIZE OUR COMMUNITY THROUGH GROWING AND CELEBRATING LOCAL FOOD

Community is at the very heart of Incredible Edible's work and our growing patches are edible attractions to get people talking. From its inception, Incredible Edible sought to show how ordinary people can transform their own landscapes and turned disused plots into abundant sources of healthy food.

Working with whoever is willing, we create powerful connections through food, which lead people to believe that when we act together each of us is stronger for it.

Community

Learning

Business

LEARNING

WE BRING LEARNING TO LIFE FROM PLOT TO PLAYGROUND

We believe in the lost arts. The art of growing and soil science, the art of cooking and preserving and the connection that is made to our planet when we learn about food. Incredible Edible believes reviving our hands-on knowledge of food is essential for all our futures.

Schools are natural places to start, with food playing an increasingly important part in the curriculum. Our groups work with schools and their gardening clubs to pass on skills and get them growing. But of course learning doesn't end at the school gates, and groups across the country provide training through adult gardening clubs, training courses and workshops such as chutney making, pickling and frugal cooking.



BUSINESS

WE SUPPORT LOCAL AND WE BUY LOCAL

In the UK we are a nation of shop keepers. Proud, industrious people, making a living, giving back to the community and making the local high street vibrant. Incredible Edible believes in business and its positive impact in our communities.

The business plate is nothing at all to do with sponsorship or asking others for help. It's everything about what we as individuals can do to support a local food economy. Getting pounds into the pockets of small local food businesses so that over time they might be able to produce more and employ more people. It's dead simple. If it's possible, the more people shop for local food, the stronger our local food economy is and the stronger our communities are. We support local and buy local, we promote 'green routes' that celebrate local growing and walk past local business. That way, we all contribute and we will benefit – we make money sticky.



THE MORE PEOPLE SHOP FOR LOCAL FOOD, THE STRONGER OUR LOCAL FOOD ECONOMY IS