

Food Conversations – Social toolkit for organisers

This document is for individuals and groups organising their own Food Conversation, to help you communicate about what you are doing

Key messages

- The Food Conversation is the UK's biggest ever conversation about food
- We're asking people what they really want from food
- People all across the UK are being invited to host their own Food Conversation in their local area
- This will mean thousands of people raising their voice to help shape the future of food across the UK

If you decide to run your own Food Conversation here are some things you can do to join this movement for change (Don't forget to [sign up to the Food Conversation community](#) and [download a Food Conversation toolkit](#))

Find #TheFoodConversation online

- Follow us on X/Twitter: [@FFC_Commission](#)
- Follow us on LinkedIn: [here](#)
- Follow us on Instagram: [@ffc_commission](#)
- Post on your own social media accounts about #TheFoodConversation using suggested posts [here](#)

Let your local press know about The Food Conversation

- Send a letter to your local newspaper editor telling them about your event and The Food Conversation in your local area, using the template [here](#).

Let your MP know about The Food Conversation

- Email your newly elected MP to let them know about The Food Conversation, using the letter [here](#).
- More information on the best way to find your local MP and how to write to them can be found below.

Let us know!

- We'll be in touch asking for your feedback on the process of hosting a conversation. Please let us know in your response if you have contacted your local press or MP and whether you have had a reply.

More about The Food Conversation

The Food Conversation is asking citizens across the UK what they really want from food, and by the end of 2024 will have hosted in-depth workshops in all four countries of the UK. These workshops, sometimes known as deliberative dialogues, involve about 30 citizens who are broadly representative of their local area through a postcode lottery system. They spend more than 20 hours together examining not *whether* the way food works now needs to change, but *how*.

This important work also involves citizens across the UK hosting their own Food Conversations in their local communities. These workshops will amplify the voices of a diverse range of people and organisations, grow a UK-wide conversation about food and strengthen the call for change.

These events will also help communities seek the views of local people, and make connections and build relationships that together will contribute to the call for food system change and help shape the future of food across the UK.

Suggested social posts

Post One

We're taking part in #TheFoodConversation to find out what citizens in our local community really want from food.

One thing is clear: how we make, grow & eat food isn't working for people anymore. We want politicians to hear what we have to say.

More 📍 thefoodconversation.uk

Post Two

From family finances to health and the NHS, food connects to the big issues in our lives. So, how does it need to change?

To find out, we're hosting #TheFoodConversation in [insert location].

[TAG local MP/candidates]

Learn more at thefoodconversation.uk

Post Three

Local citizens came together in #TheFoodConversation to explore some of the challenges & solutions when it comes to food.

A new government is a real opportunity to ensure food works for all citizens fairly, from farm to form.

[TAG local MP/candidates]

Thefoodconversation.uk

Letter to newspaper editor

Dear [insert name],

I am writing as a member of the local community who is organising an event as part of The Food Conversation, a nationwide initiative to explore what people really think about food. Over the last year, thousands of citizens have been invited to take part in workshops to explore the impact of food on multiple aspects of life - from food and health to climate and nature, trade and social justice.

In [insert date], [insert organisation] are hosting their own Food Conversation in [insert location], [insert more about your event, what topics you will cover and how many people you expect to attend]

We would love to sit down with you to discuss the issues people face regarding food in [insert location], and what needs to be done to solve the current crisis. There is so much we could do locally, especially in the context of the general election and what our new MP needs to prioritise going forwards [add specific ideas here that you would like to talk about].

There's lots of background on The Food Conversation here: <https://thefoodconversation.uk/>

Look forward to hearing from you.

Best wishes,
[insert name]

Email for Local MP

Dear [insert name],

I am writing as a member of the local community who is organising an event as part of The Food Conversation, a nationwide initiative to explore what people really think about food. Over the last year, thousands of citizens have been invited to take part in workshops to explore the impact of food on multiple aspects of life - from food and health to climate and nature, trade and social justice.

In [insert date], [insert organisation] are hosting their own Food Conversation in [insert location], [insert more about your event, what topics you will cover and how many people you expect to attend]

From farmers protests to junk food and children's health, to food production and the environment, food is a critical concern to your constituents. [insert personal reflection on why this topic is important to you and for your MP].

Now you have been elected, I would love to meet with you to discuss the issues around food in [insert constituency] and what needs to be done to solve the current crisis.

If you would like more information on The Food Conversation in the meantime, you can visit <https://thefoodconversation.uk/>

Look forward to hearing from you.

Best wishes,

[insert name]

[inset address]*

*Including your address and postcode so that your MP knows you are a constituent is important in getting a response from your elected representative.

Guidance on contacting your MP

Contacting your MP

You can find your local MP and their contact details using this [website](#).

We recommend sending an email to your MP to begin with. Their email address can be found on the Parliament website, but some MPs will also have a constituency email address which you can use to contact them.

Using social media

You can also contact an MP through social media. Check you are addressing a verified account and not someone impersonating them.

Tips

- **Include your address and postcode** so that your MP knows you are a constituent is important in getting a response from your elected representative.
- **Use your own words where suggested** so the MP hears your concerns and local perspective on the issues around food.

- **Make sure to tell them what you want them to do.** The Food Conversation template email contains a clear request for a meeting to brief the MP on the project, so it's important that this request is included.
- **If you don't hear back from your MP** you could send another email to follow up, contact them on social media (using the suggested tweet here).