

IMPROVING HEALTH AND WELL-BEING

SUMMARY

Aim: to improve health and well being, contribute to regeneration, increase employability and create employment in and with disadvantaged and excluded geographical and interest communities by promoting the consumption of fruit, veg, pulses and other healthy products and encouraging and supporting volunteering which brings a range of personal, family and community benefits. The particular activities employed to support the above are Community Food Outlets, FareShare and the Fast Fruit Scheme. CFINE is now operational in Aberdeen City, Aberdeenshire and Moray.

Presently over 80 Community Food Outlets (CFO's) operate in, for example, the Government's recognised regeneration areas, facilities for people with mental health problems and in a number of sheltered housing complexes. These outlets provide fresh fruit, vegetables and dried goods at as affordable as possible prices to the local community.

Fast Fruit supplies produce to over 100 nurseries, schools and other youth and community organisations.

CFINE has developed it's FareShare scheme in Aberdeen whereby supermarkets' and food producers' surplus foodstuffs are collected and distributed to people experiencing food poverty, for example, facilities for people who are homeless, women who have experienced domestic abuse and in the regeneration areas. Forecast 10 tonnes of produce distributed in year 1; over 20 tonnes realised. C40 tonnes distributed in 08/09.

CFINE operates as a Social Enterprise selling fruit, veg and other produce on a commercial, but competitive, basis. CFINE is now supplying fruit to companies, restaurants, sandwich bars etc, many of which participate in the Healthy Working Lives scheme. All profit is invested in the health and community development work we do in disadvantaged and excluded communities.

Our most recent social enterprise development is **Larderbytes; (www.larderbytes.com)** an e-shopping facility with CFINE as the hub delivering to domestic consumers at an agreed time. On the site presently, customers can buy, paying by credit or debit card, their staple produce: meat; fish; bread; dairy; and fruit and veg. The service is presently only in Aberdeen but we intend to extend it in to Aberdeenshire and Moray over the next 2 years.

CFINE Staff Team: 17 strong, 8 F/T, 9 P/T; 10 recruited from the priority communities.

Plus > 90 volunteers without whom it all wouldn't work!

**INTERESTED? Want more information,
contact Fiona or Dave:**

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Fruit's cool