



**"PEOPLE. PRODUCE. PLACE.
CELEBRATING, SUPPORTING AND SHOWCASING
NORTH EAST FOOD AND DRINK"**

- ✓ Celebrate North East food culture.
- ✓ Shorten and enable a local supply chain.
- ✓ Actively promote collaboration and community.
- ✓ Advocate provenance, authenticity, quality and best practice.
- ✓ Create opportunities that stimulate the regional economy.
- ✓ Make local food more accessible.
- ✓ Strive to be net zero and lessen our impact on the environment.
- ✓ Engage and empower future generations about the importance of local food.
- ✓ Champion innovation and entrepreneurship.
- ✓ Be respectful of people and their places