



# PRODUCED IN KENT Charter

## INTRODUCTION

This charter sets out:

- ((a) in Kent's hopes and aspirations for the organisation's business; and
- (b) relationship between the members and the Business (Produced in Kent).

Produced in Kent acknowledges that this document is not legally binding. However, all members are requested to adopt it and encouraged to operate in its spirit.

## OUR PURPOSE

'Championing local and sustainable food and drink'.\*

## BACKGROUND

Kent is an exciting and sustainable food hub:

- contributing to the local economy
- maintaining Kent's unique countryside and heritage
- improving the quality of life for its residents
- helping the environment
- attracting visitors, businesses, investors and new residents to the county

## OUR VISION IN A NUTSHELL

For Kent to be recognised as THE food and drink destination of the UK.

## OUR VISION IN DETAIL

For Kent to be recognised as the English region with an expanding, vibrant, diverse and accessible local independent food and drink sector that sustainably grows, produces, sells and serves the finest food and drink in the UK to a wide and growing audience contributing to the local economy, maintaining Kent's unique countryside and heritage, improving the quality of life for its residents, helping to protect the environment and attracting more visitors to the County.

## OUR MISSION TO OUR MEMBERS & PARTNERS

To proudly represent, promote and support all Kent businesses that sustainably grow, produce, manufacture, sell and serve the finest local food, with the aim to steer consumers to buying more 'local' and pave the way to a commercially viable local trading infrastructure and measurable year on year economic growth of the local independent food and drink sector.

\*Please note that, wherever the text refers to 'food' only, this encompasses 'drink' also.



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## OUR STRATEGIC OBJECTIVES

- Create better awareness of and support for local, healthy and sustainable food and drink amongst Kent residents and visitors
- Put local food enterprise at the heart of local economic development and make it more accessible to a wider public
- Support Produced in Kent members in becoming fully environmentally and socially sustainable
- Develop a Brand Kent Marketing Partnership with Visit Kent

The full **Produced in Kent 2023–2026 Strategy** can be made available upon request



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## VALUES

### We are Accountable and Ethical

Produced in Kent is first and foremost a membership organisation, acting on behalf, and in the interests, of its paying members. In all that we do, we strive to be honest, responsible and ethical. We are committed to be transparent about our operations, goals achieved and impact generated through our annual company statement and regular communications, and welcome an open and constructive dialogue with, and constructive criticism from, our members and wider stakeholder community.

### We Strive to be Sustainable

As the voice of the local independent food and drink sector, Produced in Kent puts sustainability at the heart of its mission and is committed to work towards a better future for all. The organisation, its members and industry/strategic partners are keen advocates for sustainable food and are striving to operate in a pro-active, socially and environmentally responsible manner as set out in Produced in Kent's Sustainability Pledge, thereby contributing to a healthier, happier and more equal community, a better quality of life and greener environment.

### We are Inclusive

Produced in Kent strives to be a home for all those who are passionate about local and sustainable food and drink. It values the individual and group differences within its membership and embraces the diversity in backgrounds, beliefs and perspectives of its members as a catalyst for innovation and change.

### We Champion Creativity

Acknowledging that we are living in a complex environment with a great number of societal, economic and environmental challenges impacting on our daily lives and future, Produced in Kent, in all its outputs, actively encourages its staff, members and stakeholders, as well as the general public, to think creatively and 'look at things from a different angle' – as a way to push through a difficult situation, turn a challenge into an opportunity, come up with innovative solutions, maintain good mental and physical health and create a more positive, fair, humane and sustainable future for the next generation .

### We Work Together

Produced in Kent believes that great things can be achieved by working in partnership, and that working together creates a sense of community. It actively encourages collaboration amongst its members and seeks collaboration with external stakeholders through strategic and industry partnerships with the aim to create synergy, cut costs, maximise impact and drive innovation.



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## ORGANISATIONAL STRUCTURE

Produced in Kent was established in 2005 and operates as a not for profit, private company limited by guarantee. Produced in Kent profiles itself as a membership organisation, open to businesses operating in the Kent local independent food and drink sector.

A joint venture arrangement is in place between Produced in Kent and Kent County Council, which offers two of its members of staff on secondment to the organisation.

Produced in Kent is acting on behalf and in support of its members. Members pay an annual fee depending on annual company turnover figures, in exchange for advocacy, promotional and business support provided by the Produced in Kent team. Full members (food and drink businesses) are Members in the legal sense of the word and have a right to speak and vote on certain matters of interest to the company at its Annual General meeting. Associate members (non-food and drink producers) have no right to vote at the AGM, but are welcome to attend. The business support package offered is smaller and annual fees are therefore lower.

Produced in Kent may enter into industry and strategic partnerships with any for-profit and not-for-profit business, supplying food and drink industry-related services such as marketing, regulation, human resource management, IT, finance, research and development, education and business management. Industry partners pay an annual fee for a benefits package, which includes access to member events and activities. For a more detailed overview of Produced in Kent's membership and partnership structure, please refer to our Membership and Industry Partner package.

Strategic management of the company is in the hands of a Board of Directors (maximum of nine Directors), appointed on a personal title for a three-year period by the sitting Board, with the option to be re-elected for another 3-year period. Kent County Council currently holds an observer position on the Board.

Current Directors of Produced in Kent Limited are: Stephen Clarke (Q Catering), Sally Newall (Simply Ice Cream), Finnian Dunlop (Macknade Fine Foods), Sue Warran-Smith (FoodTalkGroup), Tilly Clarke (Outset UK) Carol Ford (Ford Synthesis) and Stephanie Karpetas (BEIS). Huw Jarvis (Pink contact within KCC) holds an observer status.

The day-to-day operational management of the company is in the hands of its chief executive, with the position currently held by Floortje Hoette.

Produced in Kent's Board Directors, its Chief Executive and the team, as well as the organisation's paying members and industry partners are expected to:

- conduct themselves and act in the spirit of the organisation's values
- subscribe to Produced in Kent's Sustainability Pledge