



PEMBROKESHIRE
LOCAL FOOD
PARTNERSHIP



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Pembrokeshire Food Survey Summary

Pembrokeshire Local Food Partnership, October 2025

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WHAT DO PEOPLE IN PEMBROKESHIRE THINK ABOUT FOOD?

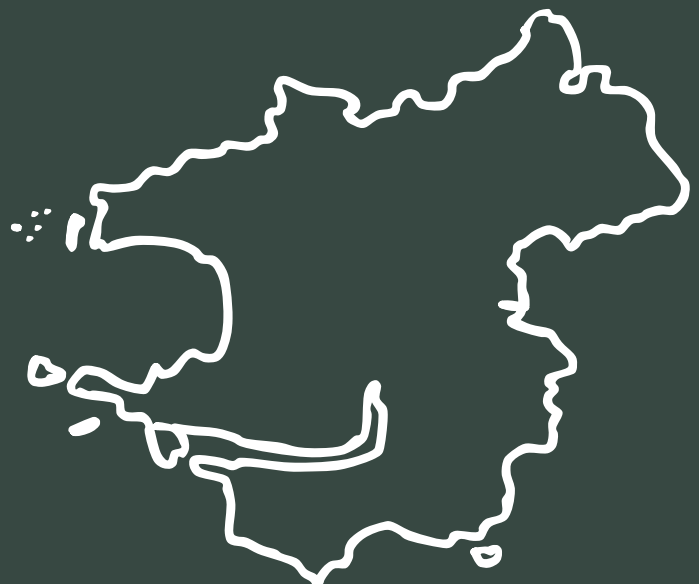
The Pembrokeshire Local Food Partnership launched the Pembrokeshire Food Survey in Summer 2025 to gather residents' views as the county works towards becoming a Sustainable Food Place and developing a county-wide sustainable food strategy.

The survey explored five themes: healthy eating, access to food, sustainable food, food and waste, and connection to local food, alongside demographic data. The analysis provides an evidence base to support a fairer, healthier and more sustainable food system for Pembrokeshire and summarises residents' experiences, challenges and ideas for improving local food systems.

The survey received 247 responses, with a further 28 Easy Read responses collected through additional engagement.

Responses were received across Pembrokeshire, and the survey broadly reflects Pembrokeshire's older age profile, with most respondents aged 55–74 (40%). Those under 34 made up 13% of respondents.

Of the respondents, strong representation was from working (53%) or retired (23%) residents. There were 9% of respondents unable to work, and 4% out of work.



2 HEALTHY EATING IN PEMBROKESHIRE

Residents generally rate their diets as fairly healthy, with an average overall rating of 6.9 out of 10. However, younger people tended to eat less healthily than older adults, with those age 74+ rating themselves an average of 8.3 out of 10 (n=23) compared to those age 16-24 (n=5) rating themselves on average 4.6 out of 10.

Barriers to eating healthily at home:

1. Lack of time (22%)
2. Low motivation (18%)
3. Cost of healthy food or energy for cooking (18%)



Other challenges for eating healthily at home included difficulty understanding food labelling (8%), not knowing or being sure of what makes a healthy diet (7%), lack of cooking skills and confidence (4%), and family preferences (4%). Other challenges included portion sizes for single people, poor ingredient access, and health conditions.



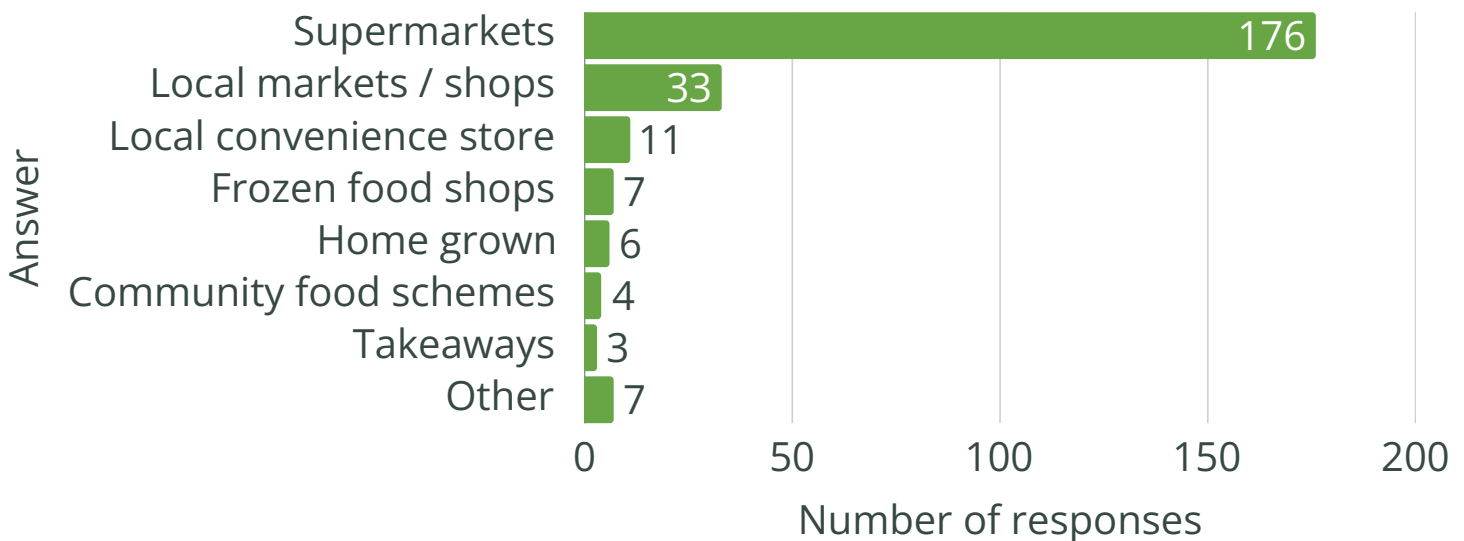
Barriers to eating healthily outside the home:

1. High cost of healthy options (22%)
2. Too many unhealthy snacks / drinks (18%)
3. Limited healthy options eating out (16%)

When eating out, other challenges included the availability of takeaways (11%) and few healthy options in shops (10%). Other challenges included having food intolerances, anxiety, large portions and being tempted by unhealthy treats.

Many Pembrokeshire residents do not worry about food running out (64%) but food insecurity still affects a notable minority. Similarly, while most people (82%) have never used a food bank, a significant minority rely on them occasionally. Supermarkets dominate as the main food source for residents, with smaller groups shopping locally:

Survey Question 6: Where do you buy most of your food?



Local food engagement is strong, but there's room to grow, with 46% of residents occasionally buying food directly from local farmers or producers, and 28% doing so regularly.

Parents/carers gave school meals an average score of 4.9 out of 10, citing a lack of variety and freshness, small portion sizes, and the need for healthier, locally sourced and inclusive options.

School food is too expensive, and the unhealthiest choice is often the cheapest

16-24 Pembrokeshire resident

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SUSTAINABLE FOOD AND LOCAL GROWING

Most respondents feel confident in their understanding of sustainable food, showing strong awareness across the community on issues like food waste, local sourcing and sustainable farming. The average score was 7.3 out of 10, with the most common score 8 out of 10.

Over half of respondents grow or produce some of their own food. The most active age groups were those 65-74 (n=29) and 55-64 (n=24). Growers scored higher on sustainability knowledge (7.7 out of 10 vs 6.9 out of 10), linking hands-on experience to greater awareness.

Food growing ranges from small home gardens to near self-sufficiency.

- Most common crops: tomatoes (48), potatoes (32), herbs (24), salad leaves (23).
- Many described growing as education, community-based or family-oriented, though some cited challenges like poor soil, health issues, and limited time.



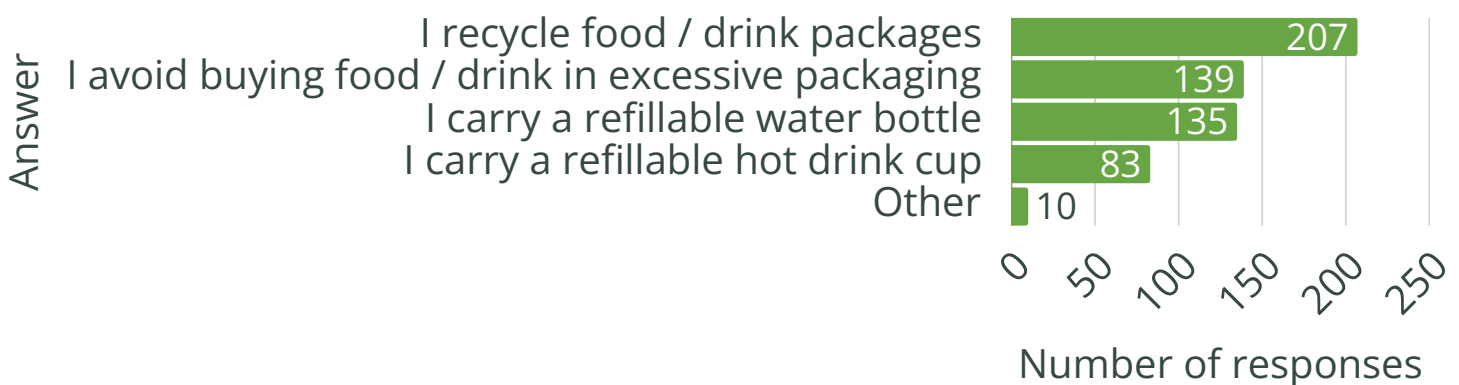
Even among non-growers, there is a strong interest in starting, but barriers remain, including health conditions or disability, a lack of space, time and cost. There were 13 respondents indicated they would like an allotment, and 8 would like to learn gardening skills.

“ Having an allotment close to where we live would be amazing as having produce growing in our current garden is not viable

25-34 Pembrokeshire resident ”

Most respondents are environmentally conscious when shopping, with 94% of respondents who think about the environmental impact of single use plastics when buying food and drink. Recycling and reducing waste are common daily habits:

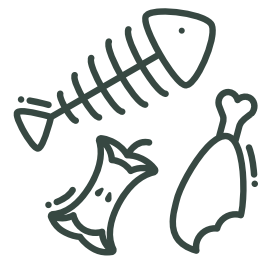
Survey Question 15: Which of these apply to you?



Respondents place high importance on tackling food waste, with the average score of 9.05 out of 10 and 59% rating it the maximum out of 10. Community fridges are well-known (63% had heard of community fridges; 10% had used one, 10% had donated food). They are seen as a practical way to reduce waste and improve food access locally.

Time and overbuying are key reasons that food goes to waste:

- 20% said food spoils before being prepared, 17% make too much which then goes uneaten and 13% buy too much at once.
- Other issues include short shelf life of products (12%), and buying too much because of multi-buy offers (7%).



“We just buy what’s cheapest - it’s hard to think of the environment when we are struggling ourselves”
Focus Group participant

I'd like to see more farmers markets, or a proper permanent market where excellent local produce is sold. Also more opportunities for people to learn cooking and budgeting skills, and more volunteering options

45-54 Pembrokeshire resident

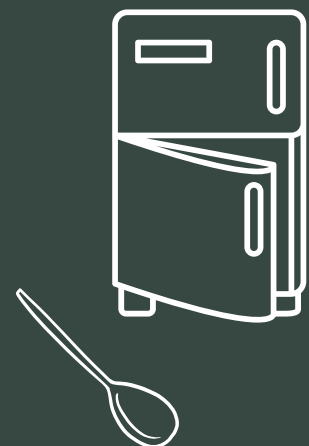


- Almost half (48%) of respondents are aware of local food initiatives or networks across Pembrokeshire.
- Markets and retail initiatives were the most commonly known local food initiatives, with 64% of respondents mentioning specific markets or retail initiatives.
- Cost and access are key factors influencing local food purchases. Many rely on supermarkets due to their experience of higher prices and limited local availability of local food.

Residents would like to see more local, affordable, and community-based food options.

Suggestions included:

- More farmers' markets
- More community fridges and kitchens
- "Pay what you can" schemes
- Veg box delivery services
- Cookery classes
- School growing projects

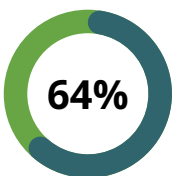


7 SUMMARY AND RECOMMENDATIONS



1. Collaborate with local supermarkets to promote quick, affordable healthy recipes, clearer food labelling and practical diet guidance
2. Improve school meals by advocating for more varied, inclusive and locally sourced options
3. Increase access to growing spaces through affordable allotments, training and inclusive support
4. Support local food initiatives such as farmers' markets, veg vans and community kitchens to make local produce more affordable and accessible

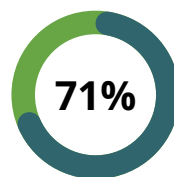
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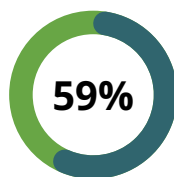
Never worry about food running out



School meals rated 4.9 out of 10



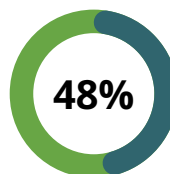
Use supermarkets as their main source of food



Rated the importance of reducing food waste as 10 out of 10



53% of respondents grow some of their own food



Are aware of local food initiatives