

Work Throughout The Food Chain

Methods	Actions
Food Industry	Positive recognition to retailers who are supporting healthy living and get buy in from those who are not supporting this objective
	Actions focused on building innovation & Skills in the food & drink industry to support products innovation, reformulation & high value, high quality products.
Public Sector	Use the purchasing power of the public sector for food procurement: recognizing that initially will cost more to buy fresh and sustainable
	Give/Allow public sector the mandate to buy sustainable (EU procurement)
Government	Government Re – investment in food skills in schools and infrastructure in FE & Higher sector – Building kitchens & labs in colleges once more.
Education	Promotion of cookery within schools from nursery to secondary. This would include an appreciation of the whole process of food production. Through dedicated sustainable funding.
Community	More support for work being done in the most deprived areas, realization that timescale for a difference being made is generational rather than political
	Community project require funding to sustain the projects

Please note that the text in bold are the prioritised actions.

Is the vision or 'direction of travel' correct?

The group agreed that absolutely the direction and vision was correct.

It was agreed through identifying objectives it gave clarity about where bits fit however there are challenges with the implementation due to conflict and inconsistencies e.g. sustainability vs. health vs. environmental issues do not all fit together. There are conflicts within the statements or vision.

There is a need to recognise start points and baselines, this may be different for each setting, and therefore further indicators may be required to measure and monitor progress.

There are challenges versus opportunities in terms of the vision. Specific actions are required as well as the Food Industry needs to be influenced.

Do you agree with the proposed actions in the discussion document?

No unanimous agreement was given by the group

Work progressing with reformulation work and food labeling which is being debated across the EU.

It was noted that individuals when surveyed did show interest in what they ate, however the survey suggested only 11% to 12% actually interested in the food labels when actually buying, therefore people are assumed to buy with their eyes as opposed to thought and consideration. Furthermore trust is an issue when purchasing goods.

Retailers need to buy in to the idea of moving forward through legislation, changing attitudes, and cooperation to keep the food industry moving forward; also as consumers do not always know what is best for them someone in the supply chain should take ownership.

Public procurement is a large influence in the market which is mainly dominated by the supermarkets.

The group felt overtime there has been a loss of practical knowledge of food and cookery skills, and a food culture should be created which would generate a new love of food which could be balanced with taste and nutrition.

The group agreed that there is a need for realistic, achievable, and measurable goals.

How do we get there/ how do we do this?

It was suggested that children in schools need hands on experience of growing, tending to, preparing, and cooking their food in order to form an appreciation and knowledge of their food. There is a need for greater investment into education. Home Economics should not be seen as a qualification but a skill for life. Maybe there is a need to re-brand the name of this subject.

It was noted that Scotland does not have a policy in place in regard to allotments due to statutory differences in the law.

It was suggested that there was a need for a highly skilled and innovative workforce within the food industry e.g. food technologists for development, manufacturing, and processing. There is a need for a network of food technologists (or central source) to help build knowledge and collaborate skills and expertise. This is especially true for the smaller food processors where there are no food technologists. There was concern about the trend of food institutes/ food technology courses within further education being closed or cut because there is a requirement to reverse this, which would result in the need for large investment.

Social marketing should be about: making small changes and talking about healthier changes not healthy as it might seem less daunting. It is important that the public health messages are not lost or confused.

Group discussed about the disparity across the country especially in more deprived areas. This was also an area where change was the hardest. It was suggested supermarkets could provide funding for local projects rather than the central government. Co-op and Asda were mentioned to have some initiatives.

Please see table above for further Actions.