

<http://www.defra.gov.uk> (Council of Food Policy Advisors)

First Report from the Council of Food Policy Advisors

September 2009



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1. Introduction

On 6 October 2008, the Secretary of State for Defra announced that he would establish a Council of Food Policy Advisors to provide advice on a wide range of food policy issues.¹ This coincided with the formation of the Food Policy Unit, to develop one overarching vision and policy direction for sustainable food, demonstrating the prioritisation of food policy in the wider government agenda, and providing the necessary leadership for action.

Since January 2009, the Council has taken evidence both at its public and closed monthly meetings and in informal meetings with Other Government Departments, NGO's, industry, consumers and the third sector from the full spectrum of food production and consumption. A full list can be found at Annex B. The Council has sought to integrate its activities and recommendations with ongoing policy development and research activities across Government, building on the findings and recommendations in the Prime Minister's Strategy Unit report Food Matters, published in July 2008.²



Food security and food policy is a very significant global challenge. The world's population doubled to 6 billion in the second half of the last century. Global food shortages and widespread human hardship were predicted. Thanks to significant developments in agriculture this crisis was averted. However, population continues to grow and by 2050 another 3 billion people will be added to the world's figure. Even if global population were to plateau there, there is no environmentally damaging free way of feeding today's population - far less 9 billion. Food already accounts for around 20% of green house gas emissions and agriculture uses 70% of the globally available water.³ The global food security challenge has to be met in the face of additional "knowns". Many new appetites will be for more input-demanding animal products rather than for plant staples and the impacts of climate change are likely to hit hardest those least able to adapt; Africa appears to be particularly vulnerable.

1. Introduction

Additional challenges include the loss of agricultural land to energy production; rising sea levels; soil erosion; urban development; the need for food crops to withstand increased water, heat and other stresses; declining supplies of essential inputs such as phosphorus and fossil fuel for fertiliser supply and increasingly uncertain rainfall and water supply. Meeting these challenges will require a significant development of new skills.

In the UK we have seen an increasing interest among consumers in the ethical provenance of their food - from impacts on biodiversity and water quality to animal welfare and fair trade. The production protocols of different producer groups, wholesalers and multiple retailers place varying emphasis on different aspects of the ethical provenance of food production. Whilst there is understandable reluctance to “tell people what to eat”, a response is needed to consumers’ requests for information on the environmental and social impacts of their food purchases. According to the Defra Food Synthesis Review (soon to be published) individuals’ food behaviours have direct impacts on greenhouse gas emissions at three stages: purchasing, handling and disposal. However, their food behaviour also has indirect impacts back up the supply chain. Most obviously, consumer buying behaviour relates to what food is produced and marketed, in a process of supply and demand. However environmental considerations are still relatively insignificant factors in individuals’ food choice, and there would be benefits to identifying ways to help encourage movement to sustainable choices.



While global concern about food security grows, we in the UK have a food industry that sustains nearly 4 million jobs, spending on food and soft drinks is worth £129 billion per annum,⁴ and estimates suggest that government procures food to the value of about £2 billion annually.⁵

Our government promotes better health and well-being for all, particularly for children and young people. However, in these very groups, we have seen increases in obesity and type 2 diabetes, and the social inequalities within diet-related ill-health are a serious concern. The economic burden on the nation may reach £6 billion per annum in NHS

costs alone.⁶ Despite the proven benefits to health in terms of reducing cancer and heart disease risk, the majority of our society eats less than the recommended (minimum) daily amounts of fresh fruit and vegetables and as a nation, we are decreasingly self-sufficient in these relatively low-impact foods. Surveys show that low income consumers eat the worst diets for their health including purchasing significantly less fruit and vegetables.⁷ Research also suggests that those with a higher income have an increased fruit and vegetable intake.⁸ Food poverty is a concern that needs to be addressed, particularly in light of recent economic pressures.



There are skills shortages along the food chain adding to the millions of tonnes of edible food being wasted each year both at the farm, from industry and in food preparation. Waste also results from manufacturing practices and stringent product specification demands on produce. This is unacceptable in a world where millions die of hunger.

Defra has responsibility for sponsoring agriculture and the food industry, for protecting the environment from its polluting effects and is now responsible for co-ordinating all aspects of food policy including food security and the social aspects of public health.

The aim in this Report is to begin to provide advice to Defra's Secretary of State on meeting these challenges. In this wide ranging field there is a need to focus on areas where our early input can make a lasting difference to the health, safety and sustainability of our food. Therefore, the Council have focussed on priorities where we believe action needs to be taken immediately, where plans need to be developed and actioned, or where impacts could be seen quickly, affecting our local and global food system.

2. Vision

2. Vision

The Council of Food Policy Advisors will identify those areas where Government has to take urgent action/ leadership to encourage the desire in people to eat a healthy diet, produced from a healthy environment, thereby creating a viable food system for people and the planet.

Based on the Council Vision, evidence received from a number of experts across the food chain, and the need to identify where immediate action is required or where impacts could be seen quickly across the food chain and global food system, the Council has identified the following three early priorities.

- a) Defining the low impact (sustainable) healthy diet.
- b) Government to exemplify best practice in health and sustainability through public food procurement.
- c) A strategy for increasing consumption and domestic production of fruit and vegetables.

Future priority areas are identified later in this report.



3. Priorities and recommendations

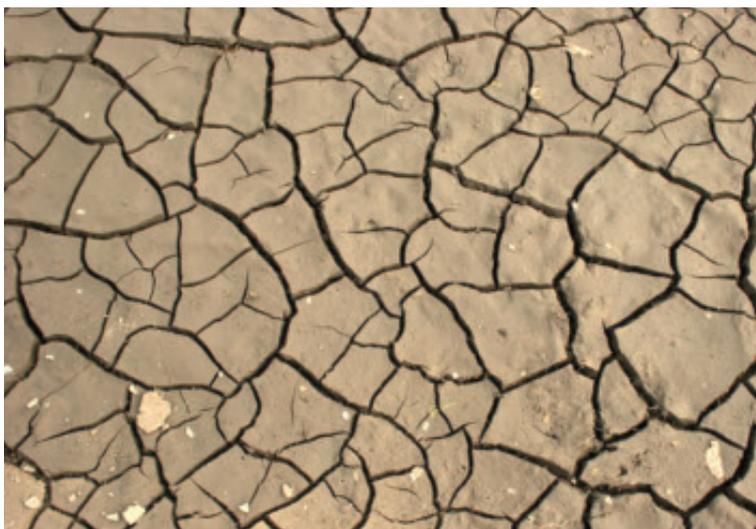
3.1 Defining the low impact (sustainable) healthy diet

Defining what is meant by a low impact (sustainable) healthy diet is the foundation for progressing food security policy. This was set out clearly in “Food Matters” and it now needs to be a priority across government, with Defra, Food Standards Agency (FSA) and Department of Health (DH) providing leadership and direction to develop a fully integrated approach. It needs to start with the development of a cross government definition and understanding of what food sustainability means.

Defining the diet addresses sustainability from the level of the planet to that of the individual. Understanding it is the key to giving the correct advice to consumers, identifying standards for public procurement, understanding of the need for reformulation of processed food and a better understanding how we can ensure we eat healthily for both ourselves and the planet, while maintaining enjoyment in the social side of food. It should be possible to adapt the diet for different circumstances including personal preference (meat and vegetarian diets), income and cultural groups and recognising that different population groups and individuals will chose different tradeoffs in decision making. There will not be one clear cut answer.

3.1.1 Evidence

The social costs of poor nutrition are estimated at £6 billion per annum in NHS costs alone⁶ and increasing; the potential to mitigate climate change and reduce other adverse environmental impacts of the production, at home and overseas, of feed and food consumed in the UK is incalculable. Despite the economic downturn, there is still a demand from UK consumers for information on the ethical provenance of their food. Developing the evidence for a low impact (sustainable) healthy diet has the potential to create a competitive market.



It is also important for our food industry. For producers, manufacturers, wholesalers and retailers it will provide a base for improved production and manufacturing protocols and practices. There is a clear role for Government to drive the generation and publication of this information and ensuring the correct advice is given to consumers.

According to a recent report by Consumer Focus⁹ the number of consumers buying more environmentally responsible products is up 54% compared to two years ago, with 41% of those consumers asked always or often seeking green information on their food purchases. However, 64% of consumers find it difficult to know which products are better for the environment and more than half of consumers (58%) believe that companies pretend to be green in order to charge higher prices. According to the same report the three things that inspire consumer confidence in Green Claims are clarity (claims that are clear and easy to understand), credibility and comparability (although the comparisons between products must be meaningful). Once the information and metrics are obtained, it will be necessary to look at how these factors can be brought together to achieve behaviour change throughout the food system. Clear, joined up and actionable communication to consumers is crucial.

3. Priorities and recommendations

Evidence will need to be gathered and generated from health, economic and environmental sources locally, nationally and internationally and at the levels of both the population and the individual. The ethical choices should include climate change, energy use, waste, air and water quality impacts, development and “fair trade” considerations, animal health and welfare, and water use. The factors to consider are vast and prioritisation will be required.



This will be challenging. There is limited data and in some cases that which is available is conflicting. It is difficult to reach agreement on the metrics around sustainability, particularly when considering all the elements required (water, carbon, other green-house gases etc.) With the various methods of (and different inputs used in) agricultural production and processing, it is also difficult to test the metrics and reach agreement on the best technique for doing so. However, this should not prevent the work being done, and where there is evidence, this should be used as the foundation for taking the work forward.

Much has been done in relation to health, and there is an increased understanding about the need to eat the right foods in the right amounts, even if the pace of behavioural change is slow. The FSA Eatwell Plate¹⁰ is a well established tool that can be used and it should be developed to incorporate sustainability. Between April and June 2009 the Eatwell site received more than a million visits, over three million pages were viewed and traffic grows year on year. The Integrated Advice for Consumers (IAC) website currently under development seeks to incorporate sustainability advice alongside health, giving consumers all the information in one place and providing those currently seeking health information with additional material to develop their understanding of the choices available to them.

3.1.2 Recommendations

1. Build on the FSA/Defra/DH IAC website taking into account cost, seasonality, culture, and ethics (and allowing for personal choices e.g. vegetarian, vegan).
 - i. Gather evidence from health, economic and environmental sources locally, nationally and internationally at the levels of the population and the individual.
 - ii. Include climate change, energy use, air and water quality impacts, biodiversity, development and “fair trade” considerations, animal health and welfare, and water use.



3. Priorities and recommendations

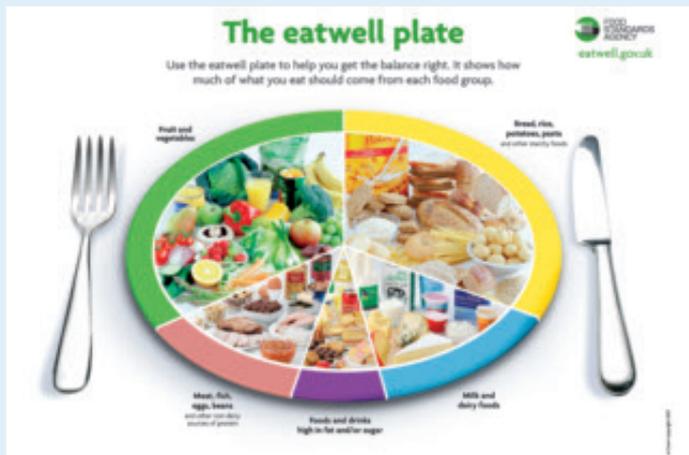
2. Build on and expand the 'eat well' plate providing immediate, interim advice where possible e.g. if eating red meat then eat grass fed meat, eat more plant based foods, eat more of what you buy, consider seasonality.

i. This should be done as soon as possible, based on the best scientific evidence available and with input from work done in other countries.

3. Different combinations of foods that meet the diet should be costed so that government can see how achievable it is for different population groups.

4. Develop a cross government sustainability strategy for food, building on existing strategies and ensuring the whole of the food chain is taken into account.

5. The food industry should ensure that all boards have a member responsible for sustainability so that change can be driven and monitored through the organisation.



The first edition of the information should be available in 2012, 18 months after the IAC website.

This long-term, evolving project needs the constant drive of powerful, heavyweight leadership. The UK should seek to shape the approach. Involvement will be required from Defra, FSA, Natural England, Environment Agency and the Sustainable Development Commission as well as known UK experts and industry.

3.2 Government to exemplify best practice in health and sustainability through public procurement

Millions of people at work, in education, in hospitals, in care homes, in prisons etc. rely on food provided by the public sector. Food provided by the public sector should be an exemplar for health and sustainability whilst delivering wider policy objectives. These include health benefits through improved nutrition, environmental benefits e.g. greenhouse gas reduction, waste reduction (food, energy and water) and finally economic and social benefits e.g. efficiency and productivity gains, rural economic growth, improved recovery times, enhanced academic attainment and improved cognitive function and behaviour.

1 in 4 people are employed by the public sector. The food supplied to staff in public sector workplaces is consumed by a large proportion of the population. Having the correct health and sustainability standards will not only improve the food that is consumed at work but will also provide an opportunity to educate, inform and inspire more widely.

There are currently an estimated 35,000 buying requisition points in public food procurement. This poses an immensely complex logistics challenge in itself, let alone trying to get them all to move in the same direction, and provides few opportunities to leverage economies of scale. Outside of primary and secondary schools, there are huge variations in what similar public institutions spend on food/ingredients and there has been little expenditure on catering infrastructure e.g. kitchens. Catering is not seen as a priority in many parts of the public sector. On top of that, there are huge skill and knowledge deficits, particularly where catering services are procured alongside other

3. Priorities and recommendations

facilities services. Where training is provided it is rarely public sector specific and provided by main stream caterers, limiting its relevance to public sector caterers.

Individuals involved in food procurement and those responsible for sustainability need to work more closely together and agree common objectives across their roles. In addition, to aid progress and demonstrate leadership local authorities should appoint food procurement champions to provide focus at the local level, bringing together all the fragments of food policy, reporting to the chief executive. In many instances food is being tackled by different council departments (e.g. *School meals, meals on wheels, care homes, commercial franchises, etc*). This can lead to fragmented policy making, missed opportunities and a complex variety of food initiatives which is not only inefficient but also makes it more difficult for interested stakeholders and residents to get involved. By creating a lead which encourages councils and the local NHS to work together health, economic and environment agendas can be aligned and impact diverse populations at a local level.

3.2.1 Evidence:

Scientific data on the cost effectiveness of diet-related, public health interventions is scarce. However, government has a duty to look after those in its direct care; patients, pupils, those in care and prisoners. Around 3.25 million meals are served in schools each day, almost 1 million in hospitals (to patients and staff) and there are over 90,000 prisoners provided with food each day.⁴

In addition to the health benefits, procuring food in the public sector based on the low impact (sustainable) healthy diet has the potential to reduce the emissions of greenhouse gases from the food chain on a significant scale.

3.2.2 Recommendations:

Government is developing the Healthier Food Mark, a voluntary standard for procurement in the public sector. Although of the view that this is over complex, and a simpler, mandatory model would be a better approach, the Council have identified a series of areas where the mark and proposed pilot could be improved if it is to proceed:

1. A trial should be held on a small sample (a hospital, prison and care home should be included) to test possible options using simpler criteria. The outcome should be consulted on prior to commencement of the formal pilot which should test the proposed option prior to rollout.
2. Separate criteria for the different settings should be developed (for example, where a set meal is provided on a set budget and where a wider choice is available in a canteen situation).
3. A contract specification and guidance template should be prepared to show how the sustainability criteria would operate and how they could be incorporated into contracts.
4. Cost implications should be considered in detail and a business case developed.
5. A large and small caterer should be consulted and invited to take part (e.g. Compass and Caterlink) to ensure a partnership approach and to provide industry insight.
6. The trial should be based on an action learning model with appropriate evaluation throughout the process.

On wider public procurement:

1. Mandatory food based standards should be developed for application in different settings (including hospitals, prisons, care homes, public sector canteens) based on the healthy low impact diet by 2012. The introduction of mandatory standards ensures that health and sustainability count against the bottom line and levels the playing field for contractors and procurers.

3. Priorities and recommendations

2. These standards should be consulted on and piloted in Whitehall and at the County Council, Unitary Council, and Local Authority level and with a Regional Improvement and Efficiency Partnership. Regional pilots will enable the benefits of a joined up process, including cost and efficiency savings, to be demonstrated.
3. In the interim (prior to 2012) food based guidelines and associated guidance for the specification and procurement of public sector catering in relation to health, sustainability and environmental impact should be developed for each setting.
4. Examples of best practice that demonstrate a holistic approach to the delivery of healthy, sustainable, low environmental impact public sector food and barriers to progress should be identified.
5. A review of procurement and delivery models with a view to rationalising the number of requisition points should occur.
6. A model for regional procurement hubs for suppliers that meet the guidelines and the standards that are easily accessible and maximise efficiencies and economies of scale should be established.
7. A range of bodies should be invited to develop a model for skills and qualifications that addresses the current knowledge deficits. This should include input from the DH and DH Food and Nutrition Training Sub-Group, Department for Innovation, Universities and Skills (DIUS), the Qualifications and Curriculum Authority, the Learning and Skills Council, People 1st (the sector skills council for hospitality), training accreditation bodies, the Learning and Skills Council, the NHS Core Learning Unit, the Local Authority Caterers Association, London Universities Catering Association, sector-specific catering associations and Train to Gain (www.traintogain.gov.uk) and any equivalent or future funder of training.

3.3 A strategy for:

- a) **Increasing consumption of fruit, and vegetables; and for**
- b) **Identifying realistic and sustainable opportunities for increasing domestic production of fruit, and vegetables**

The average daily consumption of fruit and vegetables in the UK is too low. Increased consumption of these products would bring a number of benefits to human health such as reduced cancer, obesity and cholesterol levels as well as contributing to an overall better balanced and healthier diet. Increased consumption would realise significant savings to the NHS from these improvements to human health.



No one consumer group is achieving the 5-a-day target.⁸ According to Food Matters, increasing average daily consumption of fresh produce to 5-a-day from the current level of around 3^{11,12,13} would avoid 42,000 premature deaths per annum.

3. Priorities and recommendations

Over recent years the UK consumer has benefited from increased choice and availability of fresh produce with imports from a wide range of countries supplementing and enhancing domestically produced fresh produce. Recent surveys indicate that many consumers are keen to buy UK produce and initiatives such as local sourcing and Eat Seasonably help provide opportunities for UK producers.

Increasing consumption will generate the need for increased supply and this will apply both to domestic production and to imports. Identifying viable opportunities for increasing domestic production is a complex issue and to be successful will require a clear market and consumer demand, clarity on the sustainability benefits, expertise and investment by producers and, where appropriate, R&D support. However, there are good examples where UK growers have invested in systems which deliver good quality, good value products whilst also delivering sustainability benefits in areas such as climate change and water usage. Ways to enhance and facilitate growth in this area need to be sought.

A drive for increased consumption provides a timely opportunity to assess where there are realistic and sustainable opportunities to increase UK production. A framework for developing an enhanced UK fresh produce strategy is needed.

3.3.1 Evidence

Fruit and vegetable purchases are rising slowly. There was an upward trend of 6.5% between 2004-5 and 2007. Evidence suggests that consumption of at least five 80g portions of a variety of fruit and vegetables each day could lead to reductions of up to 20% in overall deaths from chronic diseases such as coronary heart disease, stroke and some cancers¹⁴ and increasing fruit and vegetable consumption is the second most important cancer prevention strategy, after reducing smoking.¹⁵

Between 1988 and 2007 UK “self-sufficiency” in fresh fruit roughly halved; since that time it has plateaued at just above 10%. Self-sufficiency in fresh vegetable production has fallen by 20% since 1988 and continues to fall⁸, it is currently at a level between 55% and 60%. Overall, domestic production of fruit and vegetables has declined to 37% of demand in 2008 compared to approximately 55% self-sufficiency in fresh produce between 1988 and 1993.¹⁶

Some products that have fallen significantly in terms of production include tomatoes, lettuces, mushrooms, cauliflowers and plums. In the last 4 years apples have seen a slight increase and strawberry and carrot production in the UK has grown significantly, along with increasing demand.



Following early advice from the Council of Food Policy Advisors, the Secretary of State chaired a round table on these issues in July with those involved in production, distribution, retailing and the relevant marketing and consumer groups. Barriers and opportunities to consumption and domestic production were discussed and areas where action should be taken where identified.

3. Priorities and recommendations

The following are the main recommendations from the round table discussion and which are endorsed by the Council:

3.3.2 Recommendations

Increasing consumption

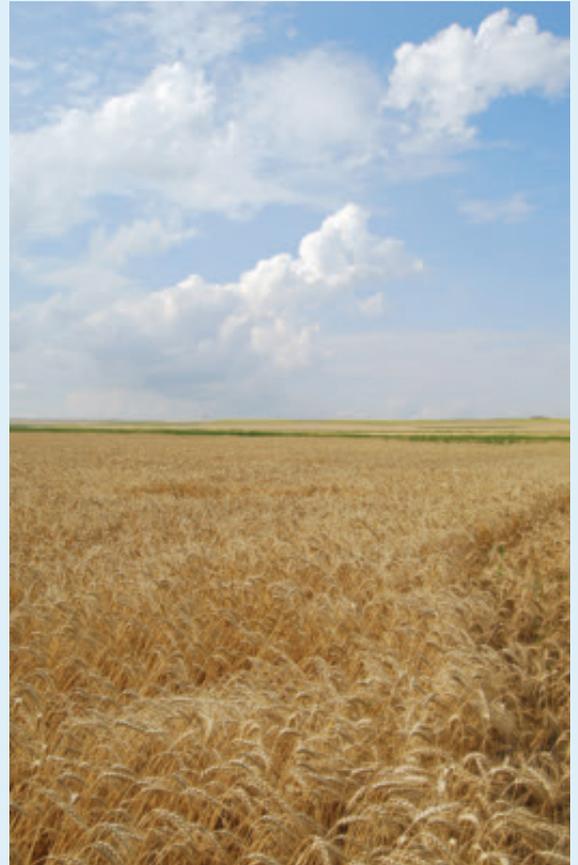
1. Give further emphasis in schools to the importance of fruit and vegetables in the diet whilst also encouraging a greater understanding and interest in food
2. If evaluation shows long term benefits, extend the "Food Dudes" healthy eating programme for children.
3. Drive 5-a-day harder in public procurement.
4. Re-vitalise the 5-a-day message in a new exciting and powerful way and emphasise the importance of seasonality of UK fruit and vegetables. Continued support of retailers is essential.
5. Prioritise current low-level consumers of fruit and vegetables. A pilot region would be an effective way forward. Support of small convenience stores and local groups would be important.

Increasing UK production

6. Consumer interest in local production and seasonal products is real and increasing. The benefits should be highlighted to consumers at the point of sale to increase and build on this market demand.
7. Availability of labour and certain areas of regulation may impact on the potential for increasing production. The key issues need to be assessed and considered as part of any strategic review.
8. New entrants to the industry should be encouraged by raising the profile in the education system and the production/food industry should be promoted to make it attractive for young people and graduates.
9. The supply chain needs to ensure that there is opportunity for adequate returns to efficient primary producers. This is important for future investment and for attracting new entrants.
10. Increased production initiatives should be realistic and sustainable and be targeted on products where there is consumer interest and demand.
11. Greater R&D support is required which should be targeted at the identified priority areas with the emphasis on innovation and knowledge transfer.

The round table discussion clearly identified that the most effective way of delivering progress and results on the above priorities would be by establishing a fruit and vegetable task force charged with building momentum and steering progress.

This recommendation is strongly endorsed by the Council.



4. Future Priorities

4. Future Priorities

Through developing early priorities it has become clear that there are areas where further work and development would be of benefit in order to guarantee the above recommendations can be implemented and to continue to tackle the challenges of ensuring access to a healthy sustainable diet for all. These are the likely areas where the Council will focus its attention over the next six months and we welcome comments and thoughts on prioritisation.

The council will also continue to monitor progress on the above recommendations and take on specific tasks or answer specific questions as put forward by the Secretary of State for Defra.

Water: In the short - medium term water shortage and embedded water have the potential to be highly damaging and need a higher profile, along with greenhouse gases, at both industry and individual level.

Skills: Food sustainability and healthy eating need to be incorporated into the sector skills framework for 2010. The skills required by different food chain players (including skills in preparing and evaluating specifications and incorporating sustainability into sourcing and catering) should be identified and a strategy should be developed to ensure any gaps are filled. This should be based on the Industry Skills Strategy and Action plan that the farming industry is currently developing.

R&D: The links between social and natural science needs to be more closely aligned and gaps between upcoming needs and research and development should be identified. This should be aligned with the Foresight work on the future of farming and food.

Poverty: Making diets more sustainable and the implications for those on low incomes needs to be considered and options for supporting them to eat both healthily and sustainably need to be given further attention.

Eating patterns: Whilst recognising that consumers will always exercise choice regarding their diet, a move to a more sustainable diet puts a higher premium on education and communication to help consumers make better informed decisions both for their individual health and for more sustainable food production. Opportunities to lower greenhouse gas emissions across the supply chain will need to be considered when making recommendations.

Food Security: Food security and sustainability is a global problem. Building on the recently launched material on the Future of the Food System³ consideration needs to be given to the implications of action taken in the UK and the impact on other countries. The UK also has a role in capacity building and sustaining production overseas.





5. Conclusion

There is currently no cross-Government strategy for food; and this needs to be developed and responsibility for both the health and sustainability aspects identified. The overall strategy should set out a long term, overarching vision that can be shared by all departments and by industry. It should define what needs to happen across sectors to help people make informed decisions. It needs to identify the roles of all players in the food chain, what changes can be expected and how success will be measured. This responsibility should be shared, with leadership from the Defra's Food Policy Unit. Domestic Affairs (Food) Cabinet Sub-committee (DA(F)) should provide the strategic direction. Following early involvement in the recently launched material on the future of the food system,¹⁷ including the UK's first food security assessment, the Council will continue to engage with government, providing additional input and thinking into this critical and timely work.

There is a need for increased urgency on these issues across Government. Close linkages between departments are required including Defra, DH, the FSA, Department for International Development (DfID), Department for Business, Innovation and Skills (BIS) and Department for Children, Schools and Families (DCSF) amongst others. Joining up government is a big task, but one with huge rewards at the national and local level.

Food needs to be given an increased profile in the climate change debate, and more consideration needs to be given to the potential benefits of climate change for UK producers. Manufacturers and retailers understand the need for action and there is a growing consumer base demanding change, but the role of government in facilitating this change is not clear. The role for domestic production needs to be clearly defined, as does our responsibility to producers in the developing world.

There has been some progress in moving people towards a healthy diet, and increased awareness of the links between diet and health. We would hope to see the same changes taking place in the sustainability field, alongside increased progress on health messages. Success for Government, DA(F) and the Council would be more individuals consuming a diet that is not only good for them but also good for the planet.

Defra also needs to engage with European and other international colleagues, who face similar and equally complex challenges. In advance of their presidency of the EU from 1st July 2009, the Swedish Government has published advice to consumers on environmental food choices.¹⁸ UK Government and the British food industry need to maintain their leadership role, building on the current Food 2030 work; contributing to, and informing the continued debate.

As a Council we will continue to develop our ideas, seek further information on key issues and look for further practical steps to move us towards the "good food system".

The Council are keen to hear from individuals and organisations that have practical ideas that would further develop UK food security policy and we would particularly welcome comments on this report and on future priorities.

Please e-mail food.council@defra.gsi.gov.uk

Annex A: Council membership

Council membership

Dame Suzi Leather (Chair)

Sir Don Curry

Sue Davies, MBE

Professor Elizabeth Dowler

Professor Gareth Edwards-Jones

Iain Ferguson, CBE

Paul Kelly

Professor Tim Lang

Professor David Leaver

Guy McCracken, LVO

Claire Pritchard

Dame Fiona Reynolds

Geetie Singh, MBE

Tim Smith

Professor Bruce Traill

Presentations

Presentations

Rebecca Birkbeck (Deloittes)

Tony Byrne (Compass Group)

Joanne Denny-Finch (IGD)

Geoff Dessent (Department of Health)

Allan Edwards (Compass Group)

Abigail Egan (Deloittes)

Gill Fine (FSA)

Tara Garnett (University of Surrey)

John Gilliland (Rural Climate Change Forum)

Martin Haworth (NFU)

Professor Dieter Helm (University of Oxford)

Rosemary Hignett (FSA)

Alan Jackson (SACN)

Nigel Jenney (Fresh Produce Consortium)

Tony Lowe (Fareshare)

Susanna May (Defra)

John Middleton (Sandwell Primary Care Trust)

Stuart Orr (WWF)

Dominic Pattinson (Defra)

Andrew Sharpe (Thanet Earth/Fresca Group)

Colin Smith (Defra)

Brian Topping (OGC)

Elen Watkin (Defra)

Bob Watson (Defra Chief Scientist)

Steve Wiggins (Overseas Development Institute)

Annex B: Presentations and meetings

Meetings (between the chair and individual named)

Derek Alan (LACORS)
John Beddington (Government Chief Scientist)
Stephen Benn (Royal Society of Chemistry)
Huw Brodie (Welsh Assembly Government)
Sarah Church (Defra)
Charles Godfray (Foresight Food and Farming Programme)
John Gilliland – also presented to full council
Judy Hargadon (School Food Trust)
Louise Horner (DfID)
Andrew Jarvis (Consultant – Chatham House)
Bronwen Jones (Defra)
Justin King (Sainsbury's)
Christine Marshall (Southwest Food and Drink)
Susanna May (Defra) – also presented to full council
Ian Taylor (DCSF)
Gwyneth Rogers (LACORS)
Peter Russell (Scottish Government)
John Speers (Northern Ireland Executive)
Katrina Williams (Defra)
English Apples and Pear Board
Food and Drink Federation Executive Board
National Health Forum
Sustain
Sustainable Development Commission

- 1 <http://www.defra.gov.uk> (Council of Food Policy Advisors)
- 2 http://www.cabinetoffice.gov.uk/strategy/work_areas/food_policy.aspx
- 3 <http://news.bbc.co.uk/1/hi/sci/tech/3226995.stm>
- 4 http://www.cabinetoffice.gov.uk/media/cabinetoffice/strategy/assets/food/food_matters_es.pdf
- 5 http://www.nao.org.uk/publications/0506/smarter_food_procurement_in_th.aspx
- 6 Rayner M and Scarborough P (2005) *The burden of food related ill-health in the UK. Journal of Epidemiology and Community Health, 59, 1054-7*
- 7 London TSO (2007) *Family food in 2007* A National Statistics Publication by Defra
- 8 Boukouvalas G, Shankar B and Traill W B (2009) *Determinants of fruit and vegetable intake in England: a re-examination based on quantile regression* Public Health Nutrition
- 9 Consumer Focus (2009) *Green Expectations*
- 10 <http://www.eatwell.gov.uk/healthydiet/eatwellplate/>
- 11 FSA (2007) *LIDNS*
- 12 Health survey for England (2005)
- 13 FSA (2001) *NDNS 2001*
- 14 Department of Health (2000) *The NHS Plan London: Department of Health*
- 15 Department of Health (2000) *The NHS Cancer Plan. London: Department of Health*
- 16 re:fresh Directory 2009, pg 26
- 17 <http://sandbox.defra.gov.uk/food2030>
- 18 http://cap2020.ieep.eu/assets/2009/6/29/environmentally_effective_food_choices_proposal_eu_2009.pdf

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