The Scottish Government
Riaghaltas na h-Alba

Recipe for Success: Scotland's National Food & Drink Policy

Becoming a Good Food Nation

Discussion Document

WEALTHIER & FAIRER | SMARTER | HEALTHIER | SAFER & STRONGER | GREENER

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ISBN: 978-1-78412-528-8

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Produced for the Scottish Government by APS Group Scotland
DPPAS31090 (06/14)

Published by the Scottish Government, June 2014

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1. Foreword

I am delighted to introduce this discussion document on the next stage of Recipe for Success, Scotland's first National Food and Drink Policy.

Since Recipe for Success, our food and drink industry has taken great strides forward. We've seen unprecedented economic growth in the sector. Targets on turnover and exports have been smashed years early. This success has been coupled with an increasing interest in local food and a growing desire amongst consumers to know where their food comes from. People at home and abroad are recognising more and more that food and drink from Scotland stands for quality.

This is not surprising given the beautiful unspoilt landscapes, clear air and pristine waters that our produce comes from and the dedication and skill of those who are engaged in the sector. As I travel the length and breadth of Scotland I am always impressed by the commitment of everyone in the sector to producing food and drink of the highest quality that meets the needs of consumers.

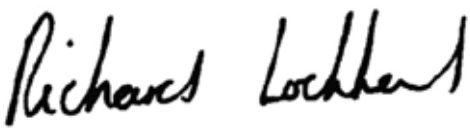
But I am also struck by the paradox that, alongside this fantastic larder, Scotland continues to have an uneasy relationship with food. We have one of the poorest diet-related health records globally; we waste a fifth of the food we buy and we remain disconnected from where our food comes from and how it is produced. In short, there is work to do to improve our food culture if we are to become the kind of nation we aspire to be.

That is why we must build on the successes of Recipe for Success and tackle head-on these areas of unfinished business. In this document we commit ourselves to doing just that, setting out our aspiration that Scotland should become a Good Food Nation where it is second nature to serve, sell and eat fresh, healthy food. We also describe the Scottish Food Commission we are establishing to advocate the importance of food and drink to Scotland's health, environment, economy and quality of life.

This new aspiration for Scotland comes in a historic year for our country. With the Commonwealth Games, the Ryder Cup and Homecoming, 2014 is putting Scotland on the map as never before. The referendum in September will give the people of Scotland the chance to choose a new future. Delivering the aspirations set out in this document will be much easier with the full powers of an independent state.

But our plans also go well beyond this autumn. Our aspirations as set out in our proposed vision will take at least a generation to deliver and will need the support of everyone in Scotland.

I am delighted that we are setting out on this journey towards being a Good Food Nation. I invite you all to join us on the journey, each of us playing our part to the full.



RICHARD LOCHHEAD, MSP
Cabinet Secretary

Our Vision

By 2025, people from every walk of life, will take pride and pleasure in the food served day by day in Scotland. An increase in Scottish food exports will attract overseas visitors and the quality of the food we serve will become one of the key reasons to travel to Scotland. Everyone will know what constitutes good food and why. All players in Scottish life – from schools to hospitals, retailers, restaurants and food manufacturers – will be committed to serving such food. Its ready availability will have contributed to improvements in children's wellbeing and hence outcomes. Scottish suppliers will have developed their offering so that local increasingly equals fresh, healthy and environmentally sound. The most intractable dietary-related diseases will have begun to decline as will the environmental impact locally and world-wide, of our food consumption. The food industry will be a thriving well-known feature of local and national economies, with each part of Scotland rightly proud of its culinary heritage, past and present.

2. Executive Summary: becoming a Good Food Nation

Recipe for Success, Scotland's first ever National Food and Drink Policy, was ground breaking when it was launched in 2009.

There has been huge progress in the sector ever since, for example:

- Growth in turnover of 14.4% between 2008 and 2011, the strongest growth of all growth sectors in Scotland. Targets on turnover and exports have been exceeded years early, with a 51% growth between 2007 and 2013 in the value of food and drink exports.
- A 32% rise between 2007 and 2013 in retail sales of Scottish food and drink brands in Great Britain.
- A step change in collaborative working both within the sector and between industry and the public sector.
- An explosion in the local food movement with 150 new local food initiatives.
- Food education initiatives evolving, the Food for Thought Education Fund reaching 333 schools and an increase in those taking school meals.
- Significant strides in relation to diet, including reformulation of products.

Nevertheless, significant challenges remain. These include:

- Amongst children and adults some of the highest levels of diet-related poor health in the world. Almost two thirds of adults are overweight in Scotland.
- Deep-seated attitudes to food leading to poor habits and low expectations.
- Serious threats to global food security due, in part, to population growth rates and climate change.
- Disengagement from where food comes from.
- A lack of diversity in exports and supply chains which lack resilience.

This document reaffirms the Scottish Government's commitment to promoting the sustainable economic growth of the food and drink industry.

But it also articulates **a new aspiration**, that Scotland should become a Good Food Nation, a Land of Food and Drink not only in what we as a nation produce but also in what we buy, serve and eat. The Scottish Government wants food to be a key part of what makes the people of Scotland proud of their country – food which is both tasty to eat and nutritious, fresh and environmentally sustainable.

This is a big undertaking. It will not happen overnight. This document sets out:

- A proposed 2025 vision for what we, as a country, should be aiming to achieve.
- Plans for a Food Commission and local champions to drive change.
- Proposed priority areas such as food in the public sector, children's food and local food.
- A commitment to a variety of approaches.

YOUR RESPONSE

For Scotland to be a Good Food Nation there must be wholehearted participation from people in all walks of life, from throughout the country.
This document asks you to play your part by:

- giving us your views on the propositions made; and
- deciding what it is that you, can contribute to take us further on the journey towards being a Good Food Nation.

3. Our Future in Our Hands

This is an exciting time to live in Scotland. At the referendum in September the nation will answer the question "Should Scotland be an independent country?" The debate about the future of our country is unprecedented. In all areas of our nation's life, people are exploring what could be possible in the years to come; food is no exception.

Ever since our first National Food and Drink Policy, *Recipe for Success*, launched in 2009, there has been a clear consensus on the growing importance of food issues. This has focussed both on food's impact on policy at local, national and international level and its centrality to the wellbeing of individuals and communities. A burgeoning local food movement has emerged, considered by some to be one of the most important social movements of our times. There is a food revolution going on right here, in Scotland.

This should come as no surprise. Food is, after all, the stuff of life.

So, as we debate the future of our country, it is only right that our hopes and aspirations for food and drink should be centre stage.

YOUR RESPONSE

Crucially, for Scotland to be a Good Food Nation there must be wholehearted participation from people in all walks of life, from throughout the country. That is why this document asks you to play your part by:

- Giving us your views on the propositions made; and
- Deciding what it is that you, or your organisation, can contribute to take us further on the journey towards being a Good Food Nation.

This document aims to open up a platform for conversations around the country on how Scotland will become a Good Food Nation. There will be opportunities for individuals, schools and businesses to make food related pledges with short and long term goals. We look forward to hearing your food stories, inspiring pledges, and how you think Scotland can become a Good Food Nation.

4. The Story of Success 1: Scotland's Food & Drink Industry

Scotland enjoys superb assets in the food and drink sector. Our pristine, productive waters; our rich pastures; our worldwide reputation and our highly skilled and dedicated business people are the envy of many.

Since 2008, a number of steps have been taken by; food companies, farmers, the public sector, Scotland Food and Drink (the industry-led body responsible for driving sustainable economic growth), and many individuals to ensure Scotland realises the economic benefits flowing from those assets.

Companies the length and breadth of Scotland are seeing the fruits of their labour.

CASE STUDY

THE STOATS STORY

From small beginnings in 2005 selling fresh porridge at music festivals and local farmers markets, Stoats has become a real food and drink success story in Scotland. Blending a healthy mix of locally sourced Scottish oats with their own blend of magic, the business has been growing rapidly. Big events play a major part in Stoats story: in 2010, 10,000 bars were enjoyed by runners in the New York marathon; thousands of porridge pots were supplied to the Olympic Village in 2012; and they even broke the Guinness World Record for the largest ever bowl of porridge! But beyond these flagship events lies real commercial success. Engaging with Scotland Food and Drink and public sector agencies, their growth has led to their products being stocked by major retailers in this country and overseas. Stoats' success is down to many factors: a passion for what they do; great ingredients culminating in a healthy product; innovative marketing and brand development; and growth across a whole range of different markets. A great model to follow.

RAMSAY OF CARLUKE

Like many farm-based businesses, Ramsay of Carluke has diversified over the years since their establishment in 1857. Today, Ramsay of Carluke embraces modern technology when it comes to processing its product, many of their methods remain traditional and little has changed in terms of service, quality and recipes. The firm has seen great success over the past 10 years in developing its brand in supermarkets, speciality retail and food service and can boast it is a Rick Stein Food Hero and lists a plethora of celebrity chefs among its admirers. Their success has been a combination of hard work, attending events that helped them build their business and winning awards such as a Scotland Food & Drink Excellence Awards and Great Taste Awards, which they have then publicised to help market their products. Fifth-generation Ramsays – Andrew and John – are now at the helm of a firm that is a major local employer committed to moving with the times, while keeping alive the traditional bacon-curing skills that have been passed down through the generations.

SCOTTISH FARMED SALMON A PROTECTED FOOD NAME

In 2014 Scottish farmed salmon celebrates 10 years from being granted a Protected Food Name under the Protected Geographical Indication (PGI). In this time it is estimated that well over £2.3 billion of exports of Scottish farmed salmon have been recorded. The PGI status underlines the fact that Scotland produces high quality, healthy and delicious farmed salmon. It is clear that in many international markets, such as in the USA and the Far East, Scottish provenance is important to our customers. The designation of PGI provides an international guarantee of origin for the salmon Scotland produces. This is especially important in emerging markets such as China who will pay a premium for imported food products that are seen as safe to eat and healthy. This is demonstrated in the strong demand for Scottish farmed salmon in the Far East, where exports to the region almost doubled to £85 million last year.

SCOTTISH RAPESEED OIL COLLABORATION

Scottish Rapeseed Oil is a new group of the Scottish producers of cold-pressed rapeseed oil. Collectively they have created a vision to grow the Scottish rapeseed category through higher levels of awareness, targeting both consumers and trade buyers. With the help of Scotland Food and Drink and Interface Food and Drink, the group, which comprises Summer Harvest, Black and Gold, Cullisse, Stark Oils, Supernature, Mackintosh of Glendaveny, Borderfields and Ola Oils, is undertaking a concerted marketing campaign to help drive overall sales of the Scottish cold-pressed rapeseed oil category. Whilst a relatively small but important part of the Scottish food and drink industry the category still underperforms in Scotland and the group will initially use their collective voice to raise awareness in their home market. In the UK, rapeseed oil is the fastest growing sector of the oils category worth £7.2m. This new collaboration group will work together to grow and contribute greater value to the overall Scottish food and drink industry and drive increased sales for all eight producers over the longer term.

Taken together, the story of growth, development, and success in the Scottish Food and Drink sector since 2008 is remarkable.

- **Unprecedented industry growth,** one of the fastest growing domestic sectors, outstripping other parts of the UK food and drink sector. It is estimated that retail sales of Scottish brands in GB retail have risen by 32% between May 2007 and May 2013.
- **Over the period 2008 to 2011,** the food and drink growth sector experienced the strongest growth in turnover (14.4%) of all the growth sectors in Scotland, worth £13.1 billion in 2011, surpassing the industry target of £12.5 billion by 2017.
- **Between 2008 and 2011,** turnover in Scotland's food and drink manufacturing grew by more than three times (13.4%) UK food and drink manufacturing (4.0%).
- **Huge export growth** of over 50%, with new markets opened up in the Far East, Asia and the Americas.
- An **increase in the number of Protected Food Names in Scotland by 50% since 2007**, adding, for example, Scottish Farmed Salmon, Scottish Wild Salmon, Orkney Cheddar Cheese, and Stornoway Black Pudding, with more on track to be registered in the future.
- **Greatly improved collaboration** between all parts of the industry – as embodied in the highly successful new body, Scotland Food and Drink – and between the industry and public sector.
- **Proactive focus on public procurement**, including the creation of a Sustainable Food Charter for the Commonwealth Games. For education and social services, 34% of food was from Scotland in 2007; for *all* public services, the figure was 48% in 2009 to 2010.
- **Farmers' Markets have increased by around 50%.** Farmers Markets Direct Sales are also estimated to have risen by 38% since 2007.
- **Support for the highly successful celebration of Scottish Food and Drink** at successive Food and Drink Fortnights, with over 300 events anticipated for 2014 alone.

These examples – and there are many more – show just some of the successes the Scottish Food and Drink industry has achieved. All the signs are this success story will run and run. Recent forecasts, such as those made by the Bank of Scotland, suggest continued growth with more than 5,600 extra jobs by 2018 as companies expand. The Scottish food and drink industry has the opportunity to confirm its position alongside oil and gas as the premier sectors of Scotland's economy.

5. The Story of Success 2: Scotland's Food & Drink Culture

Recipe for Success aimed to promote Scotland's sustainable economic growth by ensuring that the Scottish Government's food and drink policies address quality, health and wellbeing, and environmental sustainability, whilst recognising the need for access and affordable healthy food.

There has been considerable activity since then in all of these areas, including those which relate to our wider food culture as much as to economic growth. A change in food culture will mean changing behaviours and national attitudes toward food.

People throughout Scotland are seeing how their contributions are bringing about this change.

CASE STUDY

THE WEST DUNBARTONSHIRE PICTORIAL MENU INITIATIVE

The West Dunbartonshire pictorial menu initiative ensures that pupils with additional support needs across the council's Early Years Centres and primary and special schools are not disadvantaged in their school meal choices. The project meets a range of local and national objectives around providing personal support for children and young people, and the vision of the health promoting school as outlined in documents such as, Scotland's National Food and Drink Policy and Getting it Right for Every Child. It ensures that every child has the opportunity to make independent personal choices and has resulted in children showing a greater interest in their food choices.

EAST AYRSHIRE COUNCIL FOOD FOR LIFE

The impact of school food procurement decisions have been assessed in one local authority, using a Social Return on Investment (SROI) approach, as providing wider value in terms of health, social benefit and environmental outcomes. The study commissioned by East Ayrshire Council on primary schools working with the Food for Life Catering Mark suggested that, using a set of assumptions, the SROI index was at least 1:3 meaning that every £1 invested returned £3 in social, economic and environmental value. The research also recognised that behavioural change, at a collective and individual level is key to delivering long-term social, economic and environmental benefits.

CHALMERS BAKERY REFORMULATION SUCCESS

In 1956 Chalmers Bakery, a traditional Scottish Bakery, was established in Aberdeenshire. Chalmers Bakery manufactures and sells products including; breads, savouries, and cakes in 12 shops via wholesale. Chalmers Bakery has been part of Scottish Food and Drink Federation's Scottish Government (Health) Funded Reformulation Programme, which has helped to improve the healthiness of their recipes. One of the reformulated recipes has resulted in the pie shells used for meat pies now containing 56% less salt and 30% less fat. Positive feedback has shown that Chalmers' customers continue to enjoy these products and this has encouraged the company to proceed with the substitution of the old recipes with the newly reformulated ones.

THE LANARKSHIRE COMMUNITY FOOD AND HEALTH PARTNERSHIP

Established 22 years ago, the Lanarkshire Community Food and Health Partnership (LCF&HP) is a charitable organisation which supports healthier diet initiatives in local communities. LCF&HP sells high quality fresh produce at low cost to individuals, families and communities. The organisation has been running and supplying more than 40 community food co-ops where people have access to high quality food and can receive healthy cooking advice. The partnership supports people in deprived areas to improve health inequalities in relation to the effects of poor diet on health. Within the past year alone 3.5 million portions of fruit and vegetables have been distributed by the partnership. LCF&HP are one of a number of community initiatives across the country who provide immediate, appropriate and constructive responses at the coalface and also inform and inspire others both locally and nationally in a collective effort to deliver a fairer, healthier Scotland.

Taken together, these amount to a great deal of activity and investment.

- **Significant increase in school activity, with the prominent place which food now has in the Curriculum for Excellence is a powerful lever for change.**
- In the last two years, **there has been the creation of more than 135,000 individual opportunities for pupils to learn about food**; which enabled 8,000 school pupils to visit food and drink industry-related premises; trained over 2,000 teachers to deliver quality food education and generated nearly £1 million of private funding to support these initiatives.
- **Since 2008, the Healthier Scotland Cooking Bus has taught over 164,000 pupils and over 6,500 teachers and community members about healthy cooking practices.**
- The number of caterers with the **Food for Life Catering Mark** has trebled in the last year. Now, 1 in 3 primary schools in Scotland are certified, ensuring menus offered are fresh, seasonal and better for animal welfare, with progress towards more healthy, local and ethical choices.
- Scottish Government support contributes to **Crofting Connections** reaching over 2,500 thousand pupils in 131 schools across the Highlands and Islands. Students and their communities learn about the role of food in shaping their crofting heritage past, present and future, and to make vital connections with health, culture, the environment, and rural economy.
- The Scottish Government **has funded an annual Eat in Season marketing campaign since 2011 which has increased consumer awareness of in-season produce** and the benefits of eating seasonal produce (such as taste, value for money, and variety).
- Since the introduction of the Climate Challenge Fund (CCF) in 2008, **over £19 million has supported 219 projects which include a component of food-related activity**. Shettleston Community Growing Project in Glasgow have received CCF grants to run a resident-led initiative to grow locally and improve diets, while raising awareness of food miles, food waste, recycling, and energy consumption.
- The food and drink supply chain – from the farm or sea to the plate – is one of the most resource and carbon-intensive business sectors in Scotland. **Zero Waste Scotland is working closely with Scotland Food and Drink and other industry bodies to design and deliver industry-wide sustainability strategies**, encompassing reductions in waste and energy and water use.
- **We are continuing to support Community Food & Health Scotland to deliver community health based initiatives.** This has allowed community organisations to deliver food related community projects across all National Health Service (NHS) board areas in the last year alone.
- **Leading food retailers have committed to reducing household food and drink waste by 5% by 2015 against a 2012 baseline having already helped to reduce household food waste by 3.7% since 2009.** The new target, if met, will translate into a 20% reduction in household food waste (2005–2015).
- Joint investment between Scottish Grocers Federation and the Scottish Government of £1.5 million has led to a **growth in sales of fruit and vegetables by up to 6%**, often in the most deprived areas of our country.
- The Scottish Government is funding the **Healthy Living Award** with £1,690,380 in 2012 to 2014, leading to more than 650 sites with the Award, including 100% of NHS food outlets and all prisons.
- The **Supporting Healthy Choices Voluntary Framework** will invite retailers, caterers, food and drink manufacturers and the public sector to take action to encourage and support the Scottish population to make healthier food choices. It has been developed jointly by the Scottish Government and the Food Standards Agency in Scotland.

6. Unfinished Business

The progress we as a nation have made is heartening. Scotland's food and drink is a genuine success story. But we must not rest on our laurels. There is much more to do if we are to ensure continued economic growth and transform our food culture.

In terms of economic growth. Serious on-going challenges remain.

- Lack of **market diversity**, turnover figures, and especially exports, are dominated by whisky. Food exports are still too reliant on a few, mature markets, with excellent opportunities elsewhere going a-begging.
- Some **supply chains** are hampered by low investment in raw material supply or by what many see as a lack of genuine competition or resilience in different parts of the chain.
- The excellent **productivity** figures of the whisky industry tend to mask the performance of many other parts of the sector.

But the most stark challenges lie elsewhere.

- **Poor diet** contributes significantly to the main causes of death and poor health in Scotland, including heart disease, diabetes and obesity. Children's diets are particularly poor, and the proportion of adults in Scotland that are overweight or obese is 64% and rising. Scotland has the fifth highest prevalence of obesity compared to other countries worldwide Fruit and vegetables consumption in the poorest 20% has fallen by 20% since the recession. Diet-related disease contributes substantially to healthcare costs in Scotland. The total cost to Scottish society of obesity alone is upwards of £457 million (2008) and set to rise, if unchecked, to around £3 billion by 2030.
- Many people in Scotland are **disconnected** from their food. There are considerable efforts being made in schools and elsewhere, to engage with children. Nevertheless, many people of all ages in Scotland remain profoundly unaware of how and where the food they eat – and its ingredients – are produced.
- **Food culture**, we have deep-seated poor dietary habits and low expectations of consumers in Scotland. These attitudes develop from a very early age. They are often as evident in affluent suburbia as in city centres and can manifest themselves in many ways, from unhealthy purchasing and consumption to an unhelpful reluctance to challenge poor standards in catering, whether institutional, hospitality or other.
- Food, in all its stages, is estimated to account worldwide for 31% of **greenhouse gas emissions**. Not all of this can be tackled in Scotland but Scotland must play its part on this and on the wider environmental impact of food production.
- There are serious world-wide threats to global **food security** over the next 50 years with the world population expected to rise from 7 billion today to 9 billion by 2050. Food represents one of the biggest challenges facing Governments today. There is overwhelming evidence that the food system will be increasingly vulnerable to climate change and other global threats. For example, a study conducted by a leading retailer showed 95% of its entire range of fresh produce currently sold is already at risk from climate change.
- As a nation, we **waste** one fifth of the food we buy every year – most of which could have been avoided. It's expensive and it's bad for our environment; 630,000 tonnes of food and drink is thrown away annually – costing Scots over £1 billion and creating harmful greenhouse gases.

These facts point to a profound paradox: a nation renowned worldwide for producing high quality food and drink and yet with world beating levels of diet-related disease and an uneasy relationship with its food.

This needs to change. We need a Scotland that recognises, at all levels, the strategic importance of food so we can move towards a healthier, resilient and sustainable food system.

7. Towards a Good Food Nation: our vision

Scotland can and will become a Good Food Nation. We want food and drink to be one of the key reasons why the people of Scotland take pride in their country.

It needs to become second nature that Scots eat and serve good food – food which has sound health and environmental credentials as well as being delicious to eat.

This is a very big undertaking and will take time. It is achievable if pursued systematically and with determination.

Whilst there is, as yet no agreed definition of a Good Food Nation, there is consensus on the key concept areas; health and wellbeing, environmental sustainability, local economic prosperity, resilient communities, and fairness in the food chain. We, for our part, intend to set a clear, demanding but realistic vision, along the lines of the following:

By 2025, people from every walk of life, will take pride and pleasure in the food served day by day in Scotland. An increase in Scottish food exports will attract overseas visitors and the quality of the food we serve will become one of the key reasons to travel to Scotland. Everyone will know what constitutes good food and why. All players in Scottish life – from schools to hospitals, retailers, restaurants and food manufacturers – will be committed to serving such food. Its ready availability will have contributed to improvements in children's wellbeing and hence outcomes. Scottish suppliers will have developed their offering so that local increasingly equals fresh, healthy and environmentally sound. The most intractable dietary-related diseases will have begun to decline as will the environmental impact locally and world-wide, of our food consumption. The food industry will be a thriving well-known feature of local and national economies, with each part of Scotland rightly proud of its culinary heritage, past and present.

YOUR RESPONSE:

Please email your views to goodfoodnation@scotland.gsi.gov.uk by Friday 17 October 2014.

1. How important do you think it is that we aim to be a Good Food Nation?
2. How would we know when we had got there? What would success look like?
3. Do you agree with the proposed vision? How would you improve it?
4. How would *your* life be better? What does being a good food nation mean in *your* locality?

8. Setting out on the Journey

This section describes some of the preparations which will be made from the outset.

EVERYONE ON BOARD

Becoming a Good Food Nation will not just happen. It needs focus, drive and, perseverance; especially because habits around food are deep-seated within our culture.

Above all, everyone needs to be involved.

We shall shortly be appointing a Scottish Food Commission. Its remit will be to advocate for the importance of food to Scotland's health, environment, economy and quality of life, and to identify and champion those measures which taken together, will contribute the most to making Scotland a Good Food Nation. It will advise on broad spending priorities, for example on food grants or the Strategic Research Programme. It will involve 15 or so members chosen to achieve a public/private mix, covering, amongst others, the economy, health, environment, and education.

This project will stand or fall on the extent to which it builds on the energy of the existing food movement. The Commission will, therefore, have a role of maintaining and deploying a network of local food champions, charged with ensuring that our journey towards becoming a Good Food Nation is fuelled by all that's good about Scotland's food and drink movement the length and breadth of the country.

Food impacts on almost every aspect of our daily lives. It is, therefore, of interest to not only every individual but to many organisations, public or otherwise. It will be important to ensure, wherever possible, that there is alignment between the activities of these bodies. The Scottish Government is taking steps to ensure its own house is in order and will work closely with other public bodies, including local government and the NHS to ensure effective coordination.

We shall pay particular attention to ensuring productive linkages between the new Commission and Scotland Food and Drink which will continue to lead on driving sustainable economic growth in the sector.

ENSURING WE'RE ROAD-WORTHY

It is crucial that attempts to improve Scotland's food culture have as their starting point continued focus on food safety and standards. Whilst there has been real improvement in recent years, there is no room for complacency. We shall take the opportunity of the creation of Food Standards Scotland to ensure that we continue to operate world class food safety and surveillance systems, effectively tailored to Scottish circumstances.

CLARITY ON WHERE WE'RE GOING

For every journey you need to be clear about where you are going.

In the previous section we posed a vision. An early task for the Commission will be to agree high-level indicators – or milestones – to show us how we are doing. There will need to be enough of these to reflect the range of issues we are concerned with, for example; diet, the environment, and communities, alongside the two high profile existing targets on turnover and exports – but not so many that we lose focus and attention. They will need to be challenging whilst recognising that this journey will take time. The commission will be able to draw on the considerable groundwork done for the Recipe for Success.

CONSENSUS ON HOW TO GET THERE

This is not the first attempt to improve Scotland's relationship with its food. Previous efforts have made progress but have, on occasion, arguably stumbled because of the approach adopted. No single approach will guarantee making serious progress on a deep seated issue. We shall therefore adopt a range of approaches. In particular, we believe we stand a better chance of success if we:

- Put as much energy into celebrating all that's good and exciting about food and drink as we do into education; and
- Seek to counter the perception that caring about food should only be for those who can afford to do so. Healthy, sustainable and delicious food should be accessible to everyone.

YOUR RESPONSE

Please email your views to goodfoodnation@scotland.gsi.gov.uk by Friday 17 October 2014.

5. Are there any other essential steps we need to take before setting out on this journey?
6. How do you think a Food Commission could best help?
7. In what areas should indicators be set to check we are on track towards achieving our goals?
8. What are your views on the different approaches that could be taken to help us become a Good Food Nation?

9. Setting Priorities

Being a Good Food Nation will have an impact on many parts of Scottish life. This agenda will need to be pursued systematically and with perseverance. But not everything can be done at once. Priorities need to be set, taking account of what matters most, the availability of resources and people's ability to cope with change.

It will be for the Commission to recommend priorities. However, the Scottish Government intends to propose early action in the following areas:

1 FOOD IN THE PUBLIC SECTOR

It is vital that the public sector leads by example. Whilst in stark economic terms the impact of public sector food may be relatively low, public food has enormous symbolic importance. Society rightly has high expectations for the quality and provenance of public food. Equally, stable public sector contracts can offer a predictable demand which provide opportunities for Small and Medium Enterprises (SMEs) to consolidate their businesses and scale up activity

We should be ambitious for public food by:

- Championing fresh, seasonal, local and sustainable produce.
- Celebrating provenance and ethical sourcing.
- Ensuring food in public settings provides affordable access to good nutrition, and exemplifies the Good Food Nation ideal.
- Inspiring future generations who are proud of, and contribute to, Scotland's ambition as the 'Land of Food and Drink'.

Leadership will be key. The NHS and local authorities will, alongside the Scottish Government, be key to progress. They will be building on successes such as the food and nutrition standards introduced in schools, the Healthy Living Award Plus in hospitals and the Food for Life Catering Mark which focusses on fresh, seasonal and local food.

More than ever there is a strong awareness in all parts of the public sector about the significance of sustainable purchasing. The procurement reform agenda gives scope to harness the full potential. The Procurement Reform (Scotland) Bill will establish a national legislative framework for the new Scottish model of procurement, which looks at outcomes not outputs. It aims to use the power of public spend to deliver genuine public value by achieving the best balance of cost, quality, health, and sustainability.

The reform agenda recognises that public sector expenditure on food has the potential to unlock benefits for community health, well-being and social justice through access to good nutrition and that It can also bring market opportunities in a sector where there are a high number of SMEs. The 2011 guidance Catering for Change – buying food sustainably in the public sector is now a key part of the landscape for the procurement of food. Future guidance will include the promotion of sustainable, healthy, authentic food standards with high standards of traceability.

There is a need to go beyond simply applying requirements to public bodies and make it attractive for suppliers to play their part too. We need to go further in 'unbundling' contracts into smaller lots, offering improved opportunities for food producers and SMEs. Procurement Centres of Expertise need to play a vital role in maximising opportunity, calibrating supply capacity and demand in the regional Scottish supply chain and fully exploring opportunities for collaboration on food procurement.

However despite huge strides there is still a perceived complexity in tender processes and the required food safety and quality safeguards for food and drink that are asked for in contracts. We must create a thriving and resilient food and drink industry in Scotland so there is a real need to ensure Scottish food and drink businesses can step up to compete successfully for public food contracts. Independent supplier accreditations give due diligence assurance to public bodies, food service distributors, the retail and hospitality sectors are vitally important for maintaining Scotland's outstanding reputation for quality.

Public food can and must be at the core of our journey to becoming a Good Food Nation.

2 A CHILDREN'S FOOD POLICY

There is a strong case for focusing much of our attention on Scotland's children, from pre-school onwards. The impact of food on the health of young people is relevant for their own eating habits, development and their ability to influence wider societal issues for generations to come. If we are serious about addressing children's wellbeing and ensuring Scotland is the best place to grow up, we must be serious about addressing issues around the food which affects them.

Food and health is now part of the broad general education that all children and young people will experience through Curriculum for Excellence, with teachers encouraged to embed food as a topic for interdisciplinary learning. Additionally, on the back of significant public sector funding, school and nursery food – in terms of nutrition, ambiance and indeed attractiveness – is much better than a decade ago. Initiatives like Better Eating Better Learning (BEBL), Beyond the School Gate (BTSG) and Food for Life are driving real change.

To maintain this momentum there is a need to put a concerted effort into driving this agenda forward, not just in schools but in all the different areas of life where food is important to children's wellbeing. This may mean seeking to accompany recent policy initiatives with a tangible aspiration for all schools in Scotland and developing a bespoke Children's Food Policy. This new food policy would build on progress from policies such as BEBL, BTSG, and Getting It Right For Every Child, identifying gaps and working across the range of sectors to ensure every child has access to healthy sustainable food understands its importance and has a stronger connection with where it has come from and how it was made. In taking this forward, we shall need to recognise the full complexity of the issues at stake including the many factors which drive children's behaviour. We shall want to work in tandem with those seeking to address these factors, for example, working in close partnership with those seeking to increase levels of physical activity.

3 LOCAL FOOD

There is a burgeoning interest in local food. Local food initiatives are thriving the length and breadth of the country. A key to our aspiration will be working with communities, seeking to embed change relevant to their circumstances. In achieving this, one of the key assets will be the energy and creativity behind local food.

This is in part about encouraging the production and sale of locally grown food in all its shapes and sizes. This enriches our lives, promotes local economic growth and helps reconnect us with our food. In many ways this movement has a life of its own. Any national activity should focus on finding ways to make the most of that energy. This is partly about giving the movement a focus, celebrating frequently its success and, crucially, extending its reach beyond the middle classes.

There is much we can do to help ensure that everyone in Scotland has the opportunity, skills and confidence to access an affordable, healthy and balanced diet for themselves and their families. Part of the solution may lie in increasing significantly in scale programmes such as the Healthy Living Programme and community food hubs which have been a success in tackling inequalities through food. It also lies in ensuring other existing initiatives, such as integrating health and social care, take full account of the potential benefits of nutritious local food. There are also new possibilities here. The provisions in the Community Empowerment (Scotland) Bill relating to allotments and local food growing strategies set an important new framework, we need to use the momentum behind this new aspiration to help drive our partnership with local authorities and others to make these policy intentions a reality in every locality.

4 GOOD FOOD CHOICES

Long-lasting behavioural change is the key to becoming a Good Food Nation. This will apply to farmers, fishermen, food processors and producers, public bodies, caterers in all their guises and communities as a whole. Retailers, whose reach impacts on almost every aspect of food and drink – sometimes controversially – will have a particular role to play. Their support will be a powerful force in helping us on our journey.

But the key to real progress will be all to consumers. Without their buy-in, others simply will not follow. This highlights the importance of education, information and maintaining the food conversation. We should prioritise our implementation of 'Supporting Healthy Choices', showing that we are serious about steady material progress, whether by reformulation, marketing or other means. But we need also to develop – and stick with – more sophisticated ways of achieving changed behaviours. Culture and behaviour are, according to all the evidence, very difficult to change in this area. The evidence suggests that poor diet can often be as much about a lack of empowerment to make choices as about a lack of available (and affordable) choices.

The Scottish Government will ask the Commission for advice on how best to do this, building on global knowledge and the evidence base and where necessary expanding that evidence base for Scottish circumstances. There is a case for simplifying the key messages and the range of delivery mechanisms; reducing radically the current plethora of definitions of what constitutes sustainable food. We should stick closely to an approach based on celebration and class neutrality.

5 CONTINUED ECONOMIC GROWTH

This focus on improving Scotland's relationship with food and drink will not be a threat to the economic health of the sector. On the contrary, we shall begin to enjoy the following virtuous cycle. The more progress we make on our domestic food culture, the more our reputation will be enhanced as a Land of Food and Drink in every sense, to the clear benefit of the sector's economic performance.

Nevertheless, it is vital that the Scottish Government and others continue to support the economic pillar of the policy. The food and drink industry employs over 350,000 people in Scotland and its continued success will be a key component of Scotland's economic wellbeing and continued sustainable growth. However, some parts of the sector are either fragile or slow to make the most of the opportunities ahead; some of the steps we need to take are:

- Implementing the new, more ambitious export strategy developed in partnership with the industry, including new dedicated resources overseas.
- Ensuring that the exciting new market opportunities feed through to confidence in primary production, especially beef, dairy, poultry, and seafood. This will include the implementation of an ambitious beef improvement scheme, designed to secure a sustainable future for Scotland's beef sector following reform of the Common Agricultural Policy.
- Supporting the continued development of the Scotland Food & Drink partnership which has created clarity of purpose for the industry and forged a unique partnership between the sector and the Scottish Government.
- Ensuring training is available which is fit for purpose to deliver the skills required for the 5,600 new employees the sector is predicted to need by 2018.
- Encouraging increased levels of research, contributing to increased and more effective innovation.
- Taking the opportunity of the new EU funding round to ensure the sector benefits from clear, streamlined sign posting to sources of support.
- Strengthening the local food economy and shortening supply chains.

YOUR RESPONSE

Please email your views to goodfoodnation@scotland.gsi.gov.uk by Friday 17 October 2014.

9. Do you agree with the proposed initial focus on:
    - Food in the public sector
    - A children's food policy
    - Local food
    - Good food choices and
    - Continued economic growth?
10. Which other areas would you prioritise?
11. What other steps toward achieving a Good Food Nation would you recommend?
12. What else should be considered?

10. Your Role

Scotland must be a Land of Food and Drink in the quality not only of what we produce, but also of what we buy, serve and eat. We need to increase our focus on dietary, environmental, and community priorities. It is about bringing activity together, prioritising, and giving a much higher profile to these aspects of food. Above all, it is about having strong ambitions to drive change in our food culture.

We all have a part to play.

YOUR VIEWS

We are keen to hear your views. Below are the questions asked throughout this document. Please email your views to **goodfoodnation@scotland.gsi.gov.uk** by Friday 17 October 2014. Tell us your food stories, inspiring pledges, and how you think Scotland can become a Good Food Nation. Please tell us if you want your views to be confidential. There will also be opportunities over the months ahead to feed in views in discussions locally and nationally. Comments will go to the Food Commission so that their work from the very outset is informed by the widest possible range of views, gleaned here, under the original Recipe for Success and elsewhere.

YOUR PERSONAL RESPONSE

The only way that Scotland can become a Good Food Nation is with everyone's active input. We invite you to think about how you, your family or organisation will play your part and then answer this final question:

13. What steps do you plan to take to help Scotland on the journey toward becoming a Good Food Nation – in the next month and in the next 12 months?

QUESTION SUMMARY

1. How important do you think it is that we aim to be a Good Food Nation?
2. How would we know when we had got there? What would success look like?
3. Do you agree with the proposed vision? How would you improve it?
4. How would *your* life be better? What does being a Good Food Nation mean in *your* locality?
5. Are there any other essential steps we need to take before setting out on this journey?
6. How do you think a Food Commission could best help?
7. In what areas should indicators be set to check we are on track towards our goals?
8. What are your views on the different approaches that could be taken to help us become a Good Food Nation?
9. Do you agree with the proposed initial focus on:
   - Food in the public sector
   - A children's food policy
   - Local food
   - Good food choices and
   - Continued economic growth?
10. Which other areas would you prioritise?
11. What other steps toward achieving a Good Food Nation would you recommend?
12. What else should be considered?
13. What steps do you plan to take to help Scotland on the journey toward becoming a Good Food Nation – in the next month and in the next 12 months?

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ISBN: 978-1-78412-528-8

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www.scotland.gov.uk

APS Group Scotland
DPPAS31090 (06/14)