

**SCOTTISH FOOD COMMISSION**

**INTERIM REPORT**

**FEBRUARY 2016**

## Foreword

I cannot believe it has been just over a year since I was asked to be the Chair of the Scottish Food Commission. Working with my fellow commissioners has been an absolute privilege and the genuine care with which each one of them has approached this challenge should make Scotland very proud. Scotland is indeed leading the way across the UK in having a Food Commission already adopting a comprehensive approach to the issues at stake.

Personally, I have also taken it upon myself to become as informed about the main issues as possible, attending many events and meetings, listening and participating in discussions, reading research documents and papers. This has been an eye-opening experience for me and has contributed enormously to my current stance on the diet, health and well-being of Scottish people and how this affects our whole society. All of this, in turn, links directly with a huge responsibility towards the sustainable future of the nation, its food producers and the environment.

My work has also raised my overall awareness of just how much is happening already throughout Scotland in projects large and small, led by The Scottish Government, but also by small-scale examples of tremendous community effort. Some of this work is highly successful, well-known and established, however much of it goes unnoticed by most of the Scottish population and should be given far greater credence for its important contribution to society. We need to share best practice and encourage more projects at local and regional levels. In my opinion, The Scottish Food Commission should become the “hub” of these many and varied activities, making those involved aware of the importance of their role in contributing towards building the Good Food Nation.

Large projects funded at Scottish Government level represent a great deal of highly valuable work happening across wide-ranging sectors involving Education, Health, Environment and Social Justice. For the Food Commission to succeed in advancing changes in wider policy, close collaboration across Government Departments is essential.

However, despite the dedicated efforts being made to promote change and encourage healthier lifestyles over the past 20 years, the recent situation report by Food Standards Scotland, “The Scottish Diet. It Needs To Change”<sup>1</sup> shows that much of the work is not making the real improvements needed quickly enough and our diet, health and related illness is growing at an alarming rate.

The Scottish Food Commission has concluded that a nationwide movement for change must become established and maintained over a start-up period of 10 years, in order to establish generational turnaround. There is no quick-fix solution to the current statistics relating to health and building knowledge and understanding across the population on the importance of food for our future well-being, prosperity and resilience is paramount. Moreover, this movement for change must include everyone, and be developed at every single level. No single section of our population is blameless and everyone should look towards improving their own food choices and assisting others to do the same.

The Scottish Government, every public body, local authority, business operation, food producer, health worker, educationalist and member of the population must embrace this movement for change. The mix is vital to the success of this recipe. The proof of the pudding can be in none other

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<sup>1</sup> <http://www.foodstandards.gov.scot/scottish-diet-it-needs-change>

than eating our way towards a more sustainable and healthier future, as we build a Good Food Nation.

The Scottish Food Commission has put much thought into creating its Vision for 2025. To do so, we have created a framework and a set of indicators to monitor change in the future, in order to be able to measure success or failure.

This change of direction in the way we all live our lives is vital and somehow, we need to “market” this whole change of attitude, to the population as a whole. A campaign that embraces everyone in a full-some appealing and engaging way is achievable. We have done it in the past and we can do it again. Too much focus only on the negatives of poor health is not always an encouraging way to effect change. I believe that food should be enjoyed so let’s embrace family life, home-building, fun and friendship into this policy and encourage others within our communities with understanding of their needs.

In my view, the way we educate our children, in order to equip them for life by knowing how to cook, understanding basic nutritional needs, Scottish provenance, our regional culture and how their actions will affect the future of the planet is vital. There needs to be a careful balance between physical activity and learning about food. I am very keen to see further improvement in these areas.

It is also great to see that food and drink manufacturers are coming on-board with a whole new approach to the content of the products they develop and create. The work on reformulation has made good progress, for example Chalmers Bakery in Aberdeenshire have reduced the salt and fat content in their pastry shells by 56% and 30% respectively. However I would urge businesses to push ahead on this, much further.

Our Scottish food and drink industry is of enormous economic importance and will be providing many secure jobs for future generations. Ambition from our food, drink and hospitality industries to tackle the challenges of health, sustainability and economic prosperity and support Scotland to become a Good Food Nation is what we ask. And this extends to supermarkets, foodservice and retailers to promote and serve delicious Scottish ingredients.

As mentioned before, there is an abundance of work already happening within our communities. There are great opportunities to enhance lifestyle and well-being by the development of local food hubs, incorporating food banks and community projects such as gardens, cookery clubs, high street shops and local markets. There is a growing network of farm shops and farmer’s markets throughout Scotland, which is already creating successful outcomes. Every effort will be very worthwhile in the long-term and must be encouraged and championed at local and regional levels.

One of my fellow Commissioners remarked at a recent meeting that the job in hand is similar to turning around a very large, slow-moving oil tanker, at sea. This is not an easy task and requires specialist skills, advice and knowledge. We have no shortage of skill, advice and knowledge in Scotland. We also have massive public support and enthusiasm. However, we cannot advance change without turning around that tanker and all of us need to take-up this massive challenge together. With true understanding and commitment all-round, we will build Scotland into an inspirational, world-leading, Good Food Nation.

Shirley Spear,

Chair.

This is an interim report from the Food Commission reflecting its initial thoughts on the challenge of creating a Good Food Nation. We expect to produce further reports and provide advice including on more specific topics as we continue. These will include public food, education, health, and social justice.

## **Background:**

The next phase of Scotland's 'National Food and Drink Policy; Becoming a Good Food Nation', was published in June 2014<sup>2</sup>. It highlighted the successes of Scotland's first Food and Drink Policy whilst recognising the continuing challenges within Scotland's food and drink sector. It identified that Scottish Government would establish a Food Commission to provide advice on areas where further work is required.

The Scottish Food Commission members were announced on Sunday 15<sup>th</sup> February 2015. (Annex A)

Members of the Commission were asked to participate in the group as individuals rather than as representatives of their parent organisations. This approach is to ensure that individual members are free to have open and frank discussion without being constrained by their organisation's own policies and positions.

The Chair and Members of Commission were selected in view of:

- Their knowledge and insight of their field;
- Being strategic thinkers;
- Being leaders in their field;
- Their ability to communicate and implement change; and
- Their ability to access essential 'networks' of people within their field.

The remit of the Food Commission is to:

- Provide advice on those measures which, taken together, will contribute the most to making Scotland a Good Food Nation, addressing the existing, and potential future, challenges facing Scotland's food culture; and.
- Advocate the importance of good food to Scotland's health and wellbeing, environment and quality of life.

The Food Commission will do this by:

- Establishing a mechanism for the Commission to foster local activity.
- Reporting formally to the Cabinet Secretary for Rural Affairs, Food and the Environment and, through him, to Cabinet.
- Meeting on a quarterly basis, operating for a term of 2-3 years. Our role will be advisory not executive.

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<sup>2</sup> <http://www.gov.scot/Publications/2014/06/1195>

Please note:

- The Food Commission will **NOT** provide direct dietary advice. This is the remit of Food Standards Scotland.

To date there have been 4 all day meetings<sup>3</sup>, in a variety of locations, with relevant presentations being made and advice provided at each one, by outside organisations and local people. There has been excellent attendance at each meeting and enormous commitment expressed by all participating in our round table discussions as to how we can proceed for Scotland.

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<sup>3</sup><http://www.gov.scot/Topics/Business-Industry/Food-Industry/national-strategy/good-food-nation/foodcommission/foodcommissionminutes>

## **Year 1 of the Food Commission**

The Cabinet Secretary for Environment, Food and Rural Affairs requested the creation of a 2-3 year, high level Scottish Food Commission to check that the existing National Food and Drink Policy is fit for purpose and remitted the Commission to produce recommendations to ensure that the current focus of the Policy, 'Becoming a Good Food Nation' is able to deliver all that this implies for society and industry.

When faced with the challenge of helping progress Scotland towards a Good Food Nation, we spent time analysing and reviewing the Becoming a Good Food Nation discussion document and the subsequent consultation responses. We used the 3 Horizons framework to assist us in developing a clearer context and to work collaboratively across our individual interests.

The Three Horizons framework<sup>4</sup> is a simple, intuitive way to encourage a conversation about the challenges in the present, our aspirations for the future and the kinds of innovation we might need in order to address both at the same time.

From this session we were able to:

- refresh the Good Food Nation vision,
- decide that we needed indicators to measure progress towards the vision and
- decide to create a movement for change.

### **Good Food Nation Vision**

Through discussions during the 3 Horizons session, we felt that the vision was in broad terms sound but the focus needed sharpened to respond to the consultation responses. Discussions led to the following which was felt to better reflect Scotland's needs, priorities and aspirations going forward.

'Our aspiration is that Scotland is a Good Food Nation, a country where people from every walk of life take pride and pleasure in, and benefit from, the food they buy, serve, and eat day by day. This will require a step change and mean that:

- It is the norm for Scots to take a keen interest in their food, knowing what constitutes good food, valuing it and seeking it out whenever they can.
- People who serve and sell food – from schools to hospitals, retailers, cafes and restaurants – are committed to serving and selling good food.
- Everyone in Scotland has ready access to the healthy, nutritious food they need.
- Dietary-related diseases are in decline, as is the environmental impact of our food consumption.
- Scottish producers ensure that what they produce is increasingly healthy and environmentally sound.

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<sup>4</sup> <http://www.iffpraxis.com/three-horizons>

- Food companies are a thriving feature of the economy and places where people want to work.
- Other countries look to Scotland to learn how to become a Good Food Nation'

## Indicators

To lead on from the vision, we felt that it was necessary that a small number of indicators should be developed to monitor progress towards the Good Food Nation vision and to give a clear sense of direction to both the work of the Commission and the overall Good Food Nation movement.

Over the period of September to December 2015 the Commission worked with Scottish Government Analysts and commissioned Economist, Stephen Devlin<sup>5</sup>, from the New Economics Foundation to develop an analytical framework and methodology for selecting indicators, as well as a preliminary proposal for a suite of indicators that could be chosen.

Guided by the expertise and experience of the analysts, members held discussions at the 3<sup>rd</sup> and 4<sup>th</sup> Scottish Food Commission meetings and an indicators workshop held at Scottish Government offices in November. These discussions concluded that:

- The Good Food Nation vision should be condensed into five headline objectives – Social Justice, Health, Environmental Sustainability, Prosperity and Knowledge – for which indicators would be chosen. Please note that the priorities highlighted in the Becoming a Good Food Nation discussion document are encompassed in these high level objectives.
- There should be two top-tier indicators under each of these objectives that would broadly fulfil the stated remit of the Food Commission. There would also be a number of second-tier indicators that would be used when more detail and nuance is considered necessary.
- Priority should be given to indicators that are considered easy to communicate and far-reaching (i.e. reflecting a wide range of impacts, not limited in scope).

On that basis, the Commission proposes to adopt the set of indicators at Annex B using them to guide their deliberations, to monitor progress and to articulate clearly to others the nature of the journey ahead. The indicators are considered the way forward at this point in time but may be added to or amended over time. This is especially true of the 2<sup>nd</sup> Social Justice indicator which will be updated after the publication of the recommendations by the Working Group on Food Poverty chaired by Martin Johnstone due in Spring 2016.

Please note that for some selected indicators there is no current data available. Despite the current lack of baseline report, the indicators have still been selected due to the high level of importance in them to ensure that we move forwards becoming a Good Food Nation. We will subsequently work towards gathering relevant data.

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<sup>5</sup><http://www.gov.scot/Topics/Business-Industry/Food-Industry/national-strategy/good-food-nation/foodcommission/FoodCommissionReports>

## **Good Food Nation Movement**

We are keen to harness the enthusiasm already happening across Scotland and generate momentum. We have considered that the best way to do this is to create a movement which catalyses a sustained change in food behaviours and allows people from all walks of life to feel part of the journey which will help to achieve the objectives and vision of the Good Food Nation.

The movement will be designed to appeal to civil society and focus on individual behaviour change and provide widespread understanding of the imperatives for that. It will challenge and encourage our food, drink, and hospitality industries to tackle the challenges of health, environmental sustainability, social justice and economic prosperity through what is produced in Scotland and what is served to the public should be manifest of a Good Food Nation. The support and engagement of supermarkets, foodservice and retailers to promote and serve in season, sustainable Scottish ingredients is also important.

The principles of the movement are:

- It should be open to all and is a public movement
- Participation needs to be attractive to industry and society
- It should be credible and not be heavy in certification / bureaucracy
- Successes and challenges can be shared through websites, social media, networks and events
- There are capacity building, connecting and networking opportunities

### **Good Food Nation Movement: The way forward**

We initially intend to create a movement focusing primarily on:

Places / settings of whatever shape or size - for example towns, public bodies; schools, retailers, producers, Third Sector, Community.

The intention is to start the movement by first gathering best practice examples where there is existing evidence of significant contribution or improvements being made in relation to the 5 Good Food Nation objectives. The work to gather a range of best practice examples alongside other stakeholder consultation will be used to pilot the movement concept and develop the model of government, society and industry owning the Good Food Nation movement.

At the same time we will map out the contributions and criteria of other schemes and look at lessons learned from their experience e.g. Taste our Best and the Healthy Living Award who have developed analogous schemes in recent years. The aim is to ensure the Good Food Nation movement learns from and is complementary to existing food related schemes.



## **Next steps**

We commend much of the work that is underway by Scottish Government in relation to the 5 objectives. The Food Commission has been working to gain a greater understanding of this to assist with identifying any gaps or particular areas where our expertise and our networks can provide advice and assist.

We have discussed the priorities which we feel we should focus on going forward. We have based this on the work we have done around the 3 Horizons session, the agreed refreshed vision, the established objectives and indicators, the feedback from the Becoming a Good Food Nation discussion document and the subsequent consultation analysis report (published 13<sup>th</sup> Feb 2015<sup>6</sup>).

The agreed priorities are: the creation and development of a Good Food Nation movement, Food in the public sector, Children's food, Behaviour change, Food collaboration, Knowledge and Food labelling. We will continue to use our networks to seek views and add value on new policy direction. These will all be considered as part of the wider agenda to ensure there is access to affordable food for all.

## **Conclusion**

In conclusion we would like you to note:

- The refreshed vision;
- The objectives and indicators;
- The plan to create a movement with Scottish Government support and funding;
- That we plan, in due course, to provide advice on areas for further work specifically on the key priorities of; Food in the public sector, Children's food, Behaviour change, Food collaboration, Knowledge and Food labelling.

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<sup>6</sup> <http://www.gov.scot/Topics/Business-Industry/Food-Industry/national-strategy/good-food-nation>

## Annex A

**Shirley Spear (Chair)** –co-owner of The Three Chimneys in Skye. She was the head chef for 21 years and remains very active within the business as well as in Scottish Tourism more widely. Shirley has over 30 years of experience in the food and hospitality sector. Her early career was in marketing and public relations. She is also enthusiastic and proactive in promoting the hospitality industry among school children, FE students and young Scots professionals entering the industry.

**Julie Fitzpatrick (Vice-Chair)** – Scientific Director of Moredun Research Institute and Chief Executive of Moredun Foundation. Her research interests focus on livestock health and disease in the UK and developing countries. Julie is also Chair of Food Security in the College of Medical, Veterinary and Life Sciences at the University of Glasgow.

**Jackie Brock** – Chief Executive of Children in Scotland, Jackie was previously responsible for overseeing the Curriculum for Excellence within the Scottish Government.

**David Croft** – Global Sustainable Director for Diageo, has previously worked for Waitrose, Kraft Foods, Cadbury and The Co-operative Group in environmental sustainability, ethical sourcing and retail standards roles. He is also a member of the Food Ethics Council and contributed to the development of the UK fair trade market.

**Eleanor Cunningham** - Owner and Director of the Edinburgh Larder. Having opened and run the business for 7 years, it has grown from a small café to include a restaurant, second café on Whitmuir organic farm and a successful catering business. The ethos of the business is built on supporting and promoting small ethical producers in Scotland. Eleanor is currently developing a Social Enterprise to make local food more accessible and develop training courses in how to best utilise local and seasonal produce.

**Ally Dingwall** – Aquaculture and Fisheries Manager for Sainsbury's, sitting on the Scottish Seafood Partnership Implementation Working Group.

**Jamie Dunlop** - Scottish Youth Parliament Deputy Chief Executive, Jamie has a wealth of experience in the Scottish Voluntary Sector, and within Scottish Local Authorities. He started his career working for Fife Council, and then Young Scot, latterly coordinating the organisation's youth work and youth projects. Jamie then came to work for SYP to manage the work of the Youth Engagement Team.

**Robin Gourlay** – works with the Scottish Government, Scotland Food and a Drink and leads on Public Sector Food and Drink Policy. Produced the report, *Walking the Talk - Getting Government Right*. He has produced a wide range of guidance and policy for industry for caterers and buyers in schools, hospitals and across the public sector. He has 30 years' experience of catering, and hospitality management through a career which spans; hotels, universities, FE colleges, local and national government.

**Donnie Maclean** - Board member of Scotland Food & Drink, and Founder of Eat Balanced, which has developed a range of nutritious pizzas where children can't tell the difference from the standard pizza offering. The products are being sold in public and private schools across Scotland, as well as family restaurants and leisure facilities. A strong advocate of health, sports and the development of businesses, Donnie speaks at many events and schools on topics such as health, nutrition and entrepreneurship.

**Ken McKenzie** – previously Chair of the Scottish Retail Consortium and former chief officer of the Scottish Co-operative, with a retail career spanning almost 40 years. Ken is a strong

advocate for the development of the Scottish retail industry, Scottish suppliers and quality Scottish products, and takes a leading role in the retail sector.

**Caroline Mockford** – a Commissioner with the Poverty Truth Commission ; a community activist with the Poverty Alliance a member of the NHS Health Reference Group and also a volunteer with the Citizens Advice Bureau.

**Professor Peter Morgan** – Director and Vice Principal, Rowett Institute of Nutrition and Health, University of Aberdeen. Member of the: BBSRC Basic Biosciences Underpinning Health Strategy Panel; Steering Group of BBSRC Diet & Health Research Industry Club; & Scientific Committee of the Institute of Food & Health, University College, Dublin.

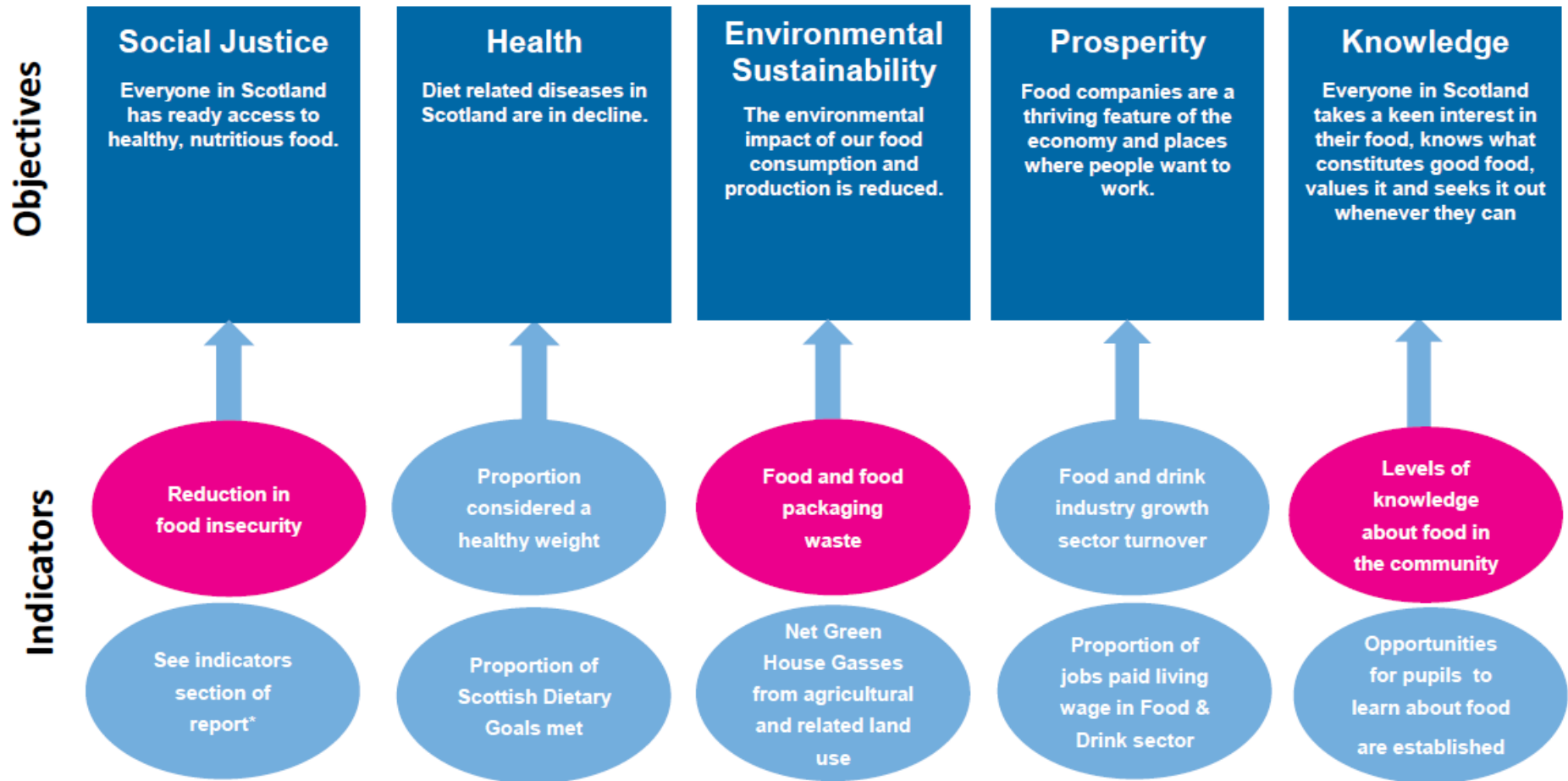
**Pete Ritchie** – Executive Director of Nourish, Pete is currently leading Nourish’s work on the 2014-2020 Common Agricultural Policy. He also runs Whitmuir Organics and has a background in community development and social policy.

**Andrew Sutherland** – Executive Director of Learning & Leisure Services at North Lanarkshire Council, former head of schools at East Ayrshire Council and head teacher at Meldrum Academy in Aberdeenshire.

**Pam Whittle** – former Director of Public Health & Health Improvement at the Scottish Government and former Chair of Greenspace Scotland. Pam is also a non-executive board member of Healthcare Improvement Scotland, Chair of the Scottish Health Council and Director of Gardening Scotland. Pam was awarded a CBE in 2009 for her services to public health in Scotland.

**Margo Wordie** – Partner in Farming Business (550 Ha) mixed farm enterprise, with her husband George, manage the administration and assist outdoors during springtime, Secretary Glass Community Association and Secretary Glass WRI. Margo has also completed Scottish Enterprise’s Rural Leadership programme.

Observer from Food Standards Scotland – Peter Midgley



*Pink boxes represent data not currently available*