

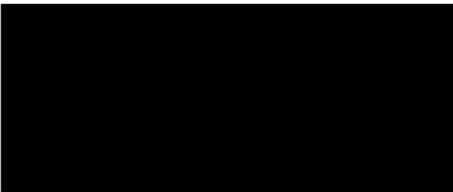
From: [REDACTED]
Sent: 06 July 2018 15:56:28
To: Public Engagement Unit
Cc: Minister for Public Health, Sport and Wellbeing
Subject: FW: Letter from FDF Scotland to Joe FitzPatrick MSP

Attachments: Joe FitzPatrick MSP Letter from FDF Scotland.pdf

PEU

Please could you scan this on to MACCS as a diary case.

Thanks



All e-mails and attachments sent by a Ministerial Private Office to any other official on behalf of a Minister relating to a decision, request or comment made by a Minister, or a note of a Ministerial meeting, must be filed appropriately by the recipient. Private Offices do not keep official records of such e-mails or attachments.

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From: Thomson T (Tom) [mailto:tom.thomson@parliament.scot]
Sent: 06 July 2018 12:40
To: Minister for Public Health, Sport and Wellbeing
Subject: Fw: Letter from FDF Scotland to Joe FitzPatrick MSP

From: Cat Hay [REDACTED]
Sent: 06 July 2018 11:08
To: FitzPatrick J (Joe), MSP
Subject: Letter from FDF Scotland to Joe FitzPatrick MSP

Good morning, I would be grateful if you could pass the attached letter to Mr FitzPatrick MSP.

Kind regards and thanks,

Cat

Joe FitzPatrick MSP
Minister for Public Health, Sport and Wellbeing
The Scottish Government
St Andrew's House
Regent Road
Edinburgh
EH1 3DG

06 July 2018

Dear Joe FitzPatrick MSP,

Congratulations on your Scottish Government Ministerial appointment

On behalf of the Food and Drink Federation Scotland (FDF), I am writing to offer our congratulations on your appointment as Minister for Public Health, Sport and Wellbeing.

As the independent voice of food and drink manufacturers in Scotland, FDF is very proud to represent such an important industry at this critical time.

Scotland's 1,015 food and drink manufacturing businesses play a fundamental part of our economy: they contribute a staggering £3.8 billion in gross value added to our nation's wealth and provide 45,000 people high quality jobs. Our industry has a strong track record of working in partnership to tackle obesity and we stand ready to do more.

I would like to meet with you to discuss how we can continue to work together to improve the health of Scotland's people. Please get in touch to arrange a meeting:

██████████@FDFScotland.org.uk or ██████████

Kind regards,



David Thomson
CEO, Food and Drink Federation Scotland.



T: 0131-244 4000
E: CorrespondenceUnit@gov.scot

Mr David Thomson

Your ref:
Our ref: 2018/0024262
20 July 2018

Dear Mr Thomson

Thank you for your correspondence to Joe FitzPatrick dated 6th July 2018, which has been passed to the relevant office for response or appropriate action.

The Scottish Government aims to respond to you within 20 working days. Where this is not possible, we will endeavour to keep you updated on the progress of your response.

Yours sincerely

[redacted]

[redacted]
Public Engagement Unit

Minister for Public Health, Sport and Wellbeing
Joe FitzPatrick MSP



Scottish Government
Riaghaltas na h-Alba
gov.scot

T: 0300 244 4000
E: scottish.ministers@gov.scot

Mr David Thomson
Food and Drink Federation Scotland
1st Floor
48 Melville Street
Edinburgh
EH3 7HF

██████████@FDFScotland.org.uk

Our ref: 2018/0024262
6th September 2018

Dear Mr Thomson,

Thank you for your letter of 6 July inviting Joe FitzPatrick, Minister for Public Health, Sport and Wellbeing to meet with you to discuss the Food and Drink Federation Scotland's work.

Mr FitzPatrick would be delighted to accept your invitation subject to Parliamentary business. I would be grateful if you could contact the Minister's Diary Secretary via email at MinisterPHSW@gov.scot to arrange a mutually convenient date/make the necessary arrangements.

Kind regards,

████████████████████
PRIVATE SECRETARY

Scottish Ministers, special advisers and the Permanent Secretary are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot

St Andrew's House, Regent Road, Edinburgh EH1 3DG
www.gov.scot



Subject:

Meeting with Minister on 7 November

From: [redacted]

Sent: 17 October 2018 12:29

To: Cat Hay [redacted]; David Thomson [redacted]

Cc: [redacted]

Subject: Meeting with Minister on 7 November

Cat

Great to meet you today.

As discussed, I am copying in colleagues here and David.

Can Colin be sent the agenda for the meeting with the Minister on 7 November with biographies for those attending (you and David, as I understand it)? A short note on the work of the Federation would also be appreciated.

Mona will be in touch in due course to arrange a meeting with the Federation as part of the BRIA process.

Have a fab holiday.

[Redacted]

Subject:

FW: Meeting with Minister on 7 November

From: David Thomson [redacted]

Sent: 30 October 2018 15:34

To: [redacted]

Cc: [redacted]

Subject: RE: Meeting with Minister on 7 November

Hi Colin

Here it is:

Cat Hay, Policy Manager, FDF Scotland



Cat's role is to represent and promote the common interests of FDF Scotland through dialogue with government, regulators and other external organisations and to identify and act upon issues of concern to members. She liaises with the FDF teams in London to ensure that they are briefed on Scottish policy issues and works collaboratively on areas of joint interest. Cat has worked across the private, public and third sectors, gaining a broad range of experience within the food and drink and sustainability sectors including working as a wine buyer for Whole Foods Market and Programme Manager for Zero Waste Scotland.

David Thomson, CEO, FDF Scotland



David is responsible for the overall strategy and management of FDF Scotland and is part of the senior FDF management team. He liaises with government, regulators and other external organisations to identify and act on issues that impact on food and drink manufacturers. David sits on Scotland Food & Drink's Executive Group. David previously worked at the Scottish Government, including five years as Head of Food, Drink and Rural Communities and two as Head of Primary Care.

Food and Drink Federation Scotland

We are an independent, industry-funded trade association – representing businesses of all sizes: from Scottish family businesses through to global trade brands.

Our mission is to:

- Lead debate on key issues for members

- Ensure regulation is proportionate and competitive
- Maintain a healthy and highly skilled workforce
- Improve the health of the nation
- Deliver a sustainable food system for Scotland



Agenda for the meeting

Obviously we want to discuss the obesity regulation plans and our proposed work with the Scottish Government on reformulation.

Hope helpful

David

David Thomson

CEO

Food and Drink Federation Scotland

1st Floor | 48 Melville Street | Edinburgh | EH3 7HF

DD: [redacted]

T: + [redacted]

M: [redacted]

fdf Scotland | passionate about food and drink
www.fdfscotland.org.uk

From: [redacted]

Sent: 30 October 2018 15:24

To: Cat Hay [redacted]

Cc: David Thomson [redacted]

Subject: FW: Meeting with Minister on 7 November

Cat,

Further to the email from my colleague below, I will be pulling all the paperwork for this together tomorrow as the Minister's office requires this by Thursday this week. Are you able to send through the information that my colleague refers to as soon as possible and **by noon tomorrow at the latest** if you can. That would be helpful.

Thank you for your assistance with this.

Regards

[redacted]

From: [redacted]

Sent: 17 October 2018 12:29

To: Cat Hay [redacted] David Thomson [redacted]

Cc: [redacted]

Subject: Meeting with Minister on 7 November

Cat

Great to meet you today.

As discussed, I am copying in colleagues here and David.

Can Colin be sent the agenda for the meeting with the Minister on 7 November with biographies for those attending (you and David, as I understand it)? A short note on the work of the Federation would also be appreciated.

Mona will be in touch in due course to arrange a meeting with the Federation as part of the BRIA process.

Have a fab holiday.

[redacted]

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Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadaichte a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun chead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agaibh agus fios a leigeil chun neach a sgaoil am post-d gun dàil.

Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

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Food and Drink Federation Scotland is a devolved division of the Food and Drink Federation (FDF) registered in England no. 210572. Registered office: 6th Floor, 10 Bloomsbury Way, London, WC1A 2SL, UK. Tel: +44 (0)20 7836 2460.

This email has been scanned by the Symantec Email Security.cloud service.

PS Minute
ADVICE FOR: FitzPatrick

MACCS Case Number:	2018/0024262	Respond by: 13.08.2018	
Correspondent/Organisation:	David Thomson , CEO, Food and Drink Federation Scotland		
Date and time of Event:	Date is flexible but meeting could be added to current schedule of stakeholder engagement		
Location of Event:	Not specified		
Overview of invitation and audience profile:	<p>Cab Sec and Chief Executive</p> <p>Meeting has been requested by David Thomson , Chief Executive, FDFS. See link to FDFS website: http://www.fdfscotland.org.uk/sfdf/home.aspx</p>		
Has the Minister been asked to attend of behalf of FM?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Don't Know <input type="checkbox"/>
RECOMMENDATION:	<p>This needs to be definitive – Accept</p> <p>Comments: Please provide clear detail to support your recommendation. Reasons may include:</p> <p><u>As part of a range of stakeholder engagement meetings arranged in short term.</u></p> <p>The Food and Drink Federation (FDF) Scotland is an independent, industry funded trade association, representing food and drink manufacturers from major global brands through to small and medium-sized enterprises in Scotland.</p> <p>FDFS are the lead association for food manufacturers in Scotland and a key stakeholder for much of our engagement with the food industry. They are also a delivery partner for one of our PfG commitments – supporting Scottish SMEs in helping them reformulate produce to reduce the sugar and calorie content.</p> <p>FDF Scotland is a division of the <u>Food and Drink Federation (FDF)</u>, which represents the UK food and drink manufacturing industry.</p> <p>The food and drink manufacturing industry is the largest manufacturing sector in Scotland and the rest of the UK. In Scotland, they account for almost 19% of the total manufacturing sector by turnover and employ 36,000 people across 891 businesses, of which 97% are micro to medium- sized. They ensure members' views and concerns are heard where it matters with Government,</p>		

PS Minute

regulators, key influencers across the food chain, consumers and the media.

They work together with Food Standards Scotland and other partners across the food supply chain to ensure food is safe and that consumers can have trust in it.

Working in partnership for industry growth.

As members of the Scotland Food and Drink Executive Group, we participate fully in the delivery of the Industry Strategy which aims to grow the value of the industry in Scotland to £30bn by 2030.

Membership is made up of a wide range of companies, from major global brands through to small and medium-sized enterprises in Scotland.

We look out for the interests of both large and small food and drink manufacturers.

FDF Scotland is structured so that it is focused on delivering results in the areas that have the biggest impact on our members' businesses.

They provide the secretariat for the Scottish Parliament's Cross Party Group on Food, which acts as a policy forum for discussion of food issues in Scotland.

Cross Party Group on Food link here:

http://www.fdfscotland.org.uk/sfdf_cross-party-group-on-food.aspx

FDFS have regular meetings with the Creating Health team colleagues within the Health Improvement Division regarding product reformulation, as part of our Healthy Weight Delivery plan.

Key messages for Diet and Obesity:

Need to transform the food environment so that it encourages people to make healthier choices.

If recommendation is to accept, has this advice been agreed with your Head of Division? Yes No

Has another Minister been asked to attend:

No

Main theme that the event supports:

Please provide an overview of SG policy that the event links to (High level and in bullet points)

PS Minute

<p>Main purpose of attending: <i>(Tick as many as apply)</i></p>	<ul style="list-style-type: none"> • Explain new policy or a major policy shift <input type="checkbox"/> • Reinforce or illustrate existing policy <input checked="" type="checkbox"/> • Improve relations with stakeholders <input checked="" type="checkbox"/> • Encourage participation in consultation <input type="checkbox"/> • Recognise contribution to policy implementation <input type="checkbox"/> • Announce funding <input type="checkbox"/> • Other (please specify): <input type="checkbox"/> 				
<p>Main message to communicate:</p>	<p>FDFS are the lead association for food manufacturers in Scotland and a key stakeholder for much of our engagement with the food industry. They are also a delivery partner for one of our PfG commitments – supporting Scottish SMEs in helping them reformulate produce to reduce the sugar and calorie content.</p>				
<p>Most appropriate type of Ministerial input:</p>	<p>n/a Introductory</p>				
<p>Private Office view:</p>	<p>Diary should be checked as that may influence whether another Minister should be asked to take</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 2px;">Private Office contact:</td> <td style="padding: 2px;">Insert Name</td> </tr> </table>	Private Office contact:	Insert Name		
Private Office contact:	Insert Name				
<p>Communications Office view:</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 2px;">Comments:</td> <td style="padding: 2px;">Comms should always provide a view on external events</td> </tr> <tr> <td style="padding: 2px;">Communications Office contact:</td> <td style="padding: 2px;">Insert Name and Ext</td> </tr> </table>	Comments:	Comms should always provide a view on external events	Communications Office contact:	Insert Name and Ext
Comments:	Comms should always provide a view on external events				
Communications Office contact:	Insert Name and Ext				
<p>Action Officer:</p>	<p>[redacted]</p>				

MINISTERIAL ENGAGEMENT BRIEFING: JOE FITZPATRICK

Copied to: Director of Population Health, Daniel Kleinberg, [redacted] David Hutchison, Comms Healthier, [redacted]

<i>Engagement Title</i>	Meeting with Food and Drink Federation Scotland (FDFS)
<i>Timing</i>	Normal
<i>Organisation/Venue and full address including postcode</i>	T3.22, Scottish Parliament
<i>Date and Time of Engagement</i>	Date: 7 November 2018 Time: 16:00
<i>Background/Purpose</i>	<input checked="" type="checkbox"/> MCS Diary Request Letter date: 6 July 2018 <input checked="" type="checkbox"/> MCS Letter reference: 2018/0024262 <u>Purpose/Invitation History:</u> To introduce the FDFS and its work to the Minister.
<i>Relevance to Core Script</i>	Improving the Scottish diet will improve health.
<i>Event Programme</i>	Agenda: 1. Restricting promotion and marketing of food and drink high in fat, sugar or salt 2. Food and Drink Federation's proposed work with the Scottish Government on reformulation.

<p><i>Summary Page (key issues, lines to take if pressed and issues to avoid)</i></p>	<p>Annex A: Summary Page</p>
<p><i>Guest List or Meeting Attendees</i></p>	<p>David Thomson, CEO - FDFS Scotland Cat Hay, FDFS Policy Manager Scotland</p>
<p><i>Background</i></p>	<p>Annex B: Information about FDFS and biographies Annex C: HFSS promotion restrictions Annex D: Reformulation Annex E: Food and Drink Industry</p>
<p><i>Media Handling</i></p>	<p>None – private meeting</p>
<p><i>Official Support</i></p>	<p>Official - [redacted]</p>

SUMMARY PAGE

Agenda

1. Restricting promotion and marketing of food and drink high in fat, sugar or salt
2. FDFS proposed work with the Scottish Government on reformulation.

[redacted]

INFORMATION ABOUT FOOD AND DRINK FEDERATION SCOTLAND AND BIOGRAPHIES

Food and Drink Federation Scotland

FDFS is an industry-funded trade association representing businesses of all sizes: from Scottish family businesses through to global trade brands.

Its mission is to:

- Lead debate on key issues for members
- Ensure regulation is proportionate and competitive
- Maintain a healthy and highly skilled workforce
- Improve the health of the nation
- Deliver a sustainable food system for Scotland.

Recent statements from FDFS

Food and Drink Federation Scotland Reaction to Diet and Healthy Weight Delivery plan

- “It’s positive news that the Scottish Government will consult on plans to restrict the price promotions that are fuelling the nation’s obesity crisis, but it is vital that these plans lead to laws that restrict these promotions.” [media statement, July 2018]

Food and Drink Federation Scotland Response to the launch of the Promotions Consultation

- “We are deeply disappointed that the Scottish Government is pressing ahead with legislation to restrict food and drink promotions. Especially since there is no evidence of the effectiveness of these measures in tackling obesity.

“The promotion to adults of all foods is a fundamental commercial freedom. It underpins the healthy, vibrant and innovative market for food and drink that UK shoppers love. FDFS has been clear that these restrictions are most likely to affect smaller Scottish businesses which use pricing and promotions to increase on-shelf visibility and win space on supermarket shelves.

“As companies produce new, healthier options they rely on being able to promote these foods to encourage people to try them. If Government restricts our ability to do this, people are less likely to buy these new products. Instead of punishing Scottish businesses we would urge the Scottish Government to work in partnership with the food and drink manufacturing industry to make a real difference to the health of the Scottish people.”

Biographies

David Thomson, CEO, FDF Scotland - David is responsible for the overall strategy and management of FDF Scotland and is part of the senior FDF management team. He liaises with government, regulators and other external organisations to identify and act on issues that impact on food and drink manufacturers. David sits on Scotland Food & Drink's Executive Group. David previously worked at the Scottish Government, including five years as Head of Food, Drink and Rural Communities and two as Head of Primary Care.

Cat Hay, Policy Manager, FDF Scotland - Cat's role is to represent and promote the common interests of FDFS through dialogue with government, regulators and other external organisations and to identify and act upon issues of concern to members. She liaises with the FDF teams in London to ensure that they are briefed on Scottish policy issues and works collaboratively on areas of joint interest. Cat has worked across the private, public and third sectors, gaining a broad range of experience within the food and drink and sustainability sectors including working as a wine buyer for Whole Foods Market and Programme Manager for Zero Waste Scotland.

**RESTRICTING PROMOTION AND MARKETING OF TARGETED FOOD
AND DRINK HIGH IN FAT, SUGAR OR SALT**

Scottish Health Survey, 2017 – Obesity Section

Information available in the public domain at

<https://www2.gov.scot/Topics/Statistics/Browse/Health/scottish-health-survey/Publications>

Diet and Healthy Weight Delivery Plan

Information available in the public domain at

<https://www.gov.scot/publications/healthier-future-scotlands-diet-healthy-weight-delivery-plan/>

Reducing Health Harms of Foods High in Fat, sugar, or Salt Consultation Paper

Information available in the public domain at

<https://www.gov.scot/publications/reducing-health-harms-foods-high-fat-sugar-salt/>

[redacted]

[redacted]

REFORMULATION

1. Public Health England established a reformulation programme to encourage larger companies to reformulate their products. However, given that 95% of Scottish companies in the food and drink manufacturing sector are small and medium-sized enterprises (SMEs), it is important that this sector also plays its part, not just for the health of our nation but to enhance our reputation as a producer of healthier quality produce using the latest innovative practice.

2. The Scottish Government published in June 2018 its delivery plan to improve diet and promote healthy weight. Consistent with the aims for responsible growth for the Scottish food and drink sector set out in **Ambition 2030**, we will work with partners over the next three years and invest £200,000 to support Scottish businesses to reformulate their products.

3. There were three specific actions in the delivery plan on reformulation:

- **2.13** A dedicated Reformulation Connector will be embedded within the **Make Innovation Happen Programme** to link companies to existing support, such as academia through the Scottish Funding Council and wider business support through the Scotland Food and Drink Partnership.
- **2.14** The Scottish Government will lead a Ministerial summit in late 2018, to raise awareness of the commercial benefits and costs associated with reformulating. The summit will feature new research from Food and Drink Federation Scotland who will revisit companies that have already reformulated products, and fresh market insights from the Make Innovation Happen Insights Programme.
- **2.18** The Scottish Government urges the UK Government to take appropriate action if it becomes clear that industry will not meet the PHE reformulation targets set for both sugar and calorie reduction.

4. SG and FDFS have, together with Scottish Enterprise and the Scottish Funding Council, agreed the following key principles:

- Product reformulation must lead to **calorie reduction**, achieved **primarily** through reductions of fats and sugars and/ or reductions in portion sizes. This does not exclude replacing fats and sugar with lower calorie ingredients such as fruit and vegetables.
- Product reformulation should be complemented by work to maximise consumer acceptability.
- Scotland's reputation as a Good Food Nation should be enhanced.
- Products that have been reformulated and are commercially successful should be showcased by partners as examples of good practice.

5. The reformulation programme will incorporate a dedicated Reformulation Connector who will act as an ambassador for reformulation to SMEs, helping them to tap into existing support such as the Make Innovation Happen programme. FDFS are also commissioning research into previous reformulators, to extract their experience and learning and set out commercial reasons for reformulation.

6. The Minister has agreed to host a Reformulation Summit for SMEs at St. Andrew's House on 23 January.

FOOD AND DRINK INDUSTRY

Key Facts

- Food and drink is one of the largest industry sectors in Scotland.
- It has a £14.0 billion turnover (an increase of 36% since 2007).
- Retail sales of Scottish food and drink brands across the UK are almost £2bn, over £500m more than in 2007.
- The retail value of Scottish food and drink brands in Scotland is around £590m, up 27% in the last ten years.
- Overseas food and drink exports from Scotland are worth £6 billion, a rise of £570 million (11%) compared to 2016 and up £2.5 billion (70%) from 2007.
- Food exports from Scotland are worth £1.6 billion, a rise of 15% (£214 million) from 2016 and up 130% (£927 million) from 2007. The growth in food exports in 2017, was driven largely by an increase in the value of exports to Europe (£125 million), Asia (£61 million) and North America (£36 million).
- Scottish agriculture produces £3 billion of high quality food and drink annually
- 93% of visitors to Scotland dine out, spending almost £1 billion per year in the process.
- 81% of Scotland's long-haul visitors try local food.

AMBITION 2030 FOOD & DRINK INDUSTRY STRATEGY

Budget Allocation

- £2m per annum to Scotland Food and Drink (SF&D) for 3 years (2017-2020)
- Overall package to support Ambition 2030 announced by First Minister equated to £10m investment on top of existing commitments: This included £7.5m from the public sector and £2.5m industry contribution. Public sector contribution:
 - £6m to Scotland Food and Drink
 - £1m for Market Driven Supply Chain Project
 - £500k of project spend

Purpose

- Industry led strategy launched March 2017 with ambition to double food & drink turnover value to £30bn by 2030. Focuses on the following themes: Brand; Market development; People & skills; Supply Chain; and Innovation.
- Money supporting work in the following areas:
 - Industry Development, work by SF&D, Seafood Scotland & SAOS
 - New UK Market Development Strategy
 - Regional & islands food development, including a new regional food fund range of sectoral action plans.