



NATIONAL FOOD STRATEGY: DIGESTED

Key messages
summarised for you.

WHAT IS THE NATIONAL FOOD STRATEGY?



HENRY DIMBLEBY

The National Food Strategy (NFS) is an independent review commissioned by the Government to make recommendations for policies to improve our food system.

The 2-part review was led by Henry Dimbleby, with support from a board of expert advisors from academia, public health and industry.

✓ THE NFS AIMS TO:

- 1 Change the way people think about the food system
- 2 Make recommendations to change the system

WHAT IS IN SCOPE?

The NFS is broad and takes a whole food systems approach.

- ✓ Diet-related disease
- ✓ Health inequality
- ✓ Food security
- ✓ Climate change
- ✓ Biodiversity loss
- ✓ Land use
- ✓ Trade

“What is so brilliant about the National Food Strategy is that it does that storytelling really well. I think we've probably had a history of policy happening to people, rather than with people.”



JENNY ROSBOROUGH, PUBLIC HEALTH NUTRITIONIST

THE NFS HAS FOUR STRATEGIC OBJECTIVES:

- 1 ESCAPE THE JUNK FOOD CYCLE TO PROTECT THE NHS
- 2 REDUCE DIET-RELATED INEQUALITY
- 3 MAKE THE BEST USE OF OUR LAND
- 4 CREATE A LONG-TERM SHIFT IN OUR FOOD CULTURE

WHY DO WE NEED A NATIONAL FOOD STRATEGY? →

OUR FOOD SYSTEM IS HAVING A DEVASTATING IMPACT ON OUR HEALTH...

Food is something that is supposed to nourish us, keep us alive but now it is causing a lot of preventable ill health and early death.

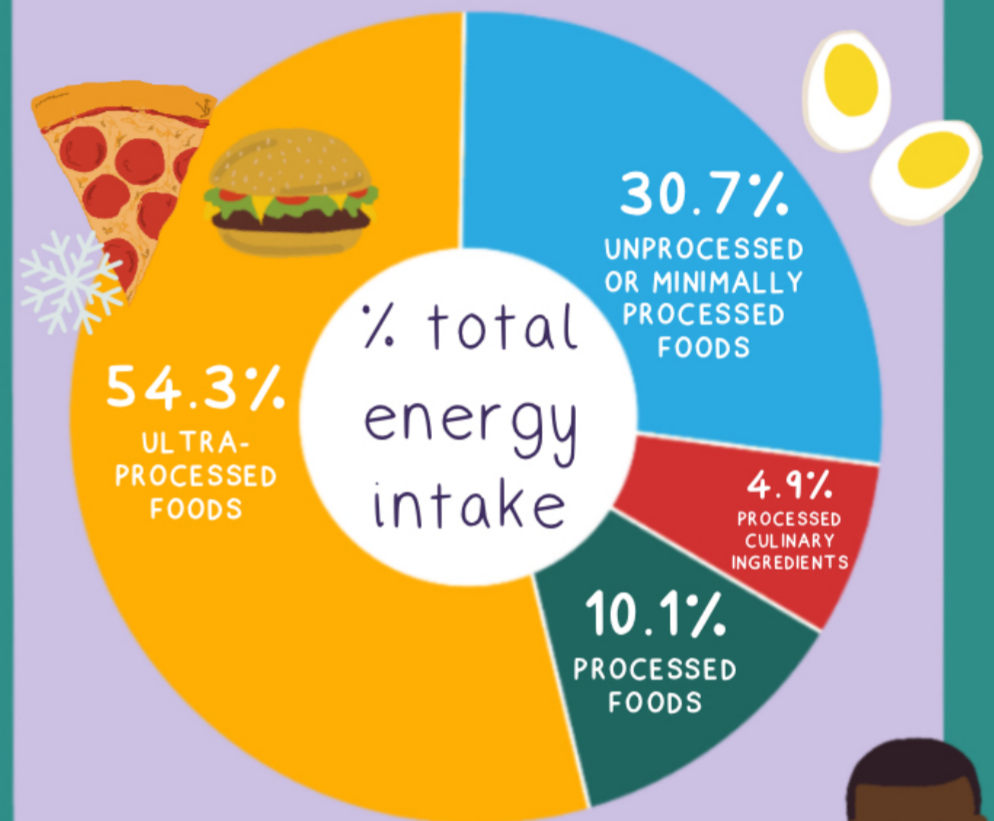
In England, diet is the leading cause of avoidable harm to our health with the most deprived populations suffering the most.

... AND OUR PLANET

The global food system is the single biggest contributor to biodiversity loss, deforestation, drought, freshwater pollution and the collapse of aquatic wildlife.

It is also the second biggest contributor to climate change, after the energy industry.

OVER HALF OF OUR DIETS IN THE UK ARE ULTRA-PROCESSED

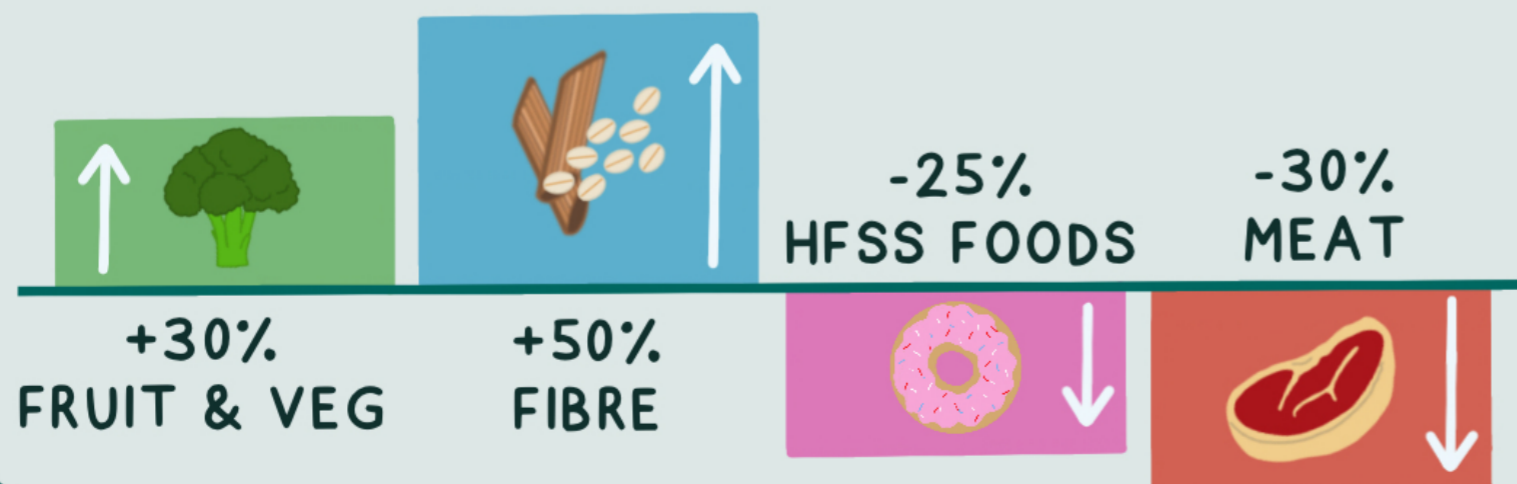


85% of manufactured food products sold in the UK are not suitable for marketing to children.

The average Brit now consumes **5 X** the volume of crisps than in 1972.

"THE FOOD SYSTEM WE HAVE TODAY IS BOTH A MIRACLE AND DISASTER"

OUR DIETS NEED TO CHANGE BY 2032 TO MEET HEALTH, CLIMATE & NATURE COMMITMENTS





Catch up on the NFS
Digested webinar
for more detail

THE 14 RECOMMENDATIONS TO UK GOVERNMENT



JAN
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Most people in the UK believe there is a simple formula for tackling diet-related ill health; education, exercise, food labelling and willpower.

But this is not reality and we need to challenge this seriously flawed concept.



The Government have 6 months to respond with a whitepaper detailing which recommendations they are going to take forward into policy.



ESCAPE THE JUNK FOOD CYCLE

1 SUGAR AND SALT REFORMULATION TAX

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g	1.3g	34g	0.9g
13%	4%	7%	38%	15%

2 MANDATORY REPORTING FOR LARGE FOOD BUSINESSES

3 EAT AND LEARN INITIATIVE FOR SCHOOLS



REDUCE DIET-RELATED INEQUALITY

4 EXTEND FREE SCHOOL MEAL ELIGIBILITY

5 CONTINUE HOLIDAY ACTIVITIES & FOOD PROGRAMME

6 EXPAND HEALTHY START SCHEME

7 TRIAL A COMMUNITY EATWELL PROGRAMME



MAKE THE BEST USE OF OUR LAND

8 GUARANTEE THE BUDGET FOR AGRICULTURAL PAYMENTS UNTIL AT LEAST 2029

9 CREATE A RURAL LAND USE FRAMEWORK

10 DEFINE MINIMUM STANDARDS FOR TRADE & A MECHANISM FOR PROTECTING THEM



CREATE A LONG-TERM SHIFT IN OUR FOOD CULTURE

11 INVEST £1 BILLION IN INNOVATION TO CREATE A BETTER FOOD SYSTEM

12 CREATE A NATIONAL FOOD SYSTEM DATA PROGRAMME

13 STRENGTHEN GOVERNMENT PROCUREMENT RULES

14 SET CLEAR TARGETS AND BRING IN LEGISLATION



DOES THE NATIONAL FOOD STRATEGY GO FAR ENOUGH?



PROF. PAUL GATELY

IT HASN'T GONE FAR ENOUGH IN ITS AMBITION AROUND SHIFTING THE NEEDLE ON OBESITY. I THINK IT'S A REALLY POSITIVE STEP THAT WE HAVE IT, BUT FOR ME IT'S IMMATURE IN IT'S ABILITY TO HAVE REALLY SIGNIFICANT IMPACT ON THE ISSUE OF OBESITY.



KATHARINE JENNER

I DO THINK THE SALT AND SUGAR TAX IS JUST ABOUT MAKING THE WORST STUFF, LESS BAD AND RAISING THE MONEY TO TRY AND MAKE OTHER AREAS BETTER. THE NEXT THING IS TO FIND OUT REALLY HOW FEASIBLE IT IS, CAN WE DO IT?



TANYA HAFFNER, RD

THE REPORT IS A TREMENDOUS EFFORT BUT THE RECOMMENDATIONS ARE NOT AMBITIOUS ENOUGH TO ACHIEVE THE TARGETS. THE MOST IMPORTANT ELEMENT IS MISSING: SETTING TARGETS FOR INDUSTRY, SOMETHING INDUSTRY HAS BEEN CALLING FOR. REPORTING WILL NOT MOVE THE DIAL ON TIME.



DR MARK DRISCOLL

WE NEED TO SIGNIFICANTLY REDUCE MEAT CONSUMPTION. THE NFS RIGHTLY SUGGESTS A TARGET OF 30%. I THINK THAT'S ON THE CAUTIOUS SIDE. I THINK WE SHOULD BE AIMING FOR 50% MEAT REDUCTION BY 2030 TO 2040



PAMELA MASON

I THINK THE RECOMMENDATIONS ARE PRETTY REASONABLE. ONE OF THE THINGS I DO LIKE IS ENABLING GP PRESCRIBING OF FRUIT & VEG. OK, IT MAY MAKE VERY LITTLE DIFFERENCE, INDEED ALL OF THE RECOMMENDATIONS WILL ONLY HAVE A VERY SMALL IMPACT IN AND OF THEMSELVES BUT I THINK WHAT'S SO IMPORTANT IS THAT WE CANNOT THINK IN TERMS OF MAGIC BULLETS.



DR LINDY SHARPE

MY OWN VIEW OF THIS STRATEGY IS THAT IT IS EXTREMELY IMPRESSIVE, BUT MY FEAR IS THAT IT WILL HAVE THE SAME FATE AS PREVIOUS ONES AND IT WILL JUST GO ON THE SHELF. I THINK WE CAN SEE SIGNS OF THAT ALREADY. SO, I THINK IT WOULD BE FIT FOR PURPOSE, IF THEY DID IT!