

# REAPING THE BENEFITS OF PLANT-RICH DIETS: THE TEN POINT PLAN



PLANT-RICH DIETS OFFER A WEALTH OF BENEFITS, SOLUTIONS AND OPPORTUNITIES TO THE UK. INCREASED PRODUCTION AND CONSUMPTION OF HEALTHY PLANT-BASED FOODS WOULD POSITIVELY IMPACT PUBLIC HEALTH, BOLSTER FOOD SECURITY, ENHANCE ENVIRONMENTAL PROTECTION, ENCOURAGE ECONOMIC GROWTH AND IMPROVE ANIMAL WELFARE.



**1** LEVERAGE PUBLIC PROCUREMENT AND CATERING TO SOURCE AND PROVIDE MORE PLANT-BASED FOODS, NORMALISING PLANT RICH DIETS AND CATALYSING GROWTH IN THE MARKET.



**2** ENCOURAGE FOOD SUPPLY COMPANIES TO TRANSITION TOWARDS A HIGHER PROPORTION OF SALES OF PLANT-BASED FOODS.

**3** BOLSTER NATIONAL FOOD SECURITY AND ECONOMIC GROWTH THROUGH SUPPORT FOR THE HORTICULTURE SECTOR TO PRODUCE



**4** SUPPORT BRITISH FARMERS TO INCREASE PRODUCTION AND PROVISION OF PLANT PROTEINS FOR HUMAN CONSUMPTION IN THE UK.

**5** MAKE IT EASIER AND MORE AFFORDABLE FOR PEOPLE TO ACCESS AND EAT HEALTHY FOOD.



**6** RAISE PUBLIC UNDERSTANDING OF THE HEALTH AND ENVIRONMENTAL BENEFITS OF HEALTHY PLANT-RICH FOODS AND DIETS.



**7** IMPROVE LABELLING TO RAISE PUBLIC UNDERSTANDING OF HEALTH, ENVIRONMENTAL AND ANIMAL WELFARE IMPACTS.

**8** IMPROVE TRAINING FOR HEALTH AND FOOD PROFESSIONALS IN REGARD TO HEALTHY PLANT-RICH FOODS.

**9** UPDATE, REFORM AND APPLY THE EATWELL GUIDE DIETARY GUIDELINES.

**10** INCREASE INVESTMENT IN AND SUPPORT FOR HEALTHY, SUSTAINABLE ALTERNATIVE PROTEINS.



DOWNLOAD OUR EXCLUSIVE INFOGRAPHIC AND THE FULL REPORT TO SEE HOW THIS PLAN CAN CREATE A FOOD CULTURE THAT IS FIT FOR THE FUTURE.

FOR HEALTHCARE PROFESSIONALS ONLY

