CONSULTATION QUESTIONS

1. How important do you think it is that we aim to be a Good Food Nation?

   It’s as important as, for example, our need to reduce Scotland’s impact on climate change

2. How would we know when we had got there? What would success look like?

   We’d be healthier, food would be produced with less harm to the environment and less disadvantage to the people who are involved in producing it, Scottish food producers would be a vibrant, diverse and innovative community and would be economically sustainable, we’d all know where our food came from, interest in and discussion around food would be a normal part of everybody’s lives and we’d feel confident that our food sources are secure

3. Do you agree with the proposed vision? How would you improve it?

   The vision is good & will need to be regularly reviewed and refreshed

4. How would your life be better? What does being a Good Food Nation mean in your locality?

   I and those around me would have a greater degree of food sovereignty

5. Are there any other essential steps we need to take before setting out on this journey?
Let’s get started

6. How do you think a Food Commission could best help?

Providing challenge, focus and accountability

7. In what areas should indicators be set to check we are on track towards our goals?

See proposals below

8. What are your views on the different approaches that could be taken to help us become a Good Food Nation?

See proposals below

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?

Yes

10. Which other areas would you prioritise?
11. What other steps toward achieving a Good Food Nation would you recommend?

- the “elephant” in the Good Food Nation room is the large retailers who (along with large food processors and food traders) control Scotland’s food system
- it could be argued that food sovereignty in Scotland (producers and consumers) has been greatly reduced in the last 3 decades. An illusion of choice has been created but most decisions are taken by others before we buy any food.
- do retailers represent consumers or producers?
- large retailers are both the problem and the solution so they should be both engaged and challenged
- large retailers and their position in the food chain should be addressed at an early stage by the Food Commission
- the emergence and growth of alternative food networks, Nourish, the Fife Diet, Slow Food etc. is to be welcomed and supported but they still represent a tiny fraction of the food buying public
- it will take longer than till 2025 for everybody to change food buying and consumption patterns and for AFN’s to become truly accessible to all but the better off. Maybe a mix of food buying options is the best thing anyway? Large retailers will be with us for the foreseeable future and have a lot of good things to offer
- Scotland Food and Drink has been a success but is not a suitable vehicle through which to address consumer interests
12. What else should be considered?

- I propose that we establish a retailer indexing system to gauge how retailers are addressing the critical issues that we believe contribute to and will constitute a Good Food Nation
- this would involve retailers in the very serious and critical role of achieving a Good Food Nation
- involvement is in retailer shareholders interests as they are consistently under threat from an ever changing world and they know that if the tide goes against them even the biggest could fall
- Scotland offers a great opportunity for all retailers to be different and to innovate - they argued that Scotland was different (pre-referendum) by stating that prices would rise in the event of independence so, if Scotland's different, we want Scottish solutions for Scottish opportunities and problems - retailers need to be part of that
- retailers would be assessed and scored on a wide range of criteria that impact on Good Food Nation
- criteria would include for example: food and packing waste, extent of local sourcing, environmental impact (climate change and biodiversity), social impact, clarity of food nutrition provision, food pricing in relation to nutrient content, extent of healthier food promotion and stocking, availability and prominence of fruit and veg, approach to food intolerances and allergies, clarity of information on food origin, accessibility
- the establishment of a worthwhile index would be an extensive and complicated process but would create a framework within which retailers could be reasonably and consistently held to account
- the indexing system could be UKAS accredited to ensure that it is applied in a fair and universally understood and accepted manner
- the index would be owned by the Food Commission and could involve retailers and producers but would be driven by credible consumer representation
- at heart, the retailer indexing scheme would be a well considered and trusted consumer rating of the places where Scottish people buy much of their food and drink
- it would have teeth to make credible and challenging judgements
- a credible retailer indexing scheme, driven by consumers and backed by the Scottish Government would challenge retailers in a way that individual consumers or consumer groups couldn't hope to achieve
- a successful retailer indexing scheme would be an aid to large retailers to meet consumer needs, not a hindrance
- it would be transparent
- it would be funded by retailers - if you sell food to Scottish people you need to be part of our collective drive towards a Good Food Nation and be judged on your contribution to this goal
- the successful establishment of a retail indexing system would provide one, tangible, sustainable and measurable outcome of the drive to become a Good Food Nation
- it is, of course, only one element of the whole Good Food Nation project but would compliment work in the public sector, in education and in health

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?
14. How did you hear about this Discussion Document?

I was aware, through industry and Scottish Government contacts, that this was in preparation and was at the launch

Responding to this Consultation Paper

We are inviting written responses to this consultation paper by 17th October 2014. Please send your response with the completed Respondent Information Form (see "Handling your Response" below) to:

goodfoodnation@scotland.gsi.gov.uk

Or by post to:
Good Food Nation
Food and Drink Division
B1 Spur
Saughton House
Edinburgh
EH11 3XD

If you have any queries please contact Eugenia Christie at 0131 244 9574.

This consultation, and all other Scottish Government consultation exercises, can be viewed online on the consultation web pages of the Scottish Government website at http://www.scotland.gov.uk/consultations.

The Scottish Government has an email alert system for consultations, http://register.scotland.gov.uk. This system allows stakeholder individuals and organisations to register and receive a weekly email containing details of all new consultations (including web links). It complements, but in no way replaces Scottish Government distribution lists, and is designed to allow stakeholders to keep up to date with all Scottish Government consultation activity, and therefore be alerted at the earliest opportunity to those of most interest. We would encourage you to register.

Handling your response

We need to know how you wish your response to be handled and, in particular, whether you are happy for your response to be made public. Please complete and return the Respondent Information Form which forms part of the consultation questionnaire attached an annex as this will ensure that we treat your response appropriately. If you ask for your response not to be published we will regard it as confidential, and we will treat it accordingly.