CONSULTATION QUESTIONS

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

Very important.

As food and drink is a major industry in Scotland and an important part of the local economy in Angus, it is very important we aim to be a Good Food Nation. A lot of good work is already being done with Scotland Food and Drink related to tourism and increasing the internationalisation of food products. This approach can only add to that good work.

The quality of the food we grow, and offer residents and visitors alike, and the diet we have affects everyone and everything we do, every day. We Are What We Eat should be the core message and perhaps be used specifically to theme this Policy, as well as being incorporated into promotions and activities shaped as a result.

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

- Other countries follow our lead – perception of Scotland as good food nation and destination of quality food and drink offerings
- More countries buy our food and drink - and buy it more often
- Visitors come to Scotland because of the food and drink products on offer
- An increase in local food purchased
- A reduction in food waste
- An appetite for fresh, local and healthy meals
- Improved health outcomes for all ages
- Reduction in health costs due to earlier intervention
- Wide availability of good, healthy local produce across Scotland to both visitors and residents
- Extensive education programme in schools about good food
- Increased use of local food shops,
- Increased use of local food by public sector agencies, e.g. in schools and hospitals
- Perception of healthy food equating to expensive food being removed

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

we should look for examples of who we should be emulating. Which other nations are already where we need to be and is that based solely on best diet or most successful food companies? Are we able to strike a balance here?

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

- Increased availability of local produce through mainstream retail or increase in local shops.
- Making is easier and cheaper to eat healthily.
- Better access to local produce in every town and village
- Increase in restaurants using local produce.
- Children eating healthy local food as the norm
- Pride in local food and supporting local food producers
- Greater awareness of provenance
- Improved health outcomes
- Reduced waste (food, packaging etc)

5. Are there any other essential steps we need to take before setting out on this journey?

- Is there a need to define the term “local” as this will vary from region to region? Is it defined only by geographical boundaries?
- Do we understand consumer perception and can we influence the price versus cost debate?
- Do we understand consumer habits, links to trends and importantly disposable income and available time? Time is interesting as it can directly influence what we buy. Do we have the time to consider seriously each food item we buy? Do we have the time to cook? (convenience versus health?) Do we have the time to shop locally – butcher, fishmonger, grocer etc versus supermarket under one roof philosophy?
- We know that whisky accounts for the greatest export figures and that other food and drink produce could follow this industry approach to new markets. It would be worthwhile identifying other food and drink products which do well in terms of returning the highest economic value to Scotland. Do we know what they are?
- Do we have good market insights into desired products from out with the UK?
- Have current or previous campaigns regarding eat healthy, eat local, reduce waste etc worked? What needs to change in terms of education and awareness raising?
6. How do you think a Food Commission could best help?

- Help to clarify and clear a cluttered food and drink landscape in terms of public sector, industry bodies, membership organisations etc.
- Need clarity on their role, scope, powers and budget
- Ensure tie in to other initiatives and policies where food and drink has a presence
- A role for them to play regarding Regulations and bureaucratic burdens placed on food businesses?
- Leading education and awareness programmes
- Ensuring better and more meaningful partnerships eg with public sector

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

- Reduction in levels of obesity
- School lunch provision – evidence of increase in healthier meals provided (and chosen)
- Procurement tender weighting to consider benefits of local produce
- Reduction in food waste – in every aspect of the food chain – grow what is needed, buy as close to date of use, use leftovers, recycle packaging etc.
- Packaging! Need to become more innovative in how we package our food so that we reduce waste earlier on in the chain. Consumers are becoming more astute when it comes to purchasing a product which appears to have excess amounts of packaging. Customers are also beginning to make choices based on packaging materials used in an effort to control environmental damage
- Education and communication – changes in public perception habits
- Economic growth in local food sector

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

In order to increase the consumption of local (and potentially healthier food and drink, access to products has to be in place across a range of outlets. Not least public sector tendering processes may have their part to play here in identifying increased opportunities for local suppliers to bid for tenders eg school meals produce.

As an example of this Angus Council has and continues to address this issue -

“An enhanced approach to contract publicity/local supplier opportunity for low value quotations which has resulted in measured growth of the share of Angus Council spend with local suppliers (from 25% in 2007/08 to 31% in
There is accordingly scope for supplier development to increase visibility / access to public sector contract opportunities, assuming Angus businesses have the desire to do so, recognising at the same time that supplying to the public sector is not for every business. Engaging with public tendering process is not cost free and not all work can be secured at margins which are sustainable to every business. The issue is about maximising opportunity of access.”  
Angus Council “Buying Local” Procurement Policy adopted June 2014

Crucial to the above and lying at the heart of whether Public Sector bodies can affect change here, is the desire and ability for companies to bid for work where there is a realistic opportunity of success. For example, where the weighting in tenders favour lowest cost, smaller, local businesses may not be considered as they are not necessarily in the position to supply produce at the prices afforded by large food manufacturers.

It must be a long term strategy. For this to be successful requires a complete culture shift which will happen gradually over a number of years. Need realistic targets to reflect that, and be in it for the long haul.

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 to all

10. Which other areas would you prioritise?

EXPORTING SCOTLAND
If we consider that between 2007 and 2013, there has been a 51% growth in value of Scotland’s food and drink exports, then particular attention should continue in this area. It would be beneficial to improve the foreign consumer markets understanding of Scotland’s food and drink offering, specifically in new markets where there are populations experiencing new wealth and a taste for something new or unique. Exporting Scotland’s food history, reputation for quality and health benefits is just as important as exporting the products themselves.

Tying in to Scottish Government Export Plan, it is worth remembering that “While whisky has become a global trailblazer, our focus for other food and drink products has so far been the home market … But we can’t rely on the home market alone for growth.

This directly relates to Angus Council’s International Framework 2014 – 2016 and Action Plan linking food and drink as a key sector to our
international work. Priority target areas have been identified, namely Northern Europe, USA and China.

Food tourism – even although this is already covered by Scotland Food & Drink, it should not be overlooked.

11. What other steps toward achieving a Good Food Nation would you recommend?

ACCESS TO LOCAL PRODUCE
Identify gaps in provision, barriers to access and solutions

FOOD MILES
Possibly feature on labelling in terms of the “buy local” agenda

ORGANIC FOOD AND DRINK
Is demand decreasing, increasing or stagnant? Organic v local – missed understanding and perceptions

WASTE REDUCTION EFFORTS
At home, in business, across all public sectors

PRODUCT KNOWLEDGE
Working with businesses and employees to ensure they can talk knowledgably about provenance etc.

INCENTIVES/ GRADING- AWARDS /ENHANCED MARKETING OFFERS
To encourage accommodation providers, restaurants etc to provide more local food on menu with information on provenance etc.

12. What else should be considered?

EDUCATION ON ADDED INGREDIENTS
If the vision is to increase the serving, selling and eating of fresh, healthy food then improving consumer knowledge on the ingredients found in food may help to influence their purchasing eg do people understand the difference between emulsifiers, antioxidants, stabilisers, enhancers, preservatives etc? What are they? What do they do? And what are they made of?

In recognising that a balance needs to be struck between the interests of Scotland’s population and its food industry, it will be important to allow food businesses to play their part in providing information where appropriate and perhaps in future, encourage them to look for alternative ingredients where current additives etc are prompting health fears.

EDUCATING CONSUMERS AT POINT OF SALE
Is there an opportunity for all retailers to provide information on produce, ranging from origin, food type and differences, how to cook, recipes?

ALCOHOL

A healthy nation is less likely to exhibit evidence of increasing levels of alcohol dependence within its population. Continued emphasis on current and future initiatives is important. Should there be additional information
available to consumers regarding ingredients (not just alcohol content)?

REWARD

Where effort is expected on the part of the consumer to spend money and time, consideration and recognition given on how they are rewarded will be important in order to maintain momentum.

People need to be motivated in order to change their habits so reinforcement of key health messages needs to continue – the “what’s in it for me?” element.

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?

ANGUS COUNCIL FRAMEWORK FOR FOOD AND DRINK

- encompasses many of these action points towards becoming a Good Food Nation. The actions from this will be rolled out over the next 12 months.

ANGUS FOOD POLICY

- mapping of food related initiatives throughout Angus undertaken covering Taste of Angus local food promotion, healthy eating, welfare reform etc. To be developed as a policy for all Angus Community Planning Partners (similar to Edible Edinburgh).

ANGUS COUNCIL INTERNATIONAL FRAMEWORK

- Of the Key Workstreams identified, food and drink, features in this framework with a focus on key international markets ie Northern Europe, USA and China.

- Angus Council offer a Market Development Grant which businesses can access in order to support their overseas development to new markets.

exporting arbroath smokies – a.s.a.p

In linking Angus Council International Framework with Scotland Food and Drink’s Export Plan, a recently formed group of local fish processors was brought together by Angus Council in order to explore the potential to export Arbroath Smokies. The group (A.S.A.P – Arbroath Smokies Association of Producers) now meet regularly and are at a formative stage in their development. They do however recognise that in working together, there is an increased chance of success. Individually, they would not have been in the position to capitalise on the opportunities which may be present.

With PGI status, local provenance and a growing appetite for fish as a healthier alternative to meat, there has never been a better time for the group to take advantage and will be doing so – asap!
EUROPEAN NETWORK OF REGIONAL CULINARY HERITAGE

Angus Council has recently become the first and only UK region to become an Approved Region. We will now work with local food and drink businesses to become individual business members in order to populate our regional map and promote Angus produce internationally.

14. How did you hear about this Discussion Document?

Sent directly to Angus Council

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.