CONSULTATION QUESTIONS

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

We regard this as highly important and the vision, if achieved would ensure social equality around accessibility to good quality food. Moreover, if aimed correctly, then this provides the opportunity to address some dietary-related conditions, such as obesity, and their associated diseases.

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

Coming from a health perspective, success would be measured as a significant reduction in morbidity from diet related disorders and a subsequent reduction in the associated cost of treating these disorders.

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

We believe that the economic and social targets are achievable within the timeframe. In terms of a benefit on health, it is likely a reduction would be seen in the incidence of childhood obesity, however considering the high incidence in the current generation reducing the disease burden of these young people would take longer to be realised.

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

Within the local region (Aberdeen City & Shire), food and drink is a major priority for economic growth. The Good Food Nation may help to reduced the disparity between the lower and higher social groups in terms of the availability of good food, which could have a positive impact on health in some groups.

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

Evaluation of the impact of some of the initiatives that have already been implemented in terms of which have been most effective at improving health. This could encourage the rolling out of these initiatives to the wider community.

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

Clearly some form of structure would be required to implement the strategy and therefore the concept of a Food Commission (or similar) seems
7. In what areas should indicators be set to check we are on track towards our goals?

Monitoring food consumption and correlating this with improved health, reduced childhood obesity and a reduced morbidity from diet-related disease. The development of healthier food products. Demographic changes in public attitudes and behaviour towards good/healthy food. Evaluation of the impact of education around food and health.

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

The various approaches are very commendable, but an evidence base is still required to identify precisely which foods provide the best health benefits, and what is the best way to encourage behavioural change.

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, but we would add the need for an evidence base to underpin recommendations as outlined above.

10. Which other areas would you prioritise?

Comments

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

There is a need to get the message right in terms of the relationship between food and health and also identify the best way of delivering the message. There is a need to engage with people rather than tell them what they should or should not eat, as this leads to confusion as views change. We need to explain why it is unhealthy to be overweight/obese, rather than just tell people they should lose weight.

12. What else should be considered?

Better education and public engagement around evidence-based research.
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?

Continued research into diet, health and obesity; Continued engagement with businesses to provide the evidence base for the health benefits of foods; continued activities with schools around health & food technology, supporting the Curriculum for Excellence.

14. How did you hear about this Discussion Document?

Comments

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.