CONSULTATION QUESTIONS

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

We think it is extremely important as the food and drink sector is one of the best performing sectors of our economy and also shares most objectives and aims of the country as a whole.

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

Success would continue to be world renowned for our top quality produce. Being a Good Food Nation would mean being able to demonstrate that our population has become healthier. Our population will also see an upturn in their quality of life and our environment will be utilised but not damaged.

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

Yes. We agree wholeheartedly with the proposed vision of the Scottish Government.

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

If Scotland achieves its goal of becoming a Good Food Nation, it would help in developing a thriving economy created by way of sustainable growth which would in turn help our firm and our clients continue to flourish.

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

We need to ensure that the providers of services for example are ready for the latter part of the journey. For example, teachers and lecturers require to be prepared to deliver courses in order to meet the demand for food and drink related subjects.

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

A Food Commission would be best placed to encourage collaborative working between different producers and between different government departments such those responsible for rural affairs, health, education, tourism and economic development. The food and drink sector is aligned, and shares similar goals, with other sectors and in order to maximise the output and ensure success follows, cooperation is key.
7. In what areas should indicators be set to check we are on track towards our goals?

Economy: We should see an increase in the number of exports and an increase in the number of Scottish producers entering the market place.

Education: We should see an increase in food science course and students taking up such places.

Health: There should be a decrease in the obesity levels throughout Scotland's population and a general upward turn in the health of the nation.

Tourism: There should be an increase in the number of visitors to Scotland following on from a greater awareness of our reputation as a Good Food Nation.

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

We agree with the approaches suggested in the policy document. The approach of celebrating food and drink and commitment to education is vital. If children are engaged and encouraged to look at food and drink in a positive way, then that will shape their views and attitudes going forward. We are aware that top Scottish chefs have in the past visited local schools to take a cookery lesson and this is a fantastic initiative. This encourages young people on a practical level and may inspire them to take up a food and drink related career and also lets them see how important good food is to their health and wellbeing.

The approach of tackling the perception of good food only being for those who can afford to buy it is commendable. Quality ingredients can be cheap but this is a deep rooted perception that requires to be changed.

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. These areas are of the utmost importance to the food and drink sector.

10. Which other areas would you prioritise?

We would also prioritise tourism given that this sector is a large part of our economy and links seamlessly with food and drink sector. Many people come to Scotland for the beautiful scenery and the promise of local, fresh
quality food but it is not always readably available in the places they are most likely to visit. For example, our airports and railway stations are often the first glimpse of Scotland our tourists encounter and often these areas lack any Scottish produce. In addition, many tourists will be calling into our service stations along the length and breadth of our roads network. All such outlets should be encouraged to stock and promote quality Scottish produce and allow our visitors to an opportunity to sample some of the best food in the world.

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

We would also recommend that community events are organised and promoted. For example, festivals of food where people could eat local produce together.

12. What else should be considered?

Putting in place infrastructure allowing our produce to be distributed throughout the country and outwith the country without difficulty. In addition, we should follow the whisky industry’s lead and take a proactive approach and strong stance on counterfeiting and intellectual property infringements. These measures will assist in strengthening our reputation of a nation of good food.

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?

We act for a wide variety of clients who are connected to the food and drink sector (including large landowners and small producers) and we are in the process of arranging further seminars and client events over the course of the next year. We recently held a pre-referendum breakfast seminar focusing on how a yes/no vote would impact the sector and future seminars will take a similar format/style with the aim of promoting what Anderson Strathern can do to assist them. As an active member of Scotland Food and Drink, our commitment to this sector is demonstrated and we can offer advice to assist any person or business engaged in the food and drink industry to suit their circumstances.

14. How did you hear about this Discussion Document?

From the Good Food Nation Team via email and by attending the launch in 18 June 2014

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