CONSULTATION QUESTIONS

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

Vitally important. We are a long way from this goal so we need to be very clear about what we want to achieve.

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

- Everyone can afford to feed themselves and their family well, and has the skills, confidence and motivation to do so
- We eat more of what we produce and produce more of what we eat
- You can find healthy, local, seasonal, organic food all across the country
- There is a diversity of thriving small food businesses
- There is a stronger food culture which is bringing people closer together, encouraging and supporting families and communities to eat together

(Based on Nourish Scotland aims)

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

We agree with the following parts of the vision:
- Ensure good food (sound health & environmental credentials) is readily available
- That all are committed to serving such food
- That local increasingly equals fresh, healthy and environmentally sound
- That dietary-related diseases will have begun to decline
- The environmental impact of our food consumption will have begun to decline

We are concerned with the emphasis on exports because that has very little to do with the availability of good food for people here in Scotland. It is part of food being just another commodity rather than an essential part of life. We would prefer this policy to focus on the health and wellbeing of those that live in Scotland.

Also, we are concerned because we think ‘the food industry’ has been part of the problem for food in Scotland. We would prefer the vision to focus on creating and supporting small food businesses within far more local economies, and reducing the power of the food industry (including supermarkets).

Knowing about good food is not enough. People also need to be empowered to make good food choices and be able to do so because good food is available, accessible and affordable. Part of this empowerment will be to make good food the norm for everyone – to change the culture of food in Scotland.

Reducing health inequalities is important and should be expressed within the vision.
4. How would your life be better? What does being a Good Food Nation mean in your locality?

- Fewer people in food poverty, and more being able to eat healthily and well.
- No need for Moray Foodbank
- More people with the skills, confidence and motivation to cook healthy meals
- More food grown and produced locally and available to buy in local outlets (currently a lot of vegetables are grown only for supermarkets and so are not available, and much of Moray’s grain goes to the whisky industry rather than into local bread).
- A greater variety of different types of food grown and produced locally
- More small food businesses including social enterprises and other community projects
- More local, organic food so customers don’t have to choose between local and organic
- More community gardens and allotments
- More community markets where local sustainable food can be bought and sold
- More opportunities to learn about and be involved in growing and cooking
- More local sustainable food in local shops and restaurants
- Better labelling of food in shops and restaurants so that customers know what is genuinely ‘local’ and/or ‘sustainable’
- Improved health and wellbeing relating to food and diet, and a reduction in health inequalities, in Moray

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

- Create a health and wellbeing index, and use this (rather than GDP) for measuring Scotland’s success and prosperity
- Plan how to reduce the power of supermarkets and the food industry
- Plan how to ensure that farmers and growers are rewarded for sustainable practices, and how costs that are currently externalised (such as pesticide use and soil erosion) can be factored in
- Rebalance prices towards fresh, local, sustainable and seasonal food perhaps by taxing unhealthy and processed food
- Plan how best to reduce health inequalities and how to include everyone, including the most vulnerable, in the Good Food Nation

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

Ensuring that:

People and planet are the priorities
Thinking is always ‘joined up’
Public money always supports healthy, local and sustainable food options
The voices of those already working to promote healthy, sustainable food are heard
Best practice is shared and supported
The profit-centred influence of big business is minimised
There are clear implementation plans including timescales, resources, monitoring and evaluation
7. In what areas should indicators be set to check we are on track towards our goals?

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

Comments

9. Do you agree with the proposed initial focus on:
   - Food in the public sector — yes
   - A children’s food policy — yes, but it is difficult to know how a policy can differentiate between children and their families. It is also important to include those about to become parents.
   - Local food — yes
   - Good food choices and
   - Continued economic growth?

   - Food in the public sector - yes
   - A children’s food policy – yes, but it is difficult to know how a policy can differentiate between children and their families. It is also important to include those about to become parents.
   - Local food – yes, and it’s good that growing as well as cooking is mentioned.
   - Good food choices – yes, this is important particularly when linked to empowerment. However, it also relates to our food culture and environment. If we are bombarded by adverts for fatty, sugary processed food, and such food is cheap and easily available, a ‘good food choice’ is made considerably harder. Perhaps this could be ‘making good food the easy choice’ instead?
   - Continued economic growth? – no, this is unnecessary and counter-productive in order to prioritise a Good Food Nation. By focussing on the other goals, many new small and medium size businesses will be created and existing ones will thrive, ensuring many new jobs. A focus on economic growth has led to the promotion and easy availability of cheap unhealthy food products. It has meant a move towards unsustainable farming practices with an emphasis on ‘production’ at all costs. The only aspect of this section with which we agree is ‘strengthening the local food economy and shortening supply chains’. This could easily be added into the ‘local food’ priority instead.

10. Which other areas would you prioritise?
There is no mention of the environment, sustainability or reducing Scotland’s food and farming carbon footprint. We think this should be the fifth priority (rather than ‘continued economic growth’) – with twin emphases of making all businesses (including farms) more sustainable, and creating and supporting more community projects, social enterprises and businesses where sustainability is key to what they do.

Reducing food poverty. This is an important issue throughout Scotland and must be a focus of the new policy- either as a priority of its own or as a key part of all the above priorities.

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

Streamlining regulation (including licensing) relating to small food businesses, community and farmers’ markets.

12. What else should be considered?

Monitoring the cost of a healthy, sustainable diet compared to one based on less healthy, less sustainable 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?

- Provide more opportunities for people to get involved in growing and cooking healthy food
- Support the creation of community food markets so that small producers can sell their produce easily, and local people have better access to local produce
- Share knowledge, learning and experiences across Moray

14. How did you hear about this Discussion Document?

Via Nourish Scotland and NHS Grampian

**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: