CONSULTATION QUESTIONS

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

Food and Drink Glasgow (FDG) strives to improve the quality of Scottish food by working closely with individuals, organisations and the Scottish food and drink industry. Food and Drink Glasgow therefore strongly agrees with the Scottish Government's aim of developing a Good Food Nation and would be delighted to work with the Scottish Government to support the achievement of that aim.

FDG agrees with the Scottish Government that the development of a Good Food Nation will provide significant benefits for the Scottish nation in terms not only of the health and well being of the Scottish people, but also in terms of the Scottish economy. The Scottish food and drink industry is a significant employer. Growth of the sector would further improve employment particularly in rural areas where increased demand for quality Scottish produce would drive growth in production and tourism to overcome the challenges rural areas historically face in attracting investment.

FDG works with the Scottish food and drink industry to increase awareness of the quality and availability of Scottish produce and would be delighted to utilise the expertise it has developed to support the Scottish Government's aim of developing a Good Food Nation.

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

Food and Drink Glasgow (FDG) agrees with the Scottish Government that identifying the successful development of a Good Food Nation will not be a matter of achieving a single goal. Developing a Good Food Nation will require the creation of conditions that nurture social change in attitudes towards diet and raise awareness of the links between health, diet and well being. The development of pride in the provenance of locally produced food and of being a producer of quality food will also be required. FDG directors have a depth international experience in educational projects aimed at supporting change in social attitudes and would expect to see success measured across a number of key areas including:

**Health:** Despite having some of the best food in the world Scotland has a shameful record of diet related illness. Improvements in health, reductions in diet related illnesses such as diabetes and increased life expectancy will therefore be a key indicator. Scotland currently spends £1 billion a year on diabetes treatment. 80% spent on managing avoidable complications most of which could be avoided.
through changes in diet. The savings to the NHS would enable it to make a significant impact on other less avoidable areas of health care.

Scotland took a bold step in addressing cancer and coronary heart disease by banning smoking. In Scotland, there are now more people with diabetes than with coronary heart disease; there are now two and a half times more people with diabetes than with all cancers combined; Scottish children have the third highest rate of diabetes in the world. Any measure of success must include substantial reductions in those figures. FDG sees the development of a Good Food Nation as the next bold step required to improve the health and well being of Scottish citizens.

**Economy:** In terms of exports and employment the food, drink and hospitality sector is an important contributor to the Scottish economy. There is nevertheless ample potential for growth. A Good Food Nation would harness that potential by supporting standards of excellence that make the Scottish larder the envy of the world. Attracting visitors from across the world and driving export growth that will see the food and drink industry expand into new areas.

Education and training will be the gateway to that growth. FDG's vision is of an inclusive lifelong learning approach encompassing all age groups and utilising a wide range of approaches from formal classrooms and distance learning programs targeting food and drink industry workers to "food champions" working with schools and communities to address food related issues and evangelise the aims of our Good Food Nation.

FDG regularly organise discussion groups, workshops and events across Scotland with Good Food Nation information sessions already included. FDG staff have considerable experience in the development of community based education networks and have managed substantial projects across Europe on behalf of the EU. FDG would be delighted to work the Scottish Government on the proposed development of a network of food champions.

**Social:** While statistics will provide important evidence and guidance throughout process of developing a Good Food Nation, the proof of the pudding will be found in significant long term attitudinal change towards food across the population. FDG's experience leads it to believe that developing a Good Food Nation will be a process rather than an event. development will require an incremental approach that will require the commitment and participation of all.

Eating is a significant part of daily life. Yet too often it is seen simply as fuel with little consideration given to quality, to provenance or to the effect it's production and distribution has had on the environment. For example do we really need to accept the environmental cost of importing bottled water to a country that has abundant supplies of it's own?

FDG believe that Scotland must become not just a Good Food Nation but also a Food Smart Nation; a nation where citizens are aware of the impact diet has on their well being, their standard of living, the national economy and the environment as a whole.

FDG believe that a Good Food Nation will be one that looks back on the days when living on low quality fast food was as acceptable as smoking. A nation perhaps
where the glycaemic index of food is displayed on menus in the same way as bars warn customers of the alcohol content of beers. A nation where citizens understand the processes entailed in providing their daily bread and through that understanding realise the impact their demands have on the environment and the environment of others. Above all it will be a nation that eats better, lives longer and knows why.

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

Food and Drink Glasgow (FDG) believe that the proposed vision is an excellent starting point that sets out a series of challenges for the Scottish nation by 2025. FDG agrees that those challenges can be met within that timescale if a determined and systematic approach is taken. FDG does not underestimate those challenges and in this response has highlighted what it believes will be critical development areas. Of those areas FDG believes that gaining the commitment of all will be the most challenging. FDG believes that gaining and sustaining widespread commitment will require an inclusive approach that takes into account the needs of the differing social, economic and ethnic groups that constitute the Scottish nation.

FDG believe that the proposed Food Commission could have an important role in guiding policy and practice development to ensure that interests are balanced and the needs of all are addressed.

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

From an individual point of view I would hope that the availability of fresh locally produced ingredients would lead to a healthier diet. I would also hope that the availability of good quality food would encourage others in my locality to prepare fresh meals rather than rely on pre-packaged meals and takeaways.

I would also hope that people in my locality would want to encourage and support local producers by buying their products. This need not mean the end of supermarkets but rather changes in the products they sell with a move away from environmentally costly internationally sourced products to locally sourced sustainable food.

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

The Scottish Government's vision calls for a determined and systematic approach that will ensure the aim of developing a Good Food Nation is realised. Food and Drink Glasgow stated earlier it's belief that the development of a Good Food Nation will be a process rather than an event.
Food and Drink Glasgow (FDG) believe that essential first steps in that process will be:

Detailing plans for the journey. We know where we want to go but how will we get there? What vehicle will move us towards our destination?

Identifying landmarks and milestones. We know where we want to go but how will we know if we are moving in the right direction? What indicators will we use?

Sharing the vision. Does everyone know where we are going and why? What are we offering people for their commitment.

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

Food and Drink Glasgow (FDG) sees the proposed Food Commission as a potentially important link between policy and practice. Food is an vital component in everyone's life. For most families the weekly shopping consumes a significant part of their income. For some on lower incomes that can prove a irresolvable challenge. There is therefore little point in telling people on low incomes to give up eating cheap unhealthy food if you do not offer a healthy alternative that is obtainable within their budget. You will lose their support and their interest. Similarly, there is little point in pressuring food retailers to stock only healthy food if none of their customers can afford it.

FDG believes the proposed Food Commission may have a role in bringing together consumers, representatives of the food industry, health professionals and educators to ensure a balanced approach that meets the needs of all is taken.

The proposed Food Commission may also have a role in coordinating research on progress towards a Good Food Nation. For example through the establishment of a longitudinal research program aimed at monitoring changes in key areas such as health, economic growth and changes in social attitudes. In turn research results could help guide further developments and field actions.

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

Food and Drink Glasgow (FDG) has identified health, economic growth and changes in social attitudes as key areas where indicators should be set. This however is not an exhaustive list. FDG has also identified a coordinated research approach as a potentially important tool in the tracking and management of project monitoring and suggests this may be a role suited to the proposed Food Commission.
8. What are your views on the different approaches that could be taken to help us become a Good Food Nation?

Developing a Good Food Nation means engaging the whole nation. Food and Drink Glasgow believe that will require a multifaceted approach that targets the needs of different groups with informative educational messages set within the context of their social and cultural history. FDG firmly believes a one-size-fits-all approach will fail. Becoming part of a Good Food Nation must become an exciting prospect that attracts and engages individuals regardless of their personal circumstances by taking the varied personal circumstances of Scottish citizens into account.

As stated earlier, FDG believes that education will be the gateway to engagement.

In schools FDG believes that Will mean taking a cross curricular approach and agrees with the Scottish Government that the Curriculum for Excellence provides teachers and pupils with the opportunity to explore being part of a Good Food Nation from different viewpoints.

Education however is a lifelong process that begins before and continues beyond schooling. FDG would therefore expect to see a wide range of approaches used that leverage the strengths of both social and traditional media. FDG have substantial media experience and would be pleased to utilise that experience to support the spread of Good Food Nation messages.

FDG work closely with the food and drink industry and are confident that the industry would be happy to engage with the Good Food Nation vision. For example by showcasing "best practice" at cooking events; by including healthy eating choices on menus; and by supporting events that help spread Good Food Nation messages.

Public awareness and engagement can also be nurtured through subsidised ticket entry for food events such as Eat, Drink, Discover Scotland, and by encouraging businesses to provide events and food fairs such as those held during the Commonwealth Games.

Finally, food is a trending issue. Millions of people watch food programs on TV with personality chefs achieving pop star status. FDG would expect that popularity to be harnessed and directed in favour of the development of our Good Food Nation.

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?

The proposed initial focus provides a safe starting point with an emphasis on areas such as schools and public sector institutions which government can most readily influence. Food and Drink Glasgow (FDG) would encourage a broader more inclusive approach that encouraged improvements in food in both the public and private sectors, and seeks to develop a food policy for all Scottish citizens regardless of their age.

Questions on what constitutes "local food" and "good food choices" also arise with clear definitions that take into account the needs of Scotland's diverse population required as a prerequisite to progress. Are pierogi a good food choice, or should we ignore the national dishes of our Polish and Ukrainian communities?

10. Which other areas would you prioritise?

The initial focus areas provide a good starting point for the identification of priorities. In addition Food and Drink Glasgow suggests:

The establishment of the Food Commission to drive and coordinate development should be a priority.

The development of a network of Food Champions to spread the Good Food Nation message at local level should be a priority. The importance of activity at local level should not be underestimated. To ensure sustained commitment being part of a Good Food Nation must be something "we" are doing rather than something the government is telling us to do.

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

Food and Drink Glasgow believes the initial focus is too narrow and suggests broadening the scope to include all Scottish Citizens rather than specific target groups.

12. What else should be considered?

Food and Drink Glasgow (FDG) believes that the development of a Good Food Nation will be an ongoing process under which policy and practice will change over time to address changes in the social, economic and physical environment. Therefore while FDG is confident that Scotland’s citizens will meet the 2025 target the Government has set it also believes that the very process of developing a Good Food Nation will identify further areas for development.
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?

Food and Drink Glasgow (FDG) provides an ongoing program of meetings, workshops and events across Scotland and expects to discuss the aim of developing a Good Food Nation in those forums. FDG would be happy to share the information and feedback it gathers and to work in partnership with the Scottish Government to realise the aim of developing a Good Food Nation.

14. How did you hear about this Discussion Document?

Food and Drink Glasgow constantly monitor developments in the food, drink and hospitality sector and became aware of the discussion document whilst it was under development.

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:
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Saughton House
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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.