Eugenia Christie  
Good Food Nation  
Food and Drink Division  
B1 Spur  
Saughton House  
Edinburgh  
EH11 3XD

Dear Ms Christie

BECOMING A GOOD FOOD NATION DISCUSSION DOCUMENT

Highlands and Islands Enterprise (HIE) is the Scottish Government’s economic and community development agency for the north and west of Scotland. HIE’s purpose is to generate sustainable economic growth across the Highlands and Islands of Scotland. While our remit is primarily that of economic development our community development remit enables us to take a much wider view of economic and social matters as they affect people across our area. We are pleased to have this opportunity to comment on this discussion paper. In addition to the answers we provide to the specific questions posed in consultation on the discussion paper, we offer below some general observations.

We discern three high level objectives supporting the rationale of the Good Food Nation ambition: (a) improving the health and wellbeing of the nation; (b) providing economic benefits to the industry through stimulation of supply and demand around locally produced food and drink while enhancing Scotland’s international reputation as a nation which not only produces but also consumes good food and drink; (c) reducing the environmental impacts of our production and consumption of food and drink. This ambition is most welcome although the scale of the task must be recognised with several government departments and many public and private sector organisations having key roles to play in what will undoubtedly be a lengthy but worthwhile initiative.

In answering the consultation questions we highlight the crucial importance of education in enabling consumers to make sensible food and drink choices throughout their lives. We stress the importance of people embracing good diet as distinct from good foods. Also it is self-evident that if Scotland as a nation is to achieve a significant improvement in the standard of the population’s diet then food and drink retailers have a vital role to play in delivering that improvement.

We look forward to seeing the responses to the discussion paper and in due course playing our part in delivering its ambition.

Yours sincerely

[Redacted]

Charlotte Wright  
Director of Business and Sector Development