CONSULTATION QUESTIONS

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

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

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

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

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

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

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

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
• A children’s food policy
• Local food
• Good food choices and
• Continued economic growth?

Comments

10. Which other areas would you prioritise?
Comments

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

12. What else should be considered?
Comments

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?
Comments

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.
**FEAST Response**

We at FEAST are excited to be a part of changing Scotland’s relationship with food. We look forward to seeing the National Food and Drink policy evolve and would welcome the opportunity to be a part of the ongoing discussion and debate.

We are delighted to attach our comments and thoughts in response to the *Recipe for Success: Scotland’s National Food & Drink Policy - Becoming a Good Food Nation Discussion Document.*

If you would like to discuss any of our responses further please do not hesitate to contact me directly.

Kind regards
Kim

Kim Richmond McLaren
FEAST

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

   *Critical* - Scotland is an incredible nation with so much to offer both to its people and the wider world. Scotland produces some of the best food in the world and yet our local communities are not embracing this. We need to ensure our people have access to local produce and educate them to make the right food choices. However this "education" needs to take a number of forms in order to have the widest possible impact. It is also essential to the success of the Good Food Nation that the people, the communities and businesses are at the centre of this change. We believe that businesses need to play their role in producing and selling food that we, as a nation, can be proud of.

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

   *When healthy choices are the norm not the exception.*
   *When we are using a larger proportion of locally produced ingredients and businesses are choosing local over foreign products.*
   *When the health of the population has improved significantly.*
   *When children understand where food comes from.*
   *When businesses are offering people affordable healthy options as part of their standard offering.*
   *When people are choosing the healthy options not because they should but rather that they want to.*
   *When healthy eating is considered to be "cool" and businesses are providing these "cool" healthy products to the market.*

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

   *We do agree with the vision but we believe it could be improved by including focus on changing attitudes across the community to understand and embrace healthy eating choices. We believe that*
healthy eating is something that requires the bringing together of the entire community including businesses. The vision should not just be aimed at children, as the healthy choices need to be implemented at home. To do this people need access to healthy, quality produce at reasonable prices and this is where the business community should play its role. Businesses need to be able to fill the communities requirement and supply those healthy products in a manner that meets the individuals and families needs at reasonable prices.

4. How would your life be better? What does being a good food nation mean in your locality?

Our life would be better because as Scotland becomes a healthier nation we believe that people will become active, more engaged and that can only be a good thing for Scotland. A Good Food Nation is about seeing children making healthy food choices instinctively. It is about giving them and their families the knowledge and opportunity to make good food choices. A Good Food Nation is about the people being able to make healthy choices irrespective of their budget and businesses need to start addressing this. This will result in a generational change which is essential to changing Scotland’s attitude to food.

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

There needs to be quantifiable targets set not only to measure the activity in this area but also ensure the activity is having the desired impact. The community needs to be buy into the vision and be at the core in order to ensure this type of large scale change is successful. We need to make it as easy as possible for people to change their behaviours. Therefore the businesses, where they purchase their products, all need to be part of this change otherwise people will lapse back into their old behaviours. In order for this change to be embedded successfully businesses need to be part of the journey. If businesses are not supplying the healthy alternatives then people will not change.

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

The food commission needs to be then enabler to get the individuals, communities and organisations to change. The current process is fragmented and difficult to navigate. The food commission should act at the catalyst to bring people and organisations round a table to work out ways that they can work together. Individuals and organisations need to made accountable for delivering on the promises they make. Establishing a centralized system where organisations, who share the same vision, could get advice, grant support and other resources to help them succeed.

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

The key indicator should be on measuring people’s attitudes to healthy eating choices. It is all well and good to deliver X number of healthy eating workshop but if people do not change their behaviours then nothing has changed. Also if people do not believe that are able to afford or have access to healthy eating choices then this will not change people’s behaviour. The entire “customer” journey needs to be mapped out and measured to ensure that the inputs are being embedded, and
resulting in the desired behavioural change. We also believe that businesses should be given targets around the availability, affordability and healthiness of the products they stock. We also believe that businesses should be measured on the quantities of local products they use/sell.

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

“No single approach will guarantee making serious progress on a deep seated issue. We shall therefore adopt a range of approaches” - We completely agree with this statement from the paper. In order to make a major change such as this there is a diverse group of people who need to be convinced of the need for change and then have a desire to change. There is no "one-size fit all" solution.

It is about showing children the impacts of making better choices. Helping them to understand where food comes from and creating that knowledge to allow them to make informed decision. It is also about ensuring that these healthy choices are accessible to them not only at school but once they are in the outside of school. This is where businesses need to play their role in producing and selling healthy products that are still attractive to this market.

It is about showing adults how to make better choices, about convincing them on the need to change not only for themselves but for their families. It is also essential that we can give them an easy and affordable way of creating healthy meals at home. We need to make it as easy as possible for people to make healthy choices. We believe, as a business we can do this, by tailoring our products and offering to fit into people's lives and not as something "else" they need to do.

It is about getting businesses, big or small, to work together to see how we can give customers access to local, healthy meal choices. It is about us understanding the challenges our customers face and finding creative ways to address those challenges through collaboration.

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

10. Which other areas would you prioritise?
We would recommend that there be a focus included around families because in order to change children’s attitudes, we believe you also need to change the family/communities attitude.

We would also recommend that there be a focus on businesses and the key role they play in changing people’s attitudes and access to healthy choices. We believe businesses need to change the image of healthy eating.

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

Supporting local farmers, helping them sell competitively to the local market. Encouraging people to choose locally sourced food. Creating a more centralised network between local food suppliers and businesses. Encouraging businesses to buy and use more locally produced products.

12. What else should be considered?

As we have said in previous answers we believe that families and the communities are essential to making this a success. This is something that has to be driven from the heart of the community. Businesses also need to play their role in helping, supporting and encouraging people to make the healthy choice.

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 are currently in the process of setting up an business which looks to bring healthy nutritionally balanced meals to Scotland. In order to deliver this we will work with and involve local communities in the design, preparation and delivery of our products. This will provide communities with the opportunity to access locally sourced, nutritionally balanced meals. We will also ensure that the young people and their families who work with us will be given skills and qualifications to allow them to create nutritionally balanced meals at home as well pursue a career in food and food preparation.

Within the next month we are in the process of setting up our business and undertaking market research. This will ensure our products meet the needs of the community and will result in the change to customers decision making. Over the next year we plan to grow our business initially within the Edinburgh area. Our aim is to create a sustainable business model that delivers on the generational change we believe is needed in Scotland. We will also look to increase our reach across the wider Scottish community.

We are looking forward to playing our role in creating a healthier, happier and more engaged Scotland for generations to come.