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

   Becoming a Good Food Nation would be the result of working towards a sustainable, healthier, wealthier nation. To become a Good Food Nation means Scotland setting key targets in food production, retail, education, health, public sector. Encouraging business and community to work together and achieve this.

   Becoming a Good Food Nation encompasses various aspects such as, industry growth, procurement and promotion of local produce, promotion of health and physical activity, education and employment prospects, food security and the role of Scottish food and drink in the world market, climate change and food waste management, community engagement. Also an increased awareness of the Scottish heritage and the many challenges still being faced by the food and drink industry such as lack of diversity, need to export more, need to promote more Scottish produce.

   This document calls for all members of the community to take part and engage in the conversation. This document requires an action plan and KPIs to monitor progress. Also regular updates and stakeholder engagement to achieve this.

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

   Overarching key performance indicators and a good monitoring system in order to collate the evidence of success. The progress ideally should be regularly shared with key stakeholders in order to allow their input and chance for improvement, allowing for new entrants to these processes and conversations.

   Success or expected outcomes should be agreed with key stakeholders. Success in employment and education will be an increase of talented young people going to the Food and Drink Industry. Success in Health will be a decrease of serious illnesses (such as diabetes, heart problems etc) due to an improved diet. Success in procurement will be an improved set of guidelines for tender specifications followed by an increase of successful bidders from local areas, organic production, and smaller businesses. Success in food waste will be an improved food waste management alleviating the landfills. Success in education will be an increase of interdisciplinary learning with food and other subjects, and improved understanding of where food comes from, importance of local produce, increased awareness of the jobs within the industry, an increase time spent outdoors and improved learning results overall. Jobs that have fair wages and opportunities for progression will enable the industry to be sustainable and demonstrate their responsibilities to society. Success in export will be the recognition of the Scottish brand to be linked with high standard, first class quality food and drink worldwide. There are many successes to be added here by the key stakeholders. Good food practices in the public sector must take the lead. We welcome The Procurement Reform (Scotland) Bill and hope that this transforms the ability for the public sector to become the champions of locally sourced produce and healthy menu choices. Success in this area should be measured by the positive choices which the sector makes to eradicate foods which are known to contribute to poor diet and health.

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

   The vision is clear and ambitious, with challenges that may test the resilience of the Good Food Nation proposal.

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**Deadline: 17th October** – email to: goodfoodnation@scotland.gsi.gov.uk
There is a need to embed Good Food Nation with the other national policies, and create an umbrella one. Link this proposal with health, education, social poverty, employment, health and wellbeing, climate change and waste management and others in order to receive on-going support from policies and resources.

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

Good Food Nation means achieving better quality of life, easier access to good food, better food waste management, healthier community due to improved diet and increased time spent outdoors in physical activity, better performance in schools due to improved teaching methods, diet and interdisciplinary learning, more productive workforce due to better diet and health, better use of natural resources, more employment and retention of staff within the food and drink industry.

For Scottish Business in the Community Good Food Nation means improved quality of life for the community we serve, better schools performance, increased engagement between business and the community, less poverty, improved digital inclusion, better understanding of business can demonstrate its responsible and sustainable business, better application of corporate social responsibility policies, and better community cohesion.

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

Ensure all key stakeholders are engaged, included in the design of the Good Food Nation guidelines. Making sure that harder to reach people and industry workers have a clear voice.

Have the infrastructure to monitor progress.

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

The Food Commission will monitor and ensure standards are met and promote the vision of Becoming a Good Food Nation. They must take the advisory role for businesses and other stakeholders and the source of information. The Commission also needs to remain flexible to any risks or opportunities that develop locally and globally. They could set the pace by taking a progressive approach to food and what we need to do now and the future, and in a global community.

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

- Diabetes, Heart problems, Obesity levels
- Overall Public Health
- Food waste management
- Climate Change targets
- Destination of young people – employment vs higher education
- Employment with food and drink industry as positive destination
- Employment levels sustainable with fair pay and condition and progression opportunities
- People in poverty have access to affordable healthy food
- Export levels of food and drink
- Strong brand awareness of good Scottish food abroad and national market
- Local produce with procurement contracts
- Local people using local produce, from wide range of retail outlets from supermarkets to farmers’ markets
- Change of menu and School Performance
- Food and Hospital – level of satisfaction, change of menu vs discharge time of patients
- Time spent outdoors
8. What are your views on the different approaches that could be taken to help us to become a Good Food Nation?
   - Requires long term planning this is key.
   - Engage with key stakeholders, widen the usual stakeholder group, have a long term strategic plan with the views to sustain such outcomes for generations to come.
   - Go through the scenario thinking process as part of the contingency planning.
   - Monitor targets and review plans regularly
   - Run a benchmark exercise,
   - Have enough resources
   - Run policies in line with other policies to understand the improvements parallel to this one.

9. Do you agree with the proposed initial focus on:
   - Food in the public sector. Very important, public sector should lead the agenda.
   - A children’s food policy. Children need more guidance from adults and inspiration to cook more, learn what’s good for them and body, make healthier choices. Children with better diets perform better, feel better and participate more in the society.
   - Local food. Local food must be supported by the community including local business.
   - Good food choices. People must be given the tools to make good food choices, and enough information to understand what good food means and enough resources to afford good food.
   - Continued economic growth. Food and drink plays a major role in the overall economy and it is crucial to support the industry in order to support the development of the sector.

10. Which other areas would you prioritise?
    There could be any number of other priorities, however we believe that there are sufficient articulated in the discussion document. If there are too many priorities, there will be a dilution of the efforts. The key priorities are set out well in this Vision provided that they are linked to and incorporated into other health and wellbeing initiatives.

11. What other steps toward achieving a Good Food Nation would you recommend?
    Support small producers to thrive
    Develop better policies in rural settings, where access to information, broadband, variety of food, infrastructure are all harder to reach.
    Better policies for nursing homes as we are an ageing population
    Better High Street policies by local authorities to ensure enough support to local businesses
    Campaign to encourage retail outlets and hospitality businesses to increase their healthy choices, along with one to consumers making healthy eating cool, tasty energising!

12. What else should be considered?
    As per campaigns in previous answer, consider an increase business engagement in local activities and schools

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?
    - Share aims of consultation with stakeholders including wide range of businesses.
    - Support new Food Commission and its role
    - We will continue our work with schools as part of the Food for Thought Programme and ensure that schools taking part have enough support to implement their plans.
• We will ensure that businesses partners are aware of our support to the Becoming a Good Food Nation
• We will continue to work with businesses to better integrate them in the community they serve
• We will continue with our project of reducing inequality and in-work poverty
• We will continue the dialogue with many organisations which play a key role in the delivery of a fairer, healthier, wealthier Scotland.
• We will continue with our role of supporting our member companies and increasing their awareness of the need to better apply corporate social responsibility policy into action.
• We will consider new actions that will support a Good Food Nation.