

Problem:

How can we change our food preferences and habits?

It can be difficult breaking unhealthy food habits such as snacking, and changing personal preferences when it comes to food – some foods can feel addictive.

"Since picking up a sports injury, I am having to really watch my diet. No matter what, I can't help snacking late at night, if I have been dieting all day. It is driving me insane."

Submitted online by Jamesfrench7



Idea 1:

Increase people's motivation to try & experiment with healthier foods

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Idea 2:

Enable people to track and monitor their own food consumption

e.g. calorie tracker apps

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Idea 3:

Give people personalised advice on what they should eat

e.g. based on their genomes

Problem:

How can we improve the nutritional content of foods?

Concerns over low nutritional quality of processed foods.

"Sometimes when I am on the go and trying to eat healthily I will look towards buying a healthy pre-made meal from the supermarket. The sugar and salt intake in these 'healthy' meals are ridiculous."

Submitted online by Jamesfrench7



Idea 1:

Substitute unhealthy ingredients for healthier alternatives

e.g. replace sugar with stevia

Problem:

How can we improve the nutritional content of foods?

Concerns over low nutritional quality of processed foods.

"Sometimes when I am on the go and trying to eat healthily I will look towards buying a 'healthy' pre-made meal from the supermarket. The sugar and salt intake in these 'healthy' meals are ridiculous."

Submitted online by Jamesfrench7



Idea 2:

Fortify everyday foods with vitamins and minerals

e.g. bread made using yeast fortified with vitamin D

Problem:

How can we improve the nutritional content of foods?

Concerns over low nutritional quality of processed foods.

"Sometimes when I am on the go and trying to eat healthily I will look towards buying a 'healthy' pre-made meal from the supermarket. The sugar and salt intake in these 'healthy' meals are ridiculous."

Submitted online by Jamesfrench7



Idea 3:

Create foods that can help prevent specific diseases

e.g. 'brain foods' for Alzheimer's

Problem:

How can we make healthy foods more tempting?

Healthy foods don't always provide the same pleasure as unhealthy options and are not generally viewed as 'comfort foods'.

"I find it tricky to find snacks which are tempting enough to keep me away from the pile of communal choccies and sweets which are always near my desk!"

Submitted online by SianFording



Idea 1:

**Making pleasurable,
unhealthy foods more
healthy**

e.g. 'zero calorie cake'

Problem:

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"I find it tricky to find snacks which are tempting enough to keep me away from the pile of communal choccies and sweets which are always near my desk!"

Submitted online by SianFording



Idea 2:

Making healthy foods more pleasurable and indulgent

e.g. more attractive looking, multi-sensorial

Problem:

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Submitted online by SianFording



Idea 3:

Put healthy foods next to unhealthy foods in shops

e.g. put fruit in the biscuit aisle

Problem:

How can we make product labelling easier to understand?

Food labelling not being clear or easy to understand, which can make it difficult to compare products.

"Many food products are just too confusing to understand. Particularly with regard to additives, preservatives, and 'E' items. There must some way of simplifying labelling."

Submitted online by CoconutWater



Idea 1:

**Standards for labelling
(including nutritional
content)**

**e.g. standardised 'traffic
lights'**

Problem:

How can we make product labelling easier to understand?

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"Many food products are just too confusing to understand. Particularly with regard to additives, preservatives, and 'E' items. There must some way of simplifying labelling."

Submitted online by CoconutWater



Idea 2:

More access to information at the point of sale

e.g. apps to scan barcodes or QR codes in-store for more information

Problem:

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"Many food products are just too confusing to understand. Particularly with regard to additives, preservatives, and 'E' items. There must some way of simplifying labelling."

Submitted online by CoconutWater



Idea 3:

Make product information easier to visualise

e.g. list sugar amounts in spoonfuls rather than grammes

Problem:

How can we stop misleading product claims?

People can be suspicious of the claims made by food manufacturers about their products, particularly health claims and ingredient claims.

“Even when packaging is supposed to be clearly labelled it is not always clear what is in the product and, in cases such as the horse meat scandal, there appears to have been deliberate information”

Submitted online by Joy



Idea 1:

Enforce legislation against manufacturers who are found to be deliberately misleading consumers

e.g. penalties, fines or public shaming

Problem:

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“Even when packaging is supposed to be clearly labelled it is not always clear what is in the product and, in cases such as the horse meat scandal, there appears to have been deliberate information”

Submitted online by Joy



Idea 2:

Provide ways for consumers to check that food is what it says on label

e.g. proof that beef lasagne doesn't contain horse meat

Problem:

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“Even when packaging is supposed to be clearly labelled it is not always clear what is in the product and, in cases such as the horse meat scandal, there appears to have been deliberate information”

Submitted online by Joy



Idea 3:

Increase consumers' knowledge about food

e.g. education about additives and E numbers

Problem:

How can we know what happens to food in the supply chain?

Unless we grow food ourselves we don't really know what happens to it before we buy it.

"I think if you buy fresh meat and fruit/veg it's easier to believe they aren't filled with God knows what, but unless you were to track it from planting to the shelf you can't really know what extra additives it contains or what chemicals have been used on it."

Submitted online by Leggyn09



Idea 1:

Make the supply chain more transparent

e.g. list all suppliers on packaging

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Submitted online by Leggyn09



Idea 2:

Enable consumers to track food or ingredients through the supply chain and verify quality

e.g. technology sensors that show where food has been

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Submitted online by Leggyn09



Idea 3:

Provide ways for consumers to check that food is what it says on the label

e.g. home kits to test that beef lasagne isn't made of horse

Problem:

How can we reduce food and packaging waste?

Food waste is a problem both in the supply chain (e.g. supermarkets discarding wonky veg) as well as in our homes (e.g. consumers throwing away food still safe to eat).

"Many consumers eat too much of something, or throw things away just because of sell by dates. This is so supermarkets increase their profits."

Submitted online by Robsimon



Idea 1:

Turn food waste into a useful commodity

e.g. use by-products from processing (e.g. whey from cheese making) in other foods

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Submitted online by Robsimon



Idea 2:

Increase consumer skills around food

e.g. how to tell when food is off

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Submitted online by Robsimon



Idea 3:

Smart packaging that shows when food is off

e.g. labels that change colour as food becomes bad

Problem:

How can we increase the availability of sustainable food?

The issue of how to feed a population that is growing globally and ensuring that food gets distributed fairly, between and within countries

"USA 5% of world population but consume about 60% of world resources. We should play fair."

Submitted online by AeroFord1



Idea 1:

Increasing production of food in UK

e.g. new farming techniques to increase yield

Problem:

How can we increase the availability of sustainable food?

The issue of how to feed a population that is growing globally and ensuring that food gets distributed fairly, between and within countries

"USA 5% of world population but consume about 60% of world resources. We should play fair."

Submitted online by AeroFord1



Idea 2:

Using new sources of protein

e.g. lab grown meat, seaweed and insects

Problem:

How can we increase the availability of sustainable food?

The issue of how to feed a population that is growing globally and ensuring that food gets distributed fairly, between and within countries

"USA 5% of world population but consume about 60% of world resources. We should play fair."

Submitted online by AeroFord1



Idea 3:

Use more renewable energy in farming to help grow crops throughout year

e.g. growing crops indoors in winter using power from wind turbines

Problem:

How can we know what the most sustainable/ethical food choices are?

For those who want to buy sustainably/ethically, It can be hard to know which is the best choice to make.

"I find it very difficult deciding which is the most ethical food to buy whilst in a supermarket. Do we support local businesses or do we help small low paid communities abroad?"

Submitted online by Hannah



Idea 1:

Growing foods in UK that are usually imported

e.g. Scottish bananas grown using new farming techniques

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"I find it very difficult deciding which is the most ethical food to buy whilst in a supermarket. Do we support local businesses or do we help small low paid communities abroad?"

Submitted online by Hannah



Idea 2:

**Introduce
sustainability/ethical
ratings for food**

**e.g. traffic light labels for
indicators such as carbon
footprint, labour conditions**

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Submitted online by Hannah



Idea 3:

Extend Fair Trade to other parts of the supply chain

e.g. so it doesn't just cover farmers in developing countries

Problem:

How can we reduce the time it takes to prepare meals?

Preparing food in the evenings and cooking from scratch can take time, which is difficult for people coming back from work tired and/or have a hungry family to feed.

"When I was an at home mum it was easy to cook fresh but when I went back to work it became more difficult. Our eating time suffered when cooking fresh."

Submitted online by Fifithorne



Idea 1:

Enable people to buy meal kits to make cooking from scratch easier

e.g. bags with exact amounts of ingredients for making a lasagne

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"When I was an at home mum it was easy to cook fresh but when I went back to work it became more difficult. Our eating time suffered when cooking fresh."

Submitted online by Fifithorne



Idea 2:

Using new processing techniques that make food last longer while retaining fresh taste

e.g. long-life lasagne that doesn't need refrigeration, orange juice that tastes fresh after 21 days

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"When I was an at home mum it was easy to cook fresh but when I went back to work it became more difficult. Our eating time suffered when cooking fresh."

Submitted online by Fifithorne



Idea 3:

Enabling people to make use of new or different cooking techniques

e.g. slow cookers or pressure cookers

Problem:

How can we make food more sociable?

For a long time eating together has been a way of creating bonds between people, and yet eating food seems to be becoming a less social activity.

“This seems to be something we do less of – cooking for each other, and eating together. I don’t mean in restaurants, I mean as a family, as friends – just enjoying food.”

Submitted online by CRedmondNI



Idea 1:

Helping people cook together more

e.g. cooking clubs, kits that help children cook with parents

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Idea 2:

Helping connect neighbours and communities to share food

e.g. apps to share leftover food

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“This seems to be something we do less of – cooking for each other, and eating together. I don’t mean in restaurants, I mean as a family, as friends – just enjoying food.”

Submitted online by CRedmondNI



Idea 3:

Community gardens to grow food together

Problem:

How can we make food meet the needs of different demographic groups?

Demographic change means unmet needs might grow among some parts of the UK population. Children, older people and single person households were all mentioned online.

"[Family sized big packs] are a common issue for older single persons who feel that they are having to pay a higher price for extra food they don't need."

Submitted online by HarryTosh



Idea 1:

**Healthy convenient
food for children
that are fun**

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"[Family sized big packs] are a common issue for older single persons who feel that they are having to pay a higher price for extra food they don't need."

Submitted online by HarryTosh



Idea 2:

Foods targeting health and lifestyle needs of older consumers

Problem:

How can we make food meet the needs of different demographic groups?

Demographic change means unmet needs might grow among some parts of the UK population. Children, older people and single person households were all mentioned online.

"[Family sized big packs] are a common issue for older single persons who feel that they are having to pay a higher price for extra food they don't need."

Submitted online by HarryTosh



Idea 3:

**Foods packaged for
single person
households**

**e.g. buying food in
single servings**

THE 4 FOOD PROBLEM SPACES FOR INNOVATION

1

**HEALTH &
WELLBEING**



2

**SUSTAINABILITY
& ETHICS**



3

**AUTHENTICITY
& TRUST**



4

LIFESTYLES



PROBLEM AREA 1: HEALTH & WELLBEING



1. Health & Wellbeing

Making healthy food choices

Diet - what we eat and drink - plays an important role in people's health and wellbeing. In the UK diet is now the number one factor driving poor health, ahead of smoking.

What people eat, how much they eat, food options available, and the information provided to help them make healthy choices can all have an influence.

PROBLEM AREA 1: HEALTH & WELLBEING



Growing discussion about effects of sugar



'Shocking' sugar levels in High Street hot drinks, warns charity

© 17 February 2016 | Health



Sugar-laden hot drinks - the top five



Cameron faces pressure to back sugar tax

Much delayed report recommends levy of up to 20% finally published

Health Secretary Jeremy Hunt has announced that the government will introduce a sugar tax on soft drinks from 2016. The tax will be based on the sugar content of the drink, with a maximum of 10g per 100ml. Drinks with more than 10g per 100ml will be taxed at 18p per litre, while drinks with between 5g and 10g per 100ml will be taxed at 9p per litre. The tax is expected to raise £520m a year for the NHS.



SUGAR IS 'THE NEW TOBACCO'

Health chiefs tell food giants to slash levels by a third



SUGAR: THE HIDDEN MENACE			
	Calories	Sugar (g)	Teaspoons
Starbucks caramel Frappuccino with whipped cream and skimmed milk (Tall)	273	44.3	11
Coca-Cola Original (330ml)	139	35.0	9
Pepsi Regular (330ml)	142	35.0	9
Mars Bar (51g)	230	30.4	8
Pret a Manger Very Berry Latte with milk (295g)	145	26.9	7
Muller Crunch Corner Strawberry Shortcake Yogurt (135g)	212	23.6	6
Sharwood's Sweet & Sour Chicken With Rice (375g)	420	22.1	6
Cadbury Hot Drinking Chocolate with semi-skimmed milk (200ml)	160	22.1	6
Yeo Valley Family Farm 0% Fat Vanilla Yogurt (150g)	120	20.9	5
Solero Exotic Ice Cream (88ml)	94	17.0	4
Kellogg's Frosties with semi-skimmed milk (30g)	172	17.0	4
Butterkist Toffee Popcorn (25g)	105	16.5	4
Glaceau Vitamin Water, Defence (500ml)	65	15.0	4
Heinz Classic Tomato Soup (300g)	171	14.9	4
Ragu Tomato & Basil Pasta Sauce (200g)	80	13.8	3
Kellogg's Nutri-Grain Crunchy Oat Granola Cinnamon Bars (40g)	186	9.0	2
Pot Noodle Curry King Pot (114g)	507	7.6	2
Heinz Tomato Ketchup (15ml)	18	4.0	1
Heinz Salad Cream (15ml)	50	2.6	0.7
Hovis Soft White Bread Medium (40g)	93	1.4	0.4

Amounts of sugar - both added and natural - per portion, Source: Action on Sugar

Increasing levels of obesity

OBESITY BY NUMBERS

£16bn
cost to the economy

14 age of youngest patient to have surgery

£47m
cost of prescriptions

5th Britain's rank in the world in terms of obesity, behind the U.S., Mexico,

Chile and New Zealand

£425
maximum cash incentive offered by health trusts for losing weight



WHY ARE KIDS OBESE?



Burger
\$0.99



Salad
\$4.99

PROBLEM AREA 1: HEALTH & WELLBEING



1

Changing food preferences and habits

It can be difficult breaking unhealthy food habits such as snacking, and changing personal preferences when it comes to food

2

Cost of healthy food

Healthy foods and snacks cost more than unhealthy options and don't last as long, meaning more trips to the shops are needed.

3

Not knowing how to make healthy meals

People don't always know how to cook and eat healthily, and it can be difficult to integrate fresh fruit and vegetables into their diets.

4

Healthy food not as tempting as unhealthy options

Healthy foods don't always provide the same pleasure as unhealthy options and are not generally viewed as 'comfort foods'.

7

Confusing nutrition labelling

It can be confusing to understand the information about a product's nutritional content, for example when it lists calories per 100g. Makes it difficult to compare products and choose the healthier one

6

Too much sugar and salt in processed food

Poor nutritional content of processed food e.g. high levels of sugar and salt used by food manufacturers.

5

Healthy food less visible in shops

Unhealthier foods are often more visible in supermarkets, and this can tempt people into making less healthy food choices.

What problems or frustrations do you experience when trying to eat more healthily?

PROBLEM AREA 1: HEALTH & WELLBEING



What innovations are we already seeing?

TECHNOLOGICAL



'Smart' forks



Calorie trackers



Replacing unhealthy ingredients

SOCIAL

Each 1/2 pack serving contains

MED	LOW	MED	HIGH	MED
Calories	Sugar	Fat	Sat Fat	Salt
353	0.9g	20.3g	10.8g	1.1g
18%	1%	29%	54%	18%

of your guideline daily amount

Source: Food Standards Agency

Labelling



Food fortification



Nutraceuticals



Social norms

Placards on shopping trolleys telling how much fruit/veg other people buy



There is growing awareness that the planet's natural resources are under pressure and that this will pose a challenge to feeding future populations.

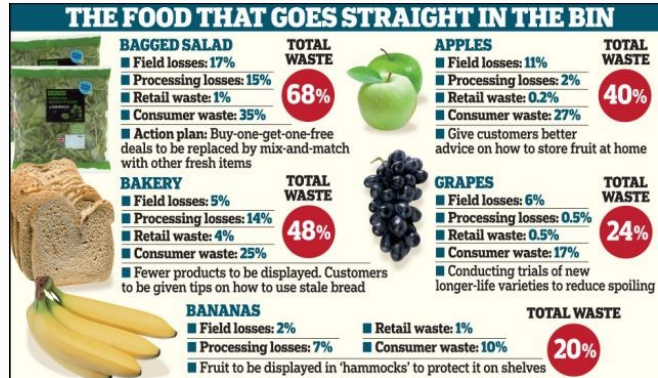
Issues such as reducing food waste are impacted both by consumer behaviours as well as inefficiencies in the food supply chain.

People say they want to live sustainably and to reduce their impact on the environment, but it can be hard to make lifestyle changes.

PROBLEM AREA 2: SUSTAINABILITY & ETHICS



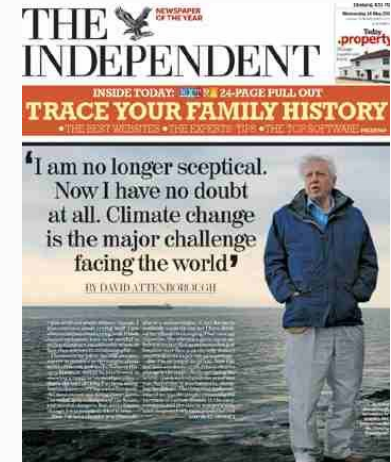
Food waste



Working conditions



Growing population globally



PROBLEM AREA 2: SUSTAINABILITY & ETHICS



2

1

Food waste

Food waste is a problem both in the supply chain (e.g. supermarkets discarding misshapen fruit & veg) as well as in our homes (e.g. consumers throwing away food that could be eaten).

Negative impacts of food and meat industry of the environment

The food industry in many parts of the world can have a negative impact on the environment (e.g. water and energy usage). Online people talked about the meat industry in particular, both in terms of the consequences for animal welfare and sustainability.

What problems or frustrations do you experience when it comes to making sustainable and/or ethical food choices?

3

Livelihoods of farmers and other workers in the supply chain

Farmers, fishermen and other people working to produce and distribute food do not always have good working conditions, and do not always get a fair price for their produce.

5

Where food is grown

Importing food from around the world and transporting it over long distances means that food can have a big carbon footprint

4

Growing population and availability of sustainable food

In many developing countries, the issue is growing more food sustainably to feed a growing population and ensuring that food gets distributed fairly. For those of us living in the UK, the issue is often the price of sustainable/ethical food and not all supermarkets stocking sustainably sourced food

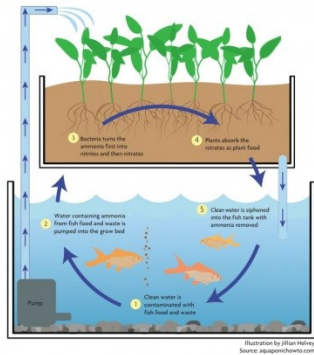
PROBLEM AREA 2: SUSTAINABILITY & ETHICS



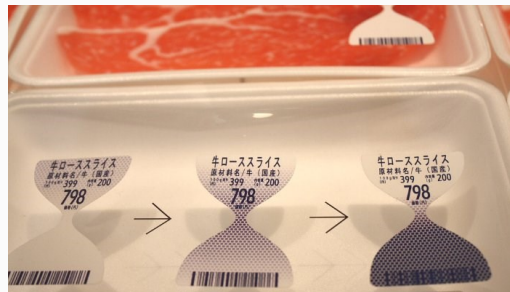
What innovations are we already seeing?

TECHNOLOGICAL

THE AQUAPONICS CYCLE



Closed loop production



Smart packaging

SOCIAL



Asda's new wonky veg box



Using waste products in processing to create new products (e.g. whey)

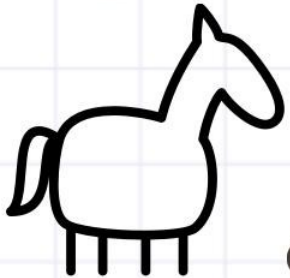


Intermarche's Inglorious Vegetables



2. Authenticity & Trust

Being confident in food safety
and labelling



Over the years there have been several events that have shaken public confidence in food safety and trust in the supply chain (e.g. BSE in 1990s, the horsemeat scandal in 2013).

However it is not clear what the long term impacts of these scandals have been on consumer confidence in the food system.

PROBLEM AREA 3: AUTHENTICITY & TRUST



Horse meat scandal



Food safety scares



Misleading claims



PROBLEM AREA 3: AUTHENTICITY & TRUST



1

Confusing product labelling

Food labelling is not always clear or easy to understand. Product origin, processing techniques, animal welfare standards and food miles are all things mentioned as not being very clear.

2

Missing product information

Important information about the food product that is not currently listed on products as standard. For example, manufacturers label where the food was processed but not where the ingredients are from, or chemicals that the ingredients have come in contact with.

What problems or frustrations do you experience when it comes to knowing that the food you buy is safe to eat and/or trustworthy?

3

Lack trust in what happens to food in the supply chain

Unless we grow food ourselves, we don't really know what happens to it during the food chain (e.g. what happens to it before we buy it). This means it can be difficult to trust the food on our plates.

4

Misleading product claims

People can be suspicious of the claims made by food manufacturers about their products, seems that companies can make either deliberately untruthful claims or claims that are confusing.

PROBLEM AREA 3: AUTHENTICITY & TRUST



What innovations are we already seeing?

TECHNOLOGICAL



Edible QR codes



Sensors to track ingredients across supply chain



Apps to scan food for more information

SOCIAL



Trust marks



European Food Safety Authority

Health claim regulation (e.g. against novel foods)

PROBLEM AREA 4: LIFESTYLES



4. Lifestyles

Making food fit with changing lifestyles

The way we live our lives has changed over the last few decades: more women are working and some people are working longer hours or working more flexibly. As a result, managing work and family responsibilities can sometimes feel difficult and people are looking to save time when it comes to buying and preparing food.

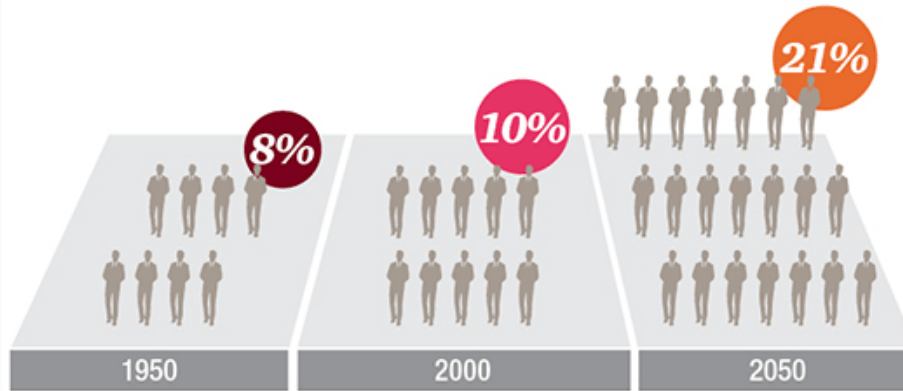
In the future demographic changes such as an ageing population in the UK and more single person households may also create new lifestyle needs.

PROBLEM AREA 4: LIFESTYLES



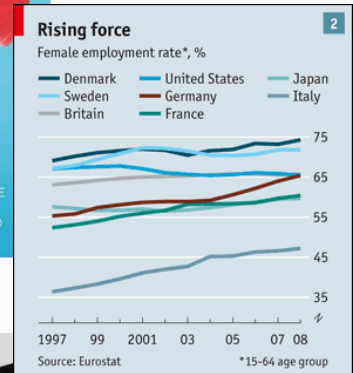
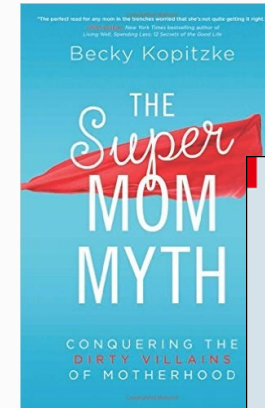
Ageing population

Proportion of the world population aged 60 years or more



Source: UN report World Population Ageing 1950-2050

Working parents



More flexible working



Sharing economy: Growth of part-time, flexible jobs offered by companies such as Uber is a double-edged sword

The "sharing economy" is also larger than some might think, some five million Britons are now paid for working within it

Editorial | @indyvoices | 12 hours ago | 12 shares



Uber is used by more than 20,000 drivers, identified as self-employed partners across the UK in 10 towns and cities, with more than 1.5 million regular passengers in London alone



PROBLEM AREA 4: LIFESTYLES



1

Can be hard to plan meals

It can be difficult to think ahead and plan meals so they fit into our lifestyles, making it more likely that we spend more on convenience food.

2

Fitting food shopping into routines

People often have routines, such as doing a weekly food shop at the weekends. However if these routines get disrupted it can be difficult to get the shopping done, meaning people have less fresh food to make meals with during the week.

What problems or frustrations do you experience when it comes to fitting food shopping and meal preparation into your lifestyle?

5

Meals becoming less sociable

For a long time eating together has been a way of creating bonds between people, and yet eating food seems to be becoming less of a social activity.

3

Time it takes to prepare food in the evenings

Preparing food in the evenings and cooking from scratch can take time, which is difficult if you're coming back from work tired and/or have a hungry family to feed.

4

Meeting needs of specific demographic groups

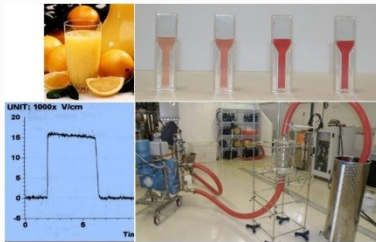
Can be hard for parents to find healthy food for children that is convenient and fun; growing number of single person households – packaging for family sizes leads to waste

PROBLEM AREA 4: LIFESTYLES



What innovations are we already seeing?

TECHNOLOGICAL



New processing techniques (e.g. pulsed electrical fields, pressure)

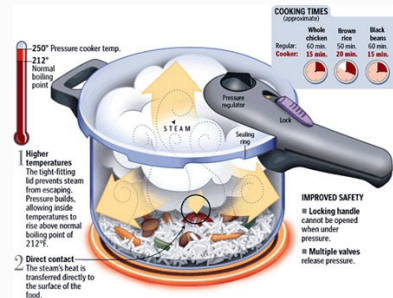


'Brain foods' for young and old

SOCIAL



Supper clubs



Pressure cookers



Meal kits for scratch cooking



Single serve portions

THE 4 FOOD PROBLEM SPACES FOR INNOVATION

1

**HEALTH &
WELLBEING**



2

**SUSTAINABILITY
& ETHICS**



3

**AUTHENTICITY
& TRUST**



4

LIFESTYLES



PROBLEM AREA 1: HEALTH & WELLBEING



1. Health & Wellbeing

Making healthy food choices

Diet - what we eat and drink - plays an important role in people's health and wellbeing. In the UK diet is now the number one factor driving poor health, ahead of smoking.

What people eat, how much they eat, food options available, and the information provided to help them make healthy choices can all have an influence.

PROBLEM AREA 1: HEALTH & WELLBEING



Growing discussion about effects of sugar

BBC NEWS

Home UK World Business Politics Tech Science **Health** Education Entertainment

'Shocking' sugar levels in High Street hot drinks, warns charity

© 17 February 2016 | Health

Sugar-laden hot drinks - the top five

Priscilla Presley

LOSE weight AND beat those mid-life blues

Daily Mail

Mayhem at High Court as jury rules gangster shot by police was 'lawfully killed'

SUGAR IS 'THE NEW TOBACCO'

Health chiefs tell food giants to slash levels by a third

half price

dfs

SUGAR: THE HIDDEN MENACE

	Calories	Sugar (g)	Teaspoons
Starbucks caramel Frappuccino with whipped cream and skimmed milk (Tall)	273	44.3	11
Coca-Cola Original (330ml)	139	35.0	9
Pepsi Regular (330ml)	142	35.0	9
Mars Bar (51g)	230	30.4	8
Pret a Manger Very Berry Latte with milk (295g)	145	26.9	7
Muller Crunch Corner Strawberry Shortcake Yogurt (135g)	212	23.6	6
Sharwood's Sweet & Sour Chicken With Rice (375g)	420	22.1	6
Cadbury Hot Drinking Chocolate with semi-skimmed milk (200ml)	160	22.1	6
Yeo Valley Family Farm 0% Fat Vanilla Yogurt (150g)	120	20.9	5
Solero Exotic Ice Cream (88ml)	94	17.0	4
Kellogg's Frosties with semi-skimmed milk (30g)	172	17.0	4
Butterkist Toffee Popcorn (25g)	105	16.5	4
Glaceau Vitamin Water, Defence (500ml)	65	15.0	4
Heinz Classic Tomato Soup (300g)	171	14.9	4
Ragu Tomato & Basil Pasta Sauce (200g)	80	13.8	3
Kellogg's Nutri-Grain Crunchy Oat Granola Cinnamon Bars (40g)	186	9.0	2
Pot Noodle Curry King Pot (114g)	507	7.6	2
Heinz Tomato Ketchup (15ml)	18	4.0	1
Heinz Salad Cream (15ml)	50	2.6	0.7
Hovis Soft White Bread Medium (40g)	93	1.4	0.4

Amounts of sugar - both added and natural - per portion, Source: Action on Sugar

Increasing levels of obesity

OBESITY BY NUMBERS

£16bn
cost to the economy

14
age of youngest patient to have surgery

£47m
cost of prescriptions

5th
Britain's rank in the world in terms of obesity, behind the U.S., Mexico,

Chile and New Zealand

£425
maximum cash incentive offered by health trusts for losing weight

PORTIONS HAVE GROWN
SO HAS TYPE 2 DIABETES, WHICH CAN LEAD TO AMPUTATIONS

CUT YOUR PORTIONS. CUT YOUR RISK.

» Call 311 for your Healthy Eating Packet

MVC

WHY ARE KIDS OBESE?

Burger
\$0.99

Salad
\$4.99

PROBLEM AREA 1: HEALTH & WELLBEING



1

Changing food preferences and habits

It can be difficult breaking unhealthy food habits such as snacking, and changing personal preferences when it comes to food

2

Cost of healthy food

Healthy foods and snacks cost more than unhealthy options and don't last as long, meaning more trips to the shops are needed.

3

Not knowing how to make healthy meals

People don't always know how to cook and eat healthily, and it can be difficult to integrate fresh fruit and vegetables into their diets.

4

Healthy food not as tempting as unhealthy options

Healthy foods don't always provide the same pleasure as unhealthy options and are not generally viewed as 'comfort foods'.

7

Confusing nutrition labelling

It can be confusing to understand the information about a product's nutritional content, for example when it lists calories per 100g. Makes it difficult to compare products and choose the healthier one

6

Too much sugar and salt in processed food

Poor nutritional content of processed food e.g. high levels of sugar and salt used by food manufacturers.

5

Healthy food less visible in shops

Unhealthier foods are often more visible in supermarkets, and this can tempt people into making less healthy food choices.

What problems or frustrations do you experience when trying to eat more healthily?

PROBLEM AREA 1: HEALTH & WELLBEING



What innovations are we already seeing?

TECHNOLOGICAL



'Smart' forks



Calorie trackers



Replacing unhealthy ingredients

SOCIAL

Each 1/2 pack serving contains

MED	LOW	MED	HIGH	MED
Calories	Sugar	Fat	Sat Fat	Salt
353	0.9g	20.3g	10.8g	1.1g
18%	1%	29%	54%	18%

of your guideline daily amount

Source: Food Standards Agency

Labelling



Food fortification



Nutraceuticals



Social norms

Placards on shopping trolleys telling how much fruit/veg other people buy



There is growing awareness that the planet's natural resources are under pressure and that this will pose a challenge to feeding future populations.

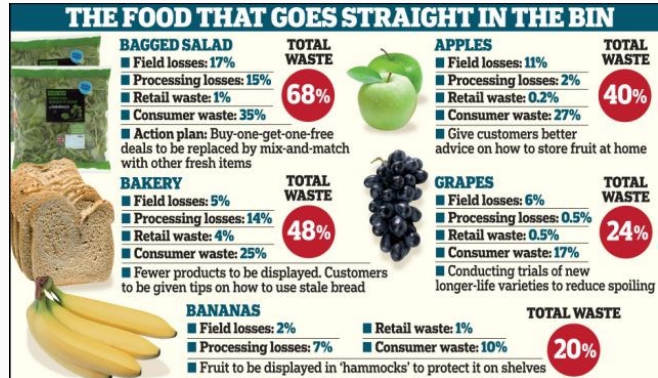
Issues such as reducing food waste are impacted both by consumer behaviours as well as inefficiencies in the food supply chain.

People say they want to live sustainably and to reduce their impact on the environment, but it can be hard to make lifestyle changes.

PROBLEM AREA 2: SUSTAINABILITY & ETHICS



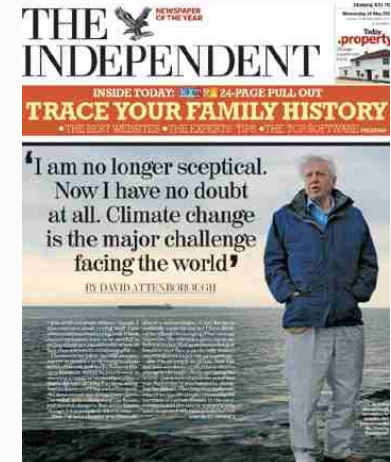
Food waste



Working conditions



Growing population globally



PROBLEM AREA 2: SUSTAINABILITY & ETHICS



2

1

Food waste

Food waste is a problem both in the supply chain (e.g. supermarkets discarding misshapen fruit & veg) as well as in our homes (e.g. consumers throwing away food that could be eaten).

Negative impacts of food and meat industry of the environment

The food industry in many parts of the world can have a negative impact on the environment (e.g. water and energy usage). Online people talked about the meat industry in particular, both in terms of the consequences for animal welfare and sustainability.

What problems or frustrations do you experience when it comes to making sustainable and/or ethical food choices?

3

Livelihoods of farmers and other workers in the supply chain

Farmers, fishermen and other people working to produce and distribute food do not always have good working conditions, and do not always get a fair price for their produce.

5

Where food is grown

Importing food from around the world and transporting it over long distances means that food can have a big carbon footprint

4

Growing population and availability of sustainable food

In many developing countries, the issue is growing more food sustainably to feed a growing population and ensuring that food gets distributed fairly. For those of us living in the UK, the issue is often the price of sustainable/ethical food and not all supermarkets stocking sustainably sourced food

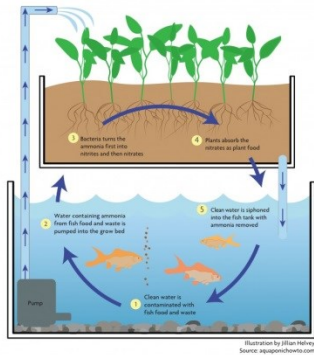
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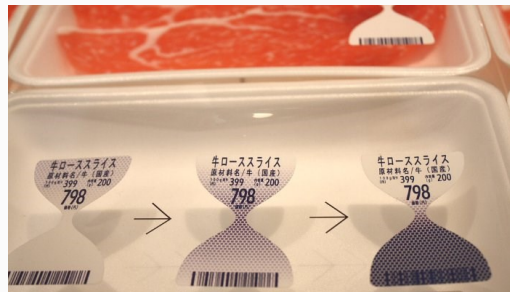
What innovations are we already seeing?

TECHNOLOGICAL

THE AQUAPONICS CYCLE



Closed loop production



Smart packaging

SOCIAL



Asda's new wonky veg box



Using waste products in processing to create new products (e.g. whey)



Intermarche's Inglorious Vegetables



2. Authenticity & Trust

Being confident in food safety
and labelling



Over the years there have been several events that have shaken public confidence in food safety and trust in the supply chain (e.g. BSE in 1990s, the horsemeat scandal in 2013).

However it is not clear what the long term impacts of these scandals have been on consumer confidence in the food system.

PROBLEM AREA 3: AUTHENTICITY & TRUST



Horse meat scandal



Food safety scares



Misleading claims



PROBLEM AREA 3: AUTHENTICITY & TRUST



1

Confusing product labelling

Food labelling is not always clear or easy to understand. Product origin, processing techniques, animal welfare standards and food miles are all things mentioned as not being very clear.

2

Missing product information

Important information about the food product that is not currently listed on products as standard. For example, manufacturers label where the food was processed but not where the ingredients are from, or chemicals that the ingredients have come in contact with.

What problems or frustrations do you experience when it comes to knowing that the food you buy is safe to eat and/or trustworthy?

3

Lack trust in what happens to food in the supply chain

Unless we grow food ourselves, we don't really know what happens to it during the food chain (e.g. what happens to it before we buy it). This means it can be difficult to trust the food on our plates.

4

Misleading product claims

People can be suspicious of the claims made by food manufacturers about their products, seems that companies can make either deliberately untruthful claims or claims that are confusing.

PROBLEM AREA 3: AUTHENTICITY & TRUST



What innovations are we already seeing?

TECHNOLOGICAL



Edible QR codes



Sensors to track ingredients across supply chain



Apps to scan food for more information

SOCIAL



Trust marks



European Food Safety Authority

Health claim regulation (e.g. against novel foods)

PROBLEM AREA 4: LIFESTYLES



4. Lifestyles

Making food fit with changing lifestyles

The way we live our lives has changed over the last few decades: more women are working and some people are working longer hours or working more flexibly. As a result, managing work and family responsibilities can sometimes feel difficult and people are looking to save time when it comes to buying and preparing food.

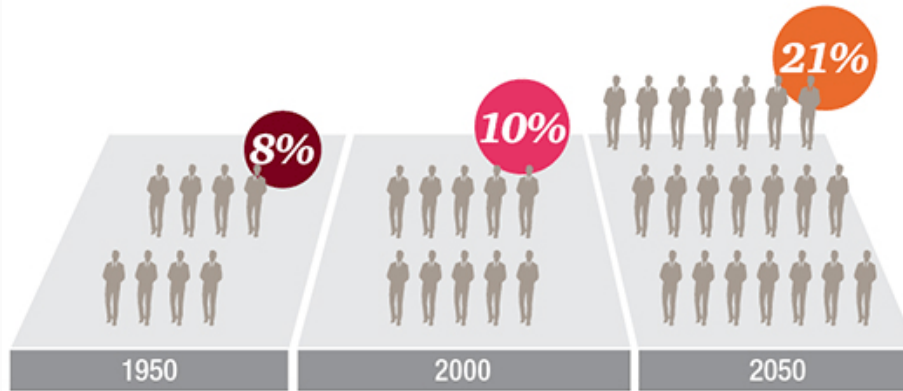
In the future demographic changes such as an ageing population in the UK and more single person households may also create new lifestyle needs.

PROBLEM AREA 4: LIFESTYLES



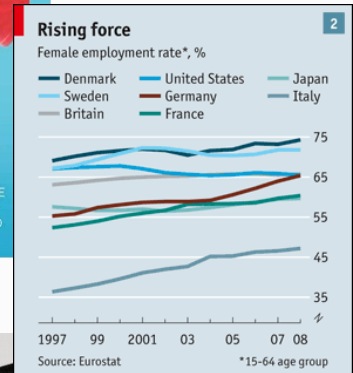
Ageing population

Proportion of the world population aged 60 years or more



Source: UN report World Population Ageing 1950-2050

Working parents



More flexible working



Sharing economy: Growth of part-time, flexible jobs offered by companies such as Uber is a double-edged sword

The "sharing economy" is also larger than some might think, some five million Britons are now paid for working within it

Editorial | @indyvoices | 12 hours ago | 12 shares



Uber is used by more than 20,000 drivers, identified as self-employed partners across the UK in 10 towns and cities, with more than 1.5 million regular passengers in London alone



PROBLEM AREA 4: LIFESTYLES



1

Can be hard to plan meals

It can be difficult to think ahead and plan meals so they fit into our lifestyles, making it more likely that we spend more on convenience food.

2

Fitting food shopping into routines

People often have routines, such as doing a weekly food shop at the weekends. However if these routines get disrupted it can be difficult to get the shopping done, meaning people have less fresh food to make meals with during the week.

What problems or frustrations do you experience when it comes to fitting food shopping and meal preparation into your lifestyle?

5

Meals becoming less sociable

For a long time eating together has been a way of creating bonds between people, and yet eating food seems to be becoming less of a social activity.

3

Time it takes to prepare food in the evenings

Preparing food in the evenings and cooking from scratch can take time, which is difficult if you're coming back from work tired and/or have a hungry family to feed.

4

Meeting needs of specific demographic groups

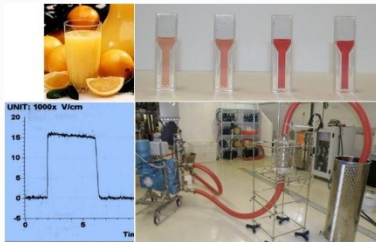
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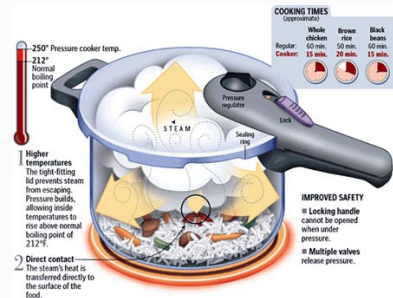


'Brain foods' for young and old

SOCIAL



Supper clubs



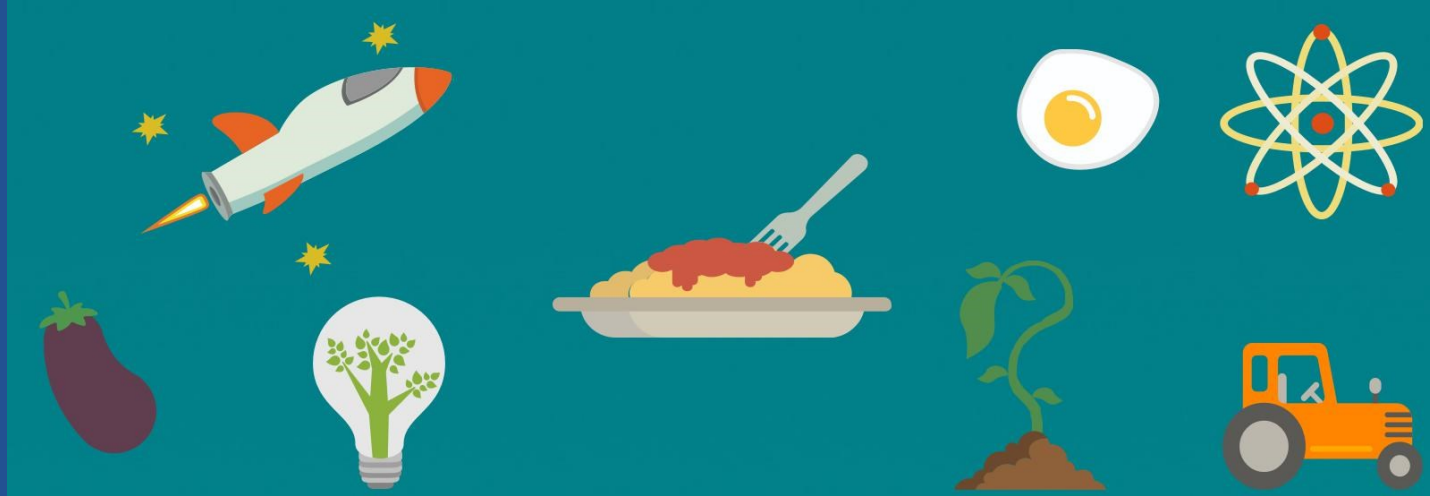
Pressure cookers



Meal kits for scratch cooking



Single serve portions



Food Futures

Innovation workshop

Harrogate Saturday 20th February



FOOD FUTURES
PUBLIC PANEL

Restricted external



WELCOME AND INTRODUCTION

The OPM Group – an independent research and engagement organisation

Commissioned by the Global Food Security programme to manage a panel made up of 600 people from across the UK

Exploring the topic of global food security and the related challenges and potential solutions in the UK

We want to find out about your views on **food innovation**

The findings will inform the funding priorities, policies and future plans of the Global Food Security programme

This is one of two workshops we are running on food innovation

WHO IS IN THE ROOM?

- You – a cross section of panel members from the Harrogate area
- OPM Group
Chloe, Lucy, Tim, Genevieve - here to guide and support your discussions
- Defra
Kieron Stanley
- Specialists

Online
Innovation
Challenge

Workshops
Harrogate &
Dundee

CHALLENGE OVERVIEW

ACTIVE CHALLENGES

UPCOMING CHALLENGES

EXPIRED CHALLENGES



FINISHED

Problem area 1: Health and Wellbeing

Diet - what we eat and drink - plays an important role in people's health and wellbeing. In the UK diet is now the number one factor driving...

All groups

Ideas submitted
42

Deadline has been reached



FINISHED

Problem area 2: Authenticity and Trust

Over the years there have been several events that have shaken public confidence in food safety and trust in the supply chain (e.g. mad cow...

All groups

Ideas submitted
34

Deadline has been reached



FINISHED

Problem area 3: Sustainability and Ethics

There is growing awareness that the planet's natural resources are under pressure and that this will pose a challenge to feeding future...

All groups

Ideas submitted
39

Deadline has been reached



FINISHED

Problem area 4: Lifestyles

The way we live our lives has changed over the last few decades: more women are working and some people are working longer hours or working more...

All groups

Ideas submitted
23

Deadline has been reached



FINISHED

Problem area 5: Other types of problems?

What have we missed? If you have thought of a food related problem but it doesn't fit under any of the other areas, we still want to hear about...

All groups

Ideas submitted
21

Deadline has been reached

338

Problems and ideas
submitted online in
2 weeks

268

Comments on other
people's problems and
ideas

Objectives

- To increase your understanding of food security and food innovation
- To find out about your existing views and attitudes to food innovation
- To understand your views on:
 - What problems you think are priorities for new food innovation?
 - What kind of change you want to see?
 - Who benefits from new innovation?

TODAY'S AGENDA

Time	Session
9.30 – 10.00	Registration – tea and coffee available
10.00 – 10.15	Welcome and introductions
10.15 – 10.30	Innovation ‘show and tell’
10.30 – 11.30	Food problems carousel
11.30 – 11.45	Coffee break
11.45 – 12.05	Innovation questions
12.05– 13.20	Innovation priorities
13.20 – 13.30	Next steps and thank you

WHAT WILL HAPPEN IN THE WORKSHOPS?

- It's all about discussion
- You are experts in your own right – and likely to have already started to think about food innovation
- There are no right answers: we're interested in what you think – so tell us!
- We will
 - Give you information and guide you through discussion sessions
 - Have specialists on hand to answer your questions (and if we can't answer them on the day....we'll bring the answers to the next session or answer them on the Food Futures website)
 - Keep you refreshed – and make sure you leave on time

GROUND RULES

- Respect other people's views
- Make sure everyone has a chance to contribute
- Be careful not to interrupt when someone else is talking
- Please switch off mobile phones or turn to silent
- Ask questions when something is not clear - you'll be doing someone else a favour
- There are no silly questions or wrong answers
- Come back from breaks on time, so we can keep to our timetable

Thank you

