



Food Futures

Food Systems workshop

Cardiff Saturday 5th November



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 systems**

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

This is one of a number of workshops we are running this autumn

WHO IS IN THE ROOM?

- You – a cross section of panel members from the Plymouth area

- OPM Group

Lucy, Chloe, David- here to guide and support your discussions

- GFS

Dave O’Gorman

WHO IS IN THE ROOM?

- Specialists in different aspects food system
 - Angelina Sanderson-Bellamy, Cardiff University
 - Barbara Adlerova, Cardiff University
 - Steve Garrett, Cardiff Food Council
- Not in the room
 - Steering group of specialists from academia, charities and industry

Food systems

Forum
discussion

Online chat

Case studies

Workshops
Plymouth &
Cardiff

Objectives

- To increase your understanding of food security and food systems
- To find out about your existing views and attitudes to the food systems
- To understand you views on:
 - Whether the food system needs to change to be sustainable and healthy
 - What kind of change you want to see?
 - Who can influence the food system?

TODAY'S AGENDA

Time	Session
9.45 -	Welcome and introductions
10.15	What would a sustainable and healthy food system look like?
10.45	Scenarios: what are the trade-offs and priorities in the food system?
11.15	Coffee break
11.30	Scenarios continued
13.00– 13.20	Review and reflect on the food system and how it could change
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 systems
- 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

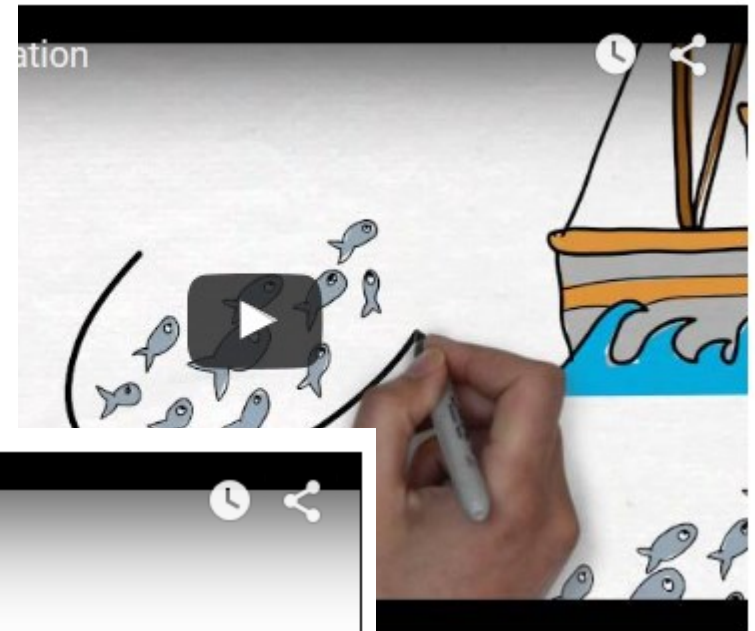
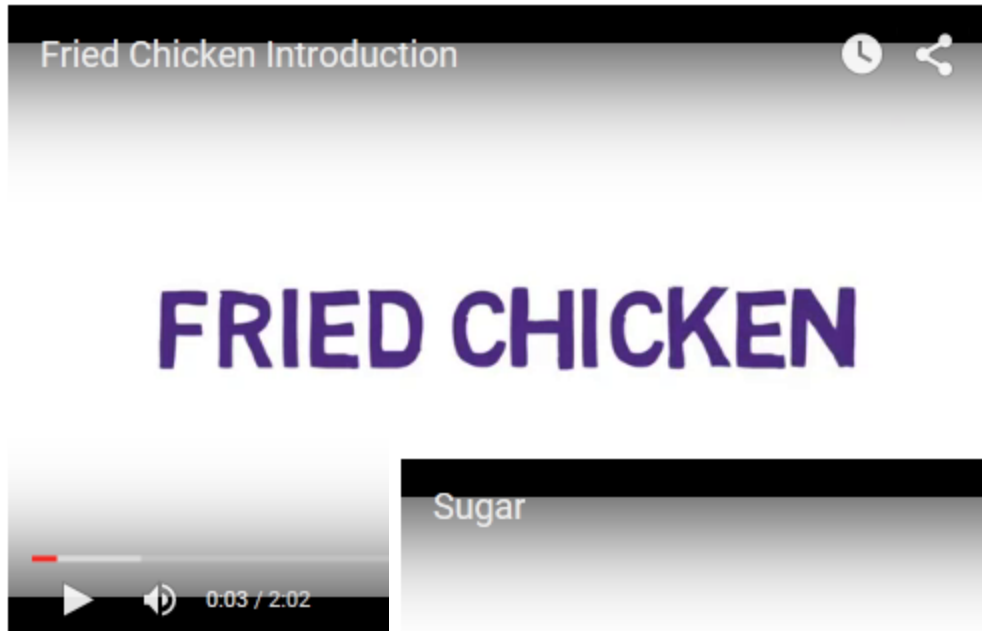
GROUND RULES

- 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

Getting to know each other

10.15 – 10.30

Feeding back on the case studies



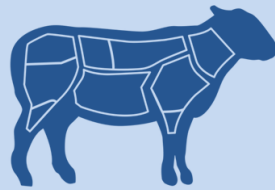
Discussion
10.30 – 11.00

What does a healthy and sustainable food system look like?

‘Global Food Security occurs when everyone has access to sufficient, safe, affordable and nutritious food, all of the time and in ways the planet can sustain in to the future.’



Production



**Processing and
packaging**



**Distribution and
retailing**



Consumption

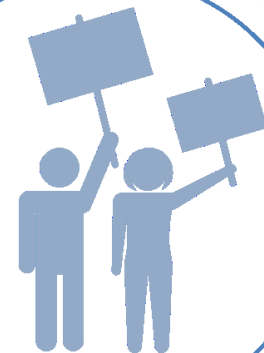
What does it mean for each part of the food system to be sustainable and healthy?

Environmental factors



What kind of natural and socio-economic factors support a sustainable and healthy food system?

Socio-economic factors



Four examples of actors in the food system who could work towards a more sustainable and healthier system.

Citizens. Manufacturers/ producers. Retailers. Governments.

What happens when they try?

30 minutes for the first scenario. At the end tell us who is **most** and **least** responsible.

11.15 – 11.30

COFFEE BREAK

Two more scenarios.

20 minutes each.

At the end of each tell us who is **most** and **least** responsible – has your view changed?

- What changes to the food system did you think were worthwhile?
- What would you prioritise?
- What are the biggest challenges?
- Whose responsibility is it?

13.15 WHAT'S NEXT?

Brief reflections from Barbara, Dave and Steve

Forum if you have any thoughts afterwards.

Evaluation forms

New activities in the New Year!

Thank you





Food Futures

Food Systems workshop

Plymouth Saturday 28th November



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- GFS

Dr Evangelia Kougioumoutzi

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- Specialists in different aspects food system
 - Professor Simon Davies, expert in fish nutrition, Harper Adams University
 - Jackie Young, environmental scientist, Devon and Cornwall Food Association
- Not in the room
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11.00 – 11.30	Scenarios: what are the trade-offs and priorities in the food system?
11.30 – 11.45	Coffee break
11.45 – 13.00	Scenarios continued
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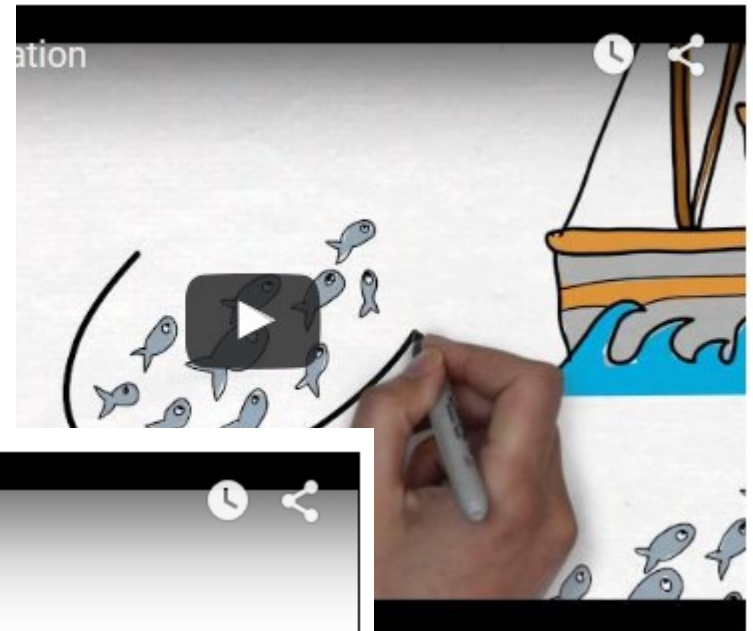
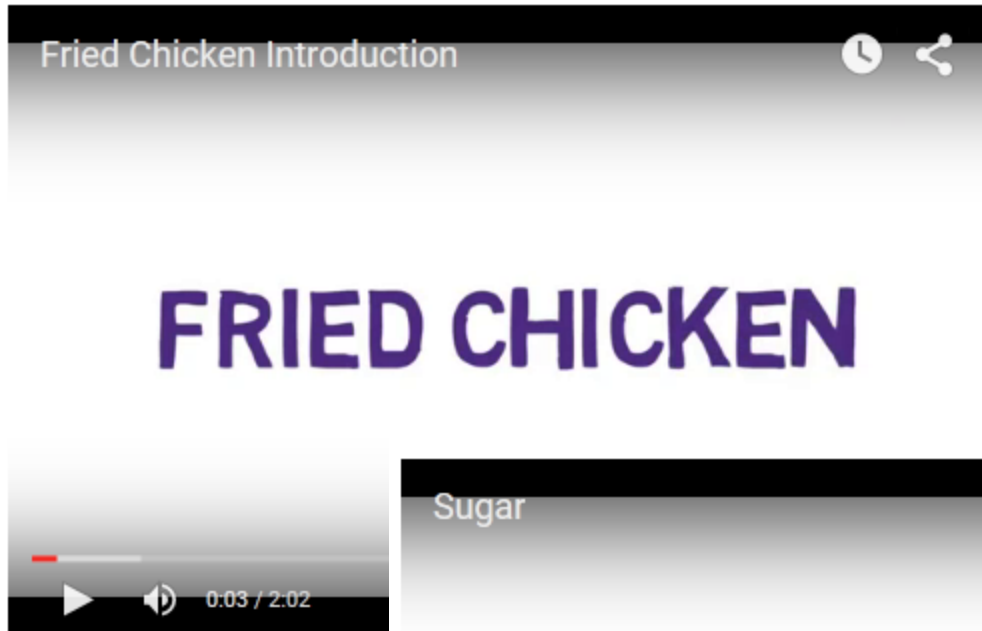
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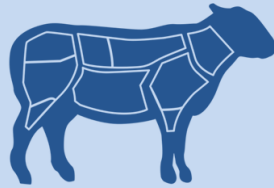
Small table
discussion
10.30 – 11.00

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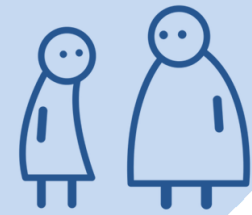
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**Processing and
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Brief reflections from Simon, Jackie and Eva.

Forum if you have any thoughts afterwards.

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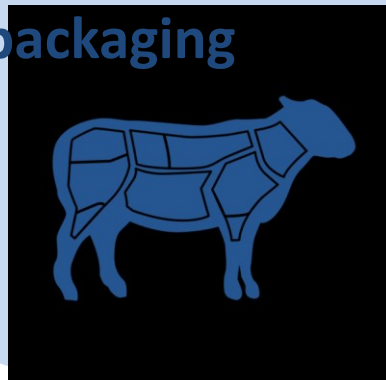


Production



Food System Activities

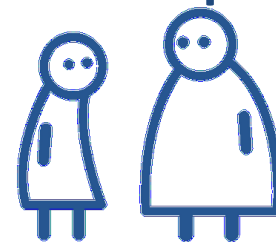
Processing & packaging



Distribution & retailing



Consumption



Environmental factors



Socio-economic Factors



Food access:
What do I want to eat and can I afford it?

Food availability:
What can I buy or grow in my area?

Food utilisation:
What does this food do for my health and how I live my life?

Food System Outcomes



The responsible manufacturer



A major UK food manufacturer has committed to reducing the amount of added sugars in their products by 5% each year until 2020 in response to a very public campaign led by a well known TV chef.



Should manufacturers respond to pressure from campaigners, or is it up to individuals to vote with their wallets and make healthy choices?

The manufacturer invests a significant amount of money in research and development to try and keep the flavour and texture of their products the same with less sugar.



Who should pay for this?

- The manufacturer, they make enough of a profit
- The government, it's a public health issue
- The consumer, it's acceptable to pay a higher price for a healthier option



Despite all the R&D work the products don't taste quite the same, and taste tests show most people prefer the full sugar version a competitor is selling. Because sugar is a preservative they also find that the product doesn't last as long before it goes off.



What do you think will happen to sales?

- They'll go up as people choose the healthier option.
- They'll go down as people choose the tastier version.

The manufacturer tries to mix things up and offers two different low sugar versions of the product. One is sweetened with beetroot, it's an acquired taste but a healthy option. The other uses an artificial sweetener to give a flavour that's closer to the original.



Which would you prefer, the beetroot option or the sweetener?



Halfway through the programme of sugar reduction, in 2017, EU quotas on sugar beet expire and over the next two years an increase in the availability of sugar beet from the EU and a decrease in demand from the manufacturers reduce the global sugar price.

Sugar cane farmers in Fiji (where 20% of the population work in the sugar industry) are struggling. Household income has fallen and pressure on the environment has increased as producers try to increase yields to make up for lower prices.



What are the options to avoid our sugar choices negatively impacting producers in Fiji?

- Produce less sugar in the EU by reintroducing quotas and supporting farmers to transition to other crops

- Produce less sugar in Fiji by supporting farmers to transition to other crops

Another option for farmers whose food crops are no longer economic is to produce crops for other purposes.

Farmers can grow crops for animal feed, or for fuel. Sugar beet and cane can be turned into ethanol, a fuel which is widely used in countries like Brazil.

What are the consequences of countries shifting to cash crops rather than food crops?





The responsible citizen

Mrs A. Citizen joined the Food Futures panel 4 months ago and has learnt a lot about the challenges of global food security. She's been thinking about how she could change her behaviour to help.

Mrs Citizen has three children, all of them typical teenagers.

She's doing her best to make sure they get a balanced diet, and don't eat unhealthily all the time. She's looking for snacks for their school bags. She can buy oranges at 25p each, or £3.75 a week, but there's a special offer on individually wrapped chocolate biscuits, she could have a weeks worth for £2.40 and happy teenagers too.



How do you balance the costs of a healthy diet? What factors are likely to affect your decisions?



There's a special offer on green beans, but Mrs Citizen has heard green beans take a lot of water to grow, and that this can cause problems in countries like Kenya where the beans are grown for export. There is a packet of organic, UK grown sugar snaps on the next shelf, but it's nearly twice the price.



What should Mrs Citizen do? What factors are likely to influence her decision?



Like many of us, Mrs Citizen increasingly does part of her shopping at a low cost retailer, Aldi. She wants to choose the most sustainable option for each product, but in most cases there's only one option in Aldi.

She could go down the road to Asda, but that means stretching the budget a little. At the other end of the scale she could go to Marks and Spencer, where everything is sustainable, but that would blow the budget completely.

How much choice do we need as consumers? Should the responsibility be on supermarkets to edit the choices available to us?



Mrs Citizen talks to her neighbour about her sustainability kick, and Mr Health Conscious suggests that eating less meat is one of the most effective ways of reducing the impact of our food. He shows her an article in the newspaper about how much land is used to produce animals, especially cattle, and how high the environmental impacts can be. The article also says that the problem is only going to get worse as countries that previously ate very little meat are becoming wealthier and changing their diets.



Whose responsibility is it to change their diets? Should we change at all, or be focusing on ways to increase production? What's a fair solution?



Reading up a bit more about the impacts of eating meat Mrs Citizen sees a suggestion that if retailers put up the price of meat by say 10%, but passed that 10% straight on to producers, consumers would buy less meat, farmers would produce less but not be out of pocket.



What do you think of this idea, could it work? Would you be prepared to eat less meat at the same cost to reduce environmental impacts without harming the farming economy?



What about other foods where portions could be reduced, or special offers that encourage us to buy more than we need?





The responsible council



A local authority in London has decided to take action on fast food in response to increasing levels of obesity in children, particularly those from low income households. They are considering two approaches:

- Trying to restrict the availability of unhealthy fast food in the borough
- Trying to increase the availability of fresh produce in the borough



Which approach do you think the local authority should take?

- Encouraging the positive choices
- Restricting access to the less healthy choices

The authority decides to trial a scheme that increases business rates (a type of taxation) for food outlets that sell the least healthy types of food.

The big chains are able to absorb the increased cost, but some small local businesses are struggling with it.

What should the authority do?

- Scrap the scheme, the local economy should come first.
- Accept that small businesses will lose out, but it's a small price to pay for improving children's health.
- Pair the scheme with grants for the small businesses to make changes, paid for from council tax.
- Nothing, businesses should pass on the additional costs to their customers.



The council quickly finds that they run into trouble trying to decide which businesses should be taxed and which encouraged.

How should the council decide what is a 'healthy' food outlet?



As well as reducing the availability of unhealthy food the council wants to increase the availability of healthy options. They trial a scheme which gives reduced business rates (a type of tax) to businesses that increase the space dedicated to fresh fruit and vegetables in shops, or healthy options in takeaways/restaurants.



What do you think will happen?

- If healthier produce is more prominent people will make healthier choices
- Nothing, it's not the availability of healthy food which stops people choosing it.

Despite their best efforts, the local council hasn't seen much change in levels of obesity in the borough.

A local councillor suggests that the council needs to do more to promote local food, getting people gardening in the community and encouraging them to eat the food they grow.



What do you think about a community garden scheme?

Would you take part? What about your friends and family?

Would it make a difference to your diet?



The responsible supermarket

A major UK supermarket has a new chief executive who wants the business to become a leader in healthy and sustainable food. She decides that their first priority will be increasing the amount of local produce they stock.

The chief exec thinks this will help reduce greenhouse gas emissions, as well as being preferred by consumers.



How important to you is buying local produce? Do you think it's better for the environment? What about health?



The chief exec asks the buyers to investigate replacing the top 10 imported products. They report back that there are a few problems:

- In the case of products like meat there are local alternatives available, but they'll be more expensive and can't be bought in such large quantities.
- And in some cases products grown in the UK would actually have higher environmental impacts than their imported equivalents. For example tomatoes grown in heated greenhouses in the UK vs those grown outdoors and shipped here.

Would you accept higher prices for local produce with a lower impact?

What about cases where imports actually have lower environmental impacts?



Aside from the whole food products, the buyers also find that processed foods often contain ingredients from all over the world. For example, a KitKat contains soy, wheat, cocoa, salt, sugar and milk powder all from different countries.



How should the supermarket deal with these products?

- Try to encourage retailers to select local ingredients, or at least label the origins of the ingredients?
- They don't need to, a global food market is a good thing.

Selling only local food would also affect what is available in the supermarket.

- Some products (like green beans) will only be available for a few months a year as they can't be grown in the UK in the winter

- Other products like bananas just wouldn't be available at all.



What do you think would be acceptable to consumers:

- Only buying products when they're in season in the UK?
- Accepting that some products we're used to might not be available at all?



If the supermarket went ahead and cut products which had to be imported for some or all of the year it would have knock-on effects on producers around the world who rely on exports.

For example, Ecuador relies on banana export for some 5% of its national income.



How do you think we should balance the need to protect the environment with the livelihoods of farmers around the world?

5%

Whose responsibility is it to help the farmers if we change our diets to protect the environment?

While looking in to their banana contracts the supermarkets discover that one of their largest suppliers has identified incidences of panama disease in their crop. Panama disease is a plant disease which wiped out a whole variety of bananas in the 1950's.



The supplier currently grows a variety of banana called the Cavendish, because it's taste is favoured internationally, it ripens at the right rate and can be grown in large quantities. If this plant disease takes hold it could wipe out the entire plantation, they only grow one variety because it's so popular.



Who do you think is responsible for this situation?

- Should supermarkets encourage their producers to grow more robust varieties?
- What about consumers who prefer the variety they're used to?
- Should governments in the growing countries take responsibility, or do governments in the nations where the product is consumed have some role?