



FOOD FOR LIFE

MAKING BRITAIN HEALTHIER THROUGH FOOD

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Quick Quiz

When did rationing on meat and bacon end?

How many allotments were used in 1950?

By 1968, how many allotments were still being used?

The average person ate 1kg of chicken a year in 1950. How many do they eat now?



In 1950, how many supermarkets were there in the UK?

And by 2013?

When was the first fast food outlet opened in England?

How many are there now?

Quick Quiz

When did rationing on meat and bacon end? **1954**

How many allotments were used in 1950? **1,200,000**

By 1968, how many allotments were still being used? **500,000**

The average person ate 1kg of chicken a year in 1950. How many do they eat now? **25kg**



In 1950, how many supermarkets were there in the UK? **50**

And by 2013? **10,308**

When was the first fast food outlet opened in England? **1954 - Wimpy**

How many are there now? **24,320**

Today

Food for Life – making good food the easy choice

- What does good food mean
- Health, economic and environmental impacts
- A platform for change: Food for Life Served Here and Schools award
- Benefits and challenges
- Food for Life approach in practise through Better Care

OUR MISSION

We work to make good food the easy choice for everyone.

We help make sure good food is not only on the menu, it is part of the conversation and a way of life in schools, hospitals, care homes, workplaces and cities.





WHAT DOES 'GOOD FOOD' MEAN TO YOU?



OUR DEFINITION



Food that's good for your health

Lots of fruit and vegetables, fish and wholegrains, less but better quality meat, and a lot less processed food. Good food is even better when shared.



Food that's good for the environment

In season, sustainably produced, low-climate impact and high animal welfare standards.



Food that's good for the economy

Grown by local producers, prepared by skilled and knowledgeable people, and supports a thriving economy



A PLATFORM FOR CHANGE AND PROMOTION

Use Food for Life Served Here as a **platform** to drive sustainable & healthy catering, report on Government guidelines and contribute to becoming a Good Food Nation and as a **framework** to promote best practise







WHAT DOES IT MEAN?

SERVING **LOCAL FOOD**



At Silver and Gold levels we are rewarded for using local ingredients.



COOKED FROM **SCRATCH**

At least 75% of our meals are freshly prepared.

SEASONAL PRODUCE



Menus make the most of seasonal ingredients.

We can trace our meat

BACK TO THE FARM



YOUR MEAL MAKES A **DIFFERENCE**

Every £1 you spend on a Food for Life Served Here meal means a social return on investment of £3 in the form of jobs and local enterprise*.



MORE OF THE GOOD STUFF

Free from undesirable additives, colouring and sweeteners.



* New Economics Foundation, 2011



Ingredients

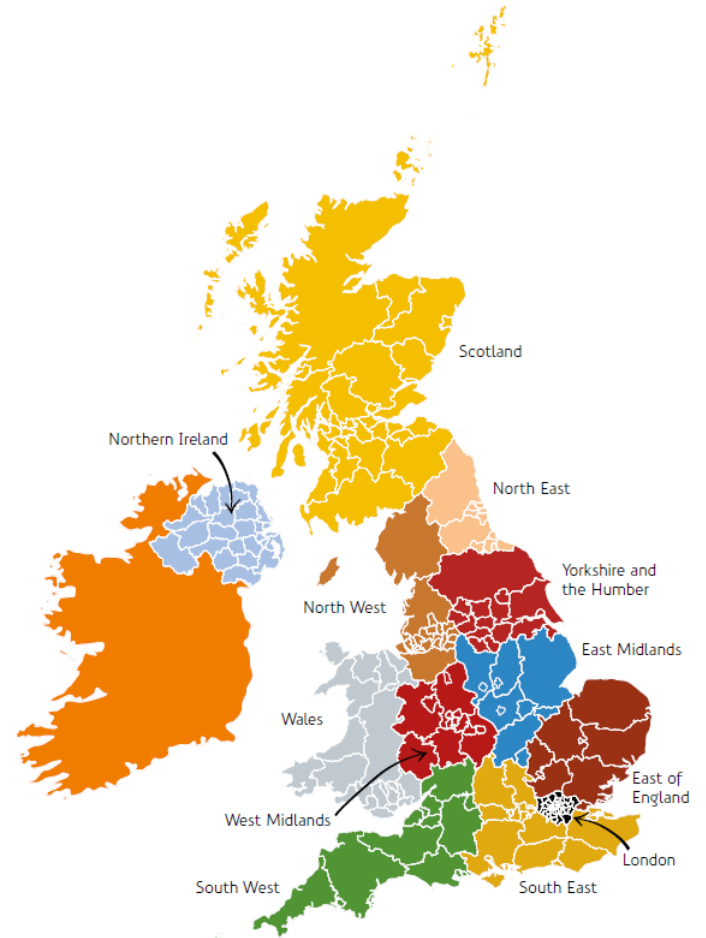
**Good
practice**

**Customer
care**





Silver and Gold awards are assessed using a points based system





- Serve meat in moderation
- Minimise salt
- Cut plate waste
- Support eating well
- Promote meal take-up
- Healthy vending
- Healthy choices





And after public consultation new Making Healthy Eating Easy standards launching in April 2018:

- Points for using healthy drinks
- Points for using more sustainable and ethical drinks
- Points for using healthy choice snacks
- Points for using sustainable palm oil

What is the Food for Life School Award



An Awards Scheme:

A Bronze, Silver and Gold Awards Scheme where each award consists of a series of small manageable steps that all combine to make real lasting change, while recognising and celebrating those achievements.

Resources and Support:

We provide everything you need to address each criteria... except the willingness and drive to do it

The Network:

The ability to learn from other settings and shape things in a way that works for your school



**Food
Quality**



**Food
Leadership**



**Food
Education**



Community



Why do it?



Pupil Health and Wellbeing:

Good diet, physical and mental wellbeing = better attendance and attainment

School Food Standards:

Help doing it! External validation you have done it

Ofsted:

67% of FFL Awarded schools say it had a positive impact on their Ofsted report (Pupil' personal development and wellbeing)

Value for Money:

Caterer contracts, meal take up increases, staff development

Our impact

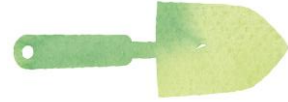


For every £1 invested in Food for Life Served Here menus, the social, economic and environmental return on investment for the local authority is

£3



45%  of parents report eating more vegetables as a result of the Food for Life programme



Free school meal take-up increased by an average of **13%** points in Food for Life Schools 



Pupils in Food for Life schools

twice

as likely to eat five or more portions of fruit and vegetables a day



twice

as many primary schools received an Outstanding Ofsted rating after working with Food for Life.

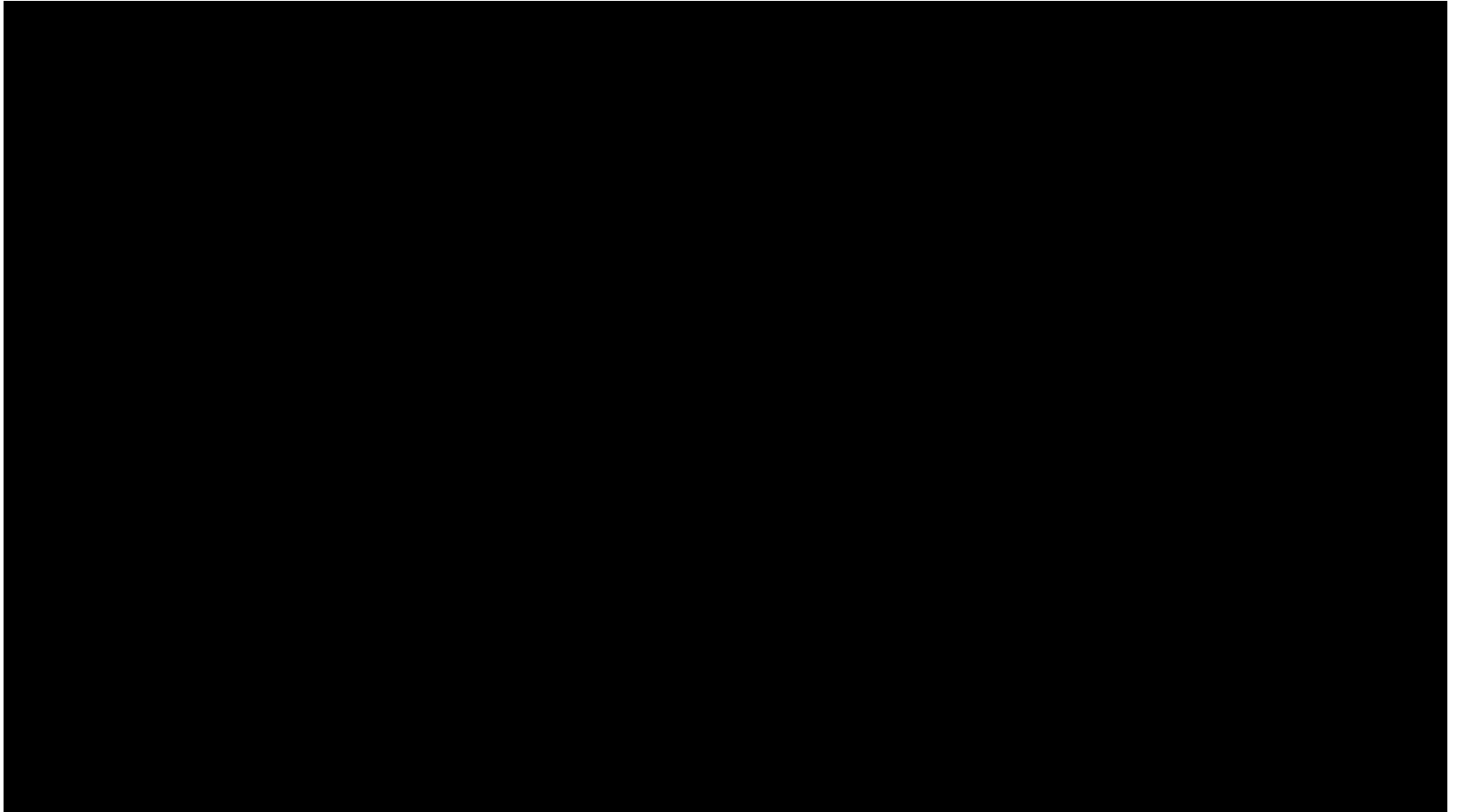


Benefits of achieving an award

- Work with a leading certifier and association with the Soil Association brand
- Independent verification to show standards are being met
- Demonstrate school food standards are being met
- Promotional materials and framework to show quality of food served to customers
- Provide an exciting inclusive curriculum based around food
- Improving health and outcomes for children through food education

Perceived Challenges

- Time taken gathering evidence and process of preparing for inspection
- Increased cost of ingredients
- Cost of certification
- Meeting school food standards in some settings
- Awareness of FFL brand low



Building links through Food

- Chickens linking care home residents and primary schools
- Carry my Story – diaries and records around food and memories
- Eating together – residents in school eating once a week with children
- Cooking and growing activities linking children and elderly

Thank you

We look forward to you becoming part of the Food for Life movement.

“Eat food. Not too much. Mostly plants.”

(Michael Pollan, author of Food Rules)

www.soilassociation.org/catering