

Recipe for Success: Scotland's National Food & Drink Policy

Becoming a Good Food Nation



WEALTHIER & FAIRER

SMARTER

HEALTHIER

SAFER & STRONGER

GREENER

Who?

What?

Why?

- 16 Members representing a wide cross-section of the World of Food & Drink in Scotland.
- First meeting was held in March 2015
- 4 x Meetings per year. Initially given a 2/3 year lifespan, but this is changing.
- Reporting directly to Fergus Ewing, Cabinet Secretary for Rural Development and Connectivity - and through him, to Cabinet.
- Have held 7 meetings to date, with the next one scheduled for 15th December 2016.
- Our second Interim Report is due in January 2017.
- **The Job?** To build Scotland into a Good Food Nation.



Situation Report:

The Scottish Diet: It needs to change.

What is the Vision for

2025 ?

Our Aspiration.....

.....is that Scotland is a Good Food Nation,
a country where people from every walk of life
take pride and pleasure in, and benefit from, the food they
produce, buy, serve and eat every day.

This will require a movement for change and mean that:-

- It is “the norm” for all Scots to take a keen interest in their food, knowing what constitutes good food, valuing it and seeking it out whenever they can.
- Scottish producers ensure that what they produce is increasingly healthy and environmentally sound.
- Everyone in Scotland has ready access to the healthy, nutritious food they need.
- Dietary-related diseases are in decline, as is the environmental impact of our food consumption.
- People who serve and sell food – from schools to hospitals, retailers, cafes and restaurants – are committed to serving and selling good food.
- Food companies are a thriving feature of the economy and places where people want to work.
- Other countries look to Scotland to learn how to become a Good Food Nation.







Are You With Us?

- Building a Good Food Nation is Everyone's Business.
- It is not just Fergus Ewing's baby and it is not my baby – it belongs to all of Us.
- It is about Leadership in every Government Department, every Local Authority, every Enterprise Company, every Business large, or small, every School, College and University, every Hospital and Care Home, every Retail Outlet, every Café, Restaurant and Hotel.
- It is about You and Me; every Person of every Age.
- It is about Education, Health and Society on every level.
- It might take a whole generation to make change for the better, but that game-changer starts now.
- Please – collect your ticket and travel with us on this important Scottish journey. Your input counts enormously.

