

Our Common Wealth of Food

Frank Strang

Deputy Director,
Food, Drink & Rural Communities
Scottish Government

Welcome!

- International perspective
- Challenges facing the global food system
 - Social
 - Environmental
 - Food security
 - Etc
- But..

Putting our own house in order: Scotland

- **Exciting politics and...**
- **A coastline 11,800 km long.**
Stretched out into a straight line it would reach all the way to Australia
- **75% of land** used for agricultural purposes
- **40 bottles of Whisky** are shipped overseas **each second**
- More **Michelin stars** in Edinburgh alone than all of Wales (sorry..)
- Food and farming key sectors





A Land of Food and Drink: a huge success story

- **Turnover grown by > 21% and exports by > 50%** since 2008, outstripping rUk and other Scottish sectors.
- **10000 new jobs** forecast for next 5 years
- **Scotland Food and Drink** partnership
- Every day **more than 84,000 meals are served with Food for Life** catering mark for sustainable food
- Explosion in **local food initiatives/food education projects**
- Isn't our house already in order?

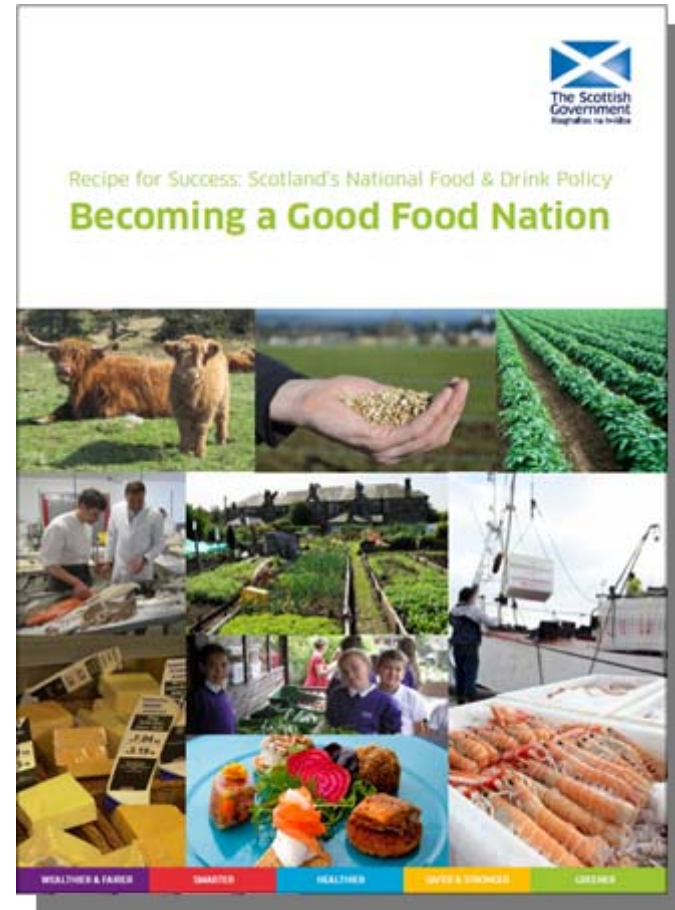
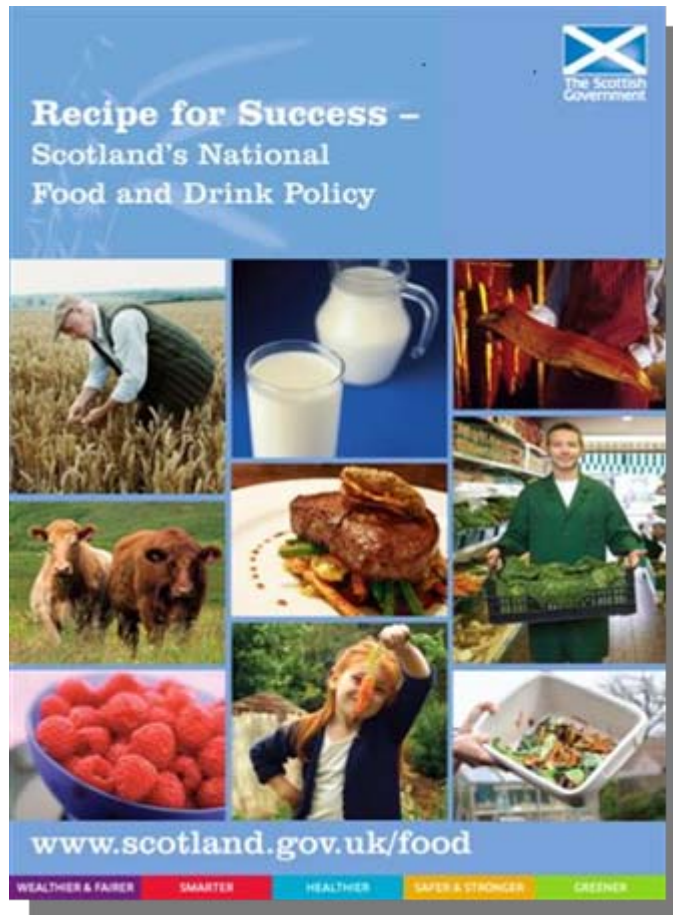
..but a profound paradox



renowned worldwide for producing high quality food and drink and yet we struggle with world beating levels of diet-related disease, throw away 1/5 of our food and live with the shame of food banks!



Next Phase of the National Food & Drink Policy



2025 Vision for Scotland to Become a Good Food Nation

- “...people from **every walk of life**, will take pride and pleasure in the food served in Scotland.”
- “...food exports will attract overseas visitors and the **quality of the food we serve will become one of the key reasons to travel to Scotland.**”
- “Scottish **suppliers will have developed their offerings** so that local increasingly equals fresh, healthy, and environmentally-sound.”
- “...**dietary-related diseases** will have begun to **decline** as will the environmental impact, locally and worldwide, of our food consumption.”
- “The food industry will be a **thriving well-known feature** of local and national economies...”

Our Vision

By 2025, people from every walk of life, will take pride and pleasure in the food served day by day in Scotland. An increase in Scottish food exports will attract overseas visitors and the quality of the food we serve will become one of the key reasons to travel to Scotland. Everyone will know what constitutes good food and why. All players in Scottish life – from schools to hospitals, retailers, restaurants and food manufacturers – will be committed to serving such food. Its ready availability will have contributed to improvements in children’s wellbeing and hence outcomes. Scottish suppliers will have developed their offering so that local increasingly equals fresh, healthy and environmentally sound. The most intractable dietary-related diseases will have begun to decline as will the environmental impact locally and worldwide, of our food consumption. The food industry will be a thriving well-known feature of local and national economies, with each part of Scotland rightly proud of its culinary heritage, past and present.

Drivers for Change

- **Food Commission**
 - Advocate the importance of food to Scotland's health, environment, and quality of life.
- **Clear balance of outcomes**
- **Local Food Champions**



Proposed Priorities



- Children's Food
- Public Sector
- Local Food
- Behaviour Change
- Continued Growth
- Views by 17 Oct

Goodfoodnation@scotland.gsi.gov.uk

What might this conference bring to the party

- Fresh angles – ethics; international
- Tease out the tensions
- **Common**
- **Wealth**

Thank you!



Frank.Strang@scotland.gsi.gov.uk