



# Vegetable Summit Scotland



24 OCTOBER 2017,  
9.30AM – 5.00PM

ROYAL BOTANIC GARDEN  
EDINBURGH



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**Nourish Scotland** is an NGO campaigning on food justice issues in Scotland. We work across food and health, poverty, fairness, workers' rights, economy, environment, climate change, land use, and waste. [www.nourishscotland.org](http://www.nourishscotland.org)



**The Food Foundation** is an independent think tank that tackles the growing challenges facing the UK's food system through the interests of the UK public. [www.foodfoundation.org.uk](http://www.foodfoundation.org.uk)



**Food Cardiff** is a food movement working with all sorts of people and organisations; giving advice and support to help them make informed decisions about food. [www.foodcardiff.com](http://www.foodcardiff.com)



**WWF** is the world's leading independent conservation organisation with over five million supporters worldwide in more than 100 countries, supporting around 1,300 projects worldwide. [www.wwf.org.uk](http://www.wwf.org.uk)



## WELCOME TO THE FIRST EVER VEGETABLE SUMMIT!



Today, we bring together businesses, government, researchers, and citizens to pledge for more veg – specific actions to help us all eat more veg and get healthier.

The Vegetable Summit is taking place today in Cardiff, Edinburgh and London. In each city, we'll be hearing commitments to make veg delicious, accessible and affordable. Eating our veg is going to be the new normal, not just the thing

we know we ought to do.

How have we got to this point? The starting point for the Peas Please initiative is that everyone knows about 5 A Day and yet many of us find it too hard to achieve. So we first investigated the evidence, published in Veg Facts, which highlights the current state of consumption and production. We then convened more than 10 workshops each focusing on a different part of the supply chain to discuss what can be done to drive up consumption. These workshops involved more than 150 people from businesses, local authorities, government, civil society, community groups and academia and together we drafted the Peas Please Commitments Framework against which pledges are being made today.

Does it end here? No, this is just the beginning. Today, we will find out what some of the leading businesses are doing and we will be inviting many more to make pledges at the 2018 Vegetable Summit. Between now and then we will be bringing people together in workshops, study tours and online to discuss good practice, and to add new actions to our Commitments Framework. At our 2018 summit we will be publishing a report on how well our pledgers are doing towards their 2020 goals. The project will continue until October 2020 when we will hold our fourth and final summit by which time we hope so many will be making pledges that Peas Please will be driving a food system-wide shift towards helping everyone eat more veg.

Enjoy the day!



**Pete Ritchie,**

Executive Director of Nourish Scotland





#PEASPLEASE

We pledge to play our part to help everyone in Britain eat an extra portion of veg a day



## IT'S NOT JUST US WHO THINK IT'S A GREAT IDEA...

“The latest figures on veg consumption in Scotland make very disturbing reading. We need to stop seeing vegetables as a side dish, a culinary afterthought, and start putting them front and centre when we eat. Increased vegetable consumption would be good for

us and good for the planet. It is a no brainer and Peas Please is doing a fantastic job highlighting the issue and offering simple solutions for us all”

**Stephen Jardine,**  
Journalist and broadcaster

“I'm passionate about my patients and helping them to feel the best they can. I'm also passionate about the NHS and safeguarding it for future generations. The growing numbers of overweight and obese children and adults and the cost of treating associated health conditions like Type 2 Diabetes could potentially bankrupt the NHS.

But it is not just for the government or clinicians to tackle this: we all have our part to play. That is why I'm happy to endorse the Peas Please campaign and its work with everyone involved in the food industry in getting all of us eating more veg. “

**Dr Dawn Harper,**  
Private and Media Doctor, NHS

“Everybody knows that eating more veg is a good idea. Vegetables are the foods that do us the most good, and as it happens, they also do the planet the least harm. Getting our children into the habit of eating fresh seasonal veg and fruit, every day, will be doing them a massive

favour for the whole of their lives. So thanks to the Peas Please team for all your work on making it easier for kids – and all of us – to eat more veg.”

**Hugh Fearnley-Whittingstall,**  
TV Chef & Food Writer

# 20,000

lives could be saved if we all ate one more portion of vegetables





## ORDER OF PLAY

**9.30am**

Registration with tea & coffee

**10.00am**

**Introduction to Peas Please**

Pete Ritchie, Executive Director  
of Nourish Scotland

**Welcome to Edinburgh**

Cllr Adam McVey, Leader of the  
City of Edinburgh Council

**Welcome to the Vegetable Summit  
Scotland**

Stephen Jardine, Journalist at BBC  
Radio Scotland, founder of Taste  
Communications, and mediator of the day

**10.20am**

**The big veg gap** with Caroline Mockford,  
Cath Cooney, Gillian Kynoch,  
Anne Gibson, and Dr Elaine Moir

**11.00am**

**Increasing veg in hospitality and on-the-  
go** with Paul Mitchell, Carina Contini,  
Elaine Mason, and Keith Breasley

**11.40am Break**

**12.00pm**

**Children's views on veg**

Children from primary and secondary  
schools in Edinburgh will talk about veg  
with the Scottish Minister for Public Health

**12.30pm**

**Address by the Scottish Minister  
for Public Health and Sport,  
Aileen Campbell MSP**

**12.50pm**

Vegilicious lunch

**1.50pm**

**Why are veg so important for our health?**  
with Dr Wendy Russell

**2.00pm**

**Monitoring progress** with Amanda Brown

**2.15pm**

**Boosting Scottish horticulture**  
with Allan Bowie, Prof Colin Campbell,  
Pam Whittle, and David Gemmell

**2.40pm**

**The role of Local Authorities in  
promoting veg** with Laura Penny

**3.00pm**

**More veg in our shopping baskets**  
with Isla McCulloch and Tony McElroy

**3.40pm**


**Using creative forces for good**  
with David Reid, David Guy and  
Michael Jarvis

**4.00pm**

**Closing remarks**, followed by a  
networking reception with veg delights

**5.00pm**

Close of day





## PANELS



### The Big Veg Gap

People on low incomes eat less veg than their richer counterparts and suffer more from diet-related diseases. How do we make veg accessible to all in a dignified way?



### Veg in Hospitality and On-The-Go

How can hospitality and on-the-go food businesses make veg attractive to their customers and increase the number of portions of veg they serve?



### Children's Views on Veg

Children and young people will share their views on how decision-makers should help them eat their recommended 3.5 portions of veg a day.



### Boosting Scottish Horticulture

Increasing consumption demands a thriving Scottish horticulture industry. What are the main challenges and opportunities?



### More Veg in our Shopping Baskets

How can retailers and manufacturers support us to eat more veg?



### Using Creative Forces for Good

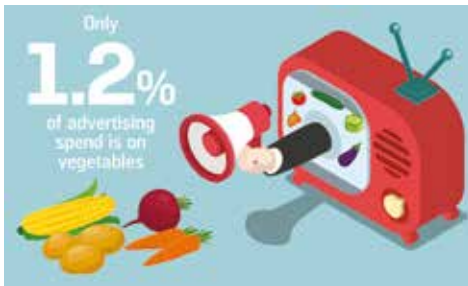
How can the creative industry use their expertise to help us eat more veg?

# THE AD COMPETITION

*“Advertising has a unique ability to change people’s habits. Doing so for good reasons is something our industry should be more focused on.”*

SIR JOHN HEGARTY

Children’s recognition of logos and marketing relating to fast food brands forms at an early age and popular children’s characters are regularly used to sell fast food.



In 2014 the UK food industry spent over £250 million promoting “unhealthy” foods but, only 1.2% of food and soft drink advertising goes on fresh veg.

To help shift the balance, we launched an ad competition to find a creative concept that could encourage children (and their parents) to buy and eat more vegetables. Participants submitted a creative poster which could be turned into a range of marketing materials aimed at getting children to eat their greens.



5 posters were shortlisted by legendary advertising creative and Bartle Bogle Hegarty co-founder **Sir John Hegarty**. Today the winner will be chosen by a panel of experts chaired by **Hugh Fearnley-Whittingstall**. The panel includes **Sir John, Michael Moszynski** from LONDON Advertising, and children from a school in Kent. Children’s panels in Scotland and Wales will also advise the panel.

THE DRUM

**THE WINNER** will have their poster featured in Europe’s biggest marketing magazine The Drum, displayed in various locations in England, Scotland and Wales and the poster and competition will feature on Hugh Fearnley-Whittingstall’s BBC primetime documentary series looking at the obesity crisis.







# MAKING A PLEDGE FOR MORE VEG

WITH SPECIAL GUESTS



## Pete Ritchie

Pete is the Executive Director of Nourish Scotland, which he co-founded in 2013, and runs

his family farm Whitmuir Organics. Pete is a first generation farmer and was previously founder and Director of Scottish Human Services.



## Adam McVey

Adam is Leader of the City of Edinburgh Council. He is an SNP Councillor for Leith Ward. He first got

elected in 2012 and served as the City's transport Vice Convenor for 3 years prior to the Council elections in 2017. Adam has a background in Economics and International Law and has worked for an accountancy firm, social investment charity, the Fringe Festival and for a leading human rights charity.



## Stephen Jardine

Stephen is one of Scotland's best known journalists and broadcasters. He started

his career in radio before moving to GMTV and then STV. A lifelong food lover he went on to launch Scotland's first food and drink comms agency Taste Communications. Stephen writes for The Scotsman and the Daily Record and presents a weekly current affairs programme on BBC Radio Scotland.




## Cath Cooney

Cath is Director for Self Management and Scotland's House of Care programme, and an

Academy Board Member at the Health and Social Care Alliance Scotland: the national third sector intermediary for health and social care organisations.





As a practitioner and a person of lived experience, Cath has a particular interest in food provision, availability and quality, and the relationship to supporting better health and wellness in communities.



### **Caroline Mockford**

Caroline is a Community Activist from Govan. She volunteers with the Poverty Alliance, the NHS

Health Inequalities Reference Group and the Glasgow Disability Alliance. She is also a Commissioner with Poverty Truth Commission and a Commissioner with the Scottish Government Good Food Nation.

### **Anne Gibson**

Anne is a senior Health Improvement Officer with Community Food and Health (Scotland) which is part of NHS Health Scotland.



### **Elaine Moir**

Elaine trained as a Biologist, completing her PhD at the University of Aberdeen. She joined

Scottish Government in 2002, working firstly within the Chief Scientist Office where she managed funding to support NHS research and ran several fellowship schemes. Currently based within the Improving Health and Wellbeing

Division of the Directorate for Children and Families, her main responsibility is developing a new Healthy Food voucher scheme for Scotland following devolution of powers through the Scotland Act (2016).



### **Gillian Kynoch**

Gillian is Head of Fareshare in Scotland; a leading UK charity working to ensure that

no good food goes to waste but is redistributed to frontline organisations working to combat food poverty and support vulnerable people. Her lifelong interest is the role of food as a fundamental building block for better lives and stronger communities.



### **Paul Mitchell**

Paul has over thirty years' experience working within the hospitality sector, the last nine of

which; developing the catering and event operations at the Royal Botanic Garden Edinburgh, where he leads the Sodexo team on site. Paul and his team have worked closely with the Botanic and their gardening team to develop a Market Garden, ensuring fresh, home-grown produce for the food offers across site.





**79.1%**  
OF CHILDREN 5-10Y

**95.5%**  
OF CHILDREN 11-16Y

**NOT EATING ENOUGH VEG**

Source: [www.foodfoundation.org.uk](http://www.foodfoundation.org.uk)



### Carina Contini

Carina was brought up in a Scots-Italian family and is passionate about food. She owns and

runs three award-winning restaurants across Edinburgh: Contini Ristorante, The Scottish Cafe & Restaurant at The National Gallery, and Cannonball at the top of the Royal Mile. She also manages a Kitchen Garden that supplies vegetables and herbs to the Contini venues. Carina was the first female chef to be appointed to the Slow Food Alliance and was named a Scotland 2014 Food and Drink Ambassador.



### Elaine Mason

A lifetime of loving soup but never finding quality takeout options led Elaine Mason to open Union of

Genius, Scotland's first soup café, in 2011. Union of Genius has a café and a soup van, supplies soups and salads to over 35 Edinburgh cafes, as well as cooking over 600 meals for nursery children each week. Around 20,000 people each month eat a Union of Genius lunch - that's a lot of cooking, and a lot of veg prep.



### Keith Breasley

It is 40 years since Keith took up his first position in hospitality with Bass Hotels Management





Programme. He has subsequently worked in hotels, business sector catering and for the last 25 years with Fife Council's Facilities Management Service. Keith became National Chair of ASSIST FM in August, representing and supporting Facilities Management staff in 30 of Scotland's authorities.



### Aileen Campbell

Aileen is Scottish Minister for Public Health and Sport. Before her election to parliament, she started a career in publishing then worked for Nicola Sturgeon in 2005 and Shona Robison in 2006 as a Parliamentary Assistant. Aileen was first elected to the Scottish Parliament in May 2007 and was re-elected in May 2011 and

appointed as Minister for Children and Young People.



### Wendy Russell

Wendy is a chemist specialised in molecular nutrition researching the complex interplay between diet and health. Her research aims to establish the effect of our diet on several population groups and through dietary interventions, to understand the role of food in preventing disorders such as cardiovascular disease, type 2 diabetes and cancer. As part of SEFARI, she investigates the potential of novel crops, particularly in protein provision for the future and the exploitation of underutilised plant species.





## Amanda Brown

Amanda is Strategic Insight Director at Kantar Worldpanel.



## Colin Cambell

Colin is Chief Executive of The James Hutton Institute. He has broad interest in sustainable

development and has developed the vision and mission of the Institute around the UN Sustainable Development Goals. His own research includes studies of the soil biodiversity and the soil microbiome.



## Pam Whittle

Pam is a very keen gardener who is passionate about the benefits of gardening and the

benefits of encouraging more people to grow and eat more vegetables. She is a former Director of Health Improvement at the Scottish Government and former President of the Royal Caledonian Horticultural Society.



## David Gemmell

David was born into a horticultural family business in Ayrshire and studied Commercial

Horticulture at Writtle Agricultural College. The next few years were spent working in glasshouse crop production specialising in salads. In 1987 he

joined Kettle Farm as farm manager and moved to Kettle Produce Limited in 1990 as a Vegetable Crop Manager. In 1998 I moved to my current role as Procurement Manager responsible for the programming and sourcing of all vegetables required by Kettle Produce Limited not grown in Scotland.



## Allan Bowie

Allan is married with two sons and a daughter. He farms in Clackmannanshire and

Fife with Christine and his son Callum, majoring on growing cereals. The area farmed extends to 1800 acres on contract farming agreements. Allan served as NFU Scotland Vice President from February 2009 to February 2015 when he was elected as President, role he fulfilled until 2017. He was appointed as chairman of the Fruit & Veg Industry Leadership Group set up in June 2017.

## Laura Penny


Laura is the coordinator of Sustainable Food City Partnership Aberdeen.



## Isla McCulloch

Isla is Secretary of the Management Committee of Dig-In!, a greengrocer cooperative. She has

been involved since the early days of raising the community share-offer; works behind the scenes on the committee;







volunteers in the shop; and is an expert on community greengrocery. She is passionate about the power and potential of community and social enterprises to make a tangible and sustainable impact in Scotland.

## Tony McElroy

Tony is Head of Communications and Devolved Government Relations at Tesco.



## David Reid

David is Managing Director of Because Brands Matter and one of Scotland's leading

marketing industry figures. As a brand strategist, he enables clients to develop their unique brand positioning and communications narrative. Amongst hundreds of others, David has previously worked with clients such as Glenmorangie, Tennent's Lager, VisitScotland, Seafish, and Quality Meat Scotland.



## David Guy

David is Managing Director of Guy & Co, an Edinburgh based brand and innovation agency.

Specialising in food and drink clients, including Edrington, Border Biscuits, Albert Bartlett and Innis & Gunn. We create brands, build new campaigns and have developed a consumer rapid testing system to quickly understand what's meaningful, new and different for target consumers.



## Michael Jarvis

Michael joined Scotty Brand in autumn 2011, excited by the prospect of building a brand from

scratch in the fresh produce category. A partnership with Disney:Pixar in 2012 and the subsequent Dog's Life campaign have helped Scotty to grow and diversify to achieve a brand value of over £10m. In 2014 his role expanded to be head of marketing across both Scotty Brand and the parent company Albert Bartlett. Michael's background is in consumer marketing in a variety of industries including tourism, malt whisky and beer.

## IMPORTANT INFORMATION

### PHOTOGRAPHY

If you do not wish to be photographed please speak to a member of the Nourish staff.

### RECORDING

We are recording the audio in the Lecture Theatre. If you participated in the discussions and do not wish to be quoted in any of our Summit-related or Peas Please-related publications please speak to a member of the Nourish staff.

### WIFI

To access the Wifi please connect to Botanics Visitor (no password).

### SOCIAL MEDIA

Join the conversation on Twitter using the hashtag **#PeasPlease** or mention **@Food\_Foundation**, **@nourishscotland**, **@fairfoodcardiff** or **@wwf\_uk**



## SPECIAL THANKS

We would like to give our sincere thanks to The Food Foundation, our sponsors, and our supporters for helping us make this event a success.



## THANK YOU FOR ATTENDING

Keep in touch:

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If you are interested in making a pledge at The Vegetable Summit 2018 please get in touch.