

# Food & drink manufacturing: building a sustainable future

**Julian Hunt, Communications Director, FDF**

# Society – then and now

The post-war years	The Noughties
33% of disposable income spent on food	<10% of disposable income spent on food
2,355 calories a day consumed	2,362 calories a day consumed
Time taken to cook main family meal >1hr	Time taken to cook main meal < 20 mins
By 1961, three out of ten households had a car; just 2% had two or more	More than 70% of households have a car; about one-third have two or more
Average family size = 2.4 children	Average family size = 1.3 children
Life expectancy: 76 years (for mum)	Life expectancy: 81 years (for mum )

# A sustainable industry?

A widely accepted definition of sustainability is 'achieving a better quality of life for everyone, now and for future generations to come'.

This entails making **economic, environmental** and **social** progress all at the same time.

# Industry SWOT analysis

**Strengths:** high standards; ability to add value; logistics; experience supplying UK retailers; technological and marketing sophistication

**Weaknesses:** lack of public trust; limited support of Government; hostility of NGOs and media; low availability of labour; skills shortages

**Opportunities:** demand for products in new areas (health, Fairtrade, functional, 'green'); growth of catering; role of technology in products, processes and distribution

**Threats:** over-regulation; premature legislation; poor enforcement; rules not science based; rising materials prices; growing overseas competition; increased retail power

# Some of the things on our agenda

- Cabinet Office Strategy Unit review of food and food policy
- Healthy Weight, Healthy Lives Obesity Strategy
- FSA's saturated fat and energy strategy
- FSA's review of salt reduction targets
- Ofcom review of TV advertising and FSA's review of nutrient profiling
- European Commission's new Consumer Information Regulation
- EU Novel Foods Directive
- EU Nutrition and Health Claims Directive
- Listeria in ready-to-eat meals
- Import controls on 'high risk' feed
- Defra's new packaging waste recycling targets
- Lobbying against the Griffiths Bill on marketing
- EFSA review of food colourings
- Mandatory fortification of foods with folic acid;
- European efforts to prematurely rescind parts of HACCP
- Allergen labelling exemptions published
- Lobbying against changes to EU laws on agency workers
- Consultation on on-pack recycling information
- Scotland announces plans for zero waste strategy

# Our industry

- Represents 14% of the UK's total manufacturing sector
- Is the fourth largest food and drink manufacturing industry in the world
- Directly employs some 470,000 people
- Is an important trading partner with Europe...
- ...and a key partner for UK farmers
- Comprises 6,500 companies, the majority being SMEs or micro enterprises



# Health and wellbeing: industry in action

## Industry in action

Reformulation: £15bn

Extending choice: £11.5bn

Salt reduction: 2,000 tonnes

Trans fats: Just 1% of energy

Functional foods: £1.7bn market

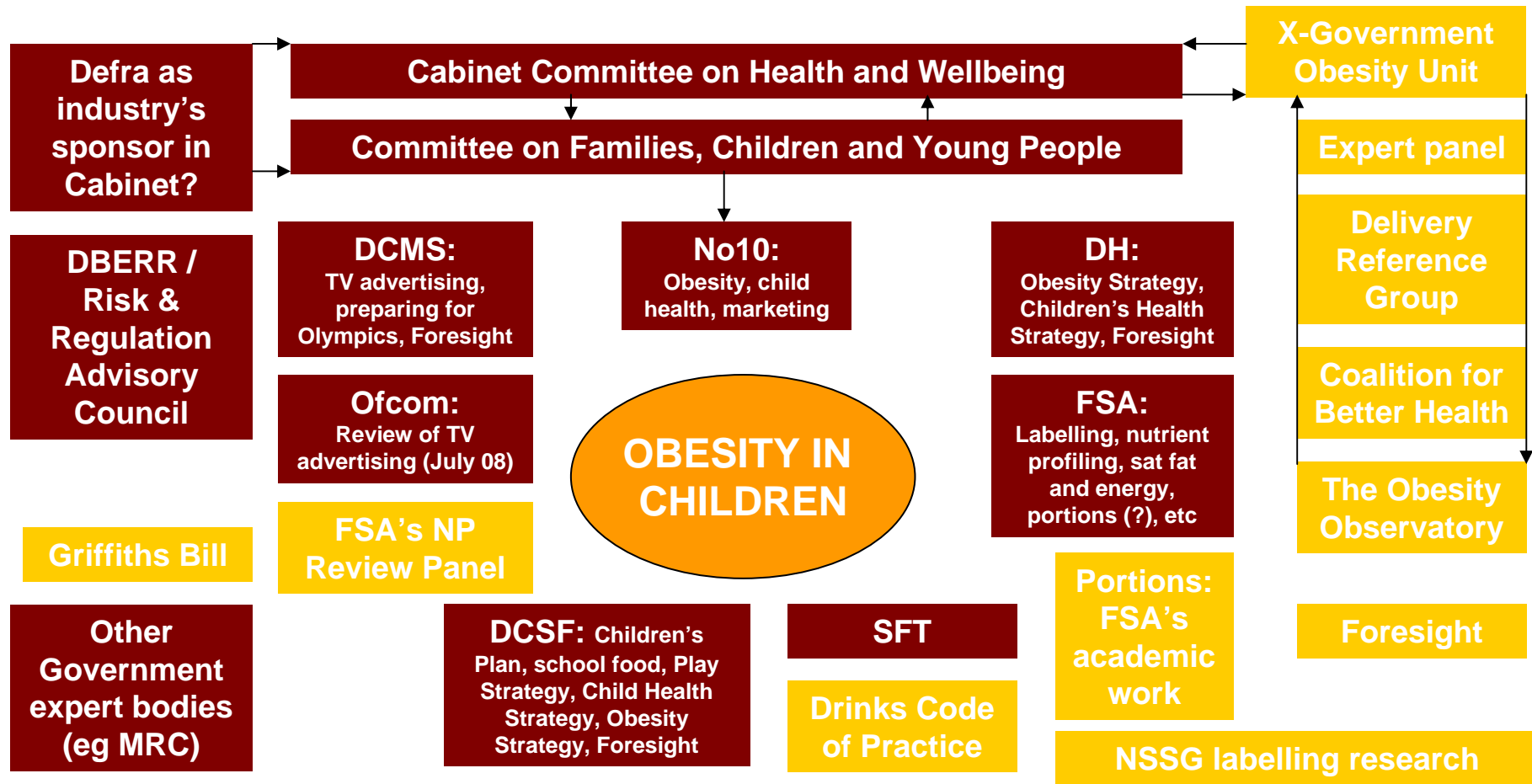
# New strategy: what it means for you

- Better arrangements for stakeholder engagement through a Coalition for Better Health;
- A proposed Healthy Food Code of Good Practice;
- Bringing forward the Ofcom review of the new TV restrictions to July 08;
- A focus on workplace wellbeing;
- A greater focus on out-of-home eating;
- A £75m social marketing campaign;
- Schools to develop healthy lunchbox policies.



⇐ Cabinet Office Strategy Unit Review of Food and Food Policy ⇐  
 Plus regional food policies (Scotland, Wales, NI, London)

OBESITY POLICIES DRIVEN BY: PSA ON HEALTH AND WELLBEING ON CHILDREN (2007); RESPONSE TO FORESIGHT (2007); CHILDREN'S PLAN (2007); DH OBESITY STRATEGY (2008);



EUROPEAN COMMISSION: LABELLING, HEALTH WHITE PAPER, SALT & REFORMULATION

⇐ Labour Party / Tory Party development of policies for election manifestos ⇐

⇐ Health NGOs and activists ⇐

⇐ Hostile media ⇐

# The corporate battle for health

“Obesity has become a political and social issue; consequently, food and beverage companies are going to be under rising pressure from governments, health organisations, consumer associations and the media to behave as very good corporate citizens.”

**Arnaud Langlois, JP Morgan**

# Playing a part in the workplace

“FDF members are committed to establishing and promoting healthy workplace schemes on diet and lifestyle in premises belonging to companies in the food chain and within their communities.”

**FDF Food and Health  
Manifesto**





our five-fold ambition  
for the environment

# Making a real difference

Food and Drink  
Federation



# An ambition with five pillars

- Significantly reduced CO<sub>2</sub> emissions
- Zero food and packaging waste to landfill
- Reduced levels of packaging reaching households & more advice to consumers
- Significantly reduced water use
- Fewer and friendlier food transport miles



“It is particularly pleasing to see so many influential companies, responsible for well known household brands, signing up on day one. I would like to urge more companies in the sector to follow the leadership and commitment being shown by FDF and its members to the environment.”  
to behave as very good corporate citizens.”

**Sustainability Minister Lord Rooker**

Thank you