

FDF PRIORITIES 2011

Melanie Leech
FDF Director General

FDF is making a real difference by:

- Being the respected advocate of the food and drink industry.
- Positioning the UK food and drink manufacturing industry as the UK's no1 industry.
- Being an influential, well-informed and proactive partner communicating industry's views in the key debates affecting the food industry.
- Providing a platform for current and future industry leaders to develop and enhance their networks and professional relationships, broader industry awareness and advocacy skills.
- Showing leadership on difficult issues.
- Continuously improving our services to members.
- Developing and challenging high quality staff.

FDF'S PRIORITIES

- Promoting the Competitiveness of the Food and Drink Industry
- Food Safety
- Health and Wellbeing
- Sustainability
- Communications
- Delivering for All our Members

PROMOTING INDUSTRY'S COMPETITIVENESS

VISION

For stakeholders, including government and consumers, to understand and value the economic contribution of the UK food and drink sector and for this to be fully taken into account in government policy-making.

KEY OBJECTIVES FOR 2011

- To promote the economic importance of our sector, to ensure that the UK's biggest manufacturing sector is positioned at the heart of Government's economic thinking.
- To advocate a UK Food Strategy which puts a sustainable food sector at the heart of the UK economy, at EU level to influence the High Level Forum on Better Functioning of the EU Food Supply Chain .
- To reposition industry as a 'career of first choice' through an FDF careers campaign.
- To promote a positive business environment calling for reduced levels of regulatory burden and a flexible labour market.
- To influence Government and other stakeholders to ensure continued access to adequate supplies of agricultural raw materials at competitive market prices, to strengthen the capability of UK food and drink exporters and to have a fair balance of power within the food and drink industry.
- To advocate a genuine strategic approach by Government to food issues – one that joins up decision-making across Whitehall, and that treats food production in terms of farming and processing.

FOOD SAFETY

VISION

For stakeholders, including government and consumers, to trust the UK food and drink industry and have confidence in the safety of its products.

KEY OBJECTIVES FOR 2011

- To promote the proportionate handling of food safety incidents at national and EU level; to coordinate an effective industry response to any such incidents; and to work with regulators on incident prevention strategies.
- To seek proportionate and evidence-based legislation and voluntary initiatives, coupled with effective and pragmatic enforcement (eg reformulation, novel foods and food contact materials).
- To influence UK Government and EU policy (eg on nutrition, food information, contaminants, nanotechnology and GM).

HEALTH AND WELLBEING

VISION

For consumers, government and key stakeholders to trust and have confidence in our products from a health and wellbeing perspective; to see them as socially responsible and to know that all products can fit into a balanced lifestyle.

KEY OBJECTIVES FOR 2011

- To position FDF members positively as proactive delivery partners for the Public Health Responsibility Deal
- To promote industry's work to enable consumers to lead healthier lives
- To be leading contributors to the Scottish Government's obesity strategy
- To deliver a positive outcome from EU nutrition labelling discussions

SUSTAINABILITY

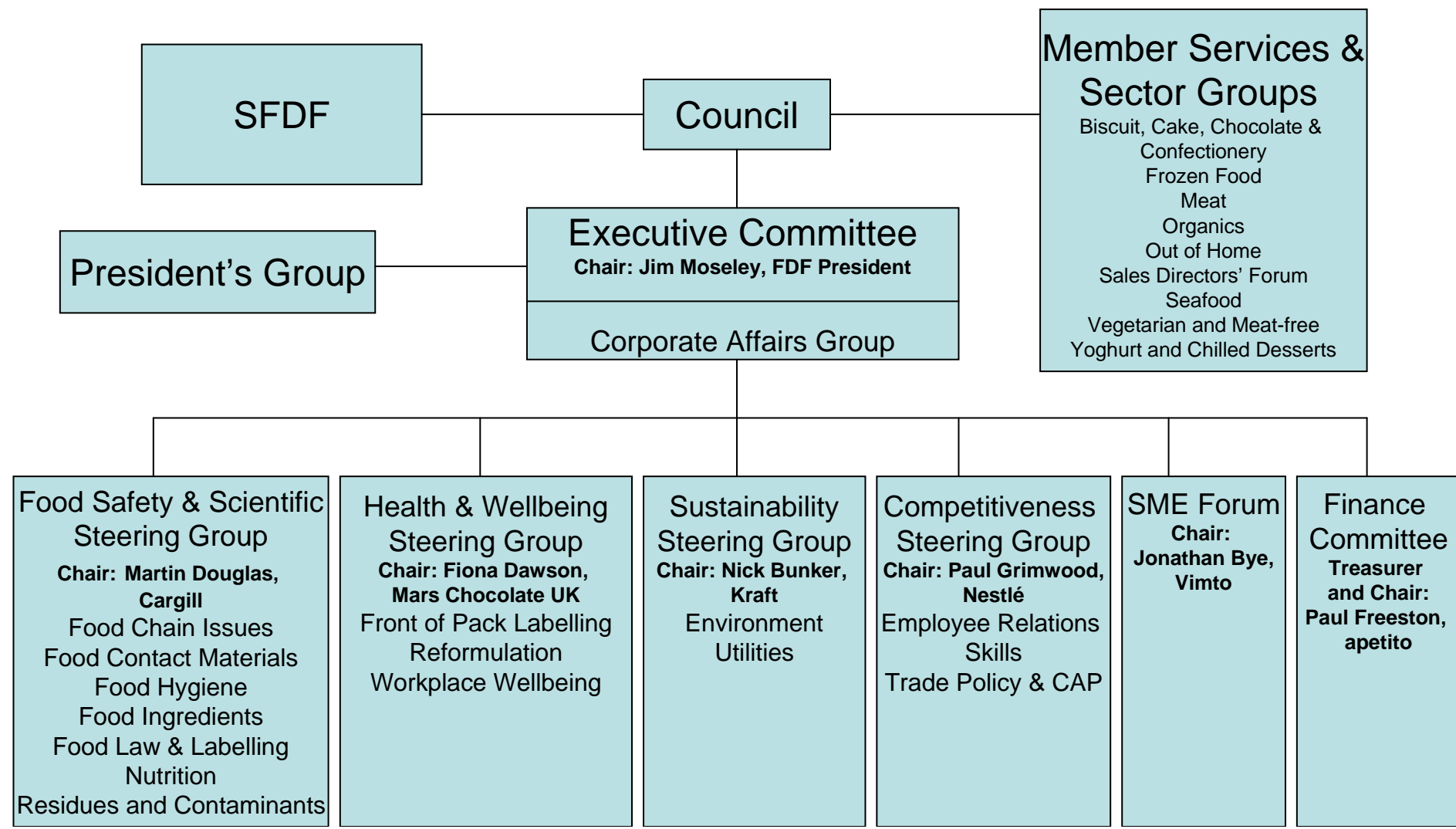
VISION

For stakeholders, including government and consumers, to see the UK food and drink sector as a key contributor to sustainable and secure food supplies.

KEY OBJECTIVES FOR 2011

- To engage with Government and other stakeholders to shape and develop sustainability policies which recognise the importance of UK food and drink manufacturers in meeting consumer needs for safe, nutritious, affordable and secure food supplies.
- In that context, to build on the success of the FDF's Five-fold Environmental Ambition and lead by example in promoting efficient resource use across the value chain.

HOW FDF WORKS



WHO WE WORK WITH

