



Feeding the Future:
Working together to
build the National
Food Strategy



2030 Vision

Our vision is a thriving UK farm-to-fork food sector that is innovative, collaborative and globally competitive. That provides fantastic, affordable food sustainably and to the highest standards. That supports healthier diets and encourages better choices. That offers exciting business and employment opportunities throughout the food chain. That reconnects people with the food they eat and the natural environment where it is grown. And that together this creates a distinctive and much-loved food culture in every part of the country.



RECOMMENDATIONS

Productivity & Skills	Innovation	Trade	Sustainability	Health	Government/industry collaboration
<ul style="list-style-type: none"> Great British Food and Drink Campaign A comprehensive skills levy Expand Lifetime Skills Guarantee Diversity and inclusion toolkit for SMEs Public/private investment to leverage digitalisation, efficiency and carbon reduction Increase food and drink GVA by a third Reverse decline in food industry apprenticeship starts A flexible and responsive immigration system to ensure labour market needs are met. 	<ul style="list-style-type: none"> Boost capital investment needed for "Industry 4.0" transition Ensure sector gets fair share of innovation funding Streamlining and improving the accessibility of innovation Establish "best practice" models for data sharing Support industry gateways to access innovation expertise and funding Promote a more innovative culture Double the R&D spend by 2027 Deploy digital technology in line with Made Smarter recommendations 	<ul style="list-style-type: none"> Maintain strong support for high food standards Engage with UK government to reduce frictions in UK-EU trade Improve SMEs ability to export Ensure UK government recognises the strategic importance of imports of GVA Create a 'Team UK' approach to trade priorities and promotion Support the recommendations of the Trade and Agriculture Commission Increase value of exports in line with global demand 	<ul style="list-style-type: none"> Reduce emissions through new technologies and renewable energy Ensure agriculture support schemes deliver sustainable food production and net-zero Introduce support and regulation to enable the sector to reach net-zero Support measures to build a circular economy Achieve sectoral emissions reductions target for 2030 Improve water use and soil health Zero food waste sent to landfill Minimise packaging waste and maximise recycling 	<ul style="list-style-type: none"> Ten year government strategy for obesity and balanced diets focusing on changing UK food culture Partner with government and academics to innovate for health and environment Support local authorities to deliver targeted community programmes Partner to incentivise and nudge consumers to healthier choices Industry/brands amplification of government public health campaigns Halve childhood obesity rates Reverse the rate of adult obesity Remove the dependency on food banks 	<ul style="list-style-type: none"> Partnership with and support for the sector to deliver short term economic recovery and long-term sustainable growth Explore the introduction of an Office for Regulatory Impact Deliver FDSC recommendations on levelling up and net-zero, and support government's ambitions Build the case for match funding by government for FDSC's work A coherent approach and effective delivery of food policy Regular review of progress to targets and consider future intervention Continued commitment to work with FDSC to deliver food strategy outcomes



VISION

“Our vision is a thriving UK farm-to-fork food sector that is innovative, collaborative and globally competitive. That provides fantastic, affordable food sustainably and to the highest standards. That supports healthier diets and encourages better choices. That offers exciting business and employment opportunities throughout the food chain. That reconnects people with the food they eat and the natural environment where it is grown. And that together this creates a distinctive and much-loved food culture in every part of the country.”

Introduction

The report sets out the food and drink industry’s contribution to the UK Government’s forthcoming National Food Strategy and demonstrates the Council’s commitment to collaborate with stakeholders across the industry. Reflecting the analysis in this report, the Food and Drink Sector Council recommends an approach that puts consumers at the heart of the National Food Strategy. We must engage the public in the journey to a sustainable and healthier food system; and encourage and incentivise consumers to change their purchasing decisions and make healthier, sustainable choices over time. At the same time, and to really drive the change that is needed, industry must make the necessary investment, innovation, and product improvements to meet changing public demand and provide healthier, sustainable food and drink. Government policies, financial assistance, and practical interventions at national, regional and local levels will need to support this strategic approach. In any National Food Strategy, the food industry must be the solution, and not the problem, for the strategy to succeed.

To deliver a better food culture with a vibrant food and drink sector at its heart, the Food and Drink Sector Council seeks to build on the existing collaboration with UK Government and develop a strong partnership between our industry and the governments in London, Cardiff, Edinburgh, Belfast, and our industry to effectively deliver a coherent food policy across Whitehall departments and Devolved Administrations. The policy proposals recommended in this Report set out the way forward to deliver the FDSC’s vision.

Success defined

By 2030 the UK will have a thriving, world-class food industry that:

- is productive, competitive and entrepreneurial
- is innovative, collaborative and connected
- deploys leading edge technologies and is home to internationally leading Research & Development
- operates highly efficient, resilient supply chains in the UK and internationally
- protects the natural environment and reduces all forms of waste in the agri-food chain

The industry will grow, produce and provide fantastic food and drink for consumers that:

- is affordable and available for all
- maintains high standards of quality, safety and integrity
- offers healthy and healthier choices, clearly communicated and responsibly marketed
- is sustainably grown, produced, packaged and distributed

It will create exciting opportunities throughout the agri-food chain that:

- attract investment, innovation and new business
- provide employment and training for a proud, skilled and engaged workforce
- contribute to thriving communities wherever food is grown, produced and sold
- reconnect people to the food they eat and the natural environment where it is grown



Roadmap to 2030

Summary of actions and recommendations

A more productive, highly skilled food and drink sector

Roadmap

- Developing and leading an industry campaign that champions 'Great British' Food and Drink careers.
- Replacing the current Apprenticeship Levy with a comprehensive skills levy
- Building on the Lifetime Skills Guarantee, alongside supporting the take up of T-Levels through industry placements and a greater focus on STEM subjects in the higher education system, including on food topics.
- Introducing diversity and inclusion toolkits that can be used by small and medium-sized enterprises (SMEs). This includes considering a 'charter' on best practice for the industry.
- Alongside enhancing skills, more support from the government for investment in plant and machinery, to leverage digitalisation to gain greater labour and resource efficiencies.

Industry and Government should strive to:

- Increase the Gross Value Added (GVA) generated by food and drink by a third by 2030
- Provide the resources to embed, attract and skill more people throughout the food and drink sector whilst providing additional resilience through a flexible and responsive immigration system that ensures vital labour markets needs can be met.
- Routinely offer the opportunity for everyone in the industry to gain a qualification by 2030 so the workforce and industry has the skills needed for digitalisation, decarbonisation, sustainability, and the circular economy.
- Reverse the trend of the decline of apprenticeship starts from almost 50,000 in 2015-16 to just over 30,000 in 2017-18.
- Reflect the diversity of the country, including at senior levels of management and in the board room in the food and drink sector.

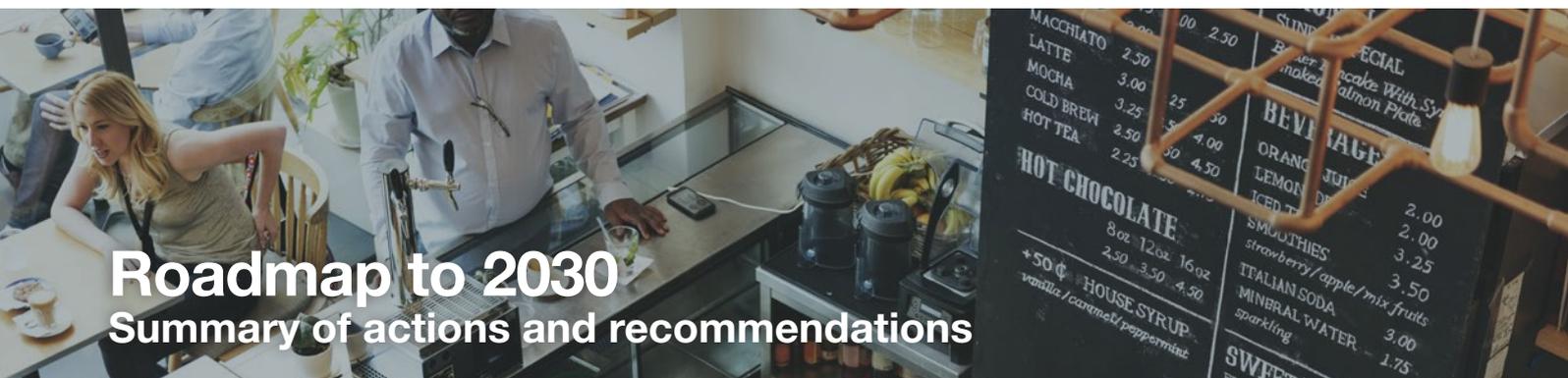
A food and drink sector that is more innovative

Roadmap

- Boosting capital investment needed for the "Industry 4.0" transition (greater digitalisation and connectivity) of the UK food and drink sector. The government's super deduction policy should be extended beyond 2023 to lay the firm foundations of a decade of investment.
- Ensuring the sector gets its fair share of innovation funding from government by maximising the opportunities in the UK Government's Innovation Strategy, reflecting the importance of the sector and its centrality to public policy.
- Unlocking more private investment in R&D – including pro-investment tax and regulatory policies, such as changes to R&D tax credits and increased capital allowances.
- Streamlining and improving the accessibility of innovation, including through an innovation finance scheme modelled on export finance, a government-backed loan scheme for advanced hardware for smaller businesses and a strategy on supporting the development of alternative proteins.
- Following up with the government's National Data Strategy by establishing "best practice" models for data sharing.
- Supporting industry innovation gateways in agriculture (AHDB), manufacturing (FDF) and retail (BRC) to help SMEs access innovation expertise, unlock funding and de-risk investments through demonstrator hubs.
- Promoting a more innovative culture, including encouraging the establishment of people exchange and a secondment programme between industry and academia, and the creation of new food and drink innovation centres at universities, in partnership with industry.

Industry and Government should strive to:

- Double the industry's R&D spend by 2027.
- Increase the amount of R&D funding towards SMEs for agriculture and food and drink manufacturing.
- Increase consumer support for innovative food and drink products.
- Deploy digital technology as proposed by the government's Made Smarter review to create £55 bn of extra value for the sector cumulatively in the next decade.



Roadmap to 2030

Summary of actions and recommendations

A food and drink sector that trades with ease at home and abroad

Roadmap

- Maintaining strong support for high standards of food production in the UK and the integrity of raw material inputs.
- Engaging with the UK Government to explain and reduce frictions in UK-EU trade under the Trade and Cooperation Agreement (TCA) commensurate with our own trade or food values.
- Improving SMEs ability to export and to help them identify growth opportunities overseas.
- Ensuring the UK Government recognises the strategic importance of imports for GVA and to enable production for our key export markets (such as tea leaves for tea).
- Creating a 'Team UK' approach to trade priorities and promotion so governments in London, Edinburgh, Cardiff, and Belfast all pull together to support English, Scottish, Welsh and Northern Irish exporters.
- Continuing to support the other recommendations of the Trade and Agriculture Commission

Industry and Government should strive to:

- Increase the value of exports, including by at least matching the expected increase in global demand with UK supply, with global food production needing to increase by 35% by 2030 and double by 2050¹.
- Increase the proportion of food and drink businesses exporting from the current 17% level.
- Increase the proportion of SMEs exporting, from the current base of just 1% of exporting businesses account for 52.5% of the UK's total food and drink exports².

A sustainable food and drink sector for the future

Roadmap

- Reducing emissions from producing food and drink in the UK by adopting new techniques and technologies and using renewable energy.
- Ensuring agriculture support schemes like Environmental Land Management (ELM) link to and support sustainable food production and net-zero for agriculture. As recommended by the Henry Dimbleby report, the government should maintain the value of support payments to farmers through the whole decade.
- Introducing support mechanisms and regulatory changes to enable the sector to reach net-zero by 2040 and not be limited to fiscal measures such as taxation.
- Supporting measures to build a circular economy, including an independent review on water management framework.

Industry and Government should strive to:

- Achieve sectoral emissions reductions target for 2030 to indicate pathway to 2040 net-zero target.
- Improve our water use and improve soil health by 2030.
- As a priority, establish clear agreed definitions and measures on biodiversity, as the first step in a decade of progress to reverse biodiversity loss in the UK.
- Have zero food waste sent to landfill by 2030.
- Transform our performance on minimising waste in packaging and maximising recycling by 2030.

1 - Feeding 9 Billion | National Geographic
2 - DEFRA analysis of HMRC/ONS data



A food and drink sector that provides healthy and affordable food for all

Roadmap

- A ten-year government strategy encompassing obesity and balanced diets focusing on changing the food culture in the UK to improve diet/ nutrition based on insights of what we eat, why we eat it and how change can be delivered - which will give companies certainty and enable them to focus on delivery.
- Industry to partner with the government and academics looking to innovate across the food chain for health and environment, including through the UK Research and Innovation (UKRI) bids.
- The government supporting local authorities to deliver appropriate community programmes, alongside Henry Dimbleby's suggestion of a 'Eat and Learn' programme, with support from industry as appropriate. This will take learnings from Leeds and Amsterdam.³
- Industry and government partnering to incentivise and nudge consumers to healthier choices, including through store card schemes and the Government's health incentive programme, spearheaded by Sir Keith Mills.
- Companies using the power of their brands to amplify government public health campaigns. These will provide consumers with more, easy to understand "shortcuts" like "1 of 5 A Day" and propose more "simple swaps" for consumers to make. Consistent and clear labelling should support this.
- More reformulation and smaller portions, with a government-led 2030 Challenge recognising that to succeed it needs consumer assent, and this can take time.

Industry and Government should strive to:

- Halve childhood obesity rates.
- Reverse the rate of adult obesity.
- Remove the dependency on food banks by 2030.

A food and drink sector that works in partnership with government on the big issues

Roadmap

- UK Government to work in partnership with the sector to help deliver short-term economic recovery and long-term sustainable growth.
- UK Government to explore the introduction of an Office for Regulatory Impact alongside a regulatory initiatives grid, similar to the one produced by Her Majesty's Treasury (HMT), Bank of England (BoE) and Financial Conduct Authority (FCA) for the financial services industry.
- Industry to work with the UK Government on delivering the commitments set out in this report, as part of the forthcoming National Food Strategy.
- Industry and the UK Government to regularly review the progress towards meeting targets, including on obesity and net zero, and consider collective intervention if necessary, to reach them.
- Industry to deliver the FDSC recommendations on providing opportunities to level up and reach net-zero and demonstrate how the sector can support the government's ambition in this area.
- Industry and Government to build the case for match funding by government of the FDSC's work, including on building a digital infrastructure as seen in the Feed UK project.

Industry and Government should strive to:

- Create a structure for a coherent approach to and effective delivery of food policy across Whitehall departments and the Devolved Administrations.
- Continue its commitment to the work of the Food and Drink Sector Council to deliver the outcomes of the National Food Strategy.

³ - See pg 27 for details



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