



OUR FOOD
FUTURE

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Alice Teague
Head of Regulatory Policy
Food Standards Agency
Wales





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**A PEST OR
A TASTY SNACK?**
.....

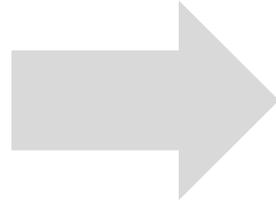
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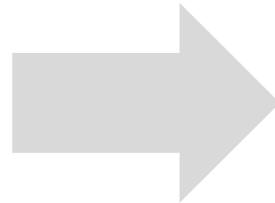
- **Online Qualitative**

Online forum with 22 participants: scoping engagement with future of food and sub-topics



- **Quantitative Survey**

Omnibus survey with 1,383 participants (online representative) to measure initial views on key topic areas



- **Deliberative Workshops**

Reconvened (two waves) deliberative workshops with consumers in 4 locations:
London, Cardiff, Belfast, Edinburgh

First Wave
3 hours

- Understand consumers' spontaneous expectations of the future of food
- Provide consumers with the tools to consider global complexity of challenges facing future of food

Second Wave
6 hours

- Using scenarios and trade-offs to explore consumer priorities for the future of food
- Exploring expectations and roles for consumers, industry, and government to secure aspirations

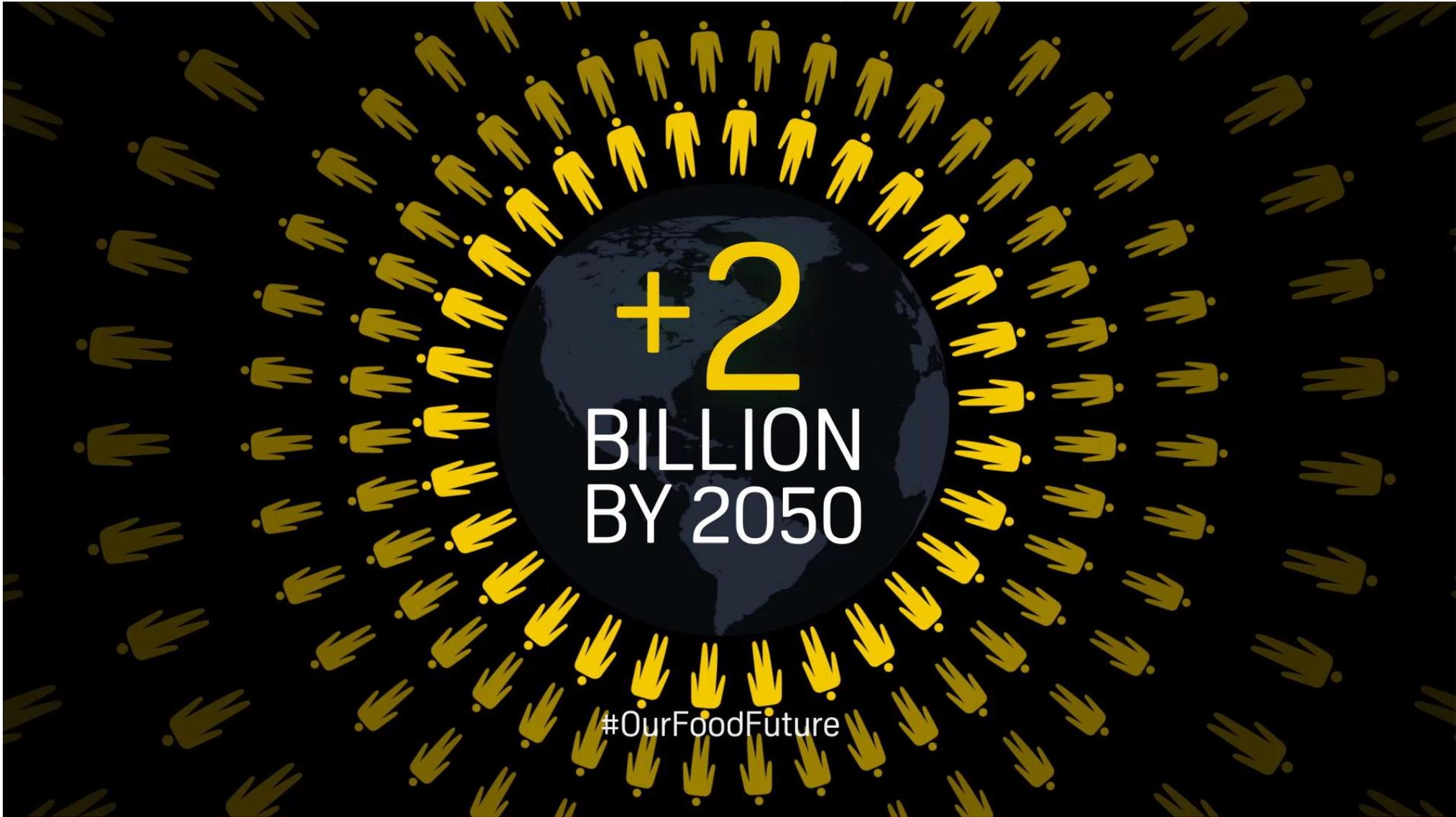
Context

- Increasing demand, unsustainable practices
- Rise in global expectations as well as population
- Increase in choice, channels and complexity

THE GLOBAL CHALLENGES?

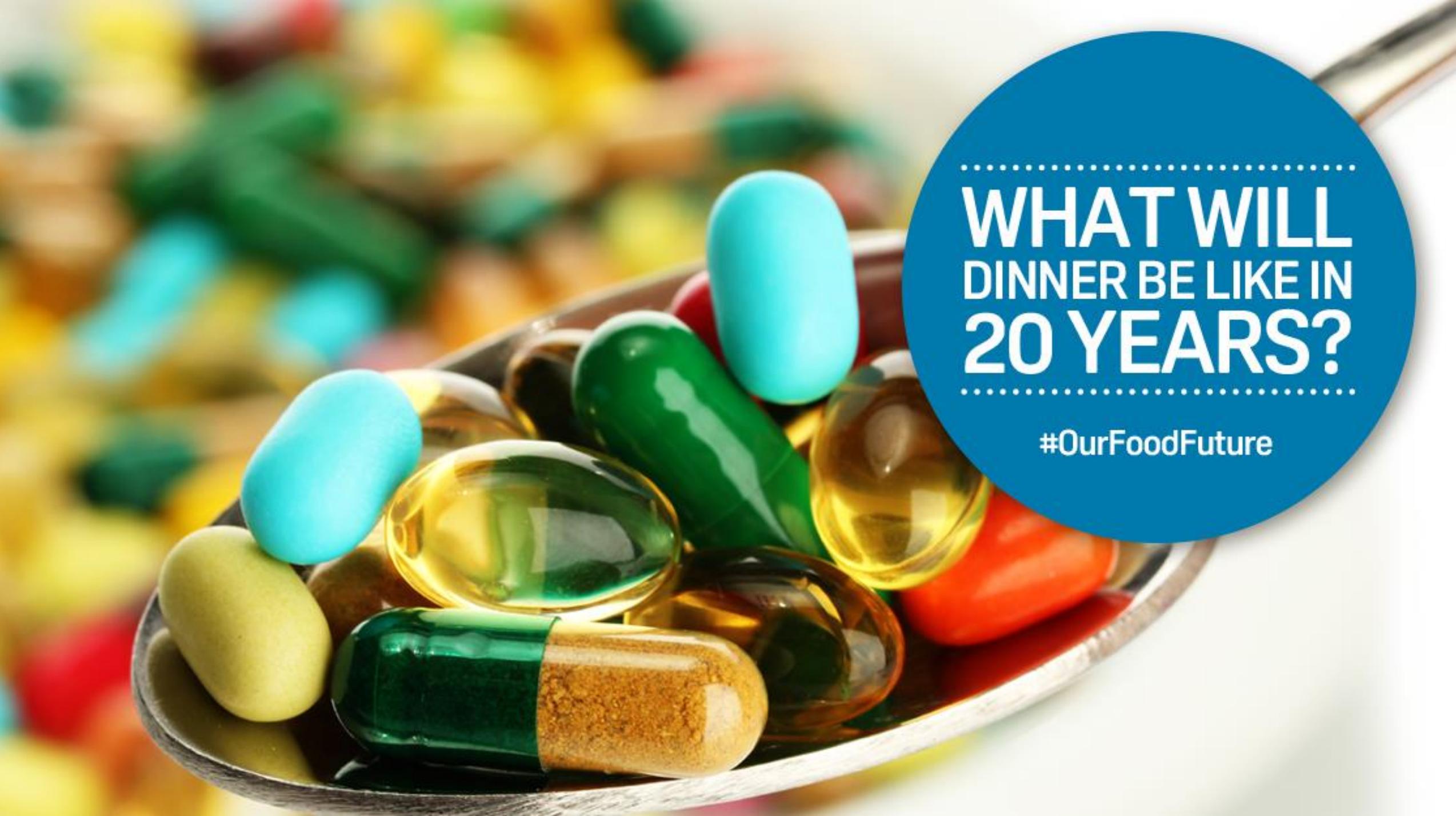
A changing world?
Environmental impact?
A complex food system?

Are we willing to
change our ways?



+2
BILLION
BY 2050

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**WHAT WILL
DINNER BE LIKE IN
20 YEARS?**
.....

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- Are we losing a connection to each other by growing, buying, cooking and eating together less?
- Can we balance this with the demands of a modern lifestyle?

CONVENIENCE OR CONNECTION?



Food ready in an instant?



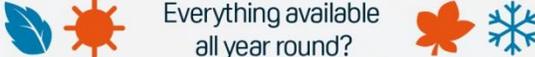
Online shopping for groceries?



Eating out, and on the go?



Shops open 24/7?



Everything available all year round?

An almost **OVERWHELMING** amount of choice in terms of what to eat



PRICE OR QUALITY?



- Will fresh, whole food only come at a premium price?
- Will people be drawn to unhealthy food because it's cheaper?
- Will food and health become a two-tier system?



Sourdough 400g
£2.50

Premium Wholegrain, water, Levain, Salt

HOPEES AND FEARS?



Will we know more about our food?



Who will look out for peoples' needs?



Will we still have convenient food for modern life?



Will young people know how to cook?



Can technology make us healthier?



Will time and money limit healthy choices?

- Do consumers have the information they need to make informed decisions about food?
- What education is needed to help people navigate the food market and make healthier choices?



- Who has the most influence and power in shaping Our Food Future?
- What is the role of Government and regulators in protecting consumers interests?

WHAT PEOPLE WANT?



Food waste
is reduced



Food is
good quality



Good quality food
is affordable



People
have choice



People have a
good understanding
of food



Food is still
social



Soil and land
management
in the UK is
looked after



Investment in
research for
sustainable
production



Increased
transparency
and data sharing
by industry

WHO SHOULD DO WHAT?

Help reduce waste at all stages of the food production journey and help educate consumers



INDUSTRY

Join up to develop strategy for safeguarding food supply, production and sustainability in the future



GOVERNMENT

Reduce waste, teach the next generation and consider changing their consumption habits



CONSUMERS

Start a conversation that informs better choices



MEDIA

- What can industry, policymakers, the media and consumers themselves do?
- How can transparency, information and education play a role?

Role for Consumers

Individuals should...

- Buy more carefully and waste less
- Educate young people
- Be willing to forego variety/year-round availability
- Change consumption?

Consumers collectively...

- Use purchasing power to shape what products are available
- But uncertainty about how to harness and direct that power

Role for Corporations

- Reduce waste in food production, as well as retail practices
- Provide information to empower consumers and educate about food system
- Use safe techniques for food production
- Align values with consumer interest – beyond the profit motive

Role for 'Media'

- Public conversation?
- Convince me & make us care!

Role for Government

- Visible power and authority
- Hold industry to account - action in consumer interest
- Global strategic planning and regulation re: security
- Protect health and safety – prevent both immediate and long-term harm to consumers
- Address tension between health and cost
- Support education –including about food system and challenges

Has taking part changed the way you feel about food?

I'm looking at things a bit differently now, there was something on about deforestation the other night, cutting down forest in the Amazon to grow more food.

I hope there's enough people who care about their food and for the food industry to take note.

More confused now, I feel this dilemma between what I would like to see in Britain and things that are geographically a long way away. Changes in this country will affect people elsewhere. Whatever they do it won't be right for everybody.

It's made me think different; that was just me, if you spread that to everybody it would make that wee bit of difference





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YouTub





Be part of the conversation

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