

EDUCATE SUSTAIN PROMOTE

The Industry Vision to Produce a Good Food Nation



British Egg Industry Council



OUR VISION

Food and drink impacts all of society and it is the jewel in Scotland's crown. A flagship sector, the value of food and drink has grown to £14.4 billion per annum, now surpassing every other sector – with new targets to more than double in size by 2030.

The Scottish Government's proposed Good Food Nation Bill will be introduced during a period of great uncertainty for the whole food and drink industry. The negotiations to leave the EU will undoubtedly have consequences for all parts of the chain – whether that be the government support received by Scotland's primary food and drink producers; or changes to immigration rules impacting employment practices in the food processing sector; or how the end

product is then traded with international partners.

The immediate challenge is therefore ensuring the Brexit outcome allows this important sector to continue to flourish. If that is achieved, then Scottish legislation to enshrine the Good Food Nation should enhance the whole supply chain to deliver on the ambitions for 2030 as well as public health benefits and sustainability goals.

This document represents a shared response to the proposition of the Good Food Nation Bill from a number of organisations with a like-minded view on what such legislation should prioritise.



FARMING, FOOD AND DRINK

The Scottish food and drink industry turns over

£14.4 BILLION a year

It is now bigger than the oil and gas industry – with

A NEW TURNOVER TARGET FOR 2030 OF

£30 BILLION

Food and drink is Scotland's largest manufacturing sector, accounting for almost

19%

OF TOTAL MANUFACTURING TURNOVER

Food and drink **EXPORTS** are worth

£5.5 BILLION to the Scottish economy per year – a figure that has

DOUBLED SINCE 2007

BUILDING A HEALTHY RELATIONSHIP WITH FOOD

The vast majority of Scottish food and drink is sustainable, healthy and nutritious – the social benefit of a healthy, well-fed nation with a thriving food and drink industry cannot be understated.

All too often, it is reported that our children have a lack of understanding about where fresh produce comes from. This disengagement with the food production system from a young age can lead to unhealthy choices being made in adulthood. We believe that the Scottish education system should do more to deliver consistent food education across Scotland, from the inner cities to the countryside.

To improve the reputation of Scotland as a healthy and sustainably-fed nation, the Good Food Nation Bill should:

Educate. Existing charities such as the Royal Highland Education Trust already deliver a wealth of fantastic work to facilitate this education on a demand-led basis. We support the inclusion of targets within the Curriculum for Excellence to offer children a set number of hours within the school year to visit farms to learn about food production. We also consider that Scottish schools and colleges should be facilitated with additional resources to educate pupils about how food choices affect personal health and environmental sustainability.

Sustain. We recognise that food poverty continues to be present in Scotland and this must be eradicated. We believe that efforts to tackle food poverty can be linked to food education, in highlighting to consumers young and old how they can make healthy, homegrown choices at no additional cost. We want to explore options with Scottish Government as to how the farming, food and drink industry can work better with government and public health bodies to carry out this promotion. If successful, there could be real rewards for the circular economy in educating the population about how to make the most of food – therefore cutting waste.

Promote. A Good Food Nation should be one which uses every opportunity to advocate the health benefits of fresh, locally sourced food in Scotland's public places. We are open to exploring how public spaces such as health and education centres can be utilised to promote healthy alternatives to highly-processed foods.





PROMOTING THE VALUE OF SCOTTISH PRODUCE

Scotland's farmers and crofters are at the very start of the food and drink journey. A nation which values good food and drink should also be one which values the production of that food, as a basic principle.

The Scottish food and drink industry's Unique Selling Point (USP) is the provenance of the primary product, which is grown and reared across a hugely diverse landscape and range of farm types. Scotland is home to producers of soft fruit and vegetables, milk, eggs, pigs, poultry, crops, potatoes, and of course livestock – producing world-renowned Scotch Beef and Lamb.

Our farmers and crofters are responsible for environmentally important designated sites equivalent to more than 1 million hectares, with 1.5 million hectares of farmland currently being positively managed by farmers and crofters under agri-environment schemes. Not just that – they are also critical to the sustainability of the communities in which they live and work, and collectively invest millions in these rural communities.



We consider that a 'Good Food Nation' should empower Scotland's primary production base to continue to produce the raw materials more productively. In order to do this, a Good Food Nation Bill should:

- **Deliver the recommendations of Brian Pack's 2015 report, *Doing Better*¹.** Much of the food and farming sector is highly regulated. This is necessary, as it is what underpins our world-leading standards. However, it is also vital that the agricultural industry is not constrained by red tape and the *Doing Better* report was widely championed by the whole industry as a sensible suite of measures which would cut unnecessary cost from the business of farming and crofting in Scotland. We urge Scottish Government to deliver on these recommendations as part of the Good Food Nation Bill.
- **Risk-based regulations to strengthen resilience.** It is important that regulatory decisions are based on risk and sound science. Farmers and crofters need to build financial and physical resilience in order to deliver shared ambitions for biodiversity, water quality, soil quality and climate change. However, it is often impossible for these objectives to be achieved when issues like the re-authorization of Plant Protection Products such as glyphosate, for example, are politicised. The Bill should be formulated on the principle of sound science, and making the most of Scotland's world-leading scientific capacity.
- **Invest in enterprise and skills.** Farmers and crofters benefit greatly from the development of enterprise and skills, but many will have little or no knowledge of existing enterprise bodies or how to engage with them at sector level. Cooperation between food producers should be encouraged, and the Bill should explore new ways in which to do this and allow Scottish produce to be delivered to markets (local or otherwise) in new, innovative ways. Government could also facilitate this by engaging cooperatives or producer-led groups with the planning system in order to support them with applications to develop local food hubs.
- **Develop our food processing capacity.** Delivery on increased turnover targets for the food and drink sector will depend on the ability to process raw materials in Scotland. Tight margins up and down the chain mean that many processors are struggling to fund infrastructure improvements themselves. Government should support improved self-sufficiency in Scotland's agricultural sector by supporting inward investment in processing capacity, therefore incentivising production of high-quality Scottish food.
- **Nurture positive relationships throughout the supply chain.** The food and drink industry can be extremely competitive, with price volatility impacting all the way down the supply chain. Future domestic legislation should complement existing strategies, such as the Fairer Framework for Farming Initiative², as well as existing UK-wide legislation such as the Groceries Supply Code of Practice, to improve trust and communication between farmers, processors and retailers to genuinely develop collaborative supply chains.

¹ <http://www.gov.scot/Topics/farmingrural/Agriculture/doingbetter>

² <https://news.gov.scot/news/retailers-food-companies-should-support-scottish-farmers>

ENHANCING THE REPUTATION OF SCOTTISH FOOD ON A GLOBAL STAGE

As stated in the Ambition 2030 Vision, the Scottish Government and industry must work together to enhance the reputation of Scottish food and drink both within Scotland and on the international stage. The Good Food Nation Bill should therefore provide specific powers to:

Promote Scottish produce at home and abroad. Future legislation should ensure tourists to Scotland are properly informed about the reputation of Scottish food and drink, utilising key transport hubs such as train stations and airports. In addition, Scottish Government should continue to build on the work of Scotland Food and Drink by developing Scottish Food and Drink hubs in UK embassies abroad, to develop and enhance the reputation of quality Scottish produce overseas whilst pushing to open new international markets for Scottish produce.



SOURCING LOCAL

Once the UK is no longer a member of the EU, public sector food procurement can do much more to source greater volumes of food and drink from within Scotland.

Recent regulations enacted in France which put a requirement on all schools, hospitals, prisons and other state institutions to source at least 40 per cent of their food locally is expected to shorten food supply chains, stimulate local economies and half emissions attributed to the agricultural sector.

We believe the Good Food Nation Bill should introduce a similar target in Scotland that applies to all public bodies as a minimum – going further than ever before to demonstrate a clear commitment to Scottish produce as well as having clear positive effects in terms of sustainability.

For Scotland to be a leading example of sustainable public sector procurement, the Good Food Nation Bill should:

Encourage growth of domestic public procurement. We believe that procurement tendering practices should be reviewed to ensure that ingredient origin is accounted for in local buying. The best way in which to achieve a step-change in the procurement of local food should be via the introduction of mandatory targets for central and local procurement. We also call for public bodies to report their progress on local food procurement to a statutory body.



As organisations representing primary producers across the Scottish agricultural sector, we commit to work with governments, agencies and all links in the supply chain to develop this vision.

Signatories to this document;

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