

**September 2016**

**Annual Report**

# Trustee Statement

We are delighted to be introducing the Food Foundation's first annual report. The Food Foundation is an independent thinktank staffed by a committed and passionate team determined to make our food system deliver healthier and more sustainable diets for us all.

We are facing a major health crisis in the UK fuelled by unhealthy diets. This brings considerable suffering, as well as an unaffordable bill, for the NHS. Our food system contributes significantly to this problem and we need to reform it so that healthy eating is easier for everyone, especially those who don't have much to spend on food. This is why we started the Food Foundation.

The first year has been packed with publications and events, and we have worked hard to build partnerships and trust. This report captures just a few highlights and we're hearing a huge amount of positive feedback from all quarters of the food system – government officials, business actors, parliamentarians, campaigners and academics.

None of this would have been possible without the support of the Nuffield Foundation and Esmée Fairbairn Foundation, our founding donors who have been incredibly supportive from the start and to whom we are very grateful. Thanks also go to the Covent Garden Market Authority for their very generous office accommodation.

We hope you will enjoy reading about what we have achieved in the first year and that you will support us to build up the Food Foundation into an authoritative, independent source of advice on food policy which is a force for good.



# Trustees

Laura Sandys  
Rosie Boycott  
David Edwards  
Professor Charles Godfray  
Tom Lindsay  
Anna Yallop

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CIC registered number: 9162855

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Registered office: 3rd Floor, 55 Strand, London, WC2N 5LR

Bankers:

Auditors:



# Our Year in Numbers



8 publications

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11 events attended by:

49 parliamentarians 79 from government 258 from civil society orgs 84 from business



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Collaborated with 22 organisations including:

Public Health England, Food Research Collaboration, UK Health Forum, Oxford University, World Obesity Federation, Oxfam, Sustain



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19 invitations to present research  
17 requests for assistance



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92 meetings with

MPs, civil servants, government officials, journalists & business leaders

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Cited in 47 articles. 2 Hansard citations

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Followed by 2099 on social media



# The Challenge

Our current food system urgently needs to change. We face three major food system challenges. Firstly, in the UK our diets now pose the greatest threat to our health and wellbeing. One in ten children start school already obese and type 2 diabetes is now being diagnosed in adolescents. Secondly, the food system accounts for an estimated 25% of global green-house gas emissions, and as emissions in other sectors decrease, this share will rise. It will be impossible to keep global temperatures under 1.5 degrees without reducing these emissions. Food waste, agricultural practices and consumption of animal protein all need to be tackled. Thirdly, there are people in Britain who face periods when they are too poor to eat or the only food they can afford is bad for their health. Children in the most deprived parts of Britain experience more obesity and don't grow as tall as those in the least deprived. Dietary inequality is rife.

Currently, food system policies are all owned and delivered by different parts of government, including (in the immediate term) in Brussels. The policies are at best fragmented, and at worst a heterogeneous and misaligned collection of measures that are inconsistently applied and can act against one another in practice to the detriment of consumers. However, there are some islands of excellence – the work that has been done on school food shows that with purposeful government leadership a lot can be achieved. We need more of this. And this is not to say that it is all down to government policy – there are plenty of examples of great leadership by actors in the food industry and in communities – but without government leadership, it is often difficult for these examples to be taken to scale.



# The Gap

Despite a multitude of organisations doing important and successful work within the food sector, a gap was apparent. There was no single organisation working on the system as a whole which focused on driving policy and practice change.

# The Food Foundation

The Food Foundation was set up as an independent thinktank to tackle the growing challenges facing the UK's food system through the interests of the UK public. Our vision is of a food system which supports the health and wellbeing of the UK public. We aim to achieve this through new and better food policy (public and private) which is implemented and monitored effectively.

Throughout our work we will be looking to join up policy and practice across the food system from farm to fork so that it is more coherent. We will be looking for policy change which reduces the environmental impact of our food system, thereby making it sustainable for future generations; We will focus on the human impact of our food system, particularly on those who are disadvantaged through low income, or who face life cycle risks.

The Food Foundation is independent of all political parties and businesses, and is not limited by a single issue or special interest. This impartiality enables us to work alongside a wide range of organisations and individuals to bring about a coherent response to challenges within the UK food system.

“The Food Foundation is filling a real gap in the third sector”

*Management Consultancy*



# What we do

## Synthesising evidence for policy makers

We work at the interface of those generating evidence (typically academics) and those designing or making decisions around implementation of policy, in government and businesses. We build partnerships with academic institutions (this year we have worked closely with academics in 9 institutions) and we build trusted relationships with policy makers, in the public and business sectors. We synthesise evidence so that it communicates clearly to a policy audience and use infographics and digital communications to support our written material, helping it to deliver maximum impact. In our first year we have produced 6 publications, and have in turn been cited in 47 articles, with media coverage from the BBC, Guardian, Telegraph and Spectator. We have received 19 invitations to present at events, including presenting our first report Force-Fed to the directors of The Co-operative supermarket, Scottish parliamentarians, and the All Party Parliamentary Food and Health Forum.

## Building networks and influencing decision makers

We put a lot of time into meeting people and building trusted relationships so that we are in a position to influence decisions and generate demand for change. This year we have had 32 meetings with government officials and Ministers, 26 meetings with parliamentarians, 25 meetings with business leaders and 12 meetings with journalists. We also have frequent meetings with a wider group of partners in the third sector – through these we aim to support, facilitate and coordinate action to influence food policy. We do this by working with those who complement our approach, particularly organisations and individuals focused on campaigning and building public support for change.

## Convening events

We believe that events can play an important role in shaping the policy discourse, fostering leadership, building networks of support and strengthening the influence of the Food Foundation. We convene events that help to promote specific areas of policy change, bring new evidence to light, create discussion on hot topics, bring new people and ideas to old challenges and create a safe space for businesses to debate thorny issues. This year the Food Foundation has organised 11 events in collaboration with other organisations within the food policy sector.

# The Team



Robin Hinks  
*Research and Policy Officer*



Anna Taylor  
*Executive Director*



Alex Ward  
*Communications & Office Manager*



Fiona Watson  
*Consultant*



Jennifer Sutherland  
*Consultant*



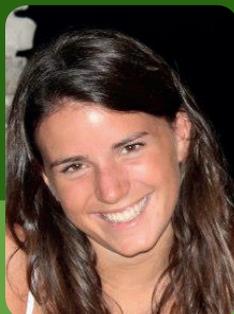
Eloise Orton  
*Intern*



Francesca Harris  
*Intern*



Sofia Lemma  
*Intern*



Flora Mates  
*Intern*



Giulia Nicolini  
*Intern*

# Trustees



Rosie Boycott  
*Chair of London Food Board*



Laura Sandys  
*Challenging Ideas*



Tom Lindsay  
*Spayne, Lindsay & Co*



David Edwards  
*Prince of Wales,  
International  
Sustainability Unit*



Professor Charles Godfray  
*Oxford University*



Anna Yallop  
*True North*



# Expert Advisors



Professor Andrew Fearne  
*University of East Anglia*



Professor  
Corinna Hawkes  
*City University, London*



Emma Coles  
*Albert Heijn*



Dr Pablo Monsivais  
*University of Cambridge*



Dr Elizabeth Dowler  
*University of Warwick*



Dr Tim Lobstein  
*World Obesity Federation*



Dr Harry Rutter  
*University of Oxford*

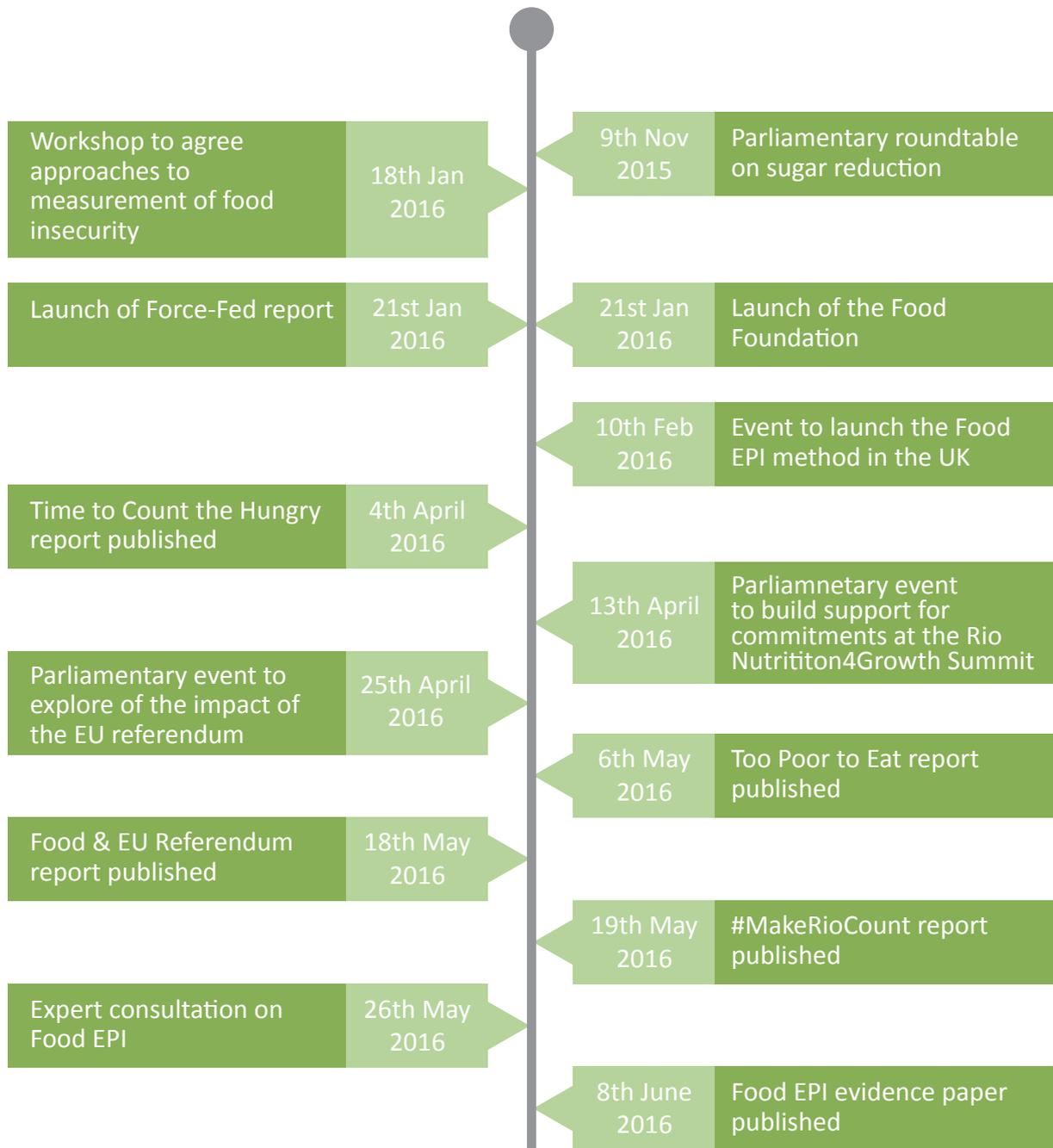
# Our Donors



# Pro Bono Support



# Year 1 Overview



# The Highlights - Reports

As part of the Food Foundation's aim to provide clear communication for a policy audience, we have published a number of reports both independently and in collaboration with other organisations within the food sector.

21st Jan  
2016

Launch of Force-Fed report

The Food Foundation's first report 'Force-Fed' focussed upon the challenges faced by typical British families in eating healthily. The main findings of the report were that the diets of typical British families now pose the greatest threat to their health and survival, that there are a multitude of factors in their food environment that prevent them from eating healthily, and that the balance of food prices is wrong, tipping them towards unhealthy diets. Recommendations for government included the need for a cross-government food plan for achieving healthy and sustainable diets, a set of policy measures to protect children from the damaging food environment, and a policy review to help balance food prices to incentivise healthier eating. The report received considerable media coverage including on the World at One, and articles in the BBC, Telegraph, Spectator and the Express. The report generated significant interest amongst parliamentarians and businesses.

Food EPI evidence paper  
published

8th June  
2016

The Food Foundation has pioneered a review of policy measures in the UK which directly and indirectly impact on our food environment. The food environment consists of the collective physical, economic, policy and sociocultural surroundings, opportunities and conditions that influence our food and drink choices. Following a method being used in other countries and developed by the international INFORMAS network, the Food Foundation developed an evidence paper which was reviewed by more than 30 government officials describing the UK's policy measures. The Food Foundation, in collaboration with the Food Research Collaboration, World Obesity Federation and UK Health Forum then convened an expert consultation to rate our policy in comparison to good practice statements and international experience. The consultation involved 41 leading academics and third sectors experts, and a group of government observers from around the country. The results of the whole exercise will be published later in 2016 and form the basis of collective action to drive policy change.

"Force-Fed was a great holistic look at the Food System"

Official

"I was very impressed with the infographic which summarised your Force-Fed report"

Parliamentarian

"[Force Fed] is just brilliant. It is a very clear, balanced, thorough and thoughtful analysis and presentation that highlights the importance of the need for greater coherence in policy around food systems"

Professor within Medicine



# The Highlights - Events

The Food Foundation has hosted and co-hosted 11 events in its first year which have been attended by a total of 600 guests including parliamentarians, civil servants, CSOs and business leaders.

## Hot topics

The Food Foundation has convened debate on topical issues within the UK food system and the wider policy context.

9th Nov  
2015

Parliamentary roundtable  
on sugar reduction

This year has seen events such as a parliamentary roundtable which we co-hosted with Public Health England on sugar reduction. It was attended by 59 people, including 12 parliamentarians at Portcullis House. This event, helped to establish our reputation and highlight our role in informing opinion and building consensus. The discussion helped to generate support for a robust childhood obesity strategy and catalyse practical responses to this issue following on from the evidence collected by Public Health England.

Food and EU Referendum  
report

The Food Foundation also held an event focussed on the implications of the EU referendum for healthy and sustainable diets in the UK. This event highlighted issues that would be of interest to voters and shows the role of the Food Foundation in engendering informed debate in reaction to current events. This event had 54 attendees, and involved a panel of experts critically analysing the issue in terms of food security, subsidies, prices, safety and culture.

## Building networks of support and shaping the narrative

13th April  
2016

Briefing on the Rio  
Nutrition4Growth Summit

The Food Foundation uses forcing moments wherever possible to secure new commitments from government. This year we had a workstream which focused on the Nutrition for Growth summit which was due to take place in the margins of the Rio Olympics. To launch this we convened an event in parliament sponsored by four All Party Parliamentary Groups, and nine international and domestic third sector organisations. Our convening power was demonstrated by speeches delivered by two government ministers from both the Department of Health and Department of International Development, alongside 21 parliamentarians, and public figures such as double Olympic Gold winner James Cracknell OBE. The event launched a series of policy asks which the Food Foundation continues to build support for. We also used this event to draw attention to the areas of food policy where the Government of Brazil has been world leading.



## FOOD AND THE EU REFERENDUM



2016  
Policy Briefing  
[www.foodfoundation.org.uk](http://www.foodfoundation.org.uk)

*"Excellently organised [event] and a really good example of working in partnership on a critical topic"*

*Government Official*

# Policy Impact

The Food Foundation is passionate about generating practical change in the UK food system, and as part of this effort, we work to change government policy. An example of this is the Food Foundation's work to secure a national measurement of household food insecurity, which has involved a combination of approaches.

## Making the case for measurement

Through online blogs, interventions and speeches at events, the Food Foundation has helped to make the case for measurement by highlighting that this is a critical gap in data which is preventing action to tackle food poverty. The case has been strengthened by the recommendation that measurement of food insecurity at the household level should be a requirement for tracking the International Sustainable Development Goals to which the UK is a signatory. We have also maintained close contact with officials in devolved nations to stimulate between-nation incentives for change.

## Creating a unified voice

The Food Foundation has held a number of events associated with measurement, including a co-convened academic consensus building workshop which resulted in a report entitled 'Time to Count the Hungry'. We have worked closely with Sustain, the Food Research Collaboration, Oxfam and Oxford University on this work, and the recommendation for a national measure of household food insecurity has been adopted by the wider coalition of agencies designing a national campaign to tackle food poverty.

## Working with parliamentarians to call for change

We included the measurement of food poverty in our policy asks for the Nutrition4Growth summit in Rio which were presented at a parliamentary event for which we created a series of informative policy-focussed posters. We have worked closely with parliamentarians in both Houses to ask parliamentary questions, write articles for the in-house magazine and stimulate (parliamentary) debate.

## Using the media to create pressure

The Food Foundation collaborated with the UN's Food and Agriculture Organisation, and Oxford University on a policy briefing following the event, with new data on food insecurity in the UK. The briefing, entitled 'Too Poor to Eat,' was covered by The Guardian and Express. These measures created media pressure, whilst the Food Foundation applied parliamentary pressure and directly lobbied officials.

## Influencing officials

The Food Foundation has discussed the issue of measurement with officials in DEFRA, the Office of National Statistics, Department of Health, Public Health England and the Food Standards Agency and is still working to influence a decision to adopt a national measure.

*"Congratulations on throwing a spotlight in such an authoritative manner on such an important issue"*

Third Sector CEO



*[The Food Foundation] are clearly leading the debate.*

Government Official

# Partnerships

The Food Foundation has co-hosted events and co-authored reports with a variety of government departments and civil society organisations. Many of these partnerships are with well renowned players in the food sector, including Public Health England, Food Research Collaboration, UK Health Forum and Oxford University. These collaborations feed into our aim of working within the system to promote change, whilst becoming a thought leader within the sector.



# Media

The work of the Food Foundation has been cited in **47 articles**, including coverage from the BBC, Spectator and the Express.



Since the **website** was set-up, there have been **16,504** visitors



We have **1,885 followers** on **twitter** and have been **retweeted 1,542** times



We have **1,323 social media likes**

# Looking Forward

## Goals

In order to maximise our impact, the Food Foundation aims to continue building its influence within the sector, establishing itself as a leading and impact-driven organisation by:

1. Becoming a centre for innovative, high impact interventions, testing practical responses to policy ideas;
  - Synthesising evidence on problems, and proposing policy and practice solutions
  - Supporting the implementation of new policy initiatives
  - Supporting inter-country learning on food policy
2. Supporting and initiating data driven initiatives to incentivise policy and practice change by;
  - Addressing key gaps in government data
  - Scoping new metrics to judge health and sustainability
  - Developing metrics to evaluate policy
3. Generating demand for change through;
  - Events for parliamentarians to communicate our evidence and convene discussion on hot topics
  - Events with other stakeholders to build understanding and common narratives
  - Directly influencing decision makers
  - Using forcing moments to build demand for change



*“The Food Foundation is standing out in the sector”*

*Leading Campaigner*

## Flagship Project

The Food Foundation is currently in the research stage of our flagship project for 2016-2017 which addresses the food system barriers to vegetable consumption within the UK. Our objective is to secure commitments, within an accountability framework from both industry and government, which will stimulate increased vegetable consumption among the UK public.

### Research

Collecting evidence of the problems within the UK vegetable supply chain

### Expert Retreat

Food industry professionals will meet to brainstorm solutions

### Publish Report

A summary of the barriers and solutions will be published

### Workshops

Specific challenges will be discussed and solutions identified

### Vegetable Summit

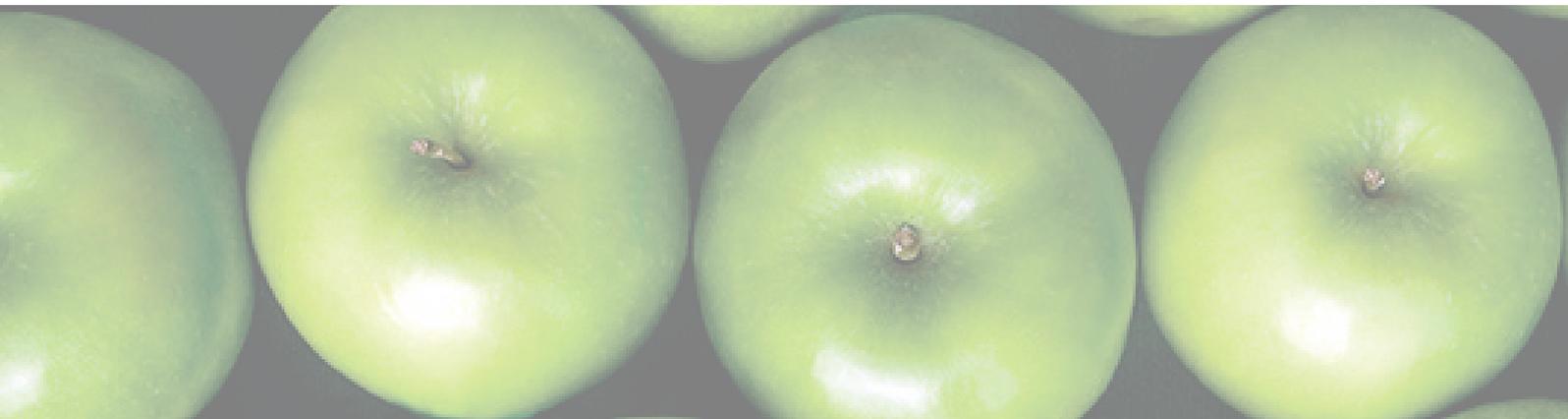
A high profile platform resulting in new commitments for action

# Executive Director Report

June 8th 2015. My first day at the Food Foundation. A brilliant group of trustees with a visionary chair, two fantastically supportive charitable trusts assisting us for the first 18 months, a lovely but empty office, an organisation to establish and a food system to change. This is the beginning of a very exciting journey! I was the first to join the Food Foundation's core team; Alex and Robin joined properly in September 2015 and since then we've been supported by many others. The major challenge for me has been to define our strategy in consultation with our trustees, with the right mix of strategic work and reactive work (to exploit unforeseen opportunities for change!); to establish our reputation as an authoritative organisation and good partner, focused on policy and practice change; and to build a process for securing longer term financing for the organisation.

It's been a very exciting year to be working on food policy. The government has published a huge amount of evidence on sugar and its impact on our health; civil society has got organised to work together on a major campaign to tackle food poverty and George Osborne gave us his surprise announcement on the sugar levy.

At the end of our first year, and through discussions with the many different people along the food chain that I had spoken to about our work, I'm more and more convinced that the Food Foundation has a very important role to play in convening debate, synthesising evidence and communicating clearly to inspire policy and practice change across our food system from farm to fork, to make it easier for everyone, particularly those who are most disadvantaged, to eat a healthy and sustainable diet. This report summarises what we've done in our first year. During our second year we hope to see some of the impact of this work emerge. The changes needed to our food system are immense, but improvements will be incremental. Our job, along with others, is to help build a vision which provides a roadmap for change and to support leadership across the food system to make it happen.



# CIC Statement of financial activities - for the year ended 31 August 2016

	Notes	2016 £	2015 £
<b>Incoming resources</b>		198,464	41,933
Administrative expenses		(198,847)	(38,996)
Other operating income		143	-
<b>Net incoming resources</b>	2	<u>(240)</u>	<u>2,937</u>
<b>Net incoming resources before taxation</b>		<u>(240)</u>	<u>2,937</u>
Tax on (loss)/profit on ordinary activities		-	-
<b>Net incoming resources for the period</b>		<u><u>(240)</u></u>	<u><u>2,937</u></u>



# CIC Balance Sheet Report - as at 31 August 2016

	Notes	2016 £	2015 £
<b>Fixed assets</b>			
Tangible assets	3	2,738	2,937
<b>Current assets</b>			
Debtors	4	966	1,046
Cash at bank and in hand		71,830	113,256
		<u>72,796</u>	<u>114,302</u>
<b>Creditors: amounts falling due within one year</b>			
	5	<u>(72,837)</u>	<u>(114,302)</u>
<b>Net current liabilities</b>		41	-
<b>Net assets</b>		<u>2,697</u>	<u>2,937</u>
<b>Capital and reserves</b>			
Profit and loss account	6	2,697	2,937
<b>Shareholders' funds</b>		<u>2,697</u>	<u>2,937</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

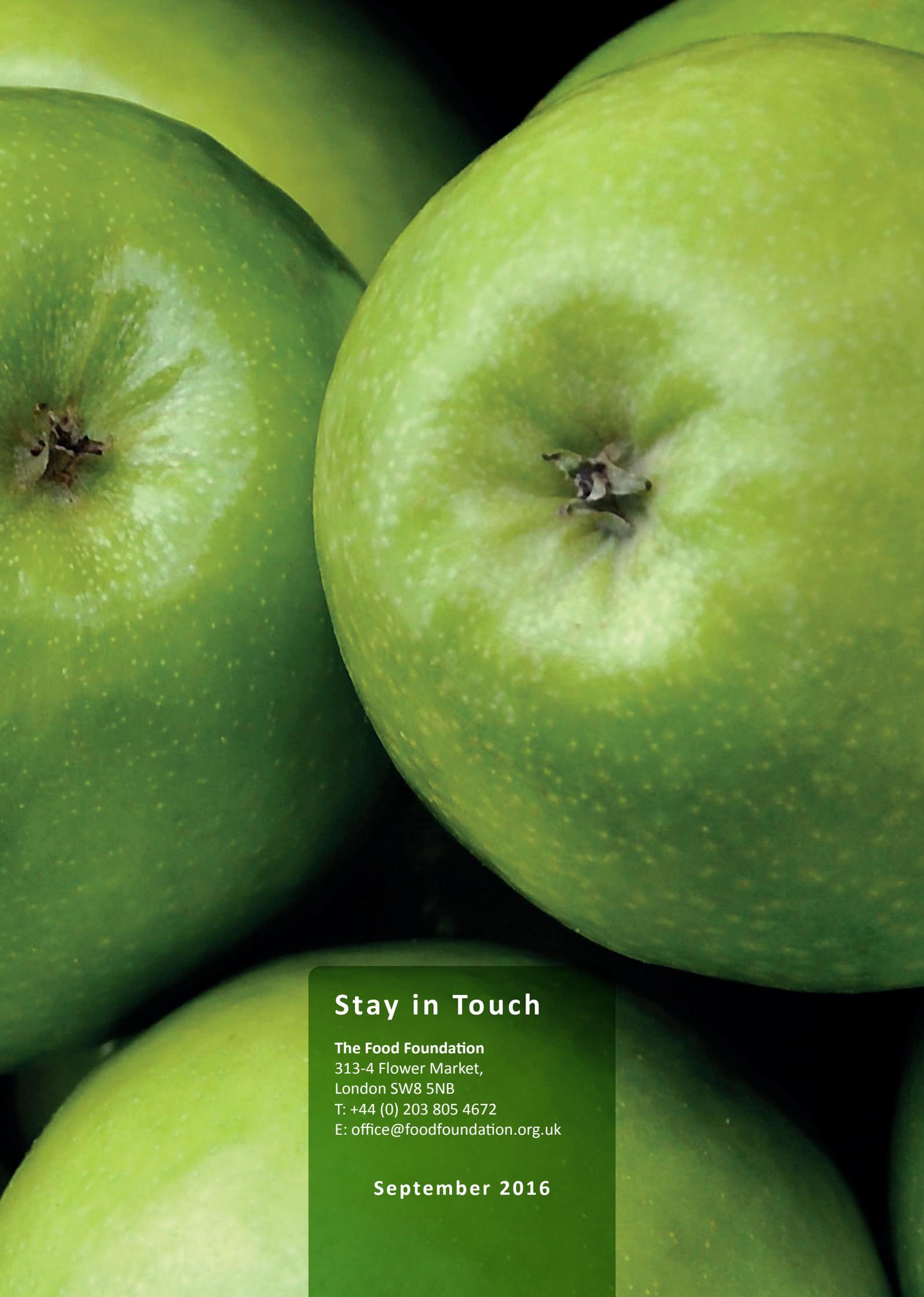
The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

Laura Sandys  
Director

Approved by the board on 7 October 2016



## Stay in Touch

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**September 2016**