

September 2018  
- August 2019

## **ANNUAL REPORT**



# TRUSTEE STATEMENT

How is it that 10% of children who arrive at primary school are either obese or overweight, and by the time they are 11 these figures rise to over 20%? Combating these numbers is the big challenge that motivates all of us at the Food Foundation.

In order to measure what is changing, what is not changing, and what urgently needs to be addressed, our first annual 'state of food' report **The Broken Plate** aims to establish a benchmark to monitor progress year on year.

We know that the real change we need will take time, effort and determination, but this year has been one of breakthrough achievements for the Food Foundation. The team has launched the **ITV Veg Power** partnership, and the ground-breaking veg advertising #EatThemToDefeatThem campaign that has had a real impact on purchasing. On changing the quantity of veg supplied by the food sector, our **Peas Please** initiative has resulted in serving an additional 89.5 million portions of veg in the UK.

We have also been successful in getting government to address food insecurity. Spearheaded by Dame Emma Thompson, our **Children's Future Food Inquiry** brought politicians together with young people facing food poverty, and the **Children's #Right2Food Charter** is driving change across policy. We have also challenged government to start **measuring food insecurity** and were thrilled that the Department for Work and Pensions will be including food insecurity in one of its annual surveys.

The Foundation was very pleased that our CEO Anna Taylor has been appointed Chief Independent Advisor to Henry Dimbleby on the government's National Food Strategy, which will aim for the first time to draw together the interlocking measures needed to deliver a safe, healthy and environmentally sensitive food system, fit for the future.

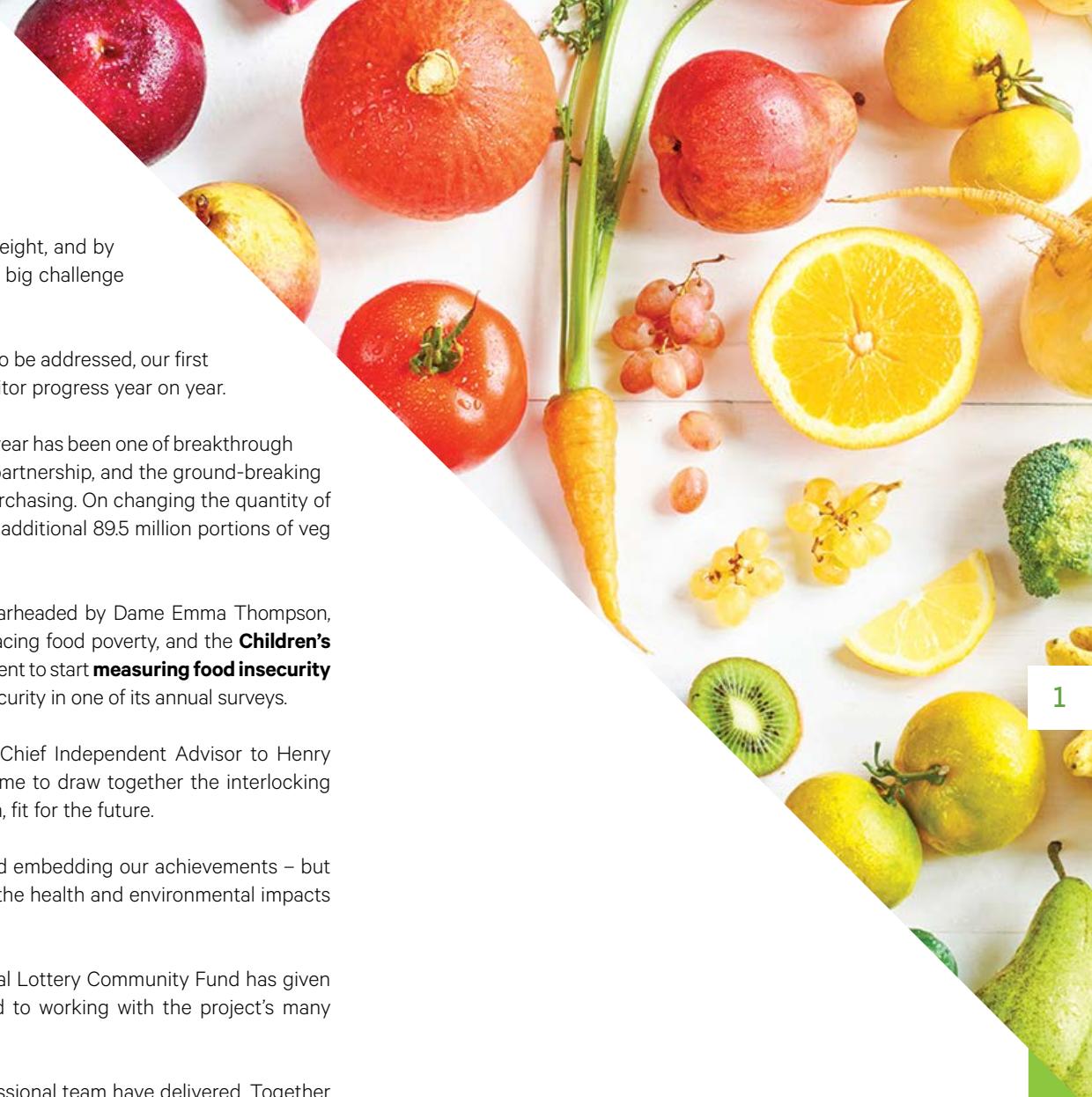
We have exciting plans for 2020, amplifying all that we have been doing this year and embedding our achievements – but going further with an important project, **Plating Up Progress**, which will work to put the health and environmental impacts of the food sector firmly on the agenda for food businesses and investors.

2020 will be a particularly ambitious year due to the brilliant support that the National Lottery Community Fund has given the Foundation to expand and scale the Peas Please initiative. We so look forward to working with the project's many partners to significantly increase veg consumption.

The Trustees are very proud of what our small, nimble, highly collaborative and professional team have delivered. Together we are impacting all parts of a food system that desperately needs transformation.



**Laura Sandys, Chair**



# TRUSTEES



LAURA SANDYS  
(CHAIR)



BARONESS  
ROSIE BOYCOTT



TOM  
LINDSAY



PROFESSOR SIR  
CHARLES GODFRAY



DAVID  
EDWARDS



PROFESSOR SIR  
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# OUR TEAM



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Executive  
Director



**JO RALLING**  
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**DR COURTNEY SCOTT**  
Research &  
Policy Adviser



**WILL NICHOLSON**  
Project Lead:  
Plating up Progress



**PANDORA HAYDON**  
Communications  
Manager



**SHONA GOUDIE**  
Project  
Officer



**INDU GURUNG**  
Events Coordinator  
& Research Assistant



# Our Expert Advisors

The Food Foundation's Expert Advisory Board is comprised of the most eminent specialists in the field, and provides quality assurance for our work by ensuring that our recommendations are evidence-based and reviewed by the best-informed authorities available.



**DR RACHEL LOOPSTRA**  
Lecturer at King's  
College London



**PROFESSOR HARRY RUTTER**  
Professor in Global Public  
Health, Bath University



**EMMA COLES**  
Founder of  
Be Vitality



**DR TIM LOBSTEIN**  
Consultant, World  
Obesity Federation



**PROFESSOR CORINNA HAWKES**  
Professor of Food  
Policy, City University,  
London

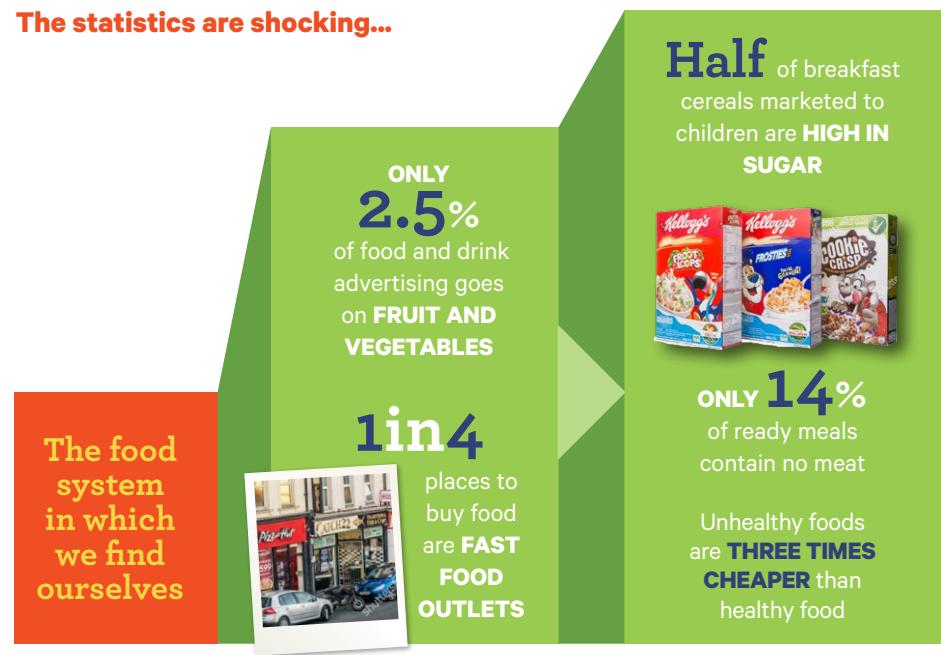


**PROFESSOR MARTIN WHITE**  
Professor of  
Epidemiology at  
Cambridge University

# WHY DO WE EXIST?

The Food Foundation was established to understand why the UK food system is failing to deliver the necessary public goods, and to drive change in food policy and business practice to ensure everyone, across our nations, can afford and access a healthy diet. What we eat in the UK is damaging our health and our planet, and these implications are compounded by the significant and growing number of people facing food insecurity.

## The statistics are shocking...



## The Broken Plate

In February 2019, the Food Foundation published its first annual flagship report. The Broken Plate presents ten vital signs revealing the health of our food system, its impact on our lives, and the remedies we must pursue.

The report shows that the UK's food system has led the country into a national health crisis, with children and households on low incomes suffering the severest health consequences. We'll publish an edition of The Broken Plate

each year, providing updated statistics for the ten key metrics, new commentary on the direction of travel, fresh policy recommendations and proposals for change inspired by emerging evidence.



**THE POOREST 10%** of UK households would need to spend **74% OF THEIR DISPOSABLE INCOME** on food in order to meet the Eatwell Guide costs

**3.7 MILLION CHILDREN** are living in households for whom **A HEALTHY DIET IS UNAFFORDABLE**

**80%** of adults and **95%** of children eat fewer than **3.5 PORTIONS** of vegetables a day

**A QUARTER OF CHILDREN** who do not receive free school meals have **GONE WITHOUT LUNCH** because they couldn't afford it

**16% OF ADULTS** report skipping meals because of a **LACK OF MONEY**



## THE CONSEQUENCES

- **10% of five-year-olds and 20% of 11-year-olds** are obese
- Childhood obesity rates are more than **DOUBLE** among poorer children
- **3.1 MILLION** people are registered with diabetes, up from 2.4 million in 2010
- Diabetes-related amputations have gone up by **25%** over the last eight years
- The global food system is responsible for **A THIRD** of all human-cause greenhouse gas emissions



# WHAT ARE WE DOING TO TACKLE THE PROBLEM?

## Our vision

is a sustainable food system which delivers health and wellbeing for all.

## Our mission

is changing food policy and business practice to ensure everyone, across our nations, can afford and access a healthy diet.

## What we do

We use surprising and inventive ideas to catalyse and deliver fundamental change in the food system by building and synthesising strong evidence, shaping powerful coalitions, harnessing citizens' voices and driving progress with impactful communications. We continually identify new opportunities for action, and trial new levers for change.

## Who we are

We are an independent organisation working in partnership with researchers, campaigners, community bodies, industry, government and citizens to galvanise the UK's diverse agents of change.

## Our Theory of Change



### THE VISION

A sustainable food system which delivers health and wellbeing for everyone in the UK



### THE FOOD FOUNDATION TOOLBOX

Reports and written materials

Campaigning tools

Events

Parliamentary engagement

Media coverage and social media engagement

Excellent networks and influential relationships





# OUR AMBITIONS FOR 2025

We aim to play an active role in changing the health and well-being trajectory of children born in 2025 so the food system supports them to avoid life-long diet-related disease.

## TRAJECTORY FOR CHILDREN BORN IN 2019

2019 100 CHILDREN BORN



The situation is worse if you have a low income

23%

34%

61%

74%

2023 START SCHOOL (RECEPTION)



2030 YEAR 6 (AGE 11)



2040 21<sup>ST</sup> BIRTHDAY



2084 TURN 65



*Obesity and overweight affects 74% of older adults but we assume here that this co-exists with other diet-related disease outcomes.*

- Overweight
- Obese
- Dead
- Cardio Vascular Disease
- Type 2 Diabetes
- Diagnosed with Cancer (6/10 cancers linked to obesity)



1

### CHANGING CHILDREN'S FOOD:

The UK will have substantially improved the design and delivery of policies which affect children's food and contribute to a reduction in children's food insecurity and childhood obesity.

3

### CHANGING BUSINESS INCENTIVES:

All retailers and high street food chains will routinely report on key metrics, demonstrating their support for healthy diets from sustainable food systems so that government, investors and citizens can use the new data to inform policy, investment and behaviour.



2

### CHANGING VEGETABLE CONSUMPTION:

There will be a permanent shift in the food system in favour of higher veg consumption reflected in both business practice and government policies, with three billion additional portions of vegetables consumed.

4

### CHANGING PUBLIC POLICY:

Food policy at national (England) and city levels (Birmingham & Pune) will have significantly strengthened through the development of integrated strategies. These are already starting to reorient food systems to deliver healthier and more sustainable diets.



# CHILDREN'S FOOD INSECURITY

## The Children's Future Food Inquiry

The Children's Future Food Inquiry, was launched in 2018, marking the first attempt to speak directly and systematically to children, young people and those who live and work with them in the UK about their experiences of food, and how it impacts their lives.

Over the last year, the Food Foundation has led the Inquiry's coordination, collaborating with organisations from across the UK to pull together evidence on children's food insecurity and food environments, with a strong emphasis on hearing directly from children themselves. The Inquiry aimed to tackle food insecurity and poor food environments which disproportionately affect children living in poverty, and was shaped directly by disadvantaged children's lived experiences of food. We have empowered young people through their involvement in the Inquiry to become campaigners for food poverty in their own communities and on the national stage, and built support (among policy makers, key stakeholders and in the media) for the Inquiry's recommendations.

**“**It was refreshing, even radical, in the way young people's involvement in both the report, charter, listening event and launch were undertaken, and I hope this is part of a movement or shift in the way decision making is taken.”

**BEN PEARSON**, YOUNG FOOD AMBASSADOR CHAPERONE AND EMPOWERMENT PROGRAMME OFFICE, FOOD POWER

### AFFORDABILITY OF A HEALTHY DIET IN THE UK

This year's work on the Inquiry started with new research on the affordability of healthy food. We conducted a secondary analysis of government data, comparing the cost of Public Health England's Eatwell Guide to household income, and found that 3.7 million children in the UK live in households for whom a healthy diet, as defined by the government, is most likely unaffordable. What's more, the analysis demonstrated that poorest 10% of UK households would need to spend 74% of their disposable income on food in order to meet the Eatwell Guide costs. The paper featured on the front page of the Guardian, and received over 35 pieces of additional media coverage.



### THE INQUIRY'S EVIDENCE BASE

The Inquiry pulled together multiple sources to gather evidence on children's food insecurity, including from children themselves. To facilitate engagement with young people, the Inquiry established a partnership with Fixers, who led 13 workshops in 13 different locations around the country. The workshops involved 392 young people between 10 and 21 years, the majority of whom came from deprived backgrounds and were entitled to Free School Meals. Their responses to food insecurity were profiled in the 'What Young People Say About Food' report which was presented to the Inquiry Committee (23 civil society experts and cross-party parliamentarians) at a 'Listening Event' at the House of Lords. The youth engagement work undertaken by Fixers allowed us to establish a panel of 15 'Young Food Ambassadors' from across the UK between the ages of 11 and 21. These Ambassadors were central to the project, and went on to act as the public faces and voices of the Inquiry's work. At the 'Listening Event' they spoke openly and courageously to the Committee about their experiences of food security, and appeared on Channel 4 News later that day.

**“**They shared their experiences of food insecurity and hunger with such bravery, and made sure that not only were their voices heard, but the voices of their friends and peers also, who were experiencing food insecurity. They were so articulate in telling us of their experiences at home and at school, and told us things that even shocked the most hardened and clued up MPs on the committee. A few tears were shed I think by a number of us.”

**SHARON HODGSON MP,**  
WESTMINSTER HALL DEBATE ON THE  
CHILDREN'S FUTURE FOOD INQUIRY



As part of the final stages of the Inquiry, three evidence hearings were held, during which the Inquiry Committee heard directly from young people and individuals with a variety of experiences of children's food insecurity. Experts by experience, academics, young people themselves and front line staff including teachers, community leaders, youth workers and healthcare professionals attended sessions at the House of Lords (for England and Wales), Stormont for Northern Ireland and the Scottish Parliament to give evidence and share their views.



An online portal was developed by Leeds Beckett University to collect submissions from children themselves, and from adults with personal or professional experience of children's food insecurity. The portal was distributed via 411 stakeholders across all four nations, and received submissions from children's centres, food banks, schools, healthcare professionals, academics, faith organisations, housing associations, community advice centres, holiday kitchens and arm's-length bodies among many others.

## FURTHER EVIDENCE

- We commissioned a poll of young people aged 11-18 years through the Childwise Monitor Omnibus survey, which found that a quarter of all children who are not eligible for free school meals have gone without lunch because they couldn't afford it.
- We worked with the National Institute of Health Research, who commissioned a review of the health consequences of children's food insecurity.
- We undertook a UK wide policy review to identify policy instruments related to children's food and to assess their coverage of children living in poverty.



## LAUNCHING THE FINAL REPORT

On April 25th 2019, the Children's Future Food Inquiry final report was launched in Westminster by the Inquiry's Young Food Ambassadors and Ambassador Dame Emma Thompson. The event was attended by Parliamentary Under-Secretary of State for Children and Families Nadhim Zahawi MP, along with an audience of civil society organisations, members of the public, government officials and food industry leaders.



**“**The day went amazing and was far more than any of us expected – it was just out of this world. You have not only given these kids a voice but an experience they will never forget... I thought the kids were something else the way they all gelled and worked together, looking out for each other made me so proud. Asha has gone to school today to shout some more about this and is now thinking of her next plan to take it to local MPs to get them to start helping in our area.”

**JOANNE EVA, MOTHER OF YOUNG FOOD AMBASSADOR ASHA EVA-DODSWORTH**



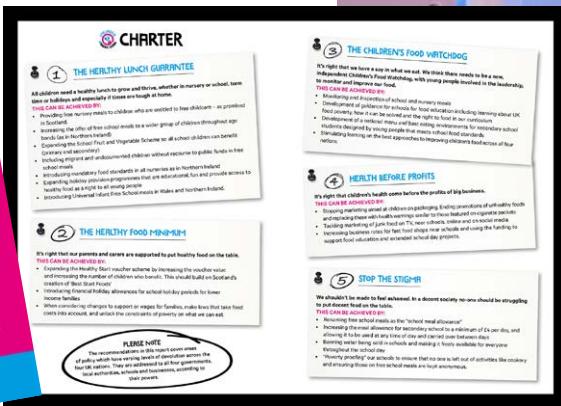
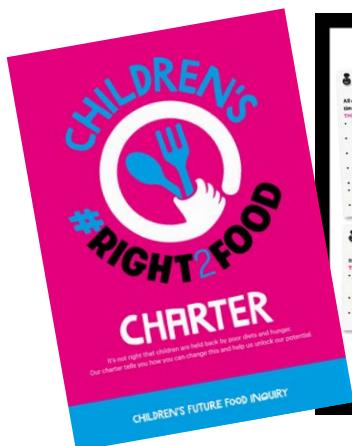
Subsequent launch events were held in Northern Ireland, at the Scottish Parliament and in Wales, where First Minister Professor Mark Drakeford was in attendance. These were coordinated and delivered in partnership with Fixers, Food Sense Wales, the Children and Young People's Commissioner Scotland, Children and Young People's Commissioner Wales, Children in Wales, Children in Scotland and Children in Northern Ireland.

## CHILDREN'S #RIGHT2FOOD CHARTER

Alongside the Inquiry report, our Young Food Ambassadors put forward their key policy recommendations for loosening food insecurity's grip on children in the UK in their #Right2Food Charter. The Charter was developed in consultation with young people and our wide stakeholder network, identifying critical policy gaps and providing proposals for government action to ensure every child in the UK has access to enough nutritious food. On the day of the final report's London launch, Dame Emma Thompson accompanied our Young Food Ambassadors to Downing Street, where the report was delivered to No. 10.

**“The Children’s Future Food Inquiry has brought together hundreds of young people to hear about their lived experience of food poverty, and it’s time we listened to what they say”**

**DAME EMMA THOMPSON, CHILDREN'S FUTURE FOOD INQUIRY AMBASSADOR**



**“This morning’s event was simply amazing. I have been to a number of food poverty events over the years, and have always left feeling we haven’t had a call to action. However today’s event was really different. I was so heartened by the voices of the children, their positive nature – despite the hardship they have all faced, and of course their #Right2Food Charter. It really did feel as though the Minister was listening, and hopefully he will work to develop the right policies and implement the spend that is required to put an end to punishing children for being born into poor households and having very little to eat. Thank you for bringing key people to hear the children’s voices, and of course for giving the children themselves such a great platform.”**

**MARY MCGRATH, CEO, FOODCYCLE**

## CALLING FOR ACTION

Immediately following the launch of the Inquiry's final report, we began working with government departments to explore the implementation of the Charter's policy proposals, focusing in particular on the establishment of a new, independent Children's Food Watchdog to monitor and improve children's food in each of the four UK nations.

THE TIMES

### Students on free meals forced to buy drinking water



Nicola Walker  
Education Correspondent  
June 7 2019, 1201am  
The Times  
Conservative Party  
UK politics | Education  
Politics

A report from the Children's Future Food Inquiry said that some pupils were going hungry.  
Suzanne Plunkett/PA

Schools are stigmatising poorer children on free meals by limiting their food options and some are forcing pupils to buy bottled water, the children's minister says.

In a letter to heads Nadhim Zahawi tells schools to be more sensitive to pupils on free school meals. He also criticises the expense and plastic waste created by schools that make it difficult for pupils to get free tap water, compelling them instead to buy bottled water. For some disadvantaged children, particularly those at secondary schools with a cafeteria, this can leave them without enough money to buy a meal.

During two debates in Parliament, Parliamentary Under-Secretary of State for Children and Families Nadhim Zahawi MP committed to formally responding to the Inquiry in the Autumn, and to working with the Food Foundation on exploring the viability of ideas around a Children's Food Watchdog. He has also issued a letter to head teachers across the country urging them to look closely at the Inquiry report and to tackle some of the issues identified, including the absence of accessible free drinking water in schools.



POLICY WIN

### Government commitment to measure household food insecurity in England

Following three years of campaigning from the End Hunger UK Alliance, of which the Food Foundation is a core partner, the government confirmed in February 2019 that it will now annually measure household food insecurity. From April 2019, the DWP will be including the 10 questions from the USDA measurement module in its Family Resources Survey (an annual survey, covering all four nations and with a sample of 20,000 households). The data will be reported in April 2021.

You Retweeted

Emma Lewell-Buck... 27/02/2019 My #FoodInsecurityBill is happening. An important step forward in the fight against UK hunger. Thank you so much to everyone who has plugged away at this. @Food\_Foundation UK hunger survey to measure food insecurity | Society | The Guardian



UK hunger survey to measure food insecurity theguardian.com

4 74 159

## THE CHILDREN'S FUTURE FOOD INQUIRY IN PARLIAMENT

### 25TH APRIL

The Lord Bishop highlighted the concerns put forward in the report at a debate on Advertising in a Digital Age

### 1ST MAY

Baroness Boycott referenced the Inquiry's findings at a Food Bank debate

### 8TH MAY

Kerry McCarthy MP led a debate in Westminster Hall on the Inquiry, during which nine cross-party MPs spoke

### 15TH MAY

Sharon Hodgson MP put forward a question about the Inquiry to the Prime Minister during Prime Minister's Questions, and Theresa May committed to looking carefully at the #Right2Food Charter

### 22ND MAY

Baroness Boycott referenced the Inquiry's findings on insufficient Free School Meal allowances during a debate in the House of Lords

### 27TH JUNE

Frank Field MP held a backbench debate on the Inquiry, during which 10 cross-party MPs spoke



## THE CHILDREN'S #RIGHT2FOOD CAMPAIGN

The Children's #Right2Food Campaign emerged from the Inquiry's findings and recommendations.

It will continue to be led by our Young Food Ambassadors as they work to secure public and government support for their vision of a food system in which every child has access to a healthy diet.

# INCREASING VEGETABLE CONSUMPTION



A nationwide initiative to increase vegetable consumption by making veg more affordable, accessible, appealing and convenient for all.

The Food Foundation has made significant progress in its work as a leading partner in the Peas Please initiative, which aims to drive up vegetable consumption in the UK. Following 2017's Pledger Conference and Vegetable Summit at City Hall, Peas Please held its second Vegetable Summit in October 2018, where it celebrated working directly with 41 pledgers and collaborating with more than 150 organisations to shape a food environment in which vegetables are accessible, affordable and appealing. We launched the first Peas Please Progress Report at 2018's summit (demonstrating that an additional 4.8 million portions of vegetables have already been sold in the UK as a result of Peas Please) and announced 15 new pledges, including commitments from seven major retailers, who together made up more than 80% of the grocery market share in the UK. Activity around the summit was featured in over 16 pieces of media coverage.



## PLEDGES INCLUDED...

- PwC's pledge to increase spend on vegetables sold in the Social Co. restaurants across the UK from 15% to 20% within the first year
- Birds Eye's pledge to increase TV and online advertising for vegetables by 42% to £4.8m until December 2019
- Greggs' pledge to sell an additional 15 million portions of veg between January 2018 and October 2020

**4.8 MILLION**  
portions of vegetables have already been sold in the UK as a result of Peas Please



Since October's summit, Peas Please has pulled in a further ten pledges, and in May 2019 the project formally launched its Northern Ireland chapter at the Balmoral Show.

The second Peas Please Pledger Conference was held in Manchester earlier this year, with 46 pledgers in attendance and presentations from Kantar WorldPanel, the Department of Health and Social Care and PwC. The conference included a workshop on the People's Panel pilot, which brought together citizens from all four nations to share their experiences. The pilot forms the basis for our 'People's Veg Voice' work, which will aim to achieve meaningful change and create more opportunities for citizen groups who are struggling to eat enough veg to engage directly with Peas Please pledgers.

**PEAS PLEASE:  
THE NEXT  
FOUR YEARS**  
In June we were delighted to hear that the National Lottery Community Fund will be supporting Peas Please to continue and expand its work to drive up vegetable intake in the UK until 2023.

➤ **Peas Please also initiated and incubated the Veg Power fund which recently launched a £10m vegetable advertising campaign, in partnership with ITV, aimed at school children.**

## Healthy Start

The Food Foundation continues its work to improve the Healthy Start fruit, vegetable and milk voucher scheme. Over the last year we've convened meetings with a far-reaching network of stakeholders to find new and innovative ways of developing the scheme, expanding eligibility and increasing uptake. We worked with supermarket retailers, the Department of Health and Social Care and the Association of Convenience Stores to discuss approaches to making the vouchers easier to use.

In 2020, the Food Foundation will co-produce a report with Sustain examining the role that retailers can play in driving up the number of pregnant women and mothers using Healthy Start vouchers in the UK.

### HEALTHY START IN BIRMINGHAM

As part of its Peas Please pledge, Birmingham City Council (BCC) set up an action plan aimed at:

- Increasing the registration of eligible beneficiaries
- The usage of Healthy Start vouchers by parents (especially those with children over two years old)
- The number of retailers registered and accepting Healthy Start vouchers
- The range of outlets registered and accepting Healthy Start vouchers

BCC's future plans for increasing Healthy Start uptake includes collaboration with Department for Work and Pensions, Citizens Advice and fellow pledger the Association of Convenience stores.

### HEALTHY START VOUCHERS

**Calling all Retailers!!**

Do you know about Healthy Start Vouchers



This is a FREE voucher that can help parents/carers to buy fresh or frozen fruit, fresh or frozen veg (including potatoes), milk and infant formula.

**BENEFITS OF JOINING**

- Attracts new customers to your store
- Customers spend the vouchers within your store
- This means extra regular income (£361.20 - £322.40 a year per child)

**DO YOU SELL ANY OF THE ITEMS BELOW**

|   |                                 |
|---|---------------------------------|
| • Fresh and frozen veg (including potatoes)<br>• Fresh and frozen fruit | • Milk<br>• Infant formula milk |
|---|---------------------------------|

**HOW TO APPLY**

- Login to [www.healthystart.nhs.uk/for-retailers](http://www.healthystart.nhs.uk/for-retailers) or phone 0844 991 2222
- Register your store.
- You will receive notification of your registration and a claim form will be sent to you.

**VOUCHER REIMBURSEMENT**

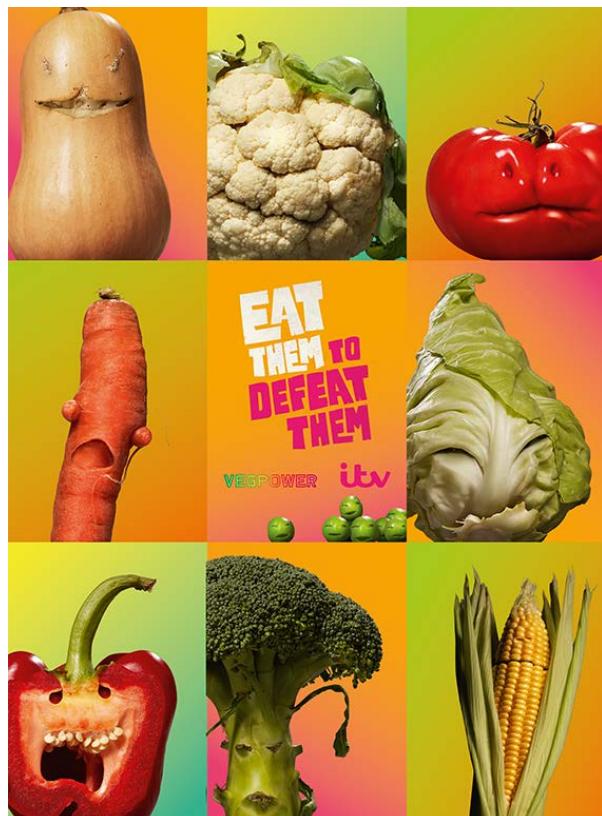
- Customers will buy fresh or frozen fruit, fresh or frozen veg (including potatoes), milk and infant formula with the vouchers.
- Send the vouchers to the Healthy Start Retailer Reimbursement Unit for payment.
- Payment will be made to you by BACS.



Supported by  


14

Annual Report 2018/19



**“ #EatThemToDefeatThem is a radical new national advertising campaign, funded by a unique alliance of supermarkets, inspiring children to eat more healthily.”**

# VEGPOWER

Veg Power, an independent advertising fund for vegetables, was set up by the Food Foundation and our Peas Please partners in 2018. It aims to use the power of advertising and creative marketing to inspire children to eat more veg and live healthier and happier lives. Having launched a crowdfund in May 2018 and published the Truly Epic Book of Veg Power, the project moved on to its next phase.

## THE #EATTHEMTODEFEATTHEM CAMPAIGN

In September 2018, Veg Power partnered with ITV, and with the help of prominent advertising agency adam&eveDDB, created Eat Them To Defeat Them, a radical new national advertising campaign launched in January 2019 on ITV. It aims to inspire children to eat more healthily by engaging with children and parents in a new way, looking to reinvigorate how vegetables are viewed and consumed.

The campaign was funded by a unique alliance of supermarkets and brands that donated to the Eat Them To Defeat Them initiative: Aldi, Asda, Birds Eye, Co-op, Iceland, Lidl, Marks and Spencer, Morrisons, Ocado, Sainsburys, Tesco and Waitrose. The ambitious 60 second advert premiered on prime-time ITV during Coronation Street and across ITV's biggest programmes (including The Voice, Dancing on Ice and Britain's Got Talent) and was also shown in cinemas across the UK. The advert and supporting creative (including posters, stickers and wallcharts) position kids as the heroes as they help their parents save the world from angry vegetables.

#EatThem  
ToDefeatThem's  
**MEDIA  
CAMPAIGN  
REACHED  
A VALUE OF  
£5M**



**“ For me Veg Power is all about creating content, initiatives and ads to support people making better choices. What does that mean? It means making veggies cool and contemporary”**

**JAMIE OLIVER**

# HIGHLIGHTS

- **Editorial support** from shows such as Good Morning Britain, ITV Regional News, Loose Woman, Lorraine, The Voice
  - **Widespread press coverage**
  - A dedicated section in the **Beano Online**
  - **£2m** worth of free media space – 1,872 spots
  - **38.2 million** audience reach
  - **1.8m views** in cinema advertising over half term
  - **300,000** reward charts and sticker packs in the hands of 7-11-year-olds
  - **250** different organisations including local authorities, kids' clubs, chefs and restaurants supporting the campaign in-venue, online, on social media and in communities
  - **5,324** unique mentions on Twitter with a potential impressions reach of **169 million**
  - **£30k** received from Lambeth Council for the Eat Them To Defeat Them by Cook School (Amanda Grant) taught 10,000 7-11-year-olds in Lambeth how to cook with vegetables
  - The Brixton Market **Veg Invasion** family fun day in April

Veg Power is now conducting a full evaluation. The campaign is re-running in 2020, and will also play on Channel 4 and Sky

AWARDS

- Special Contribution -**  
Cost Sector Catering
  - Editor's Award - UK Fruit & Veg**
  - Charity Campaign -**  
Social Media Communications



## WHAT WE KNOW SO FAR

- **56%** of children who had seen the ad said that eating veg was fun, as opposed to 39% who hadn't seen the campaign.
  - **71%** of kids who had seen the advert said they liked vegetables, compared with 59% who hadn't seen the ad.
  - **72%** of children who saw the campaign thought vegetables can be really tasty; 59% of those who hadn't seen the ad disagreed.
  - **43%** of children who'd seen the campaign said they'd wanted to eat more vegetables in the last few weeks, compared with 21% of kids who hadn't seen the ads.

# INSPIRING LEADERSHIP AND INFORMING ACTION: DRIVING SYSTEM CHANGE

## BINDI

Over the past year we have continued our work to inspire leadership on food policy in two major world cities – Birmingham, UK, and Pune, India. We secured support from the Department of International Development (DFID) and Tata Trusts to facilitate a learning partnership between these two cities, which involves the development of policies and practices as part of a ‘Nutrition Smart City’ initiative. The initiative aligns with Sustainable Development Goals 2, 5 and 12 and the Smart City movement.

Having launched the project in May 2018, we’ve worked with local authorities in both cities to design the

partnership, using citizen engagement and evidence from around the globe. We have produced Situational Analysis

Reports for both Birmingham and Pune which compile secondary data on the nutrition situation in both cities to inform the partnership, and have produced a case study report of other smart food and nutrition initiatives which have taken place elsewhere to inspire the local authorities in Birmingham and Pune.

In July this year, data collection began for a survey coordinated in collaboration with the Gokhale Institute of Politics and Economics. The survey was developed to understand households’ out of home eating behaviours and the extent to which they support healthy or unhealthy diets, and to consult with Pune citizens on policy options for the Municipal Corporation. The findings will form the basis of a policy briefing for publication in late 2019.

**The Milan Urban Food Policy Pact (MUFPP) has now also been signed by both cities.**

**“** We’ve collaborated with the Gokhale Institute on a city-wide survey to understand households’ out of home eating behaviours, and to consult with Pune citizens on policy options for the Municipal Council.

## National Food Strategy

Food Foundation Executive Director Anna Taylor was appointed Chief Independent Advisor to Henry Dimbleby on the National Food Strategy.

This year, Leon Co-Founder and author of the School Food Plan Henry Dimbleby was commissioned by Environment Secretary Michael Gove to conduct an independent review of the UK food system, which will serve as the basis for an overarching cross-departmental National Food Strategy – the first of its kind for 75 years, covering the food chain from field to fork. Food Foundation Executive Director Anna Taylor will act as Chief Independent Advisor as the team speaks to people from along the food chain in its entirety, engages with experts and consults with people who have lived experience of our failing food system. Later in the process, the Food Foundation will help lead on youth engagement work, convening young people from across the UK to discuss their priorities for change.



In July, the Food Foundation coordinated a SHEFS public engagement event ‘Living life on the veg: how our food system affects the climate’ at a London primary school to mark London Climate Action Week, and is developing a SHEFS schools programme to run alongside the research activity until Spring 2021.

## Sustainable and Healthy Food Systems (SHEFS)

The Food Foundation continues to work with eight other partner organisations (including the London School of Hygiene and Tropical Medicine, UCL, City University and SOAS) on SHEFS, a Wellcome Trust-funded research project. The global research programme uses novel techniques to generate and synthesise evidence, and to help decision makers create policies that deliver nutritious and healthy diets in an environmentally sustainable and socially equitable manner.

In the last year, the Food Foundation has delivered a new SHEFS website from scratch, and produced a research briefing which provides an overview of the latest evidence from SHEFS, linking dietary patterns in India to their impact on population health and the environment. We have also undertaken a Photovoice project in Birmingham, aiming to understand food system challenges and policy solutions to fruit and vegetable consumption from the perspective of low-income mothers in the city.

This case study will serve as the starting point for further photovoice projects being conducted by other members of SHEFS in order to achieve a cross-cutting exploration of themes across the three countries (UK, India and South Africa). Photovoice is a tool which allows groups of people whose voices are often not heard to express their opinions through the medium of photos, and empowers them to make changes in their communities.



**“**We were so lucky to experience such an enriching educational opportunity thanks to the SHEFS team. The children were enthused, engaged and crucially came away buzzing with knowledge, understanding and ideas.”

ST JOHN'S CE PRIMARY SCHOOL

## **Influencing agriculture policy: the Fruit and Vegetable Alliance**

The Fruit and Vegetable Alliance, coordinated by the Food Foundation, launched in Parliament in July 2018, marking the beginning of a synchronised drive to boost production and consumption of fruit and vegetables in the UK in order to improve public health.

The Alliance brings together representatives from across the sector and has been working to develop a vision for edible horticulture that reflects the health needs of the population and is supported by the government. Small and large producers, producer organisations, trade associations and health/food charities have joined forces to make the collective case for supporting fruit and vegetable production and consumption.

Over the last year, the Alliance has continued to provide regular input for Defra and the Farming Minister through the Edible Horticulture Roundtable – established by the Alliance – on how the government can best support the horticulture industry. The Alliance has highlighted the importance of considering the policies that will replace the EU's Common Agricultural Policy, and will also feed into the National Food Strategy.

The diverse range of organisations involved make the Alliance uniquely positioned to shape edible horticulture policy, and to provide advice for other actors in the industry and public health community.

# CHANGING BUSINESS PRACTICE

## Plating Up Progress

The Food Foundation is working with the Food Climate Research Network (University of Oxford) on Plating Up Progress, which examines how food sustainability and health metrics might be used by stakeholders, especially investors, in assessing food industry progress.

### The project aims:

1. To build a consensus on metrics and reporting mechanisms that can help stakeholders to assess food industry progress in contributing to the transition to sustainable and healthy diets; and
2. To build a consensus around these metrics and a coalition of stakeholders who can advance their uptake through appropriate reporting mechanisms.



In July, we released the first of two investor briefings. Plating Up Progress Part 1 looks at the sustainability risks and opportunities that exist for food retailers, caterers and restaurants, and was explored in greater depth during a series of webinars and investor workshops. Plating Up Progress Part 2 was launched at a one-day conference in September 2019 to assess risks and opportunities in the UK food retail and restaurant sectors, and how critical disclosure gaps can be filled.

A photograph showing a group of people seated around a long wooden table in a conference room. In the background, a large screen displays the title 'Healthy Returns' and some text. The people are dressed formally, and there are cups of coffee and papers on the table.

**Healthy Returns**

The Food Foundation coordinated a team to produce a new report for Guy's and St Thomas' Charity (GSTTC), which was published in November 2018. Healthy Returns: Opportunities for market-based solutions to childhood obesity found that food producers and retailers can play a vital role in tackling childhood obesity by addressing the unmet need of healthy, affordable food options for low income families. The report highlights in particular the growing number of 'challenger brands' – those that look to drive change in an industry – and how, with the right support, they can take innovative approaches to making healthy food affordable, accessible and appealing. Healthy Returns was launched at a roundtable co-hosted by GSTTC and Big Society Capital.

**“With the right support, ‘challenger brands’ could find innovative approaches to making healthy food affordable, accessible and appealing.**

DISPOSABLE INCOME REQUIRED TO REACH EATWELL COST AND ACTUAL EXPENDITURE

| Disposable Income Range | Actual Expenditure (%) | Eatwell Cost (%) |
|-------------------------|------------------------|------------------|
| £0 - £9,999 PA          | ~30%                   | ~55%             |
| £10,000 - £19,999 PA    | ~25%                   | ~30%             |
| OVER £20,000 PA         | ~15%                   | ~15%             |



# IN PARLIAMENT

## 57 Hansard citations

 PARLIAMENTARY UNDER-SECRETARY OF STATE FOR CHILDREN AND FAMILIES  
**NADHIM ZAHAWI MP**  
Conservative

**“** Clearly, there is much more to do. That was highlighted in the [Children's Future Food Inquiry] report, which raised some serious and important issues that we need to address”

 **JUDITH CUMMINS MP**  
Labour

**“** One of the great strengths of the [Children's Future Food Inquiry] report, and what sets it apart

from others, is that it prominently features the contribution of young people who have themselves experienced food poverty. Their testimony is both heart-breaking and powerful. I commend their dignity and I hope that their stories will be a wake-up call for all politicians to act now”

 **FRANK FIELD MP**  
Independent

**“** Thank you... to the Food Foundation for its work in raising the whole issue of hunger and destitution. The report not only does that, but makes practical proposals for what we might do about the situation. Likewise, I wish to thank the hundreds of children and young people who contributed to the Inquiry”

 **CHRIS SMYTH MP**  
Scottish Labour Party

**“** The Food Foundation revealed that more than 200,000 children in Scotland live in households that are unable to afford a healthy diet... we need to rethink how we approach access to food in this country. That means recognising that access to food is a fundamental human right”

 **MINISTER OF STATE FOR AGRICULTURE, FISHERIES AND FOOD GEORGE EUSTICE MP**  
Conservative

**“** With a dataset as rich as the Family Food report there is a wide and substantial range of potential secondary analyses that could be produced with it. An Eatwell Guide analysis was recently produced by the Food Foundation in this way”



Evidence given to the Environmental Audit Committee (EAC) on Sustainable Development Goals in the UK  
The Food Foundation referenced 26 times in the EAC's report


**ANDREW SELOUS MP**  
 Conservative

**“** I am grateful to the Food Foundation for its Broken Plate report. In that, a lady called Kathleen Kerridge wrote: “Across mainland Europe, cheap foods are healthy choices. It’s sensible that a kilo of tomatoes should be cheaper than a kilo of sausages. In the UK, however, the opposite is true”


**BARONESS BOYCOTT**  
 Crossbench

**“** Through the Children’s Future Food Inquiry, I have spoken directly to children who live in poverty and for whom these meals are a lifeline. The £2.30 a day allowance is simply not enough, unless the school is very creative, to provide daily meals and snacks. I have heard from children who were charged up to £2 for half a small pizza. We spend £458 million a year on school meals, but no monitoring system is in place in England and standards are very uneven... Does the government not agree that this is an extremely short-sighted approach?”



Parliamentary briefing for MPs and accompanying and blog post on the Agriculture Bill, calling for the Bill to include human health as a Public Good

**7 of our engaged MPs** raised the absence of public health as a key problem for the Agriculture Bill

At the 3rd committee session on the bill, **3 amendments** linked to public health, healthy food and human health were submitted


**FIONA BRUCE MP**  
 Conservative

**“** I hope that the Minister will extend his reach right across the very many Departments that need to be engaged if this issue [children’s food insecurity] is to be tackled. I am pleased that Ministers have said that they will involve the Young Food Ambassadors, too, because at the end of the day, if we do not hear the children themselves, we are missing something”

**74 meetings including...**  
**29 MPs**  
**36 civil servants**  
**4 ministers**  
**4 Peers**  
**3 other government officials**


**DAVID LINDEN MP**  
 Scottish National Party

**“** I pay tribute to all of those who served on the [Children’s Future Food] Inquiry, which has produced an excellent report with many worthy recommendations”


**RUTH SMEETH MP**  
 Labour

**“** One of the most shocking things to come out of the Children’s Future Food Inquiry was access to water. In some schools around the country, children were having to pay for a bottle of water out of their free school meal allowance. That meant they could not afford a full meal, so they were having a bottle of water and chips, or a bottle of water and a sandwich. These are children who qualify for free school meals. How are we feeding them? How are they getting access to a good, healthy meal that may well be their only hot meal all week? We have some work to do”

**7 EVIDENCE SUBMISSIONS TO SELECT COMMITTEES**

# SHAPING POLICY THROUGH COMMUNICATIONS



# COLLABORATIONS AND PARTNERSHIPS



# FUNDERS

We are hugely grateful to our funders, without whom our work would not be possible.  
During 2018-19 the following organisations provided funding for our work.



# STATEMENT OF FINANCIAL ACTIVITIES

FOOD FOUNDATION, A COMMUNITY INTEREST COMPANY,  
REGISTERED NUMBER 09162855

Year ending 31 August 2019

|   | <b>2019</b><br>£ | <b>2018</b><br>£ |
|---|------------------|------------------|
| <b>Incoming resources</b>                                       | 489,053          | 356,174          |
| Cost of sales   | (81,567)         | (51,615)         |
| <b>Gross profit</b>   | 407,486          | 304,559          |
| Administrative expenses   | (408,270)        | (312,995)        |
| Other operating income  | 1,957            | 7,196            |
| <b>Operating profit/(loss)</b>                                  | <u>1,173</u>     | <u>(1,240)</u>   |
| <br><b>Profit/(loss) on ordinary activities before taxation</b> | <br>1,173        | <br>(1,240)      |
| Tax on profit/(loss) on ordinary activities                     | -                | -                |
| <b>Profit/(loss) for the financial year</b>                     | <u>1,173</u>     | <u>(1,240)</u>   |

# BALANCE SHEET AS AT 31 AUGUST 2019



|   | Notes | 2019<br>£      | 2018<br>£      |
|---|-------|----------------|----------------|
| <b>Fixed assets</b>                                   |       |                |                |
| Tangible assets                                       | 2     | 2,507          | 702            |
| <b>Current assets</b>                                 |       |                |                |
| Debtors   | 3     | 44,677         | 18,501         |
| Cash at bank and in hand                              |       | 278,208        | 111,173        |
|   |       | <u>322,885</u> | <u>129,674</u> |
| <b>Creditors: amounts falling due within one year</b> | 4     | (323,598)      | (129,755)      |
| <b>Net current liabilities</b>                        |       | <u>(713)</u>   | <u>(81)</u>    |
| <b>Net assets</b>                                     |       | <u>1,794</u>   | <u>621</u>     |
| <b>Capital and reserves</b>                           |       |                |                |
| Profit and loss account                               |       | 1,794          | 621            |
| <b>Shareholders' funds</b>                            |       | <u>1,794</u>   | <u>621</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 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 and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

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

**Laura Sandys**, Director

Approved by the board on 9th December 2019



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