

THE
FOOD
FOUNDATION

December 2017

**ANNUAL
REPORT**

TRUSTEE STATEMENT



This has been an exciting year for the Food Foundation and our reach and impact has grown way beyond our expectations.

As an organisation that believes in systemic change it is always difficult to know where within the system one should focus. However we are also guided by a strong belief that consumers must be served well by our food system. This has shaped our main projects this year.

Peas Please that aims to get industry to reconfigure and reformulate their vegetable content has achieved strong commitment from across the food system to deliver better and healthier food. We do not believe that we should always be asking families to do the heavy lifting around reaching their 5 a day.

We are also entering one of the most fundamental changes to our food system through our exiting the European Union. This delivers Government with a lot more policy options that we believe must underpin a stronger commitment to healthier outcomes for consumers. This period of change also requires a more systemic set of policy levers and the Food Foundation has and will continue to input the voice and needs of families to Government. We are calling for policy to be designed around a healthy outcome with all agricultural policies considering the impact on consumers.

There is also a marked widening of inequalities in relation to food across the UK. Fuelled by increased and more volatile prices, food insecurity must become a government priority with accurate measurement, appropriate actions and clear public policy outcomes that need to guide our food system. We have been advocating that childhood policies must have a much greater emphasis on health as good diets in our early lives are one of the most important building blocks of life long health.

We have increased our impact in Parliament and Whitehall significantly and have established a very strong group of active MPs who have supported our work and civil servants who are working with us. In addition we have been involved in many industry initiatives as we are regarded as an evidence based organisation that aims to find common purpose across all parts of the food sector.

The Trustees have been very lucky to be joined by Professor Sir Michael Marmot whose reputation in public health and the impact of inequalities is second to none. Sir Michael's addition has added to our very active group of Trustees all of whom have been instrumental in our success this year. Thank you.

None of what we have achieved would have been possible without our small and perfectly formed team. Anna Taylor our director is the most effective leader I have had the privilege to work with shaping exciting and impactful projects while building consensus and respect. As trustees we owe her a great deal.

We look forward to an exciting and challenging third year gaining greater impact and increased policy changes to deliver a truly healthy food system. We very much look forward to working with you and ensuring collectively that we put consumers at the heart of our food system.

Laura Sandys, Chair

TRUSTEES



Laura Sandys (Chair),
CEO Challenging Ideas and
Chair, European Movement



Rosie Boycott,
Chair London Food Board



Tom Lindsay,
Partner Spayne Lindsay



Prof. Charles Godfray, Director,
Oxford Martin Programme on the
Future of Food, Oxford University



David Edwards, Assistant
Director Prince's Charities
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Professor Sir Michael Marmot
Director of the Institute of Health
Equity (UCL Department of
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Admin and Finance Assistant

EXPERT ADVISERS

Prof Corinna Hawkes, Professor of Food Policy

Dr Harry Rutter, Senior Clinical Research Fellow at London School of Hygiene and Tropical Medicine

Prof Martin White, Professor of Epidemiology at Cambridge University

Dr Tim Lobstein, Policy Director for the World Obesity Federation

Emma Coles, Founder of Be Vitality



AN OVERVIEW OF OUR STRATEGY

We entered the Food Foundation's second year with the intention of building on our achievements from last year, continuing to widen our reputation as a trusted voice on food policy and developing our flagship project Peas Please so it could deliver demonstrable impact.

Our vision remains the same. We are working to see a food system which supports the health and well-being of the UK public.

We aim to support the development of new and better food policy and practice which is implemented and monitored well. Specifically, we are looking to deliver changes in support of the following outcomes

1. **Cross government leadership on accessible, healthy and sustainable diets**
2. **Policy and practice which re-balances the food environment and choice architecture so it supports healthy eating (covering e.g. marketing, planning and licensing and public food provision)**
3. **Policy and practice which incentivises and regulates the food supply chain so it supports healthy and sustainable diets (e.g. through impacts on price, quality, provenance, perishability, safety, availability etc)**
4. **Evidence gaps which are a barrier to decision making are addressed**

Our specific projects (described in more detail in the subsequent pages) are aligned with one or more of these outcomes.

On the first of these we have invested considerable time in our relationship with DEFRA so that dietary considerations become within the purview of their Departmental role. We have had a number of meetings with officials and Ministers including being invited to attend a ministerial roundtable with the incoming Minister Michael Gove to offer views on consumer and dietary issues. We have been invited to address more than 100 staff in Food Supply Chain Directorate. We have also developed a good relationship with the EFRA Select Committee chair. These relationships are important for strengthening our potential impact on the forthcoming Agriculture Bill. In addition to our work with DEFRA we have also developed good relationships with the Scottish Government.

On the second outcome, we have published the Food Environment Policy Index, and secured some strong media coverage for the top recommendation to ban advertising of junk food up to the 9pm watershed. All of the recommendations were published in the Guardian and these

included several which relate to other outcomes listed above. The action statements from the Index underpin all of our ongoing projects.

On the third outcome, we have progressed our Peas Please initiative. This is described in more detail below but this is a food systems project working on delivering changes in the supply chain and in the food environment to help everyone eat more vegetables.

On the fourth outcome, we have specifically focused on trying to secure national measurement of food insecurity. Without a national measure it is impossible to secure concerted action to support the millions of households in the UK who are thought to be affected. While a national measure is not yet in place, parliamentary engagement has broadened (as evidenced by a Westminster Hall Debate which we supported) and the End Hunger UK campaign has incorporated this policy ask into the national campaign. More detail on this work is described below.

In addition to working towards policy change in these areas we have also built on our first year's work by continuing to build our reputation, deepen our relationships with a very wide range of actors right across the food system and developed strategies for making our voice heard. Progress in these areas is shown through some key metrics which we track on page 11.



AN OVERVIEW OF THE YEAR

PUBLICATIONS

EVENTS



Sep
2016

- Future Food Policy: Business Leaders' seminar

Oct
2016

- The Veg Retreat (PP)
- Parliamentary event on Obesity and Pregnancy

Nov
2016

- Seminar at Food Matters Live (PP)
- Round table on demand side incentives to fruit and veg consumption (PP)
- Peas Please launch event (PP)
- ESRC Festival of Science session on measuring household food insecurity in the UK (FS)
- Westminster Hall Debate on measurement of food insecurity informed by the Food Foundation (FS)
- Launch of Food EPI

Dec
2016

Jan
2017

- **Jan-Mar**

8 Peas Please Workshops on specific workstreams (PP)

Feb
2017

Mar
2017

Apr
2017

May
2017

- Launch of horticulture action plan at the Royal Highland Show (PP)

Jun
2017

- Malnutrition in all forms event in Parliament

Jul
2017

- Peas Please event at Royal Welsh Show (PP)

Aug
2017

DELIVERING POLICY AND PRACTICE CHANGE – PEAS PLEASE



A key finding from our first report, Force-Fed was that hardly anybody in the UK consumes enough fibre, and vegetable consumption was declining and contributing to this, in spite of very high levels of awareness of 5-A-Day. We designed a new initiative, called Peas Please to bring together farmers, retailers, fast food and restaurant chains, caterers, processors, civil society organisations and government departments with a common goal of making it easier for everyone to eat veg. We secured 3 partners to design and deliver the initiative with us: WWF-UK, Nourish Scotland and Food Cardiff.

In October 2016, we took a group of people from organisations spanning the supply chain, including government, growers, restaurants and caterers, on a two-day retreat to Birmingham. The purpose of the retreat was to experience first-hand the challenges to veg consumption through the lens of different parts of the food system. The project was officially launched in November 2016 with our Veg Facts report which was full of new stats about veg production and consumption.

Based on the discussions at the retreat, we held an online consultation with a range of stakeholders to prioritise the key focus topics of the project and more than 100 people took part. Based on the key topics identified, we produced 8

“Peas Please gave us the means through which to pull together different parts of the government”

NATIONAL POLICY MAKER



“Thank-you again for a phenomenal event in Birmingham. It was a huge success and a great learning practice for me individually to hear voices from other sections of food, health and sustainability that otherwise wouldn’t have had an opportunity to learn from.”

FOOD PRODUCER

briefing papers to provide the evidence base for 8 workshops, engaging over 90 organisations. The workshops were each co-chaired by the project partners alongside a key external stakeholder. The workshops delved deeper into each challenge, and led to the development of the Peas Please commitments framework which later formed the basis for organisations to pledge action.

In July and August 2016, we gathered evidence to create toolkits for retailers and the food service industry to help people eat more veg, securing considerable media coverage for the forthcoming Veg Summit. Peas Please events were held at The Royal Highland Show, Scotland and The Royal Welsh Show which engaged local government and industry, highlighting the opportunity to strengthen British horticulture. In Scotland, Scotland Food and Drink launched its plans to develop a new Action Plan for Scottish horticulture and specifically highlighted that they would do this in collaboration with Peas Please.

“The whole concept [of Peas Please] has been really well done. It is a really simple message with very solid stats and evidence underneath it – it’s been pitched so that it’s almost impossible not to agree with it!”

THIRD SECTOR STAKEHOLDER

DELIVERING POLICY AND PRACTICE CHANGE – FOOD INSECURITY

“They have become, in a very short space of time, an incredibly credible voice in the food security movement in the UK”

INDEPENDENT STAKEHOLDER

As part of our work to address all forms of malnutrition, an aim for this year was to progress policy discussions on the need to measure household food insecurity in the UK. Despite evidence from the UN showing that the UK has one of the highest levels of food insecurity in Europe, the government does not routinely or robustly measure food insecurity. This measurement is a necessary first step to addressing food insecurity in the UK.

We continued to work with our partners to build the case for measurement in the UK, and successfully raised awareness in parliament and with government about the issue. In November 2016, we supported a Westminster Hall Debate with 12 parliamentarians participating, about the measurement of the SDGs in the UK, of which food insecurity is a key indicator. Together with colleagues working on food poverty, we contributed our views to an ONS consultation on measuring the UK's progress on the SDGs which outlined the options and evidence on measuring household food insecurity. We also submitted written evidence to the Environmental Audit Committee's inquiry into the domestic implementation of the UN Sustainable Development Goals, and became a supporting partner of the UK Stakeholders for Sustainable Development (UKSSD). As evidence of our impact in this area, a House of Commons briefing pack on measuring food insecurity published in December 2016 contained four direct references to our work and included three of our publications in the list of further reading.

We worked closely with DEFRA to keep informed about their plans on measurement and to emphasize the importance of measuring food insecurity. They have

committed to refreshing the national Food Security Assessment, which was last published in 2009. This will include an assessment of household food insecurity, which will be an important snapshot and will add further evidence to our call on the need to routinely and robustly monitor the food insecurity situation in the UK.

Progress was also made at the city level, with the Mayor of London committing to monitoring poverty and food insecurity in the city. We also worked closely with the City Council in Liverpool to support their ambition to measure food insecurity in the city.



“I thank the Minister for his response, but he knows as well as I do that that is simply not good enough. An estimated 8.4 million people in Britain live in food-insecure households. There have been repeated calls from me, the all-party group on hunger, the Environment, Food and Rural Affairs Committee, the Food Foundation, Sustain and Oxfam for the Government to adopt a household food-insecurity measurement.”

**EMMA LEWELL- BUCK MP, HANSARD CITATION FROM A DEBATE IN THE HOUSE OF COMMONS ON
19 JANUARY 2017**

INSPIRING LEADERSHIP AND INFORMING ACTION

Better leadership, the SDGs and international learning

We are trying to shift the policy narrative on food and nutrition in the UK to be in line with the letter and spirit of the SDGs. This means thinking about all forms of malnutrition (linking food insecurity, undernutrition and obesity) and the role of food systems in preventing them, and the opportunities which arise for all countries for more effective intergovernmental cooperation in tackling the problem. We believe this will contribute to our first outcome of securing better leadership on food in the UK and create opportunities for the Food Foundation to communicate lessons learned from policies tried elsewhere and help to communicate the UK's lessons overseas.

We have:

1. Secured the active engagement of more than 30 parliamentarians in discussions of all forms of malnutrition, food systems and the SDGs
2. We have helped to bring together UK stakeholders who work on obesity with those working on undernutrition in low income countries with a view to joining up nutrition advocacy
3. We have helped to secure a stronger voice for food and nutrition and SDG 2 in the UK domestic discussions on the SDGs
4. We have demonstrated to parliamentarians the value of learning from food and nutrition policies and programmes adopted in other countries beyond the UK, especially Brazil

We also prepared a **policy briefing** describing the challenge which all forms of malnutrition poses to the UK and **4 further briefings, 2 on the UK and 2 on Brazil**, in partnership with the Institute for Development Studies, for specific areas of policy which opportunities for inter-country learning were greatest.



During this period, our policy and research officer, Robin Hinks was awarded a Churchill Memorial Trust Fellowship to visit the United States to research their national Nutrition Incentive Schemes which tackle inequalities in fruit and vegetable consumption. This will provide valuable learning for the UK as we enter a period of policy development linked to Brexit.

In addition we have developed a relationship with the UN Food and Agriculture Organisation who are interested to learn from our approach to changing food systems demonstrated in Force-Fed. They invited us to present our experience to staff and at the International Symposium on Sustainable Food Systems for Healthy Diets and Improved Nutrition in Rome and have commissioned us to develop policy guidance and deliver a series of regional webinars for their staff.



Food Environment Policy Index

We have led the development of the first Food Environment Policy Index for the UK. Following an internationally recommended methodology, being used in other countries, we engaged 73 experts from more than 40 organisations in the rating of policies applied in England which affect our food environment and its impact on obesity and other diet-related disease. The Index was launched in parliament in mid November 2016 with the Minister of Public Health and Prof Susan Jebb. It was supported by an extensive feature in the Guardian on 12/11/16. The event highlighted the importance of reducing advertising of junk food to children as this action was the top priority emerging from the Index. The Index also highlights the importance of government leadership on food and the need for a cross government action plan on food which delivers health and sustainability goals. We will draw on this work for much of our influencing and expect it to become a common reference point for collective advocacy amongst the public health community.

“[Their reports are] terrific, and really helpful for policymakers – they have come at absolutely the right time”

PARLIAMENTARY STAKEHOLDER

MEDIA HITS



Curbs on junk food ads No 1 priority in fighting childhood obesity, says study



The Guardian - One in four low-income households does not eat regularly or healthily because of a lack of money



Politics Home - A commitment to abolishing hunger would fit hand-in-glove with the government's agenda to improve poor children's life chances



The Daily Mail - School children barely get their ONE-a-day as new study reveals 20% of the vegetables they eat are baked beans or pizza topping



The Times - Policy for food and feeding the nation is going to become a much bigger issue



The Grocer - Packaged fruit and veg contributes to food waste & effects affordability



BBC News - New advice suggests that for a longer life, we need to eat 10 portions of fruit and vegetables a day, but how realistic is this and is it only a diet for the wealthy?



The Telegraph - A Food Foundation report earlier this year shows that yogurt ranks in the Top 20 most popular food items in the UK but contains a shocking amount of sugar



The Guardian - As the cost of living rises and wages stagnate, for many food is becoming harder to afford. We're returning to an era where a healthy diet is aspirational



Huffington Post - Foodbank Britain: Is Malnutrition the new normal?

TOTAL
NUMBER
OF MEDIA
HITS = 55

FOOD FOUNDATION BY NUMBERS

22



EVENTS



10

PUBLICATIONS

55

MEDIA
HITS



6

HANSARD
CITATIONS

SEPT
2016 TO
AUGUST
2017

AVERAGE OF

1817

WEBSITE
USERS PER
MONTH



1411

NEW FOLLOWERS



5

FUNDERS



154

NEW FOLLOWERS

WORKING WITH OTHERS AND IN PARTNERSHIP

Given we are a very small team we place huge importance on working with others. In the last year we have collaborated with government departments, parliamentarians, academics, civil society and industry to gain insight, build our network and deliver maximum impact. For example, in October 2016, we collaborated with the Parliamentary Office of Science and Technology to deliver an event aimed at parliamentarians and policymakers, to highlight the importance of women's health before and during pregnancy. In November we published the Food Environment Policy Index which we did in partnership with the UK Health Forum, World Obesity Federation, Food Research Collaboration and INFORMAS. Through Peas Please, we have worked in close partnership with Nourish Scotland, Food Cardiff and WWF to increase veg consumption in a nationwide initiative. This project has involved engagement with over 150 organisations both public and private sector. In May we led a food policy workshop at the UK Stakeholders for Sustainable Development annual conference which involves hundreds of members. In July 2017, we wrote a series of food and nutrition policy briefings, as part of an international learning exchange with Brazil, in collaboration with the Institute of Development Studies and City University's Centre for Food Policy.

We have been invited to join the Tesco CEO's Future of Food Panel, to inform the Co-op's Future Food Strategy, to address Mars Food staff on nutrition challenges, to address an annual conference of school food caterers and much more!

“Their level of influence is growing by the day, and because it's growing by the day it's in our interest to continue to have a good positive relationship”

FOOD PRODUCTION STAKEHOLDER

“They have done a fantastic job with a very small team and very limited resources – I've rarely seen an organisation do quite so much so quickly.”

THIRD SECTOR STAKEHOLDER



OUR FUNDERS

We are hugely grateful to our funders without whom our work would not be possible.



We have received project specific funding from the **New Venture Fund**, **The Wellcome Trust** and the **United Nations Food and Agriculture Organisation**.

FOOD FOUNDATION CIC STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 AUGUST 2017

	2017 £	2016 £
Incoming resources	239,634	198,465
Administrative expenses	(242,078)	(198,848)
Other operating income	1,608	143
Operating loss	(836)	(240)
Loss on ordinary activities before taxation	(836)	(240)
Tax on loss on ordinary activities	-	-
Loss for the financial year	(836)	(240)

FOOD FOUNDATION CIC

BALANCE SHEET AS AT 31 AUGUST 2017

Registered number: 09162855

		2017	2016
		£	£
Fixed assets			
Tangible assets		2,077	2,738
Current assets			
Debtors	-	966	
Cash at bank and in hand	70,346	71,830	
	<u>70,346</u>	<u>72,796</u>	
Creditors: amounts falling due within one year	<u>(70,562)</u>	<u>(72,837)</u>	
Net current liabilities		(216)	(41)
Net assets		<u>1,861</u>	<u>2,697</u>
Capital and reserves			
Profit and loss account		1,861	2,697
Shareholders' funds		<u>1,861</u>	<u>2,697</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.

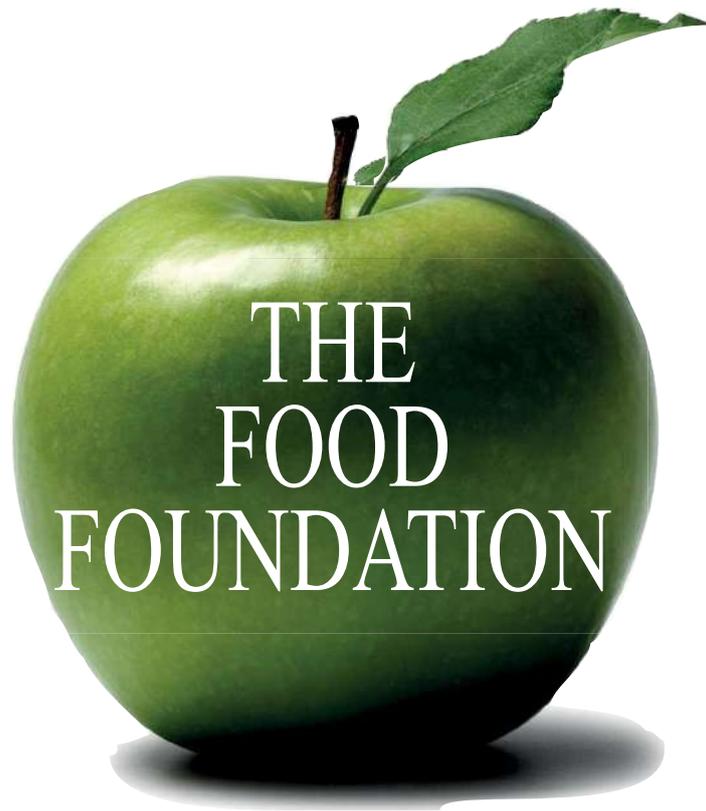
The members have not required the company to obtain an audit in accordance with section 476 of the Act.

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 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.

Laura Sandys, Director

Approved by the board on 8 December 2017



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