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business and the professions

**Focusing on the positives and
opportunities for the food
sector amidst Brexit, and the benefits
of integrating and
delivering healthy and sustainable
food policies**

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beyond the

parmo

The changing face of food culture
in Middlesbrough

Middlesbrough Food Summit

Wednesday 15th November

The Hub, Teesside University Students' Union

■ Food Middlesbrough??

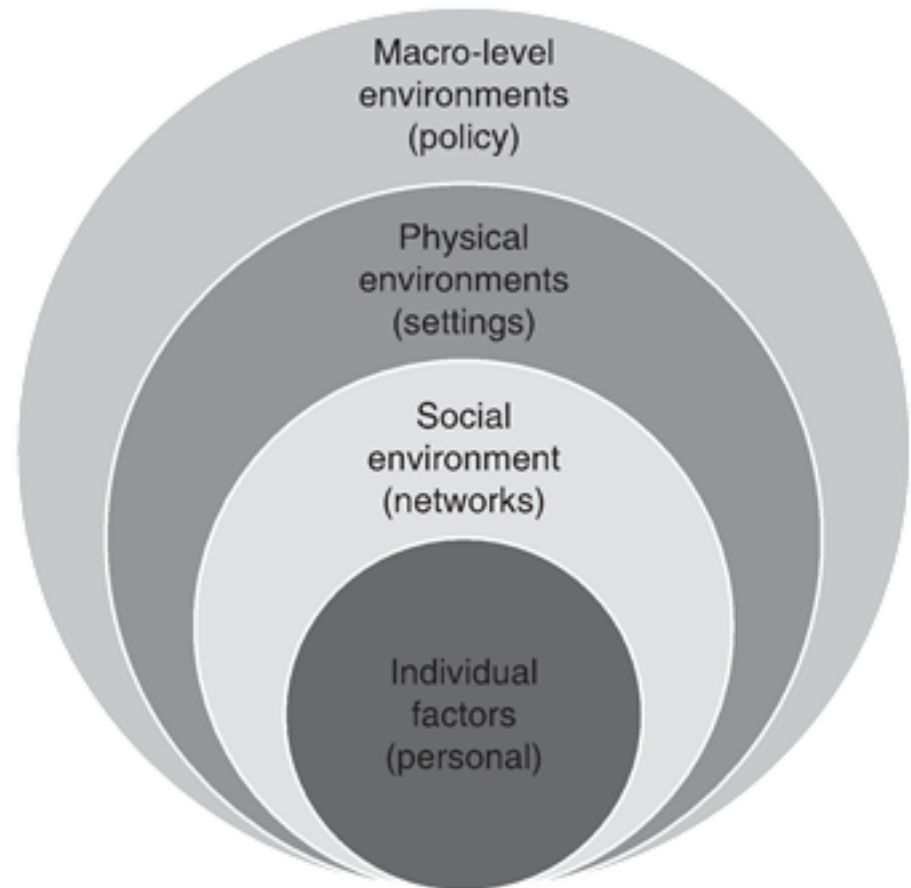


**“Sustainable and Healthy Food: Can we
have both?”**

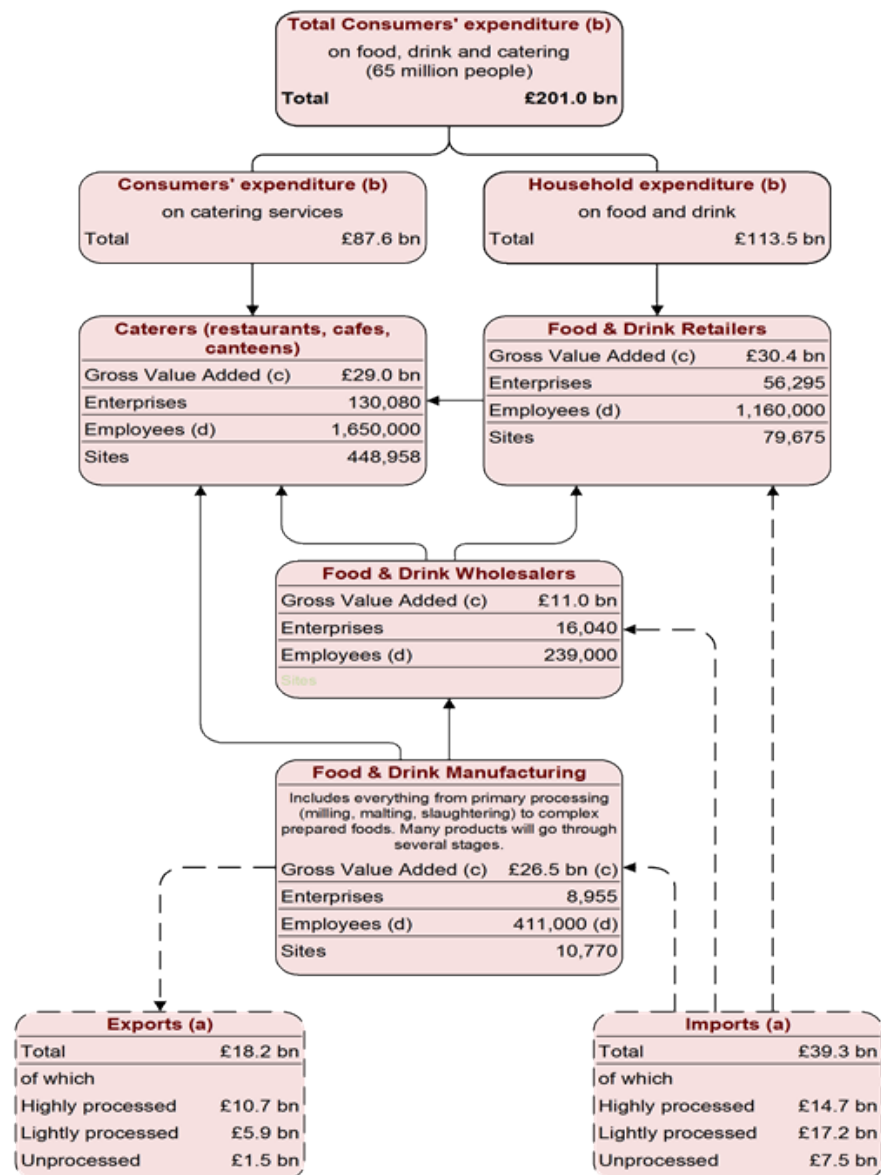
Answer

M Lawrence *et al.*

- Yes and no??
- There are some things in a global system that are hard to do and some that are possible



1 Food Chain



Summary



The Agri-Food Chain



Agriculture



Manufacturing



Wholesaling



Retailing



Catering



£108bn

The agri-food sector contributed £108 billion, or 6.8% to national Gross Value Added in 2014



3.9m

People employed in the agri-food sector in Q1 2016, 13.5% of national employment.



£18.0bn

The value of food and drink exports in 2015. Beverages are the largest export category by far, at £6.3bn.



↓3.2%

Food prices fell by 3.2% in real terms in the last 12 months, following a 5 year period when food prices were rising faster than general inflation.



£201bn

Total consumer expenditure on food, drink and catering in 2015. On average, around 11% of all household spending is on food.



3.9

Purchases of 5 A DAY was 3.9 portions in 2014. Low income group households bought the least fruit and veg: 3.0 portions per person/day.



£470

The average UK household spend on food that could have been eaten but is thrown away is around £470 a year.



1,514

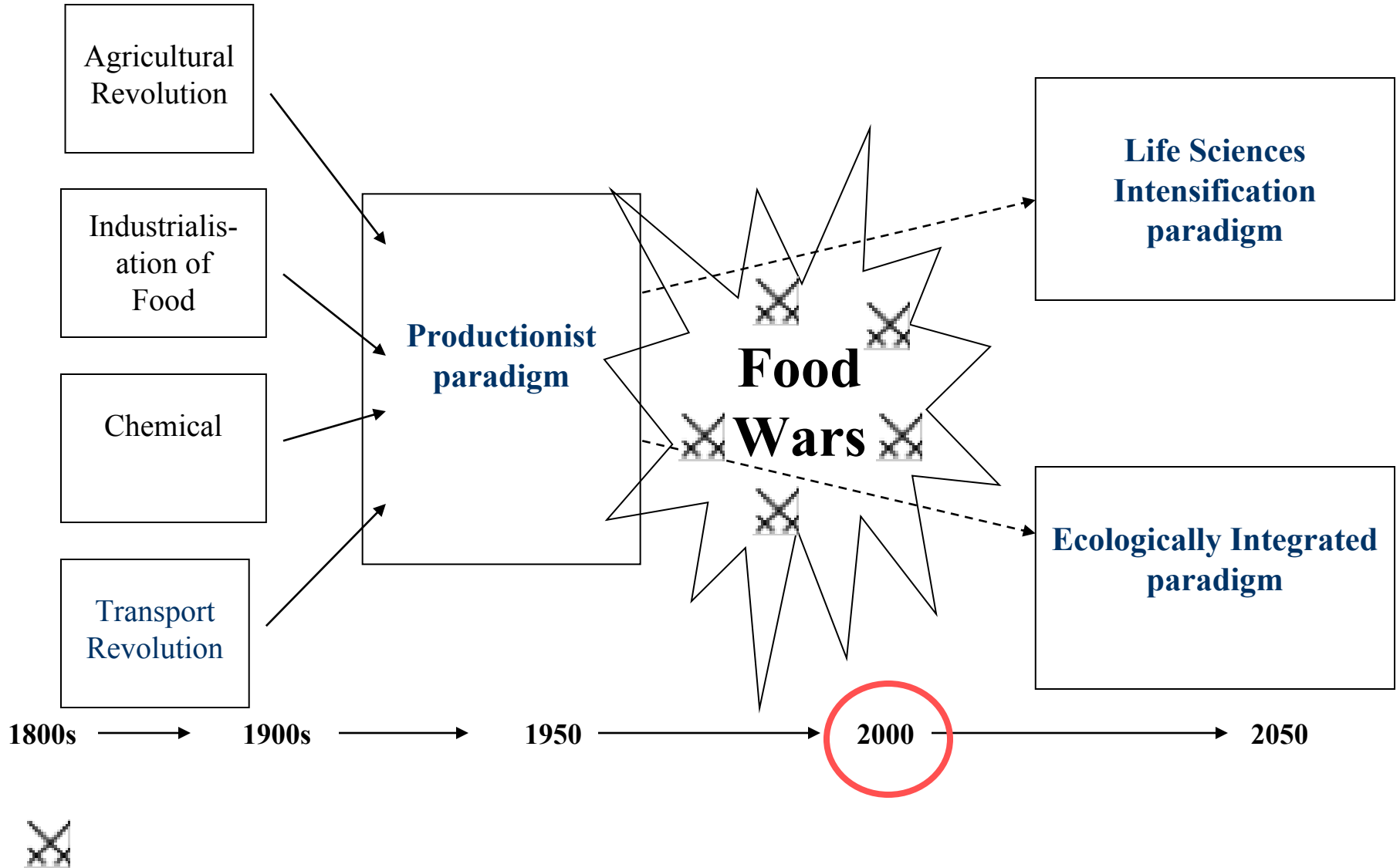
Food, feed and environmental contamination incidents investigated by the FSA in 2015.



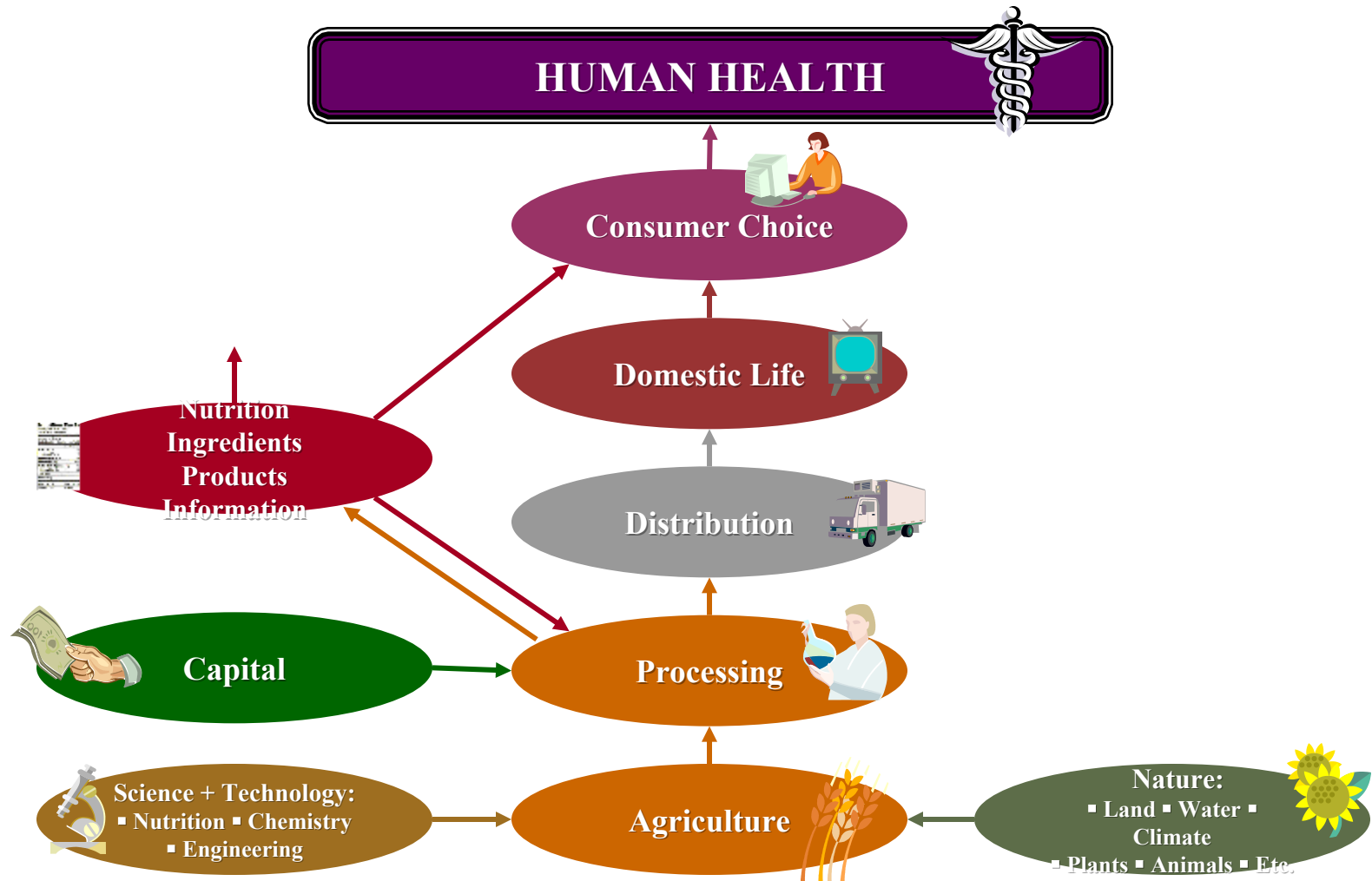
70m

Emissions from the food chain in tonnes of CO₂ equivalent. Farming accounted for 56m.

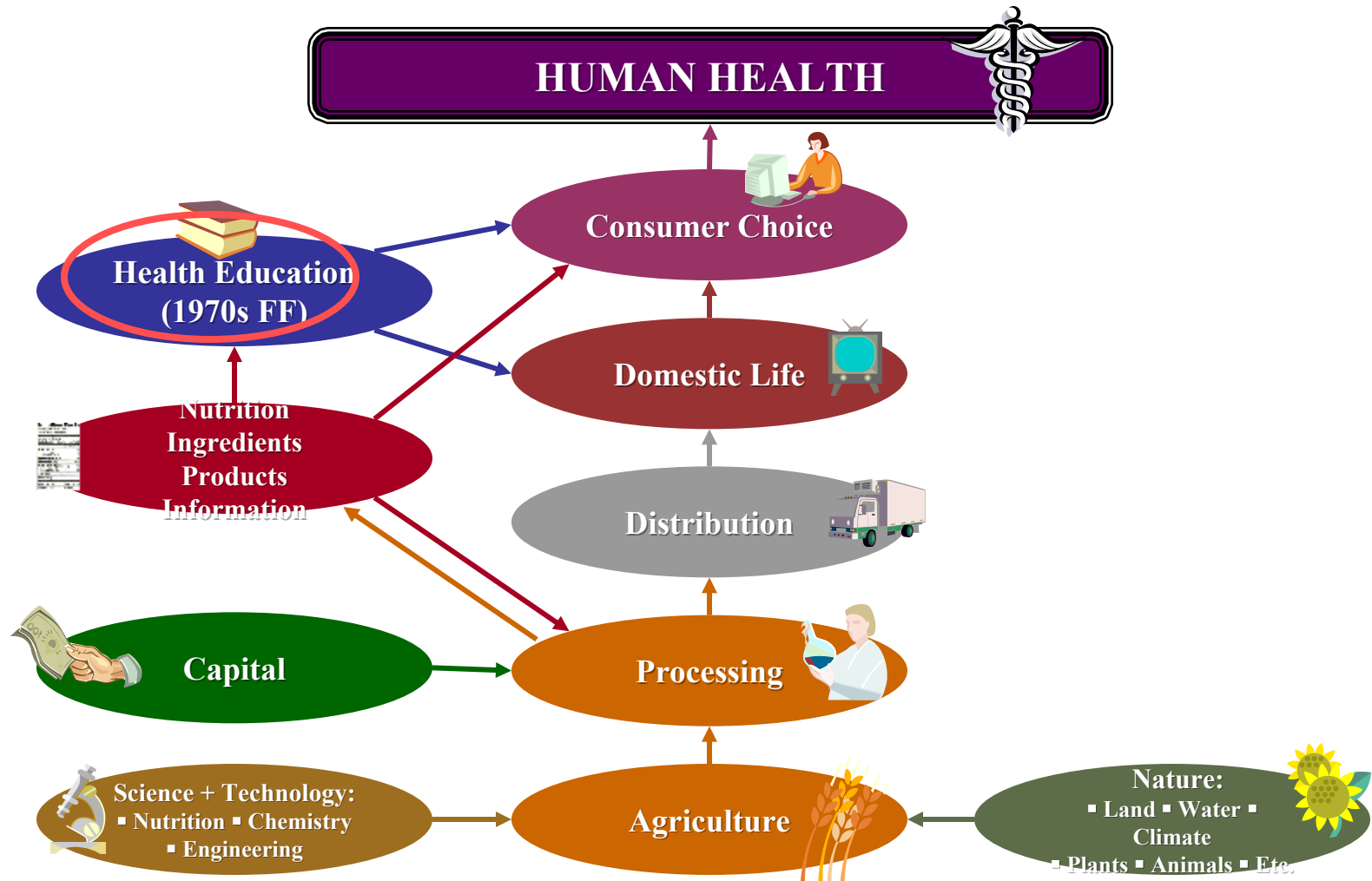
The Era of Food Wars



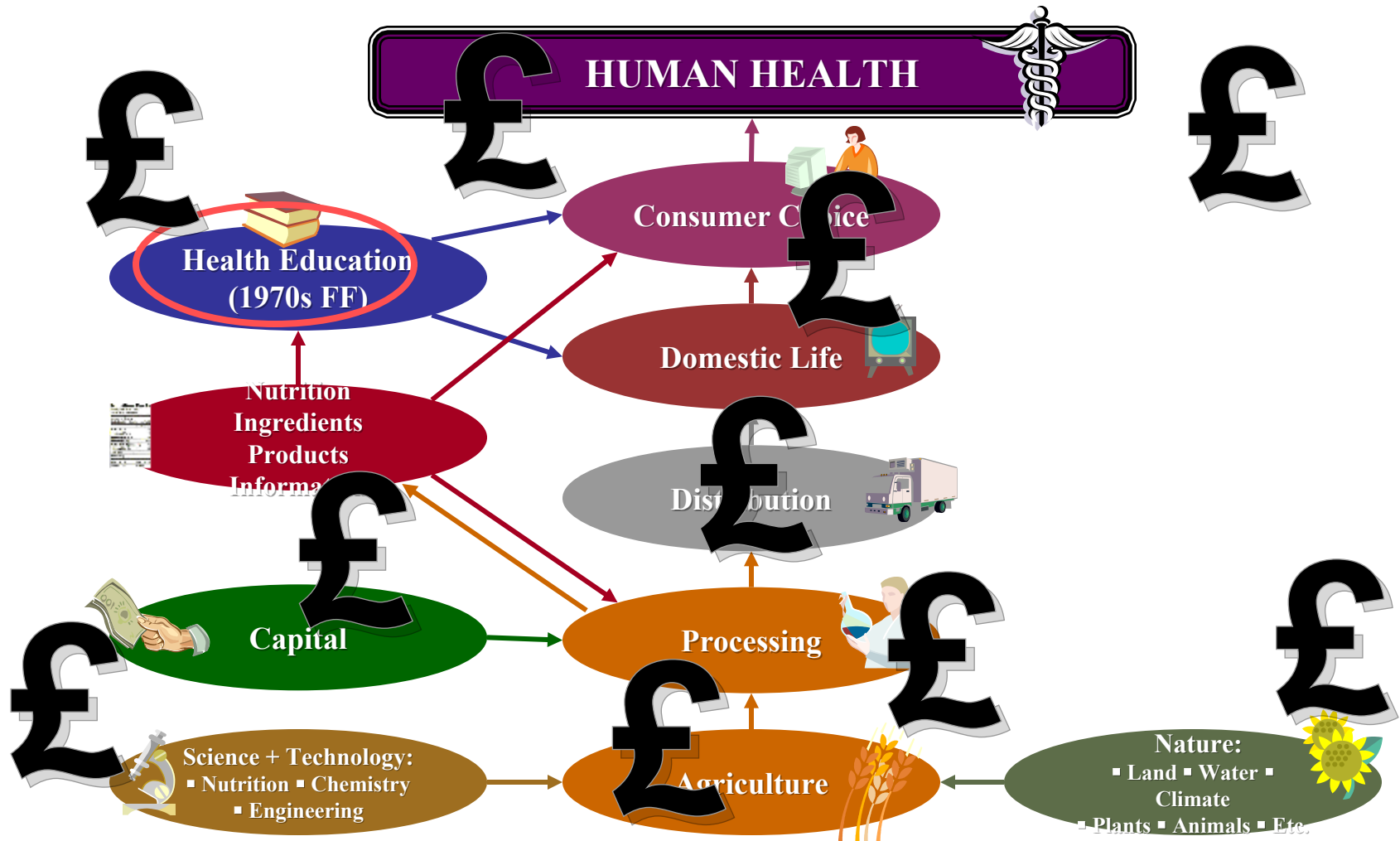
Productionist Paradigm Approach to Health



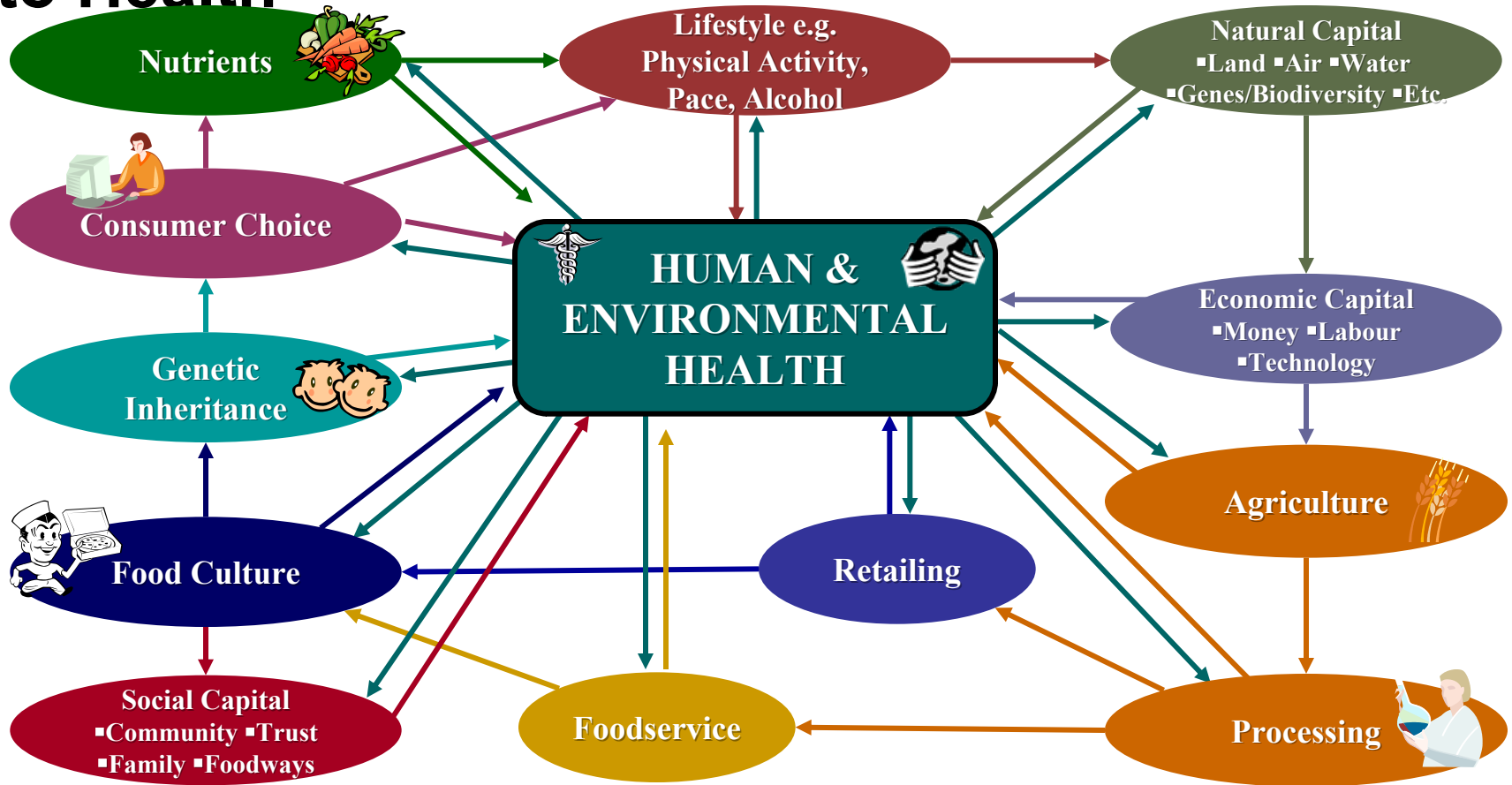
Productionist Paradigm Approach to Health



Productionist Paradigm Approach to Health



Ecologically Integrated Paradigm Approach to Health



Click to **LOOK INSIDE!**



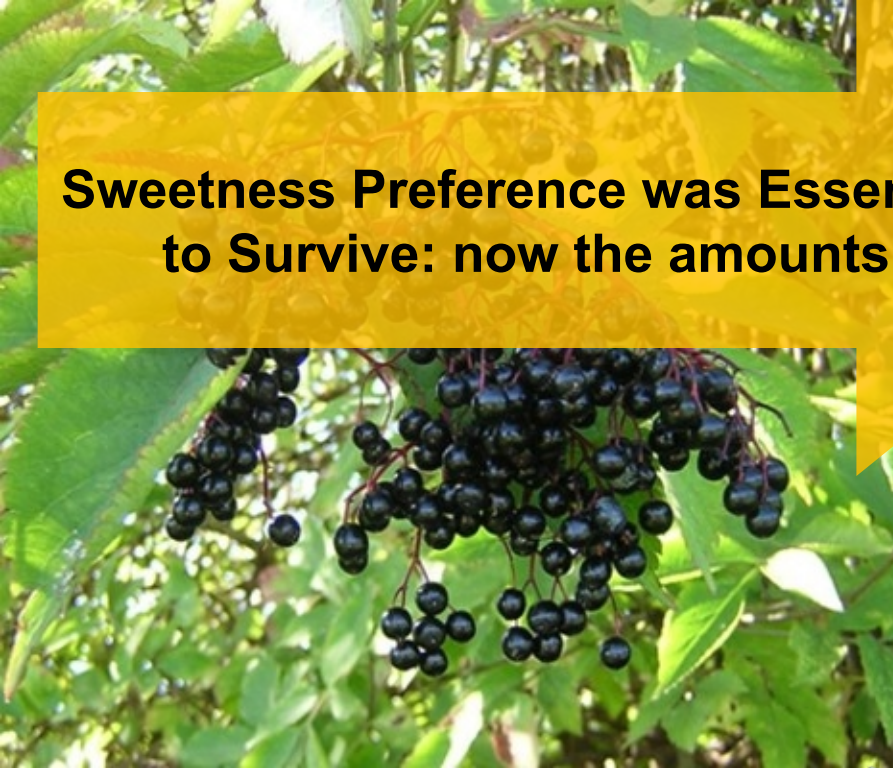
Food Policy

INTEGRATING HEALTH,
ENVIRONMENT & SOCIETY

Tim Lang
David Barling
Martin Caraher



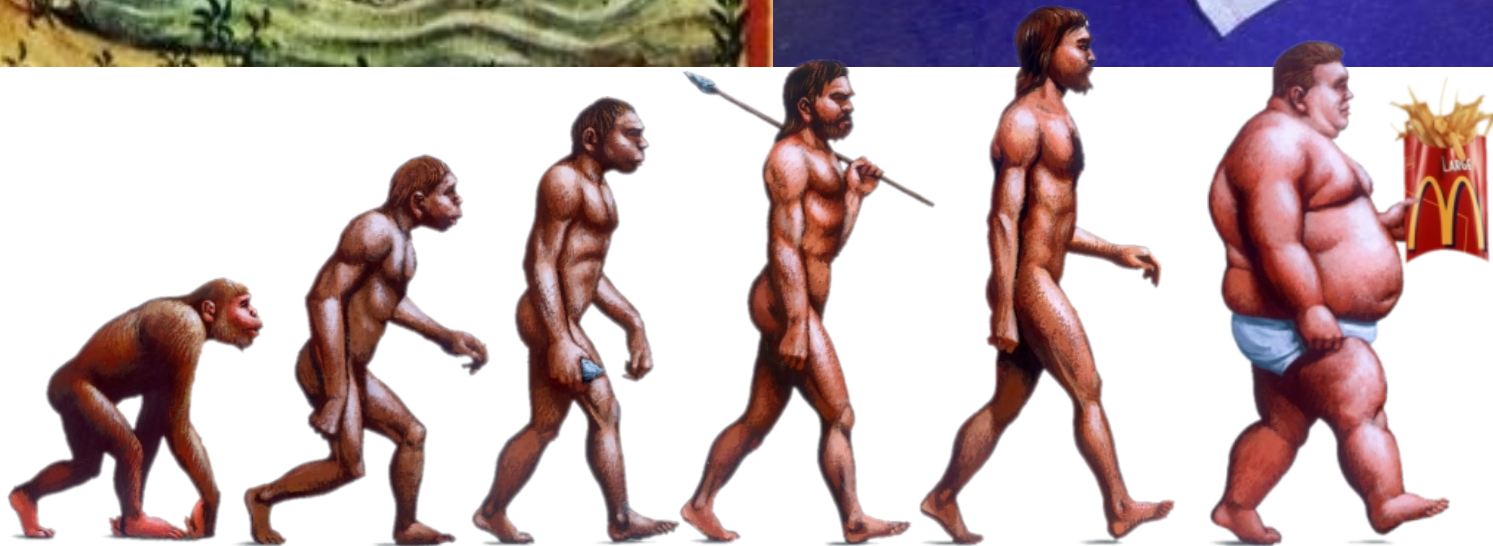
**Sweetness Preference was Essential
to Survive: now the amounts**



Biology vs Technology: Shift from Water to Caloric Beverage



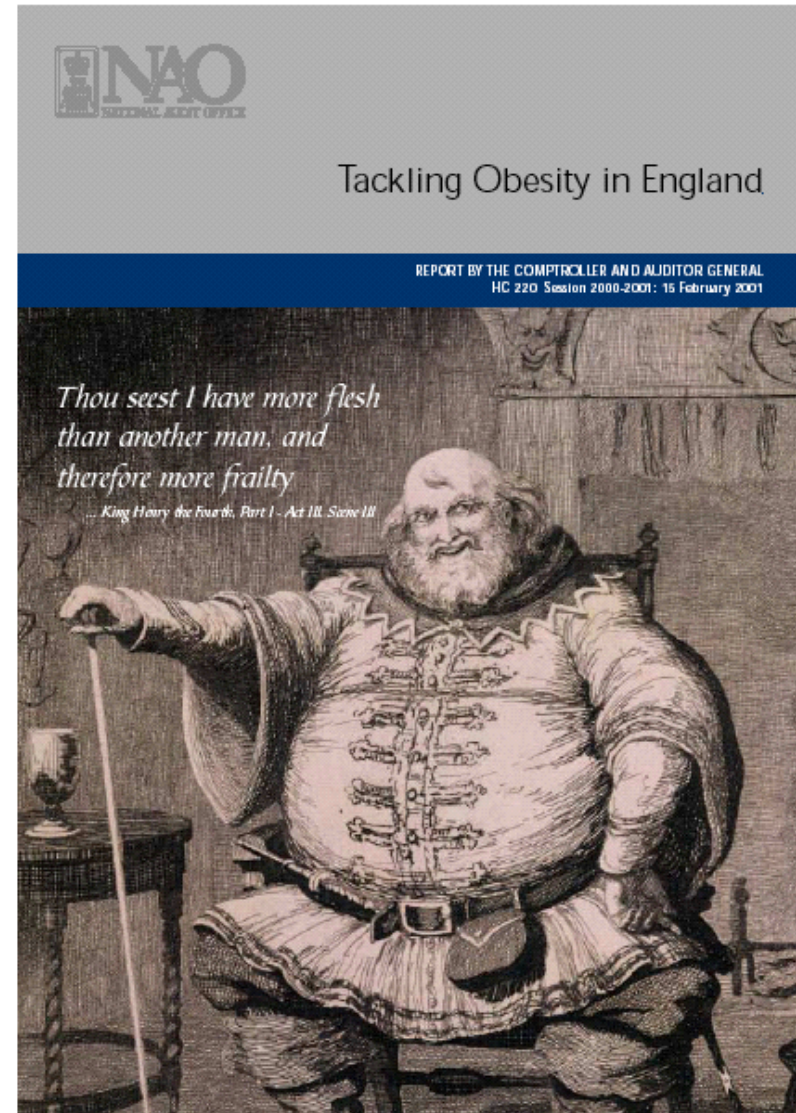
**Fat Preference Key for Survival:
Technology, Marketing have Utilized
this Preference for Fatty Food**





3 major –linked- problems

- Overweight and obesity
- Food poverty/food banks
- Food waste, surplus and sustainability



The crux of the problem

- Cheap food but not affordable when you add in the losses to our jobs, environment and culture
- Hidden costs
 - Health care costs -DRNCDS
 - Our own infrastructure, roads, agriculture etc
 - Infrastructure of developing world
 - Loss of culture/choice
 - Loss of skills
 - Loss of familiarity with food and the land. Urban/rural divisions



The **Middlesbrough Food Action Plan** provides a way for all residents and businesses to get involved with sustainable food



Find out more and get involved at
www.growingmiddlesbrough.org.uk

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Business

The Food Partnership will support local businesses and settings to procure and provide healthy and sustainable food to boost local prosperity, encourage healthy eating and protect the environment.

People

The Food Partnership will inspire and enable the local food culture so that all residents have access to buy, grow, produce and cook affordable, healthy and sustainable food.

Environment

The Food Partnership will help residents and businesses to minimise, recycle and compost food related waste either individually or collectively to increase the sustainability of local food and reduce its impact on the environment.

Find out more and get involved at
www.growingmiddlesbrough.org.uk

 @growingmbro

 facebook.com/GrowingMiddlesbrough

**growing
middlesbrough**





Nine Meals from Anarchy

Oil dependence, climate change
and the transition to resilience

Meals on wheels: the mad dash round Europe



UK exports 33,100 tons of poultry meat to the Netherlands

UK imports 61,400 tons of poultry meat from the Netherlands



UK exports 195,000 tons of pork and 102,000 tons of lamb to EU

UK imports 240,000 tons of pork and 125,000 tons of lamb from EU



EU imports of live animals and meat in 1999:

70,000 tons from Brazil
44,000 tons from Argentina
40,000 tons from Poland
11,000 tons from Botswana

In the same year the EU exported 874,000 tons of live animals and meat

Biggest importers of live animals and meat:
Germany
Italy
Spain

UK milk imports: 126 million litres
UK milk exports: 270 million litres

UK milk powder imports: 23,000 tons
UK milk powder exports: 153,000 tons

Transported between EU member states in 1998:



6.8 million pigs
2.9 million cattle
2.5 million sheep

The UK imports 430,000 tons of apples, half from outside the EU. Over 60% of UK apple orchards have been lost since 1970, partly as a result of EU grants intended to reduce overproduction

Trade-related transport is one of the fastest growing sources of greenhouse gas emissions

UK trade in food transported by air grows by 7% per year as demand for a greater variety of fresh fruit and vegetables increases



Import information for pizza ingredients for Republic of Ireland



Ham:

-UK, Germany, France
-Chile, Japan, Brazil

Processed Cheese:

-UK, Belgium, Germany, Northern Ireland
-USA

Pineapples:

-Spain, France, Netherlands (processed)
-Guatemala, Costa Rica, South Africa, Panama

Processed Tomatoes:

-UK, Belgium, France
-Australia, China

Wheat:

-UK, Belgium, Northern Ireland, Sweden, France
-India, USA

Import information for pizza ingredients

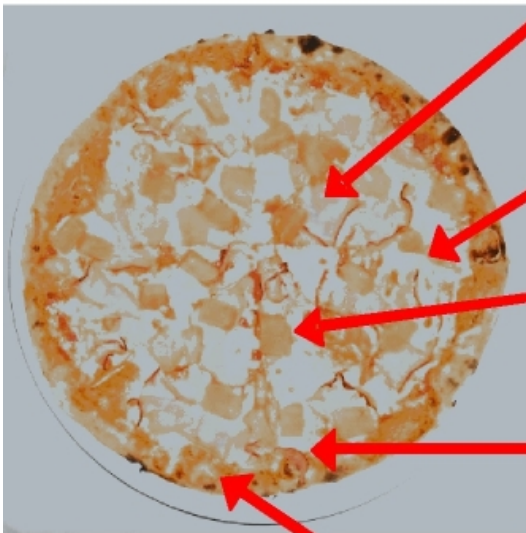
Ham: -Netherlands, Denmark, Republic of Ireland
-Brazil, Chile, New Zealand

Processed Cheese: -Republic of Ireland, Germany, France
-USA, Canada, Australia

Pineapples: -Germany, Netherlands (processed)
-Guatemala, Costa Rica, Puerto Rico, Panama

Processed Tomatoes: -Greece, Italy, Spain, Portugal, Netherlands
-Argentina, Thailand, Israel, Morocco

Wheat: -Belgium, France, Spain, Italy
-India, USA, Australia



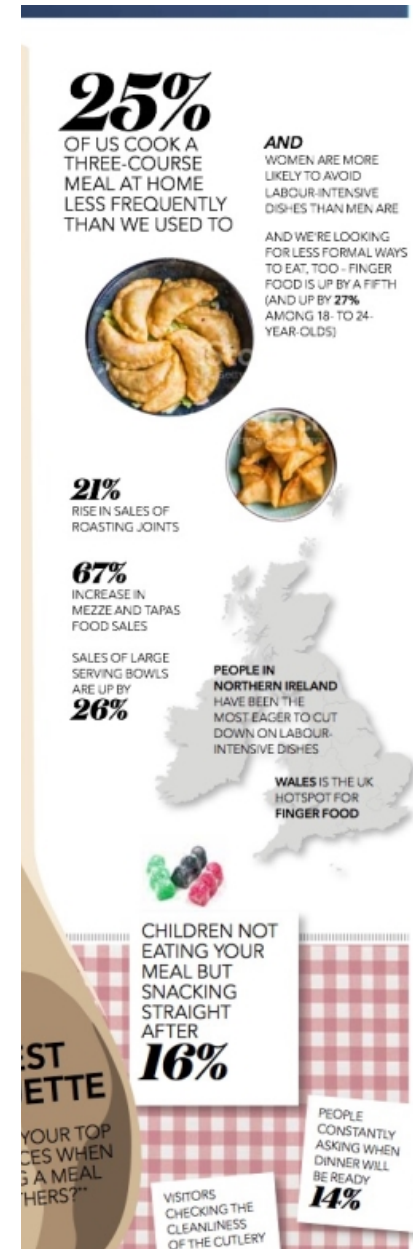
BUT

■ **Most sustainable
company in UK/Ireland
is**

■ **?????**

So now an opportunity

- The recession 2007-12(?)
- Flat lining of wages
- Food prices increases
- Awareness of sustainability. The rise of the ecological -price conscious- consumer.
- Closed systems
- Brexit



TRENDS

4. Value hunting without compromise

When it comes to controlling our food budgets, we know our onions. But one thing is clear: we won't make concessions on our favourites

Britain has become a nation of agile, price-savvy value-hunters. We're increasingly aware of the best deals and how to find them. Our survey found that we're not afraid to hunt out special offers or buy food from the 'reduced' shelf to save money. Customers enjoy exercising control over their budgets and tracking down the best deals.

Two thirds of us believe we're better at getting a good deal than we were five years ago, while 53% of us buy food from the 'reduced' section more often than we did. There is no snobbishness about mixing and matching between brands or budget ranges, using our increased knowledge to get the best deal. It's less about saving money, and more about not wasting it.

An increase in veggie food sales suggests this is another way people are reducing their expenditure. Our experts point to people adapting their diets according to their budget and the day of the week to avoid having to compromise on quality. We might save the steak until Saturday while increasing the number of vegetable-based meals we eat during the rest of the week, for example.

However, it seems that certain products are still sacrosanct. Brits are resistant to compromising on meat, wine, chocolate, coffee and toilet roll. If we do need to make cutbacks, we're more likely to reduce the amount we buy, rather than choose a lower quality. For example, our research found that while 30% of us eat less meat than we did five years ago, the same proportion of consumers are more likely to buy good quality meat than we did back then. Waitrose has seen growth in sales of really good cuts such as dry-aged steak, for instance.

Whether for health or financial reasons, we still enjoy the occasional treat – even if our helpings are shrinking. Sales of mince-creams are up and indulgent desserts have increased by 20% in two years. After all, being savvy doesn't mean you lose out on those things you love.

WHAT THEY'RE SAYING

'Being savvy is the new norm. Yes people are conscious of their purse, but they're mixing and matching foods and brands to make it more than that. People want the best bang for their buck.'

NATALIE MITCHELL, HEAD OF BRAND DEVELOPMENT AT WAITROSE

NUMBER CRUNCH

53% FROM THE REDUCED SECTION MORE THAN FIVE YEARS AGO, RISING TO **68%** AMONG 18- TO 24-YEAR-OLDS

THE REDUCED SHELF CONTAINS INGREDIENTS I WAS GOING TO BUY ANYWAY
29%

WHY DO YOU BUY REDUCED FOOD MORE OFTEN?*

THERE IS NO LONGER A STIGMA ATTACHED TO BUYING REDUCED FOOD
26%

67% OF BRITS SAY THEY'RE BETTER AT GETTING A GOOD DEAL THAN FIVE YEARS AGO

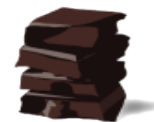
I HATE TO SEE FOOD GO TO WASTE
37%

TO SAVE MONEY
87%

WHAT'S ON THE MENU?

• THIS YEAR WAITROSE EXTENDED ITS LITTLE LESS THAN PERFECT RANGE IN RESPONSE TO DEMAND – SALES ARE UP **44%** AND NEW PRODUCTS INCLUDE PEPPERS AND TOMATOES

• WAITROSE'S FORGOTTEN CUTS RANGE OF MEAT HAS SOARED SINCE ITS LAUNCH NINE YEARS AGO – AS SHOPPERS LOOK FOR CHEAPER MEAT BUT DON'T WANT TO CUT BACK ON QUALITY AND WELFARE

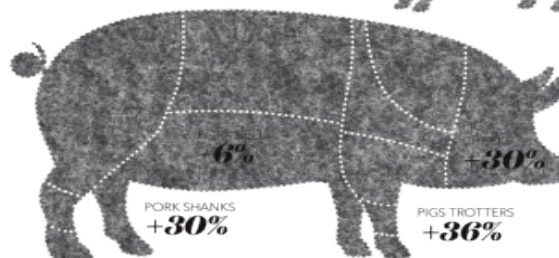


TOP 5 PRODUCTS WE WON'T COMPROMISE ON

1. MEAT
2. TOILET ROLL
3. CHOCOLATE
4. COFFEE
5. CHEESE



BRISKET
+20%



PORK SHANKS
+30%

PIGS TROTTERS
+36%

The sin bin

Waste is seriously out of fashion...

As consumers, we increasingly like to ensure that food goes in our mouths and not in the bin – it's all part of our unrelenting focus on value.

More than 80% of Britons sometimes or always ignore best before dates. Waitrose research uncovered. Many of us believe if it smells and looks OK, we can be our own judge of its quality. The survey found that 77% of us feel ashamed about wasting food. Among the most common questions to Waitrose Food Editor, Alison Oakervee, are queries about what to do with leftovers and which recipes can be frozen.

We have the same attitude when eating out, as more of us are now asking for a doggy bag...

YES, I TAKE ONE HOME NOW, BUT NEVER WOULD'VE DONE SO FIVE YEARS AGO
7%

YES, I USED TO DO IT SOMETIMES, BUT NOW I DO IT MORE FREQUENTLY
16%

YES (OTHER REASON)
4%



SCOTLAND CONTAINS THE HIGHEST PERCENTAGE OF 'DOGGY BAG CONVERTS' IN BRITAIN

NO, I ASK FOR ONE AS FREQUENTLY AS I USED TO
29%

NO, I WOULDN'T THEN OR NOW
44%

82%

OF US SOMETIMES OR ALWAYS IGNORE BEST BEFORE DATES, WITH **PEOPLE OVER 55 MORE PRONE TO IGNORE THEM** THAN 18- TO 24-YEAR-OLDS

10%

OF US GIVE FOOD THAT'S ABOUT TO GO OFF TO OUR PET

'I am very proud of not wasting food and if I eat out I will get a doggy bag.'

CHRISTIAN, 28, CORPORATE VIDEOGRAPHER, FOCUS GROUP PARTICIPANT

Conclusions

What can we do:

- Procurement by public bodies eg 10% More in contracts. Extend to private procurement
- Young people and schools. Control the environment? Fund education. Stop marketing in schools etc.
- Local planning and consultation, the 'Wal-Mart' effect? Local community terms not theirs! The procedures exist!

Conclusions -continued

What can we do:

- Use local planning systems to shape the food chain.
- Support local shops and local food networks.
- Strengthen local markets and food hubs.
- Link self help with commercial activities eg co-ops/local growing/local firms/CSA etc
- Embrace diversity of food culture and cuisine.
- See the links between food supply and health outcomes.

Good Food Areas



Food

- stops food waste
 - produces only fresh food
 - caters large scale
- produces own-range meals

Social impact

- stops food poverty
- provides everybody with fresh food
- prevents malnutrition
- prevents isolation
- offers social income

Farms

- produce/surplus

Local suppliers

- produce/surplus

Production Kitchen

Schools

- food delivery in
- kitchen management

Nurseries

- food delivery in

Adult social care

- care homes
- safety box

Good Food Hubs

- Good Food Bank
- Meals on Wheels

Good Food Shops

- Everybody shops subsidy

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