National Food Strategy

Independent Review

THE PUBLIC DIALOGUE.

Creating Connections
Hopkins Van Mil

sciencewise

UK Research
and Innovation

"We all want change so make it happen!"

London & South East participant, round 2: final thought to share with the National Food Strategy

"Be brave"

North West participant, round 2: final thought to share with the National Food Strategy

Contents

Foreword

When I was commissioned by the Government to produce a National Food Strategy back in 2019, I knew right from the start that citizens had to be an integral part of the process.

Taking action to make the food system healthier and more sustainable is not just a question of finding the 'right answer'. It involves difficult questions about values and what sort of society we want to be. What is the role of the state in helping people to change their diet? How much do we value choice and freedom over health and sustainability? What do we want our land and countryside to look like? There are no right answers to these questions.

So we set out to engage deeply with a group of citizens from across the country. We wanted to understand what people really thought about these fundamental issues. And to do that, we needed to go beyond the usual approach of polling or the odd focus group. We needed to get into a proper conversation with people, informed by the best and most up to date information but driven by the assumptions, values, needs and desires of those present.

These 'public dialogues' were inspirational events. No written report could ever hope to capture the full depth and richness of a discussion involving 180 people across the country over 18 months. Throughout this process I have been consistently inspired by the depth of passion and experience which citizens bring to this conversation. I cannot thank them enough for the insight they have provided.

The over-riding message we heard was that citizens felt there is something fundamentally wrong in how food works. The system is 'upside down' – healthy food is expensive and hard to find while unhealthy food is cheap and readily available. People are ready for change – and significant change, as long as it is done in a balanced, proportionate and fair way.

The findings from this process have shaped and directed our recommendations. This would not have been possible without a great number of people and to whom I extend my sincere thanks – our delivery partners, presenters, subject matter experts, oversight group, advisory panel and of course, the citizens. I am humbled and grateful to you all for your time, insight, and support. The recommendations we will make are far the better for it.

Henry Dimbleby
Independent Lead, National Food Strategy

Executive summary

"I mean we're paying fairly cheap prices for processed food aren't we? But it should be the other way round. Surely the processed food should cost more because it's been processed, and the actual basic food should be cheaper? But it seems to be the wrong way round."

South West participant, round 2

n November 2019 The National Food Strategy commissioned a public dialogue, co-funded by Sciencewise and UK Research and Innovation (UKRI). The goal was to engage in deliberative dialogue with citizens to identify what matters to them, what they want to see in the future and what they would accept to achieve this. The public dialogue process, designed and delivered by Hopkins Van Mil (HVM), comprised a series of workshops, both in person and online. The workshops involved 180 citizens recruited from five regions of England, spanning a 50 mile radius of Bristol, Grimsby, Kendal, Lewisham and Norwich, broadly reflecting the population in each region.

Box 1 summarises the main points made on the need for change.

A call for change

- Participants strongly support changing the food system – and are even fearful of the prospect of no change.

- Participants are united in a desire for systemic and long-term thinking to address the problems in the food system.

- There was a call for government to create the right conditions for businesses, producers and individuals to act responsibly and for everyone to play their part as consumers, citizens and communities.

- Covid-19 and climate change are seen as opportunities to make significant and long-term changes for the benefit of people and the planet in the future.

- Participants want to see an integrated suite of interventions to address multiple problems simultaneously, but views differ on the efficacy of incremental versus dramatic change.

- Participants feel that the less restrictive interventions (e.g. information) are useful, but not enough by themselves, but more restrictive interventions (e.g. bans) risk a backlash.

- It was vital to participants that interventions don't exacerbate social inequalities or pit different groups against each other.

Box 1: Important changes and interventions called for by dialogue participants

The following summary sets out the main insights we drew from the process. These are organised into four sections: the first explores participants' priorities when it comes to food (*What people care about*); the second sets out why participants feel changing the food system is so important (*Why change is critical*); the third explores complexities and uncertainties surrounding participants' views on how to intervene in the food system (*A mandate for action – but it's complicated*); and the fourth summarises the sorts of intervention which participants' felt that actors across the system – government, industry and citizens themselves – should take (*What needs to happen, and who is responsible*).

A. What people care about

The 'upside down' system

Participants shared experiences of the current food system from their and their families' perspectives. The experiences participants describe illustrate how factors such as affordability, accessibility, time, ease, family food preferences, health and pleasure play a part in what they eat and the impact that the food environment plays in their lives.

Given these experiences, one of the strongest messages we heard from participants was their concern about the fact that it so much cheaper and easier to have a meal that is highly processed than a meal with fresh, natural ingredients. It seemed bizarre to participants that food which has so many different ingredients, additives and preservatives, and which comes with so much packaging and promotional spend, could be cheaper to buy and consume compared to fresh ingredients or a meal made from scratch.

Participants spoke vividly about their experiences of a food environment they believe is designed to make eating processed, high fat/sugar foods easy, less time consuming cheap and appealing. They spoke about meal deals, promotions, misleading health branding, app-driven instant fast food and supermarket aisles. Many participants, even those that felt health was important, said the desire to eat healthy food frequently does not win over ease of preparation and convenience.

Participants described how the pervasiveness of processed and fast food is pushing unadulterated, fresh food to the fringes. Participants see what they called 'natural' food as more expensive and less accessible than the processed alternatives. For participants, this is devaluing food, and has led us as a society to become disconnected from the origins of the food we eat. To many participants the food system is upside down: healthy food is more expensive and less accessible, while unhealthy food is available everywhere and at any time.

Environment

Throughout the process participants placed significant importance on the environment. In response to stimulus presented by specialists in round 1 of the dialogue they considered issues such as climate change, land use, sustainability, biodiversity and food waste. For many the climate crisis is the greatest problem the food system, and indeed humanity, is facing. Participants often spoke of their concern at the speed of climate change and the impacts of food production on the environment. However, some participants described the environment as an issue that only financially secure households could prioritise through their food choices, posing a dilemma between prioritising affordability in the present and tackling climate change for the future.

Waste

Participants also focused on food waste specifically as an environmental concern. Excessive food waste generated by households, supermarkets and food producers is perceived to be a barrier to a sustainable environment and furthers the climate problem. To achieve sustainability goals participants felt that it was imperative for food waste to be minimised throughout the system, from production to consumption. Wastage in the food system was expressed as a fundamental moral dilemma which shone a light on questionable food system practices and global discrepancies in access to food.

Waste tied into participants' views of affordability, which they considered to be about more than just the price of food. Participants discussed how likely food is to be rejected because of the preferences of family members. Participants spoke of both the cost of wasted food in this situation, and also the cost of providing an alternative. These images of wasted food are particularly front of mind for households on low incomes, who prioritise providing something filling and popular over something healthy but risky in terms of acceptability and wastage.

Health

Alongside the environment, health was a top priority for participants across all five dialogue locations. Participants often raised the balance between environmental and health concerns. Health was conceptualised as being a personal priority with societal implications; whereas the environment, and the climate crisis specifically, was an issue that would impact society, as a whole, with the potential for catastrophic global impacts.

The health of family members was also a top priority and a factor which influenced food decisions. Participants cared about the growth and development of children and were concerned about the effects of additives and preservatives on physical and mental health and wellbeing, with fears over associated behavioural issues and the possible long-term repercussions throughout life.

Fairness

Participants argued that everyone in society should have equal access to high-quality food. Participants felt a trade-off between quality and cost exists, resulting in those on lower incomes sacrificing quality to fit their tight food budget. It was problematic for participants that lower-income families should suffer ill health from being unable to access or afford healthy food. They saw this as a vicious cycle, widening the gap between wealthy and poor and creating a two-tiered system. Participants wanted healthy food to be more accessible and affordable, calling for it to replace junk food as the new convenience food and to become an easy option for those on-the-go.

Participants also took a global perspective on fairness in the food system. They considered fair global employment, human rights and employment practices at all levels of the system. Many participants spoke of the responsibility or moral obligation the UK has as a trading nation (and that individual consumers have) in ensuring we have a fair global system for all who are involved.

Local

Across the dialogue locations, there was a strong sense of value placed on local produce. 'Local' was mostly referred to as food produced by local food producers and farmers and sold in farm shops. Local for some also meant food grown and or produced in the UK and that has not been transported from overseas to reach UK supermarkets. Many participants preferred locally sourced food as they thought it had better flavour, was fresher and healthier, and caused fewer environmental impacts. Participants cared about the food system at the community level. Many participants wanted to buy local produce where possible and they wanted the food system to support and benefit everyone in the community.

Whilst buying locally is a preference for many, it is not feasible for all. The time needed to shop at several locations to buy locally and buy fresh is not seen as an option for those who are time-pressed and juggling work and family.

Food standards

Post-Brexit trade deals were being negotiated as the public dialogue was being delivered and participants were concerned about this resulting in another shock to the system. Many participants stressed the need for government to commit to retaining current UK food standards or risk a devastating effect on UK farmers and producers. There was fear that if food standards were to decline, this would disproportionately affect the health of those on the lowest incomes who had no other option but to purchase the food at the cheaper end of the spectrum.

British farmers

Participants expressed fear that lower standards from trade deals would price British farmers out of the market. Many participants were even happy to accept an increase in price of British products if it would ensure farmers were supported and wages were safeguarded.

Participants felt a decline in demand for meat and dairy should not come at a cost to farmers and suppliers whose incomes depend on demand for livestock. This was of the greatest concern for those with ties to rural areas.

B. Why change is critical

In the eyes of participants, food policy is doing little to take into account the priorities and concerns people have about the system. It is not helping to bring about a system which prioritises health and minimises the impact on the environment.

In every location, dialogue participants had a strong appetite for change to address the problems in the food system. Many participants saw the current context – major global events such as the escalating climate crisis and Covid-19 – as an opportunity to be seized.

Participants felt it was a fundamental priority for the food system to channel efforts towards tackling climate change due to its global reach, potential for irreversible destruction to the environment and urgency of the problem. Participants urged decision-makers across the system to act now to tackle the climate crisis and the environmental impacts which threaten sustainable food production.

Covid-19 had some effect on participants' views. This was most evident in participants' reflections on health, where there was a notable shift of concern from round 1, where the focus was on individual health, to, in round 2, a broader understanding of the significance of food in relation to public health. The pandemic created a new awareness of zoonotic diseases through the food system. And it shone a light on the implications poor diet can have on the NHS.

Participants considered what they felt to be the most pressing needs for change, based on their expectations of what the food system *should* deliver. Whilst these are numerous, they can be summarised into three key areas which were repeatedly given a high priority:

1. **Changes to achieve environmental sustainability.** Participants believed that continuing to grow, sell and consume food in the way we do will result in devastating and irreversible impacts on the health of our planet – and so changes to minimise the effect of the food system on climate change and biodiversity should urgently be taken.

2. **Changes to achieve a healthy food system.** Due to the increasing burden of food related ill health on individuals, families, communities, and the health system, participants felt the food system needs to be flipped, making healthy food more affordable and accessible than unhealthy food.

3. **Changes to achieve fairness.** Participants expected fairness to underpin the food system in the future, so that many more people can gain access to healthy and sustainable food at a price they can afford – without the exploitation of those working in the food system.

C. A measured mandate for action

Participants did not underestimate the complexity of the current food system, nor did they expect change to be tackled in isolation. They spoke about more fundamental shifts in the economy which they felt were needed in order to make change in the food system, such as improving wages and stability of work; strengthening the welfare system; addressing the housing crisis or focusing on priorities other than growth and productivity which were not felt to be sustainable. Participants did not expect change to be easily come by. In fact, they repeatedly struggled with the uncertainty of unintended consequences arising from trying to create change.

For example, there were a range of different views on lab-grown meat. A small number of participants felt strongly that lab-grown meat was a positive way to reduce the environmental impact of the meat and dairy industries. They thought it would require less behaviour change from consumers and would not rely on price increases. In contrast, many participants were not reassured about the safety or long-term health effects of eating lab-grown meat. They felt squeamish about it, or that it would serve to further disconnect people from the origins of the food they ate.

Equally, participants had varied opinions on the importance of reducing meat and dairy consumption to generate improvements in health and the environment. Some participants felt that current levels of meat and dairy consumption must be reduced if we are to meet environmental targets and tackle climate change. A few participants were more sceptical of the information they were presented with and disagreed that meat and dairy play a role in environmental damage and harms to health. For them, reassessing the relationship society has with meat and dairy was not an important factor to be addressed through the food system.

The dialogue unearthed a tension in participants' feelings about the role of the state versus the individual in changing diets. Participants valued individual choice and were sceptical of the most restrictive interventions which impinged on this. But they had nuanced views about personal choice when it came to food. Choice wasn't thought of so much as having a *variety* of products, but as *a sense of agency* over the way they bought, cooked and ate food.

Dialogue participants felt that it is important that individuals can make an impact on the food system. Yet some described feeling a sense of powerlessness as big industries and decisions made at other points in the food system significantly outweigh any choices made at an individual level. Despite this sense of power being heavily weighted towards food producers, manufacturers and suppliers, many participants felt that consumers still have an important role, with the ability to support companies or brands with values similar to their own through their food choices.

Participants responded to this by gravitating to changes they felt individuals could make, led by a strong desire for everyone to recognise their role and play their part in achieving change. They also called for more systemic change organised and led by government, to create the right conditions in which businesses and producers could act responsibly and people could play their part as consumers, citizens and communities. There were general factors affecting acceptability of different interventions:

Acceptability for doing right now	Some acceptability	No acceptability
• The problem it is addressing is urgent • AND it is seen as a collective problem e.g. environmental or public health issue • AND the intervention benefits everyone in the same way (although not necessarily to the same degree) • AND the intervention is explicit	• The problem it is addressing is urgent • BUT some groups may be affected more than others by the intervention • OR choice is restricted in one context, but still available elsewhere • OR the intervention is hidden	• The intervention causes harms (including stigma) to specific groups • OR choice is restricted in all contexts
e.g. a ban on junk food advertising	e.g. a tax on environmentally unsustainable production	e.g. an outright ban on red meat

The least restrictive interventions were generally felt to be completely acceptable, such as information and public awareness campaigns, which were regularly suggested by participants throughout the dialogue. However most participants felt less restrictive interventions, while

useful, were not enough.

Many participants felt that the provision of information (on healthy eating, or the impact of different foods on the environment) was not enough by itself to effect real change. Given that we live in a world which is already rich with information, some participants felt that the 'minefield' of extensive choice limits the ability of people to use this information effectively when making decisions.

Some participants also expected less restrictive interventions to take a long time to have an effect and therefore felt that more dramatic change and intervention was warranted.

It was also vital to participants that interventions do not exacerbate social inequalities or pit different groups against each other. Where an intervention was likely to have a disproportionate effect on one group in society, for example, these were not felt to be acceptable.

D. What needs to happen, and who is responsible

Despite the complex nature of the food system and the uncertainty around intervening in it, the over-riding message from the public dialogue was that change is needed, urgently, and decision-makers need to be brave and take action. In fact, we found that participants fear the prospect of no change. Tinkering at the edges and making small changes in different parts of the system will not, in dialogue participants' minds, bring about what they want, which is to re-balance the system in line with their priorities of environmental and societal health and delivering fairness across society.

The public dialogue has shown that participants are calling for the environment to be put first, priority placed on healthy foods and an equalisation of access and opportunity throughout the system. They would like to see central government being given the mandate to achieve this. They do not under-estimate the challenge this produces for policy makers against the backdrop of recovery from a global pandemic and the economic and social shifts this crisis will bring about.

However participants believe everyone has a role to play: central and local government; farmers and producers; businesses and supermarkets; and citizens themselves. Participants articulated many different ways in which the various actors in the food system could make substantial contributions to the change required and address their expectations for what the food system should deliver. At the level of national government these included:

- A joined up system of governance, so national government can take strategic oversight over the food system
- Taxes to hold producers accountable for the effects of their products on health and the environment
- Regulation to enforce changes in industry behaviours such as banning advertisements of fast food; tackling food waste and unsustainable packaging; and banning practices that do not adhere to high animal welfare standards
- A clear transition plan and subsidies for farmers to farm in ways which are environmentally sustainable and encourage biodiversity
- Extending the provision of free school meals (and for these to be healthy and sustainable)

- Subsidising healthy and sustainable foods for those on low incomes

At the local or regional level of government, suggested interventions included:

- Greater devolved powers for local government to tackle food issues, especially through planning and licensing, e.g. to restrict the number of fast food outlets near schools and to increase facilities or incentives for growing fruit and veg

- Regional food boards to implement policies at local and regional levels

For food businesses and farmers, suggested actions included:

- Retailers offering incentives on healthy and sustainable products rather than on unhealthy options, e.g. through loyalty card schemes or healthy meal deals.

- Retailers re-thinking supermarket aisles, with healthy products put at eye level and more prominently displayed

- Labelling for all food products on their climate impact (e.g. a traffic light system similar to those currently used by some supermarkets to indicate fat, sugar and salt content)

- Labelling of meat to reinforce suggested portion sizes (optimised for health and climate)

- Businesses committing to responsible sourcing through their supply chain, in line with positive impacts for climate, nature, health, animal welfare and the rights of producers in the UK and around the world

- Farmers (with government support) transitioning to different farming systems and practices (such as mob grazing or organic systems) as a way to reduce carbon emissions and improve soil health and biodiversity

Participants saw a role for each of these actors, but they also proposed that change requires effort and acceptance from everyone in society, including themselves. There was a strong sense across all locations that citizens should be encouraged to play an active not passive role in changing the food system, alongside all other actors in the system.
For participants, Covid-19 proved the scale of change that is possible when there is enough political will, resources, and public support. They called for decision-makers across the system, and for citizens themselves, to seize this opportunity to transform the way we produce, sell and consume food.

Part A: Scene setting

This section of the report focuses on the context of the public dialogue. We set out how HVM worked with the National Food Strategy, Sciencewise and the Oversight Group to design and develop the dialogue process. It explains how we arrived at the findings presented in Part B of the report. Part A talks about who took part in the dialogue, illustrated in their own words.

This section of the report will be of particular interest to those wishing to understand the detail of the public dialogue methodology. Part B will be of interest to those who wish to turn immediately to the public dialogue findings.

Part A contains:

Chapter 1: Introduction
Chapter 2: Who took part

1

Introduction

The National Food Strategy public dialogue was commissioned in November 2019 by the Independent Review team led by Henry Dimbleby. The dialogue was supported by UKRI's Sciencewise1 programme. It was designed and delivered by the deliberative engagement specialists Hopkins Van Mil (HVM).2

1.1 The National Food Strategy

The National Food Strategy independent review set out in 2019 to build on the work in the Agriculture Bill, the Environment Bill, the Fisheries Bill, the Industrial Strategy and the Childhood Obesity Plan to create an overarching strategy for Government designed to ensure our food system:

- Delivers, safe, healthy, affordable food; regardless of where people live or how much they earn;
- Is robust in the face of future shocks;
- Restores and enhances the natural environment for the next generation in this country;
- Is built upon a resilient, sustainable and humane agriculture sector;
- Is a thriving contributor to our urban and rural economies, delivering well paid jobs and supporting innovative producers and manufacturers across the country; and
- Does all this in an efficient and cost-effective way.

The purpose of the independent review, led by Henry Dimbleby, is to set out a diagnosis of the current food system and make a number of policy recommendations, underpinned by detailed evidence, which aim to shift the food system to achieve the aims of the Strategy.

The National Food Strategy published a Part One report in July 2020 as a direct response to the Covid-19 global pandemic. Part One3 sets out urgent recommendations to support the country through crisis, and to prepare for the end of the EU Exit transition period on 31 December 2020. The Plan, Part Two of the National Food Strategy, was published in July 20214. Subsequently the Government will respond through the National Food Strategy White Paper, planned for publication within six months.

1.2 A turbulent context for public dialogue

The National Food Strategy public dialogue took place amidst unprecedented shocks and upheavals in the UK and globally. The global pandemic, the EU Exit from the European Union and trade negotiations were significant events, any one of which would have impacted on views and perceptions of public dialogue participants in more stable times. The round 1 dialogue workshops took place in February and early March 2020, before the full extent of Covid-19 was understood. Round 2 took place after one national lockdown and concluded as a second was announced. Figure 1.1 sets out the backdrop against which the dialogue was designed and delivered.

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1 www.sciencewise.org.uk
2 An explanation of the project's partners is given in appendix 1
3 nationalfoodstrategy.org/part-one
4 nationalfoodstrategy.org

2019

- National Food Strategy launches
- National Food Strategy Call for Evidence
- Public Dialogue: Hopkins Van Mil commissioned
- Dialogue design & stakeholder interviews

2019 — Jun — Aug-Oct — Nov-Dec

2020 (Jan–Jun)

- Oversight group & dialogue Pilot
- round 1 face to face dialogue events
- round 2 dialogue postponed
- NFS team redeployed for urgent Covid-19 activity
- Online space for public dialogue launched

2020 — Jan — Feb — Mar — Apr — May — Jun

- UK exits the EU
- Agriculture Bill introduced
- UK/ EU Trade Negotiations begin
- Lockdown Starts
- Lockdown Eased
- Rashford campaign to end child poverty launched

Citizens' Climate Assembly

- NFS Team reform
- Part One Report published
- Re-design for online dialogue
- round 2 online dialogue events

Online space for public dialogue continues

2020 — July — Aug — Sep — Oct — Nov

- Trade & Agriculture Commission announced
- Tackling Obesity: government strategy launches
- 41% Overweight (but not obese) · 30% · 26% Obese (including morbidly obese) · 29%
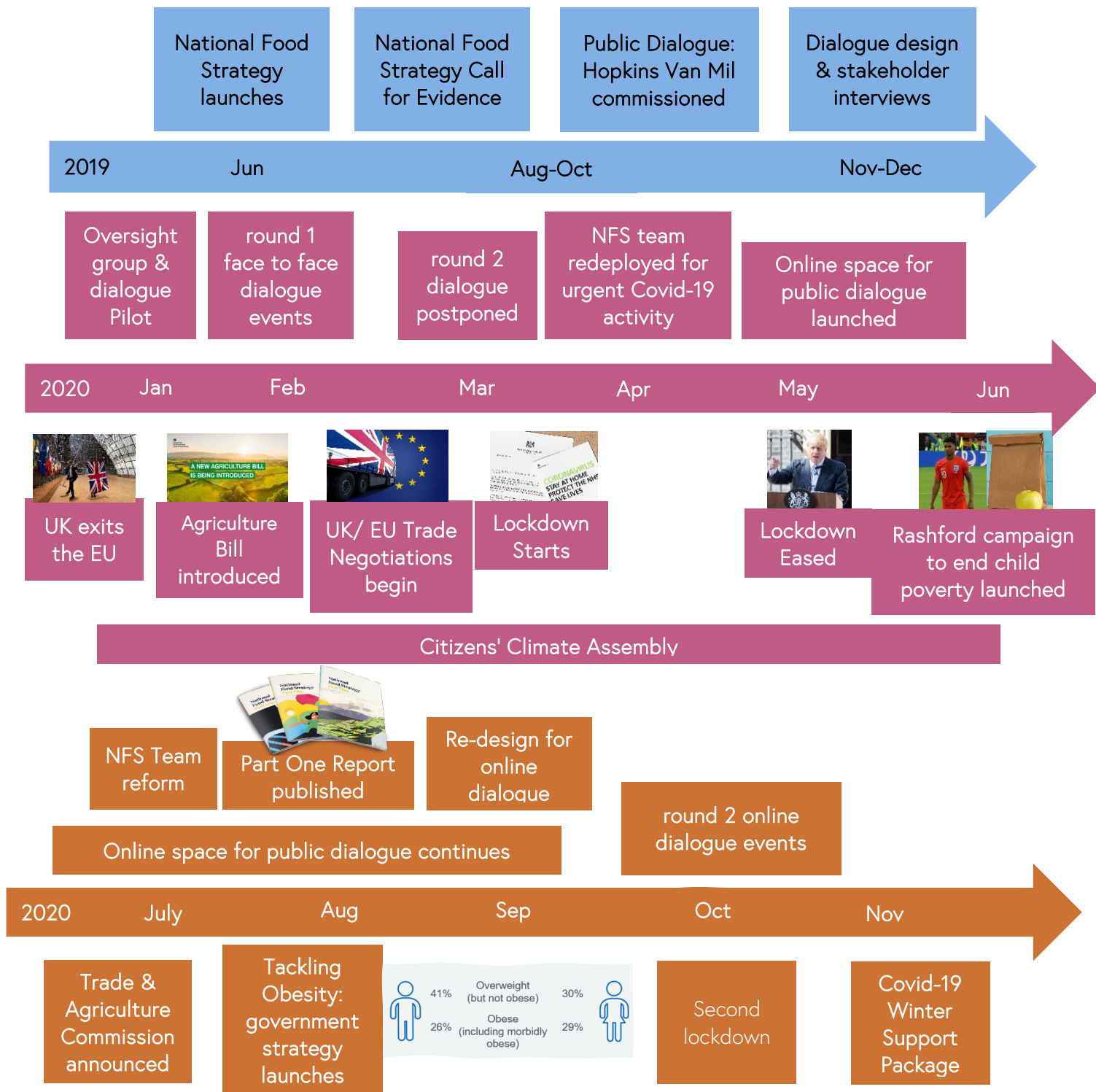- Second lockdown
- Covid-19 Winter Support Package

Figure 1.1: National Food Strategy public dialogue timeline and backdrop

1.3 Public dialogue aim and objectives

The public dialogue was commissioned as part of the suite of evidence being gathered to inform the work of the National Food Strategy. Its aim was to robustly engage in deliberative dialogue with citizens across the country to inform the independent review team's thinking on the possible futures and actions that could be taken to meet the strategy's objectives.

Against the backdrop of Covid-19 and the resultant national lockdown the dialogue had two sets of interrelated objectives. The first applied to the round 1 workshops held in physical venues in 5 locations around England. They were to:

- Engage a diverse and inclusive group of the public in deliberation on the outcomes of the proposed National Food Strategy.
- Explore and understand participants' priorities and values in their relationship to the food they eat, how it is grown and produced, and the impact it has.
- Explore and understand participants' views on the role of existing and emerging technologies in meeting those priorities.
- Encourage discussion of and to explore potential trade-offs and outcomes, and how these might be resolved.
- Use the outputs from the dialogue to inform the next steps in the development of the National Food Strategy.

With the delayed round 2 process, subsequently delivered online, a further set of objectives was integrated with the above, which were to:

- Understand the expectations public dialogue participants have of the food system and the people within it.
- Understand participants' thoughts on the transition to more sustainable diets:
    - What people think about the premise of eating less meat and dairy
    - The reasons for participants' approach to eating less meat and dairy
- To understand how participants' expectations of the food system and the people within it should change in the future.

1.4 Why public dialogue?

The National Food Strategy has been committed to engaging citizens in the independent review process from the outset and this public dialogue is the robust process selected to meet this commitment. Public dialogue is not a 'we tell you this and you tell us what you think about it' information exchange. Dialogue works when participants interact on a level playing field with specialists. In this dialogue these included academics, scientists, NGOs, policy makers, food producers, distributers and retailers. Participants viewed this specialist evidence through the lens of their own lived experience, leading to rich and powerful insights.

In a public dialogue citizens come together, with sufficient time to reflect, to:

- Learn about the issue
- Talk with, not past, each other
- Consider diverse points of view

- Discover key tensions and values
- Spark new ideas

This leads to an understanding of what people value, their priorities within the food system context and landscape, their trade-offs and redlines and, as a result, the areas on which to focus for the next steps of the National Food Strategy implementation are highlighted.

1.4.1 What we did

The public dialogue process was due to complete in February and April 2020 with a final report delivered by June 2020. Covid-19 had other plans and the process has taken 15 months from the beginning of fieldwork to the completion of this report. As such the dialogue methodology was multi-faceted. The process plan describing what we did can be found in appendix 4. In summary the dialogue included three main elements:

1. **Round 1: Face to face workshops** in our five dialogue locations in which participants discussed their values and priorities in relation to food and health, the environment, affordability and trade.

2. **Online activities** during lockdown
   To create a bridge between the round one and round 2 dialogue workshops with the uncertainty at that time of when we could reconvene. Participants were invited to explore the round one materials in their own time as well as reflecting on society's experience of the food system during Covid-19.

3. **round 2: Online workshops** where participants worked with specialists to consider society's expectations of and responsibilities in relation to the food system.

The process concluded in April 2021 with a **National Summit** drawing together 50 dialogue participants to work with a similar number of food system specialists to consider what impact the public dialogue has had on the views and actions around the food system.

round 1: face-to-face
Trade-offs, values, priorities

Online activities
A lockdown bridge

round 2: online
Expectations and responsibilities

Figure 1.2: The public dialogue process

The public dialogue was devised in close collaboration with a Project Team comprising the National Food Strategy, Hopkins Van Mil, Sciencewise, UKRI and Ursus Consulting - the independent evaluator. It was challenged and guided by an expert Oversight Group and each element of the dialogue was supported by 38 specialists who attended the dialogue workshops, discussed the food system with participants and answered their questions.5
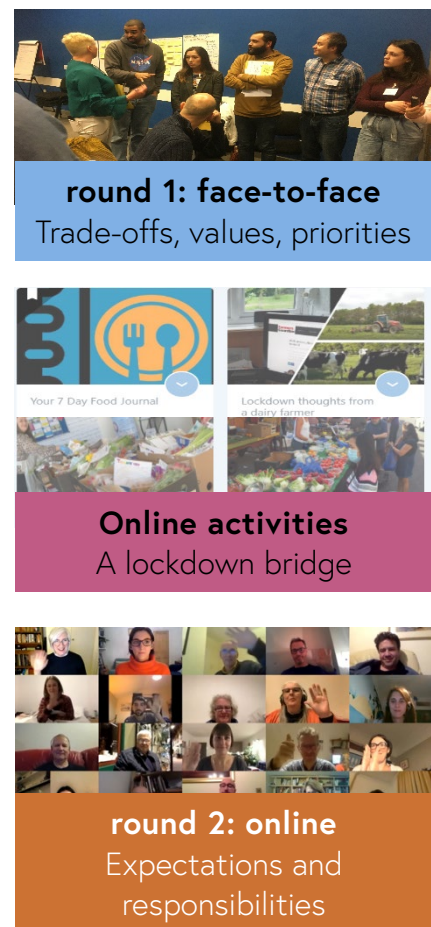
5 The Project Team, Oversight Group and specialist presenters are listed in appendix 2

1.4.2 How we arrived at the dialogue findings

Accurate capture of participant views is essential to public dialogue. Our approach to data capture shifted as we moved from the face-to-face to online workshops but remained robust throughout. In the round one workshops participants worked in five small groups, each with its own dedicated facilitator. The facilitator audio recorded table discussions and these recordings were transcribed. Facilitators visibly captured key points on flip charts so that participants could amend the record of the session as it unfolded, and the group could remind themselves of what they had discussed. Participants used post-it notes and printed stimulus materials, such as a world map for early discussions on where our food comes from, to record points in their own words. These data capture points were transcribed and coded into themes using NVivo software6. In round 2 we audio recorded every session. Data was also captured at various points in both workshop rounds using the online polling tool Mentimeter7. In addition, participants responded to stimulus in the online space from May 2020 and throughout round 2. The views expressed in relation to this stimulus were also captured and analysed.

Over 65 hours of dialogue deliberations were audio recorded and transcribed for analysis using NVivo software together with:
- Data from the reflective tasks in between workshops
- Results of the online polling questions used live during workshops.

HVM uses grounded theory for analysis. This means that the findings within this report are drawn from the data rather than a predetermined hypothesis. We work with Sciencewise Guidelines for Reporting (July 2019). Throughout the reporting process the experienced HVM coding, analysis and writing team have accounted for bias, maintained a rigorous approach to recording, held frequent sense-checking sessions to mitigate against researcher bias.. In this way we present the subtleties and nuances of participants' views, concerns, hopes and aspirations so that they can inform the next steps in the implementation of the National Food Strategy.

This is a qualitative study. As such we use terms such as 'a few', 'many', 'several' or 'some' to reflect areas of agreement and difference. These should be considered indicative rather than exact. Where views apply to one location only we make this clear in the text.

We have used quotations taken from transcripts throughout to emphasise main points. Some quotes have been edited to remove repeat or filler words. We have made no other edits so as not to distort the meaning intended by participants. Due to the pandemic this has been an extended dialogue process and as such we have an extensive compendium of quotations. These have been collated into a 'quote book' which accompanies this report should readers wish to explore the voices of participants further (see appendix 5).

Dialogue is not concerned with an individual or consumer lens on the food system. Rather it draws out, through an in-depth dialogue process, participants values, priorities, hopes and expectations. Participants speak from a range of perspectives through the dialogue: citizens, consumers, parents, grandparents, young adults, people on low incomes and people who are more affluent. Those in work, those without work. Those with more experience of the food

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6 www.qsrinternational.com/nvivo-qualitative-data-analysis/about/nvivo
7 www.mentimeter.com/features

system and those with less experience. Dialogue creates a space to ensure that participants can discuss what they find challenging about how society has shaped the food system and what it feels society needs to do to address it. Dialogue is not about consensus. It is about gathering a range of views, informed by the evidence, and ensuring citizens' voices are heard on the issues that matter most to society.

2

Who took part?

I fluctuate between optimistic and nihilistic. Hope we can save the world but have my doubts.

I lived in West Africa when I was young and love trying new foods. I also wish I had time for an

Responsible but not feeling guilty.

I was going to have a ready meal for dinner but now feel very guilty about it

Diabetic. Need to change lifestyle. Love life.

I am starting work as a doctor in August, and I think it's healthy to love food.

I'm a poor, lowly student.

I am a single mother to two children under six. I work on multiple zero-hours contracts. I either have no time due to working overtime or dealing with the stresses of not working and trying to survive.

Retired living in rural environment. Not vegetarian but increasingly tending that way over concern for environment

I'm originally from the Channel Islands and have lived here for about 4 years, the food culture is very different in the UK. Island mentality is very focussed on the impact of our choices.

I worked in the Fire Service for 44 years. Married to my wife for 48 years 2 children & 4 grandchildren.

Want to be more aware of what it takes to feed the world.

I am bored by retirement. I do not have enough money to make many choices.

I drink lots of water and I thoroughly enjoy eating meat. I'm a massive Bristol City fan.

Circus performer who dislikes waste.

I am a civil servant for 20 years and very soon will be retiring with my lovely wife of 35 years.

Concerned about the future for my grandchildren making sure they have a healthy and environmentally sustainable life.

Figure 2.1 continued: What participants said about themselves

Citizens are at the heart of any dialogue process. It is from their perspectives that the analysis is drawn. In this chapter we share what participants told us about themselves and their lives to give the reader insight into who was involved in the deliberations. These round one elicited a wonderful and frequently moving picture of our participants.

People revealed a wide range of life experiences and interests, and an immediate concern for the issues which affect society. The statements people made in this opening section are presented in the pages which introduce and close this chapter (figure 2.1). In these short comments participants spoke of being parents and grandparents; of living on their own and living in families; they described what is in their minds as they begin their careers or retire from them; and of their passions, everything from football and circus performance to food and food cultures. They referred to their values and priorities, their health, and the stresses they face in living their lives.

2.1 Where participants came from

When selecting the dialogue locations we considered different aspects of the food system. Considerations included areas with different types of agriculture; urban food production; fishing; accessible rural areas; remote rural areas and densely populated urban areas. We also wanted to bring the dialogue to new locations, where food system deliberative programmes had not taken place before, to build on, not replicate, previous studies.

The recruitment radius spanned more than 50 miles from a specific location to draw in participants from across the area. Using on-street methods, we recruited between 34 and 38 people in each location, 180 in total: those recruited broadly reflected the local population.

North West

Yorkshire & Humber

East of England

South West

London & the South East

Figure 2.2: Recruitment locations

Participants in the dialogue were given a cash honorarium to recognise the time committed. This is standard in Sciencewise public dialogues and means people are not excluded because of their financial circumstances.

In addition to demographic variables, potential participants were recruited against attitudinal factors. They were asked to answer the following questions:
- How concerned are you about the impact of what you/ we/ families eat on health?
- How concerned are you about the impact of the food you/ we/ families eat on the environment?

This ensured that the dialogue included people who have thought about these issues and those who have never considered these issues.

Figure 2.3: The locations participants came from

To prepare for the dialogue we visited each location in advance and conducted on-street interviews to explore reactions to the food system. These interviews informed our workshops design. Working with our partners Postcode Films, we also interviewed people with diverse experiences of the food system. These were:

- People who fish for crab off the North Norfolk coast
- Market stall holders and shoppers in Kendal and Deptford
- A dairy farmer in the South West
- Food bank managers in Wigan
- Families and a taxi driver in Bristol
- Community food club members in Feltham

Postcode Films produced films and separate audio recordings from these interviews. Both the films and the audio recordings were used in round one and on the online space. They provided a range of perspectives on our food, its production, consumption and its impacts on livelihoods, communities and wider society. Links to these films are provided in appendix 3 of this report.

180 participants took part in the round 1 workshops

116 in the online space during lockdown

129 in the round 2 workshops online

Figure 2.4: Dialogue participation in numbers

The online space set up following round one, as the country went into lockdown, was intended to help participants remain engaged until plans for round two were agreed. Not all participants joined us online. We had feedback from some saying they would have liked to have taken part but, because of the pandemic, they were working longer hours; home schooling, caring for children; or other family members and working from home.

When the decision was made to resume the dialogue workshops online we were determined to make sure that everyone who wanted to re-engage could do so, regardless of their technology, the strength of their internet connection or their familiarity with video conferencing on Zoom. The practical steps we took included:

- Holding tech try-out sessions in the days before the first round 2 online workshops to help those unfamiliar with the online tools being used (Zoom, Mentimeter, Recollective) and check for camera/ audio glitches
- Enabling those who could only access Zoom via a telephone to take part, providing additional support where necessary to make this work
- Sending everyone a hard copy pack of materials so that they could refer to these in print as well as online versions.

Over 70% of participants in each location re-engaged for round two: illness or changing work and home commitments prevented some from returning to the project. A break of seven months between round one and round two did have an impact on participants' commitment to the process. The overall participation figures are shown in figure 2.3.

A National Summit was held in April 2021 as the culmination of the public dialogue. The event served as the closing of the process for participants, bringing together their findings and giving them an opportunity to make their case to key actors and decision makers. It laid the ground for further engagement with policy makers and decision makers as the National Food Strategy Part Two report was finalised.

Figure 2.5: Dialogue participants at workshops in the South West, East of England, London & the South East

I care about the society I live in. I want a fair society where people respect each other.

As a shy, sometimes anxious person I greatly value the kindness and pleasant discussions we've had today.

I am passionate about the treatment of animals.

I am a single mother of 3 trying to stick to a budget

Overcoming a lot in life but trying to stay positive and spread love and kindness along the way.

22 year old final year University student studying politics with international relations

I am a part time DJ and enjoy wild swimming!

Happy healthy pensioner who has had a great day!

I was born and bred in the Lewisham Borough 51 years young work at NHS England and Improvement

I have now retired and am concerned about my weight as I get older. I have been a vegetarian for 40yrs and pay a lot of attention to the foods I eat.

Typical father & partner, atypical Star Trek fan!

I am a secret chocoholic

I need to learn to cook healthy food.

Sales engineer, food consumer, legend

I am a woman over 50 but under 60 :). I work in learning and development accrediting programmes. Am about ready to go anywhere to get sun on my bones

I am old before my time i.e. young at heart. Work in IT but would love to retire

Like healthy, nice tasting food, value health over obesity, educated.

I have always worked but had to give up work when late hubby got cancer. I enjoy holidays to Orlando in Florida. I do eat meat but not every day.

All I do is work.

I'm very laid back and I've enjoyed today.

I am a mother trying to educate my children about healthy life choices

I'm a retired person, a lover of food who cares for the environment and fears that our government does not care enough.

I am getting older and struggled with weight all my life, but now feel that I give this as an excuse..

Figure 2.1 continued: What participants said about themselves

Part B: Dialogue findings

This section of the report focuses on the public dialogue findings. It sets out our analysis of participants' views of the food system, given their experience and what they heard throughout the dialogue. It continues by setting out what participants consider to be important for society to consider in relation to the food system and what they want from the system in the future.

The section concludes by setting participants' views on how to achieve a food system which is the right way up: providing a fair and just route to food which is healthier, sustainable and prioritises the environment. This analysis is set out in three chapters:

Chapter 3: Experiences of our food system
Chapter 4: What people care about
Chapter 5: A measured mandate for action
Chapter 6: Concluding remarks

3

Experiences of our food system

"This idea of the food system, calling it a food system is like removing ourselves from the system almost. As if this system is something that operates without our conscious control. We are part of the food system, but I think we don't always perceive ourselves perhaps as being so."

Yorkshire & Humber participant, round 2

In this chapter, we explore participants' experiences of our current food system from their and their families' perspectives. The experiences participants describe illustrate how factors such as affordability, accessibility, time, ease, family food preferences, health and pleasure play a part in what they eat and the impact that the food environment has on their lives. What they shared should be set in the context of our discussions, which were focused on how the food system operates and the challenges that a National Food Strategy should address.

Chapter findings

- Participants' experience of the food system leads them to feel it is upside down: that simple, natural food is more expensive and less accessible, compared to processed food which is available everywhere and at any time.

- Participants spoke vividly about their experiences of a food environment designed to make eating processed, high fat, high sugar foods easy, cheap and appealing. They spoke about meal deals, promotions, misleading health branding, app driven instant fast food and supermarket aisles.

- The perception of 'eating healthily' was often associated with eating fresh food, which was seen as needing more time and resources than processed food. The time and knowledge to cook from scratch and the resources to buy locally produced foods were factors that made 'eating healthily' a challenge for some.

- Challenges raised in relation to people on low incomes included the unaffordability of certain healthy foods, such as fish; the unfairness of multi-buys; and a reluctance to buy fresh food if it risks being wasted, due to the size of large fresh fruit and veg packs or juggling family preferences.

- Seeing food from so many different countries on supermarket shelves triggers feelings of guilt in some participants who feel society's demands on the climate are too high to be sustainable.

- During the Covid-19 pandemic, most participants reported a shift in their experience of the food system. Those who had more time at home cooked from scratch more, had less food waste and bought more locally. Some said this would influence their habits post-pandemic.

3.1 A food system that is upside down

From the start of the dialogue one question was implicit in many of our discussions about participants' experiences of the food system: how have we got to a place today where it is so much cheaper and easier to have a meal that is highly processed than a meal with fresh, natural ingredients? Participants contrasted all the processing and promotional costs that go into processed food versus the cost of making something from scratch. The example of a frozen pizza costing £1.50 was used, compared to the cost of making a fresh pizza from scratch. It seemed bizarre to participants that food with many different ingredients, additives, preservatives, and so much packaging and promotional spend could be cheaper to

buy and consume compared to fresh ingredients or a meal made from scratch.

> **"I mean we're paying fairly cheap prices for processed food aren't we? But in a way it should be the other way round. Surely the processed food should cost more because it's been processed and the actual basic food that's just provided should be cheaper? But it seems to be the wrong way round at the moment."** South West participant, round 2

As we will see in some experiences in this chapter, the pervasiveness of processed food feels like it is pushing fresh, natural food to the fringes, particularly for those on low incomes and less time to prepare food.

3.1.1 The prevalence of processed food

For participants, processed food feels like the dominant feature of our food environment. Deals on high calorie food were seen to be advertised everywhere: on hoardings; in junk mail posted through letterboxes; promotions in supermarkets and convenience stores; in social media advertising for food delivery apps. Participants felt strongly that the food environment experienced in many communities – from major supermarkets to independent fast food shops – is largely geared towards maximising consumption of processed food, with fresh, unadulterated foods increasingly marginalised and inaccessible.

Participants spoke about the aisles of supermarkets being dominated by processed food. Some also described supermarkets mimicking fast food apps by offering too good to resist deals on unhealthy options.

> **"Uber and Deliveroo and all of those. Well, the supermarkets are sneakily coming back on this. Even my local [food shop], what they're doing is packaging up this junk food. So, I can get 2 wonderful pizzas with a pack of Magnum ice creams and a whole carton of 4/5/6 bottles of beer for £5."** East of England participant, round 2

Participants said that the default for convenient food is that it is processed and of dubious nutritional value. Many spoke about the greater cost and effort of eating well, which made the unhealthy lunch time 'meal deal' such a staple feature of many participants daily lives,

> **"At work we have a WH Smith, and easily 95% of the food in there for your lunch is not conducive to your health. It's high-fat, it's heavily processed, it's high-sugar, it's high-salt. These massively unhealthy choices are cheap as hell. I could pay £10 for my lunch to get something good. I'll also have to wait for the person behind the counter to make it in the canteen, or I can go to Smiths and pay £4 for something that will fill me up just as well and also tickle the sugar liking, salt liking buttons in my head."** East of England participant, round 2

The way in which food is instantly available through smartphone apps was seen by some as delivering instant gratification, and at the same time devaluing food by further removing us from its origins and how it has been prepared.

> **"With every single phone app that exists, that's created, is to make our lives easier, but they make us lazier. It's a shift towards everybody wants everything instantly and

easily." South West participant, round 2

3.1.2 Unhealthy food pretending to be healthy

Some participants shared experiences of how they felt hoodwinked by food that was masquerading as healthy through its packaging and labelling, when its credentials were dubious. Their examples included cereal bars with pack designs showing green fields and nature which were filled with chocolate spread; highly processed meat described as a 'source of protein'; or fast food chain salads with more calories than a burger. They felt that their good intentions to eat something fresh or healthy are being betrayed by the actual ingredients, manufacturing processes and marketing.

> "Bought some cereal bars for my afternoon snack, they look very healthy with green valleys on the picture and 'natural' colours, but after eating one (very tasty), I'm not convinced they are that healthy. They are full of Nutella type filling. I haven't read the packet though. I think it is partly denial, now I have something tasty to eat I don't want to learn it is unhealthy for me." North West participant, online space

> "Things like Pepperami, they bring out 'protein kick Pepperami' and rebrand them so people think they're healthy but they're actually extremely unhealthy." East of England participant, round 2

> "When I found out that this chicken Caesar salad something that I was getting at McDonald's, I thought that was the healthiest option, but when you looked at the actual health charts, it wasn't. It was healthier to get a cheeseburger because of the salad dressing and everything else on it." East of England participant round 2

3.1.3 Difficulties posed by multi-packs and offers catering for middle/higher income families

Participants felt that the way supermarkets make fruit, vegetables and fresh produce available to consumers was geared to middle/higher income families. They talked about how multi-pack offers and 'family size' packs of produce meant buying in bulk might be better value per product, but as the cost was higher upfront, it wasn't affordable to those on a tight budget.

> "If you can go down Iceland for £10 you can fill up your fridge to two weeks, you go to the supermarket, you get decent food you've probably got a week's worth of food. It all comes down to money." East of England participant, round 2
> "Well, I think whereby the supermarkets, as we were just saying, they're often multipacks and get half price, you're actually paying less for that item that somebody with a smaller budget is going to end up probably paying more, because they can only buy the one. It's an unfair system." North West participant, round 2

Fresh food for some participants was also associated with having time and resources to shop regularly during the week.

> "You have to go shopping way more often if you want to buy fresh all the time. Sometimes it ends up feeling really wasteful. Yes, everything's gone off. Yes and costing more." North West participants round 1

Many participants shared their experience of buying in bulk for the sake of upfront 'value'

that in fact generates food waste. This discussion in Norwich is typical,

> Participant one: "A lot of time as well in the supermarkets especially they will sell you a bag of carrots, for example, for a ridiculously low price and there's about 12 in there. I bet most of you are the same as me, by the time you eat the last carrot, they're gone, so you chuck it away. Why don't they just make the bags smaller?"

> Participant two: "They put offers on as well. You can pay 80p for something or it's only 2 for £1. Well, I can get that extra one for 20p and you do it because you get a bargain."

> Participant three: "Sometimes I will purposefully buy just 2 carrots because if I buy a whole packet, I'll waste half of it and then it's cheaper to buy just 2 carrots."
> East of England participants, round 1

Some participants feel that there is no choice but to buy in bulk from supermarkets as smaller size packaging is less available and frequently unaffordable.

> "If I go to the supermarket I've got to buy loads, but I don't want all of that." South West participant, round 1

3.2 Local produce – a valued resource

Capsule 1

Local food vs supermarket value

"It was also made me think about how much I rely on supermarkets for my shopping. I wish I could afford to shop in small independent / local shops but the cost, my time and convenience stops me. I really hate how much plastic is used to cover foods. I wish there it wasn't used as much but most of it does seem to be recycled which is good. I enjoy cooking but sometimes convenience is needed as I am a working mum with a busy life. I started to look at how far my food has travelled to get to me and I was shocked. I think we have too much food choice in this country. I would like to be able to support our own economy and buy food from this country before buying it from abroad however this needs to be affordable as I have a budget to stick to."

East of England Participant, online space

Across the dialogue locations, participants valued local produce. Many felt locally sourced food had better flavour, was fresher and healthier for the environment. They cared about the food system at the community level. Many wanted to buy local produce and for the food system to benefit everyone in the community.

"I think about it quite a lot. I really want to buy local produce. When you go into a supermarket and look at the apples, for instance, we can grow apples, but we get stuff from New Zealand and France. You hardly ever see real British apples… When it comes to meat, I'd like to buy meat from here. Often it's come from quite a distance." London & the South East participant, round 1

Whilst buying locally is a preference for most, it is not feasible for all. The time needed to shop at several locations to buy locally and buy fresh isn't seen as an option for those juggling work and family. The efficiency of a supermarket shop is a strong benefit for many, but the trade off – often unhappily made – is buying food from faraway places.

> **"**I like to buy some things locally if I can, but process matters to me, so I buy most things from Asda. The quality is good from Asda usually however I hate to see how far food has travelled.**"** East of England Participant, online Space

> **"**If I want to buy locally-sourced stuff I need to spend more time shopping in a variety of different local shops, which you have to balance with work time and life balance, where you get some time to just rest. Plus it takes time cooking things all from fresh. So, there's the convenience issue. So, yes, price and family budget and convenience. Just having enough time.**"** North West Participant, round 1

Another important experience associated with buying food in supermarkets is the guilt felt when seeing how far food has travelled to be on the shelves. Some participants felt upset and frustrated by seeing food they thought could be produced in the UK being shipped from distant countries and by the environmental impact that caused.

> **"**Tomatoes is a prime example from Spain, we can grow tomatoes in this country. We should just not get it from all over the world I think half the time. I know you have to get bananas from Africa or somewhere. I think that's my point anyway. I think they make too much of a carbon footprint.**"** East of England participant, round 2

These participants felt that society is making unsustainable demands on climate to expect all year round food from around the globe.

3.3 Food and families

The cost of food is more than just its price. Family preferences, particularly those of children, and the cost of waste also need to be factored in. Concerns about wasted food was particularly front of mind for households on low incomes – who spoke about needing to buy food which is filling and popular for their family, over something healthy but risky in terms of acceptability and wastage.

> **"**Trying to get a child to eat vegetables, mushrooms. Not eat a load of sugar or processed food. Time wise, do you want to spend hours in the kitchen cooking? No.**"** London & the South East participant, round 1

Participants felt this highlighted their experience of an unfair food system, with only those who have the resources (time and money) able to create food from scratch that is likely to please everyone in their family,

> **"**If you can go to a [supermarket] and buy a pizza that costs 80-90p that's an affordable thing for somebody, whereas if you want a kilo of mince with no fat and it's going to set you back £8 it creates a negative two-tier system because, 'Shall I buy 4 pizzas and feed my family or shall I buy the vegetables and meat and cook and take my time and end up with not being able to afford to eat for the rest of the week?' That's then a negative two-tier system.**"** London & the South East participant, round 2

> **Capsule 2**
>
> **The challenge: healthy vs family friendly and affordable**
>
> "My 6-year-old comes home. I had nearly 2 weeks where he would eat hardly anything unless it was healthy. He was coming home going, 'My teacher says that isn't healthy. Is it healthy? Because I'm not eating it.' He's six. I was having to go out and buy all sorts of stuff, and it was costing a fortune. I had to say to the teachers, 'Look. I appreciate you've got to encourage healthy eating, but he's getting to the point he won't eat anything unless it's healthy.
>
> Don't get me wrong. I don't feed my children unhealthy food, but I've got 4 kids. One of them would be like, 'I want chicken nuggets and chips,' so, yes, I'll do chicken nuggets and chips, but then because it was unhealthy, (the six year old) wouldn't eat it. I was then having to throw that away and then make something else. I've then got waste, unless the others would eat it, which wasn't always possible. As I say, we were having to go to the shop. This was probably about when they first went back to school, but even now, we'll be walking around. He's like, 'Is that healthy? Is that healthy?' I just have to tell him everything's healthy now, which is completely going against the object, but he won't eat it otherwise."
>
> East of England Participant, online space

Between rounds 1 and 2 of the dialogue we asked participants to share their thoughts on food on the online space. The quotations in this section all come from week-long food diaries that participants shared with us as society emerged from the first national lockdown in June 2020. Significant in these food diaries was the importance of food as a family experience. This demonstrated clearly that the experience of food is not always about how it fuels us or how it tastes to us. Often the enjoyment and satisfaction of food is drawn from who we are eating with and why we have come together. Participants shared their stories on why certain foods, such as roast meat, are meaningful for certain occasions. The timing of this activity included Father's Day in June 2020. A striking feature of most participants' diary entries for that day was that meat was the centre piece:

> "My husband had bought us the "Big Daddy" steaks from Iceland when he bought his Dad one for Father's day so we had them for our tea."

> "Ham egg and chips which is what hubby requested for Fathers Day!"

For some participants, a roast dinner has similarly strong, familial associations that have proved particularly vivid during the pandemic because of the rarity of such moments.

> "I saw my mother-in-law yesterday and it reminded me of family times home-made Saturday roast and sharing stories."

> "We had a roast dinner which was lovely. It reminded me of when I was a child we always had a roast on a Sunday apart from on the really hot days. And I like the thought of having that with my daughter. A roast always brings everyone together."

3.4 The Covid-19 experience

In terms of changes to how and where they bought food from, many participants talked in their food diaries about buying from more local producers and suppliers. This was driven by a number of factors:

- Not wanting to endure supermarket queues and close contact with other shoppers
- Spending more time in the local area (e.g. not commuting to work) making local food producers and stores more visible and accessible
- Money saved on, for example, eating out less and not having to commute, made locally produced food more achievable on existing budgets
- The sense that the quality of locally produced food is often better than what they had been used to from their supermarket shop
- The satisfaction of supporting local businesses in troubled times and having less impact on the environment

"Since the Covid lockdown we have transferred from buying from supermarkets to going to local small shops and having food deliveries from small independent producers/ suppliers. Though the price may be higher the quality is better. We now order what we need rather than in the amounts pre-packed by the supermarkets. We are also eating a lot more vegetarian meals, this saves money overall and is better for the environment." South West participant, online space

"Made a pasta bake with locally grown veg and local chicken tasted fantastic and with very few air miles knowing that it helps both local businesses and the environment makes it even better." North West participant, online space

As well as changed shopping habits, participants shared changes to their cooking routines made during lockdown. Time saved by not having to travelling to and from work could be spent on preparing more food from scratch. Spending every evening at home also meant that leftover food (that would have been discarded pre-Covid because of busy weeks and going out to eat) was now being eaten. Participants felt satisfaction about the financial and environmental benefits of this.

"During lockdown, I was only going out once a week to the shop, so I was making sure we got what we needed and we ate so much better those weeks that we were doing that and spent so much less money because instead of buying a ready meal, I was buying stuff to make a ready meal and then freezing it, because I had time to do it because I wasn't having to rush to work and things." Yorkshire and Humber England participant round 2

"I have much more time on my hands. I now work from home which means I can spend more time cooking and creating dishes that I would have never done before or prior to the C19 events. Working from home has also allowed me to save much more money, which has been spent on higher quality ingredients in order to prepare my meals, without worrying so much about the cost as I usually would. The main thought here is that I have thoroughly enjoyed my food much more in recent weeks than I have over the past couple of years. I have taken the time to create meals from scratch and use high quality ingredients to cook for myself and my partner for which we have both enjoyed. This has made us feel happy and I believe that there would be many in a similar position as myself." South West participant, online space

3.5 Challenges in the food system experienced by participants

This review of food experiences gives a sense of what participants were concerned about as they entered the dialogue process. In round 1 participants in all locations were troubled by the daily trade-offs felt to be a reality in many households, and the impacts these have on society's perceptions of the food system such as:

- Time to cook versus reaching for convenient and fast food options
- Needing to prioritise affordable food rather than good quality or healthy food which is perceived to be, for the most part, unaffordable to those on lower incomes
- Wanting to prioritise local food producers but finding this more challenging when there is less time and food is being bought on limited budgets.

At this early point in the dialogue, we see participants feeling powerless in the face of a system from which they feel disconnected but are concerned about. For example, the power they believe is exercised by supermarkets in relation to smaller food producers and farmers; the sway of marketing messages; the impacts of climate change, including the results of global food supplies; industrial scale food waste and unnecessary polluting food packaging; and a concern that trade negotiations with countries outside the EU, as part of the UK's exit from it, could result in poorer quality food imports on which the country will learn to depend, rather than higher quality locally sourced foods.

> **"This idea of the food system, calling it a food system is like removing ourselves from the system almost. As if this system is something that operates without our conscious control. We are part of the food system, but I think we don't always perceive ourselves perhaps as being so."** Yorkshire & Humber participant, round 2

Participants spontaneously discussed the climate crisis as a food system related problem. Their views on this were expressed against the backdrop of two named storms, Ciara and Dennis, which affected the whole country within two weeks of each other in February 2020. The latter was in raging on the day of the first public dialogue workshop which was run in the South West. Reflections on climate change were also referenced in the context of media coverage on the climate crisis, television documentaries, including Seven Worlds One Planet which aired in October 2019[8] and the Extinction Rebellion movement which was in the public eye from 2019 onwards.

> **"It is also the social movements going on at the moment. If you like them or not, Extinction Rebellion and Greta Thunberg are keeping environmentalism in people's consciousness. People can't be forced to think about it once and go back to their habits, they're constantly bombarded."** London & the South East participant, round 1

Throughout the dialogue process participants referenced their concern at the speed of climate change and the impacts of human activity, including food production, on the environment.

Participants in all locations believe that food affordability and accessibility present challenges for our health, the environment, and raise questions of social and financial

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1 Attenborough D, Alexander, S, Seven Worlds One Planet, BBC Studios, October 2019

inequality. Examples of the challenges raised by many are summarised in figure 3.1.

Healthy food

The perception that 'eating healthy' = 'eating fresh food'.
The challenge
- Time
- Money

Affordability

Food choices are restricted when money is tight.
The challenge
- Unfairness
- Inequality

Being misled

Being hoodwinked by food masquerading as healthy.
The challenge
- Knowing what is healthy
- Feeling betrayed

Environmental impacts

Buying supermarket food from distant countries.
The challenge
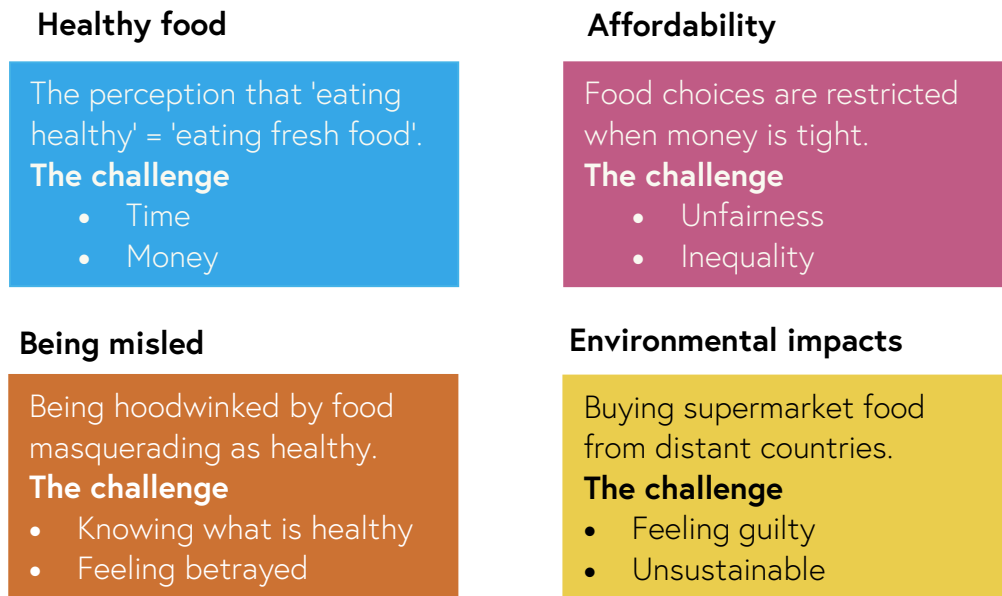- Feeling guilty
- Unsustainable

Figure 3.1: Participant perceptions of challenges in the food system in relation to affordability and accessibility

4

What people care about

"I think that as human beings we are short sighted in a crisis. We need to take a longer view of our time here and what it means to be a citizen in modern society if we are to make any lasting changes. It is important that we mention climate change, as that will most likely be the next, very possibly worse, challenge we will face today."

London & South East, online space

Throughout the dialogue participants responded to information they were presented with and reflected on their experiences and expectations of the food system. Round one saw participants engage with stimulus relating to trade, health, affordability and the environment in the context of the food system. In round two, participants were prompted to explore their own expectations of the food system and actors within it. This chapter explores how participants built on their own experience and reacted to information and evidence provided throughout the dialogue. It concludes with a summary of what participants consider important for society to consider and why food system change is now critical.

Chapter findings

- Environmental concerns are a priority for participants: they urged action to tackle the climate crisis, the environmental impacts which threaten sustainable food production, and to prevent future pandemics from zoonotic diseases.

- There must be a shift in the food system to manage obesity and weight-related illnesses: Covid-19 has shone a light on the importance of public health and the implications poor diet can have on individuals and the NHS.

- Participants want fairness in the food system: it should deliver healthy, high-quality food for all. Everyone should have equal access, regardless of where you live or your level of income.

- Participants feel if community connections to food are strengthened it would increase understanding of the food system, improve the value people place on food, and reap benefits to health and the environment.

- Participants gave consideration in the dialogue to the importance of people having agency over decisions about food. In their view the food system should support people to make choices about food that reflect the values such as health and the environment.

- Having an abundance of choice is important for some participants, as long as the choice doesn't undermine health or quality of food. Others felt that there is already an excessive amount of choice. These participants wanted less choice, but for food to be of a higher quality.

We begin this chapter by exploring the information heard throughout the dialogue process that caused surprise and food for thought for participants, exploring where these shocks caused shifts in thinking and sparked changes in attitudes. The chapter then outlines what issues were most important to participants in relation to food and the food system.

4.1 Many factors highlight that change is critical

When participants discussed the food system two factors stood out as particularly important. First, the **shock and impacts of Covid-19** which underscored the links between

diet, health and the environment and, equally important, shone a light on social inequality. And second **the longer-term challenges of climate change**. Figure 4.1 summarises these and other factors that participants found surprising and indeed shocking. In some cases the shock was not about a completely unknown fact being presented, but rather the scale of its impact or what relating it to the food system did to shift their thinking.

Figure 4.1: Examples of information provided during the dialogue process that participants felt highlighted that change in the food system is critical


Covid-19 highlighted levels of food insecurity in the UK which participants found unacceptable. They see change to address this as vital.

"I remember being shocked seeing the figure of 1 in 10 people living in food insecurity the first time I heard it. I'm assuming that this will be an area that the National Food Strategy will have high on its agenda, but if the government don't see it as an issue that requires an intervention (i.e. wins votes) then nothing will change." Yorkshire & Humber participant, online space


The scale of UK food imports led many participants to want food produced domestically for security of supply, reduced environmental impact and to support local producers.

"It's interesting what you said earlier about having to grow ourselves. It's shocking how much we don't, it's about 50%. It's shocking." East of England participant, round 1
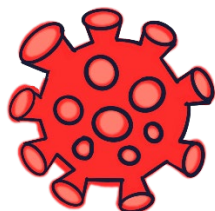
A consideration of zoonotic diseases through the food system led to the view that the way food is produced is leading to an increased risk from pandemics. Encroaching on land used by wild animals is exposing the world to new pathogens.

"This side of 2000, we've had five possible pandemics or more, from SARS to bird flu and goodness knows what else. Each one of those could have been as bad as Covid-19, and Covid-19 has been horrendously expensive…And, to continue on a path that's going to create more of these seems insane." South West participant, round 1
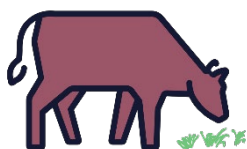
Participants were concerned about what they heard about the amount of land used for livestock production. It struck a chord that 77% of land is used for meat and dairy production compared to 23% for crops.

The decline in pollinators chimed with participants' lived experience and created concerns about a decline of biodiversity leading to poorer crop yields and quality.

"We note that years ago driving to the coast there would be so many insects that you're wiping off your windscreen, now there are

none, we have less wildlife due to the amount of pesticides used on crops and it needs to stop." London & the South East participant, Online space

Participants found it eye-opening that government guidelines recommend no more than 70g of meat per day for health reasons[9], but food retailers do not package meat in 70g[10] (or multiples of 70g) portions. They felt this led to a broader conclusion that health recommendations and public health campaigns do not correspond with the options provided by supermarkets.

"I would agree that if you had packaging to portion size in supermarkets, you'd have a much better thing. If you had, say you've got a daily [maximum amount] of meat. They said it was 70 grams, didn't they? If you did that, you would have a portion of, say diced chicken, which is 210 grams for three. Three portions. If you're lucky, you'll go out and get a 300 gram portion of chicken, diced chicken, or 400, or 600. It bears no relation to a serving size." South West participant, round 2

4.2 Our environment

Throughout the dialogue discussions and in response to stimulus materials, participants placed significant importance on the environment. They highlighted issues such as climate change, land-use, sustainability, biodiversity and food waste.

4.2.1 The climate crisis

Many participants expressed the view that the climate crisis is the greatest, and most urgent, problem facing humanity. They felt it is a priority for society to channel efforts towards mitigating the impacts of the food system on the environment because of the system's global reach and its potential for irreversible destruction to the environment. Participants said that climate change will become increasingly important to society as exposure to the issues and understanding of the effects increase over time. They stressed the importance of sustained action to prevent long-term damage, with many calling for action now to protect the environment and global food supplies.

"I think people are more willing to help the planet now than I think they were in the past. And I think it's because we are seeing the effects being more severe." East of England participant, round 2

Participants thought that stabilising our climate and securing a healthy planet would set a foundation for addressing other problems within the food system. They reasoned that only once the effects of climate change are managed will those within the system be able to divert their full attention to issues such as health, access and affordability of food.

"I think probably the number one concern is climate change, and I think we're almost getting to the point, you hear more and more daily about what we are actually doing

9 https://www.nhs.uk/live-well/eat-well/meat-nutrition/
10 Public Health England, A Quick Guide to the Government's Healthy Eating Recommendations.

to the world in terms of climate change, and I can't help feeling that all of the other expectations and desires are going to be pretty irrelevant if we don't actually get a grip on climate change." South West participant, round 2

Participants thought it is important to consider climate impacts over the long-term. This said this would ensure long-lasting change, rather than implementing only fleeting measures which would, in their view, have limited success. Collective social action, rather than individual steps, was seen as most likely to succeed.

There was a general reservation expressed by a very few participants that some food choices are fleeting trends. They questioned whether concerns about climate change are fads, generated by social media and swallowed by young people, rather than being driven by the need for real change (some felt similarly about veganism and animal welfare). Participants that expressed this scepticism did not question the importance of the environment and climate crisis but challenged the reasons that other people are motivated to care about these issues.

"More people are turning vegan and vegetarian, and stuff like that, because a lot more awareness has been raised about climate change… So, it seems almost like a trend for people, to try and save the world, sort of thing." Yorkshire & Humber participant, round 2

Many participants were concerned that the implications of the climate crisis would threaten national and global sustainable food production. They were clear that the current scale and methods of food production should not jeopardise the ability of future generations to sustain themselves. For them the food system should be robust, reliable and resilient today and into the future. Barriers to achieving sustainable food production identified by participants included: extreme and fluctuating weather events, which limit not only the types of crops that can be grown, but also the security of those crops; land-use changes reducing the amount of available land for food production and degrading the quality of soil; overfishing; and declining biodiversity throwing the food system off balance.

"One of the things is, obviously, in this country with, apparently, what climate change is doing, our seasons have changed and we're having a lot of floods. And I know that farming these days, they find it difficult sometimes to grow the crops that they did. They get ruined, the winds and everything that come when their products are ready and then, they destroy them. So, that's going to have an effect as well. So, as the seasons change or, we get wetter or windier, it affects crop growth and so that then means that we don't grow so much so we have to input more. So, the seasons and the weather is going to affect that I think, more and more over the years." South West participant, round 1

Participants said that achieving sustainable food production was crucial to maintaining the difficult balance between nature and demands of the population. Time and again they expressed dismay about the deforestation of Amazonian rainforests, describing it as destroying the 'lungs of the Earth' and pointing to the role of current agricultural practices, including monoculture food production, in contributing to the destruction.

"It's the deforestation side that's a bit concerning. We need the trees, and deforestation is having an impact on the animals that live there, which will become close to extinction, so it has a knock-on effect from other things. So, that needs looking at." Yorkshire & Humber participant, round 2

4.2.2 Decline in biodiversity

Many participants noted the decline in biodiversity. They saw biodiversity as necessary for sustainable food production goals and for the overall benefit of the environment and human health. When deliberating on evidence from the National Food Strategy team in both rounds of the dialogue, as well as from specialist advisors to the programme (as described in appendix 3), participants responded with deep concern over modern intensive farming practices and the impact of pesticides on habitat and biodiversity loss. Many participants stressed the importance of managing and regulating modern intensive farming practices, including the use of pesticides, so that wildlife and pollinators are protected.

"I wish there wasn't a need for pesticides that get into the food chain and kills wildlife. It's such a shame that so much wildlife has been lost due to habitat destruction. I don't want to lose more wildlife." East of England participant, online space

When discussing the importance of pollinators on our ability to grow crops, participants stated that the issue is more fundamental than whether we personally care about biodiversity or not. Like the climate crisis, participants felt this is an urgent global and societal issue. They emphasized the potential for devastating consequences should there be a further decline in biodiversity, with the prevalence of pollinators a popular concern for many.

"If our ecosystems start crashing, then it'll just have a knock-on effect for everything, so we need to support those, the pollinators, all the other ecosystems, some of which I'm sure we're not aware of, that keep us alive." North West participant, round 2

4.2.3 Shifts in land use

Participants felt that there is a conflict in land use demands. For example, they feared that land could switch from agriculture use to use for housing and infrastructure projects to support growing communities. They felt it is imperative that land for food production is not de-prioritised in favour of housing and infrastructure development. There were concerns that this would hinder the ability of the environment to support biodiversity, protect against climate impacts and sustainably produce food.

"I certainly don't think it's going to be easy, but I get the impression from various things that, it's very difficult to know the truth of everything, but I do get the impression that it is going to be absolutely essential to tackle how we use land, because the human race is going to be in a real pickle if we don't actually tackle the climate crisis pretty soon." South West participant, round 1

This concern was mirrored in conversations about meat and dairy consumption. There was a fear that a shift to producing alternative foods may in itself have a knock-on effect on the

environment, that changing land use by switching crops or farming practices should only be done if the environmental impacts have been risk assessed. Participants felt strongly that where there are changes to the food system, the environmental implications should be well thought out rather than making rash decisions which may not fully address the problem.

> "Whenever we've introduced a new food into our chain, like soy or palm oil, it's had a knock-on effect. We've killed rainforests, we've endangered animals, because we've wanted to have that. Who says whatever you come up with, rather than eating meat, is not going to ruin more parts of the planet and cause more devastation than the animals are doing already?" South West participant, round 2

4.2.4 Food waste

Participants described food waste as a significant environmental concern. Excessive food waste generated by households, supermarkets and food producers is perceived to be a barrier to a sustainable environment and furthers the climate problem. To achieve sustainability goals participants felt it imperative that food waste is minimised throughout the system, from production to consumption. Wastage in the food system was expressed as an ethical as well as practical problem which raises moral dilemmas on food system practices and global discrepancies on food accessibility.

> "It's about wastage. I can't believe the amount of wastage there is. There's been discussions about wastage within the home, but there's a lot more in the industry. Industry can burn things, destroy things because they can't sell it. That's not right. It should be illegal." London & the South East participant, round 1

> "Most people's issue with food wastage is moral. It won't affect them on a logistic plane. Food gets thrown away by some people but half of us don't have the food we need. Morally, we wouldn't be worried if everyone in the world had enough to eat and we weren't affecting our climate with all this waste. That's the issue. It's a moral dilemma." London & the South East participant, round 1

As outlined in the previous chapter on what people care about in the food system, there are many factors participants feel are contributing to excessive waste. At the producer and distribution level, these include strict supermarket controls on disposing of out-of-date goods; excessive production of food; and unnecessarily large portion sizes. As consumers and individuals, participants feel there are other factors which contribute such as a lack of understanding of use-by-dates; an expectation of supermarket shelves to be constantly fully stocked; and families cooking for multiple food needs and tastes.

Participants emphasised that the food system should not prevent people from making ethical choices when it comes to food waste and the environment. Selling loose items; better labelling; understanding of sell-by-dates; and increased food donations to food banks and food-swap apps were some suggestions made for how food waste could be tackled.

> "I don't know why when a lot of shops dispose of their stuff, they chuck stuff out. I don't know why they don't donate more to food banks." East of England participant, round 1

Food packaging was described by many as a key problem for the environment. Participants took a global perspective to this issue, sharing concerns over the redistribution of waste around the world and the impact on far-reaching societies and habitats.

> "And we're shipping our waste off to wherever we're shipping it and dumping it, we feel good, because we're recycling, but then we're putting the landfill in some field in China, maybe they're even chucking it into the sea, and then it's polluting our fish and then it all comes full circle." South West participant, round 1

Plastic food packaging was of particular concern: dialogue participants believed it was important that this is kept to a minimum and where unavoidable, should be recyclable at a household as well as industrial level.

> **Capsule 3**
>
> **Food waste as a food source**
>
> It's criminal. You're not just wasting an animal's life; you're wasting perfectly edible food.
>
> I used to work at a restaurant in Central London, they made 250 burgers, there was only 10 of us. It was to test the kitchen. I said, 'Why don't we give them to homeless people?' He said no. What are they saying no for? They're not going to get ill.
>
> The answer should be yes. I don't know the limits on when you can or can't give food, but it should always be you can give this person food. We shouldn't give away food in M&S bins, people shouldn't be stealing it but given it and it should be distributed to the worst off people in the city, the 4,000 homeless people.
>
> London & South East participant, round 1

> "They over-package absolutely everything… The whole recycling and reducing waste matters quite a lot to me, but personally I find it really hard to do. Just separating all the waste and making sure it's sorted." East of England participant, round 1

4.3 Health matters

Participants heard about health from experts in all workshop discussions (see Acknowledgements for a list of speakers). Covid-19 had a profound effect on participant's views of what's important to them about the food system. This was most evident in their views about the relationship between food and health, where there was a notable shift from round one to round two deliberations from individual concerns in relation to diet to broader concerns about the relationship between diet and public health.

> "Even before Covid-19 we had pressure on the NHS and I think that is going to have a big drive in terms of making us think about the food, because of the amount of sugar we're taking, red meat and all that kind of stuff." London & the South East participant, round 2

The relationship between health and food was, together with that between food and the environment, a priority for participants in all five dialogue locations. When discussing the relative importance of different factors, participants often raised the balance between environmental and health concerns. Health was viewed as a personal priority, with societal

implications; whilst the environment – and the climate crisis specifically – was an issue that would impact all of society with the potential for catastrophic global impacts.

> "It's my impression that the concern that most people have is about climate change and that is irreversible. If you're talking about health, apart from the impact it would have on the NHS if you can get sick because of having really poor diets, apart from that, that is their problem in which case I understand why you'd be of the opinion that the government doesn't have anything to do with it, if it's yourself, but the environment is a concern for absolutely everyone. It's not about your own personal choice anymore, I don't think." London & the South East participant, round 2

> "Thing is, it is really hard, because in our family, health is the most important thing, but really, the most important thing should be the environment, because without the environment, nothing else matters, we cease to exist." London & the South East participant, round 1

Many participants described an inter-relationship between health and the environment. Stabilising climate change and securing a healthy planet are both seen as important factors which need to be in equilibrium for both human and planetary health:

> "I think the way I've learned about it, I've always seen the environment and food on a par rather than focussing on one more than the other." East of England participant, round 2

> "The interaction between people's health and the environment is important. It allows huge companies to desertify a community, for example, of all its water, which has effects on flooding, deforestation, desertification, air pollution, asthma, and all of that stuff. It puts a whole lot of pressure on people's mental health, not just their physical health." North West participant, round 1

Participants often raised health issues in relation to the stimulus materials, such as the round one health carousel (appendix 3), in relation to specific questions on health and the food system, and when participants were drawing on their own or family members' lived experience of health issues related to diet such as type 2 diabetes or obesity. Key areas that participants felt strongly about were:

- Strain could be reduced on an already over-stretched NHS if obesity and weight-related illnesses could be managed better
- Research is needed to better understand the implications of diet on health, for example the relationship between processed meat and ill health, to work on long-term preventative measures
- Greater awareness is needed in society of the relationship between health and diet.

The following quotation summarises the views of many:

> "The NHS is under massive strain. I think cancers, more different types of cancers, are now more coming known than there ever has been. You're hearing of all sorts, I think bowel cancer has increased massively over the years and that's all down to processed

"meat, not just eating red meat, it's processed meat. There was a big thing in recent years about pork, with bacon and sausages because of how they preserve it and cure it, that was one of the main factors of how bowel cancer has risen. So, I think we definitely need to [do something], it has a massive implication, health, on the food strategy." Yorkshire & Humber participant, round 2

An increase in obesity and weight related illnesses such as diabetes and cardiovascular disease was attributed to the upside down nature of the food system discussed in Chapter 3. Addressing obesity became more important for participants since the start of the pandemic, predominantly because participants had understood from news coverage and personal experience that people living with obesity fared less well than others when they caught the virus.

"There's no sign of the obesity epidemic calming down anytime soon. I think you're going to see more health problems, more health drives by the NHS and everyone else, but you're going to see the pandemic if you like of diabetes type 2 and heart disease. That's going to become a bigger role over the next few years." East of England participant, round 2

Participants discussed their views on meat and dairy having been prompted by materials shared during round two (appendix 3) on the impact of meat and dairy on human health and the environment. Many shared personal experiences of reducing meat and dairy as examples of the steps they are taking to look after their own health through their dietary choices. For many of these participants the main driver in reducing their consumption of animal products was for health benefits. They gave examples of these benefits such as lowering the risk of cardiovascular disease, managing diabetes, and food intolerances and allergies. Many participants also raised the benefits of reducing meat and dairy consumption in meeting environmental and climate targets as an advantage in minimising their intake of meat and dairy.

"I have significantly reduced my own meat and dairy consumption over the past 6 years. This was purely for health reasons." South West participant, round 2

"I think eating less meat and dairy is not only healthier from a personal [point of view], but healthier for the planet as a whole. As the meat industry contributes so much to deforestation and carbon emissions." Yorkshire and the Humber participant, round 2

The health of family members was also a concern for participants and given as a factor which influences the food decisions. Participants cared about the growth and development of children. They expressed concern about the effects of additives and preservatives on behaviour, physical, mental health and wellbeing. They also shared fears about the long-term health repercussions throughout life.

"You can eat crap and it affects your mental health, it doesn't just affect how you look physically… It drains you and makes you lethargic, it makes you depressed. You know, what you eat has an impact on how you feel every day. Which then has an impact on how children learn at school because if they're lethargic, they're not going to be focused at school, so they're going to be withdrawn and they're not going to do as

well in life." London & the South East participant, round 2

4.4 Fairness in the food system

Fairness in the food system was a key priority for many participants. Fairness in this context means healthy food being accessible and affordable for all. Participants also saw choice as an important element of fairness. To make steps to delivering fairness participants said that the food system cannot be considered in isolation. It is part of a wider social and economic system which should also be striving for fairness. This includes how the welfare state operates; ensuring the population has access to high standard, affordable housing; addressing inequalities within the low wage economy including zero-hour contracts and work instability. They saw that all these elements contribute to the impacts of food on society, pre-determining whether the system will work well for everyone or only for those who have the infrastructures around them to live well.

Building on their views that the food system is upside-down, participants felt it is important that this system, connected to all economic and social systems, prioritises healthy and affordable food above fast convenience food. They argued that access to healthy and nutritious food should be a basic right for everyone in society. However, many participants felt that some people face barriers to access based on either where they live or their financial means.

> "I think everyone should have access to food. You see so many people with food donations. Everyone should have access to the same amount of food. Everyone should be entitled to it." East of England participant, round 2

> "I am very concerned about some of the inequalities created by differences in terms of income and affordability. The biggest issue was the price of healthy food, that came up." North West participant, round 1

With restrictions set by access and affordability, participants felt that it becomes increasingly difficult for people to make healthy food choices. They considered the pandemic had highlighted this issue and exacerbated the lack of fairness in the food system. They said that this problem is only likely to increase as more people are to be impacted by the consequences of the pandemic including job losses which increase poverty force more families to rely on food banks.

> "I think there's going to be a knock-on effect from Covid-19 of people having a lot less money to spend on food. So, a higher demand for cheaper food, where in fact, we should be making it so people eat less but more decent food, but I think the reality is going to be, there's going to be a massive recession, and I think that's going to have to, inevitably, have an effect." South West participant, round 2

Participants in all locations were united in their belief that no one should go hungry or be forced to buy only unhealthy or low-quality food: the system should deliver what is needed for everyone.

> "Without a totally equal society, there are always going to be differences in who eats good food and who doesn't. For a successful food system, that's what it needs to be,

equality across the board." London & South East participant, round 2

Similarly, participants argued that everyone in society should have equal access to high-quality food. They thought there was a trade-off between quality and cost, resulting in those on lower incomes having to sacrifice quality to keep within tight food budgets. Questions of social inequality became more significant for participants when the food in question is meat. Meat purchased from local independent butchers was perceived to be better quality and better for health, the environment and ethically, than meat purchased from supermarkets. But those that expressed this view felt this was unaffordable for those on low incomes.

> "A few people have talked about a two-tier system, those that can afford the better, versus the rest of us. I don't know what we'll be eating in the future. It won't be meat from the butcher's, perhaps the lab meat." South West participant, round 2

Participants wanted the National Food Strategy to address issues of fairness in the food system, arguing that the availability of more healthy and affordable food would help to minimise other food system challenges, such as obesity and weight-related illnesses. They saw it as problematic that lower income families should suffer ill health because they lacked access to or could not afford healthy food. They saw unfairness in the food system as a vicious cycle, strengthening disparities and widening the gap between wealthy and poor, creating a two-tiered system. Some participants said the country is in a 'food poverty crisis' that needs urgent action to tackle these socio-economic disparities in food availability and affordability. They called for a shift away from current processes that appear to drive social divisions and widen the separation between those who can afford to live well and those who cannot.

Participants also took a global perspective to fairness in the food system. They identified fair global employment, human rights and employment practices at all levels of the system as relevant ethical considerations. Many participants spoke of the responsibility the UK has as a trading nation, and that individual consumers have in ensuring we have a fair global system for all who are involved.

> "We really have a moral obligation, I think, to influence raising the standard of living in the poorer parts of the world. I think it is only through doing that and influencing the way that they are producing food that is exported, and we really need to take their exports, it's only through helping raise that standard of living that we're really going to tackle the issues on a global basis." South West participant, round 2

4.5 Food, farming and trade

Participants in all locations were in agreement that trade deals struck following the UK leaving the European Union should under no circumstances jeopardise UK food standards. They were fearful that if food standards declined, the health of those on the lowest incomes would be affected disproportionately as they would have no option other than to purchase cheaper food.

> "So, there's a big thing about it at the moment, isn't there about like if we have the food coming from America. We have certain standards that we're used to. Well, we don't want those standards to drop, do we? So, we want, our expectation of the food

system is for, food to be healthy and safe. I suppose it's safe more than anything because you're eating it, aren't you? And that'll affect your health." North West participant, round 2

When considering the current political landscape and potential for new trade deals post-Brexit, several participants stressed the importance of safeguarding British farmers and rural livelihoods to protect food supplies against future shocks to the system. They argued that trade deals should not result in lower standard food being imported to the UK, fearing that it may price British farmers out of the market. Some participants were even happy to accept an increase in the price of British products if it that could ensure farmers were supported and their wages safeguarded.

"I think food at the minute is incredibly cheap, and the farmers need to earn their living. I think that the base income needs to increase, and the food prices to reflect what's gone into growing them. Especially if we're looking for higher quality of food, that is going to have a price premium on it in a lot of cases." North West participant, round 2

Participants continued to share concerns about farmers' livelihoods when presented with stimulus in round 2 discussions on meat and dairy consumption and the implications for health and the environment. Many participants felt that imports of lower quality meat and dairy produce could lead to reduced demand for British produced animal products. They said that those on lower incomes would be forced to buy the imported products which participants assumed would be cheaper. This, they felt, would result in harm to the livelihoods of UK meat and dairy producers which they did not want. The greatest concern came from those who have ties with rural areas.

"I truly believe that it [reducing meat and dairy] would be a massive ask to implement something as such in a country the size of the UK and could end up costing and playing with the livelihoods of farmers, suppliers and even butchers which I wouldn't want to see." South West participant, round 2

4.5.1 Animal welfare

For some participants, the welfare of animals in the food system was an issue. In the context of health, there was concern about the use of antibiotics in rearing of livestock and the effect this might have on individuals, and more broadly as a society. Participants felt it important that society is fully aware of the health impacts of the food we eat. This should include not only the face value health and nutritional impacts, but also what were seen as the hidden health impacts resulting from the accumulation of antibiotics in animals. Participants spoke similarly about the use of chemicals and pesticides on fruit and vegetables. Some participants felt that the health risks for society would be reduced by increasing livestock welfare standards and creating a more ethical and sustainable meat and dairy industry.

"If they're feeding animals antibiotics and soya beans and hormones and all these things that aren't natural to them and we're then eating the animals... that it's going to affect us as well." London & South East participant, round 2

"The animals we eat are being filled up with antibiotics… The long-term effect on my health, I wouldn't even want to start to think what it does to us. I expect they should review how the animals are raised and the conditions in which they're raised, which could lead to all meat and all crops being organic. I would expect that if there's national concern for health then that's one step towards improving it." London & South East England participant, round 2

However, many participants felt that animal welfare in the UK was already in line with the high food standards they expect from UK food farmers and producers. As such it was not of huge importance in their considerations of the food system. Yet, a few spoke vehemently about their concerns for welfare of animals reared in the UK.

"I hope that animal husbandry qualities will improve drastically in this country and across the world. I think that factory farming, that has only come in in the last 30, 40 years which is why so much meat is now so cheap and people eat more meat in their diet, is absolutely horrendous. Most people that don't follow what it actually involves, like you're a pig and you're basically born into, you're put in a metal frame and you'll breed other pigs and you can't move around or you can just lean over to eat, a lot of the food that they eat has chemicals left right and centre in it all designed to fatten them up. They don't want to move them because to move them reduces the profit. I would love for this government or basically for the world to realise that cheap meat is actually an awful thing and that quality meat is good." London & South East participant, round 2

Some of those who felt animal welfare is a significant issue were participants who had already adopted vegan and vegetarian diets. Some of these participants, who were in support of enhancing animal welfare, considered it a moral issue. The said that harm or suffering must not be caused to animals based on the demands of the food system. Others thought that improving animal welfare was an important step towards protecting the health of society.

"The reason I am vegan is entirely for ethical reasons. So, for me, if I had supreme political power or something, I'd have to think about it so much, but my end goal would be to just eliminate the choice. For me, it's abhorrent and completely ethically wrong to kill animals. I'd just have to get rid of that, for me. It's less about eating. It's just more about killing and the torture." London & South East participant, round 2

4.6 The sense of community related to food

In all locations, the sense of community around food was an important factor for participants. They described the value that community facilities and community led food projects, such as cooking classes and allotments, bring to their lives and their understanding of the food system. Food was described as having an important role in providing connections within the local community and building and strengthening relationships with family and friends. Some participants spoke of the impact that community connections around food have on other factors such as the environment, health and affordability. They have seen in the pandemic increased sharing of food within the community, a shift to eating more locally produced foods, and more sharing of food knowledge and skills. They would like this to continue in to

the future to reduce waste and food bills, and as an outward demonstration of commitment to family, friends and neighbours.

> **"I think food sharing is important - even if it's to feed a neighbour or a relative - it reduces waste and lessens bills. I do this with my mum, one of my neighbours and some friends. If I am cooking something that is easily transported, I will cook extra portions and share with them. They have all shared back with me, meaning that I have times when I do not have to cook."** East of England participant, round 2

As we have seen in the previous chapter buying locally produced food was seen as a key part of the sense of a community of food that participants considered important.

> **"If you're buying locally, you know you're helping local families. Supermarkets, you're getting someone richer."** South West participant, round 2

> **"If we can bring the food locally, maybe we can make more of a community style thing. Maybe we can bring the price down… I just feel if you could bring the food locally and encourage local business, encourage your local community to be more together, then you can create more opportunities to help others and build a better community with everybody working together."** North West participant, round 1

4.6.1 A barrier to change: food knowledge

Participants said that a lack of understanding around the production of food – particularly meat – was problematic for communities and society, creating a barrier to system change. They referred to key barriers set out in figure 4.2:

Lack of Knowledge
- People do not know enough about food production
- As a result they are disconnected from the food system

Insufficient value
- Society places insufficient value and importance on food
- Failure to value food perpetuates problems such as food waste and a lack of consideration for animal welfare
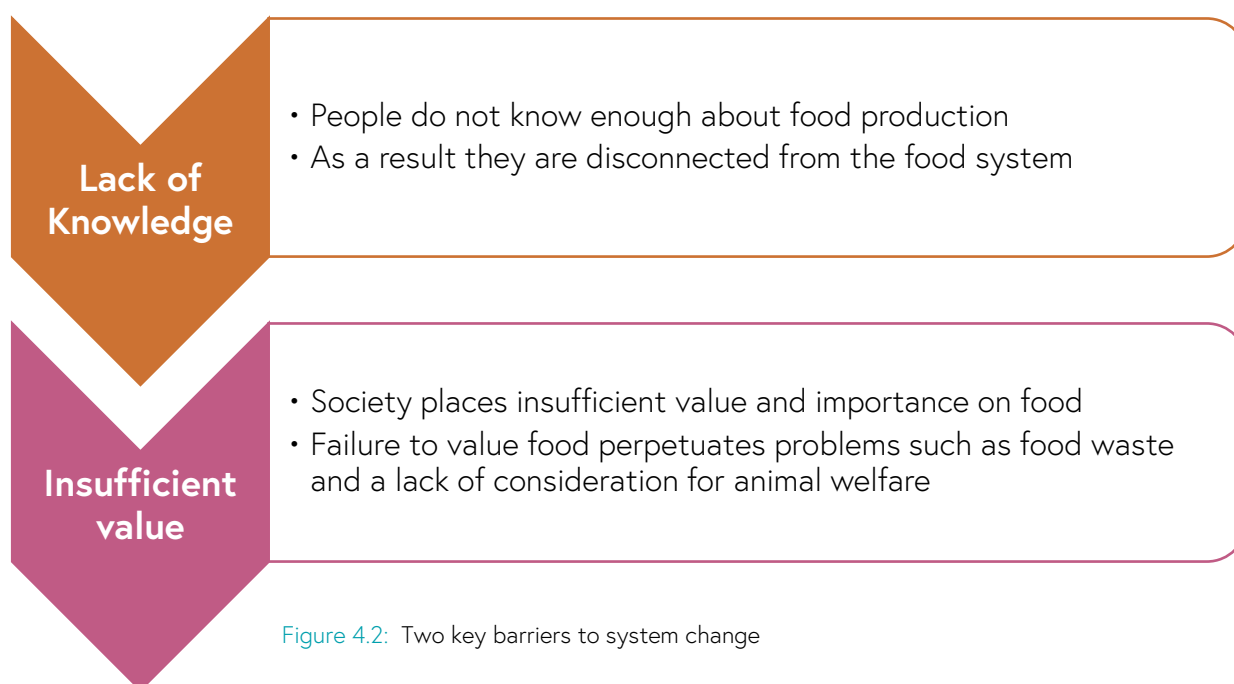
Figure 4.2: Two key barriers to system change

This was an important consideration for participants. They diagnosed a lack of value attributed to foods deemed cheap and easily consumed as creating a disconnect between food, communities and citizens and perpetuating entrenched problems with the food system. Participants reflected on how a connection to what people are purchasing, growing and

consuming increases understanding and knowledge of the system and improves the overall value placed on food.

> **"**I think what I'd really love to see… is a reconnection of people with food and the food system. Where it comes from. It's so easy to see it as just a product on a shelf which magically appears… I think we've just lost an understanding of where things come from. It's all too easily available somehow.**"** North West participant, round 2

4.6.2 Food and identity

As we saw in Chapter 3, for many participants, the food system is about more than providing the food to sustain us. It plays a crucial role in shaping our cultural identity. This role took different forms for different participants. For some, the classic British countryside with farmland and livestock evoked a sense of belonging, whilst others felt that high food standards were typically 'British'. One participant described a connection between Britain and meat, perceiving Britons to have historic roots as meat-eaters. Capsule 4 summarises one view of the importance of providing meat for visitors to your home as a designation of your status in society. As explored in participants' experience of the food system, cultural and religious festivals can play a role in the decisions people make about food. Some felt that your upbringing would also play a role on your food identity.

> **Capsule 4**
>
> **The relationship between culture and food**
>
> It's quite cultural. If you are seen to be having more veggie stuff and so forth, it probably shows that you're not wealthy or you can't afford meat. I think it's a bit cultural driven.
>
> I'm from Bangladesh, which is near India, and if you had visitors visiting you and if you feed them vegetarian stuff, they will look down on you. It's expected that you feed them red meat, chicken and so forth, to them. That just shows that you can afford your status within the community… it just shows that you have to start keeping up with the Joneses."
>
> South West participant, round 2

> **"**How you're brought up has a massive impact on your take on food and your choices that you make with it. My parents and grandparents used to have fruit stalls on the market. You ate your fruit and veg. You didn't get down from the table until you finished it. That also brings round to supporting your local people, your local farm-shops, your local market stalls.**"** North West participant, round 2

4.7 The ability to make food choices

Throughout their discussions participants stressed the importance of citizens' having the ability to make food choices that go beyond simply putting food on the table. They saw this as important because it gives citizens capacity to make decisions about the food they consume and to control their impact on the system based on what's important to them. This might include doing no harm or improving the environment, making choices about health, or adhering to cultural or religious beliefs. Having agency over food choices allows people to express what is important to them through decisions that are made daily.

Participants expected the food system to enable people to make choices based on what matters most to them, rather than on their resources. A sense of agency was perceived as something that decreases for those who have less financial stability. They felt people in this situation tend to lack agency and the ability to make choices around food which align with their values, morals or beliefs. For example, many participants expressed a desire to make food choices that they deemed better for the environment or as being more ethical, such as buying local or Fairtrade produce. However, they feel their agency to do so is restricted by the inability to afford or access these products.

> Participant: **"I think cost is a huge one for an awful lot of people."**

> Facilitator: **"So, cost balanced against?"**

> Participant: **"Everything else. That would be a priority for a lot of people in terms of what they buy. We'd all love to make the right decisions and buy Fair Trade and organic, but for a lot of people that's not an option."** North West participant, round 2

Participants thought that people who were more financially well-off have more time and money to care about issues that have less direct impact on their own and their families lives. For many participants, without such financial certainty, this created a dilemma between prioritising affordability now and tackling climate for the future, as put by this participant in the East of England,

> **"If you're struggling to survive and feed the family, you can't afford to worry. I may be stereotyping but it's alright if you're middle class and you've got options and you think about the environment, but when you're poor, you buy the cheapest, don't you?"** East of England participant, round 2

Participants felt that it is important that individuals enacting their consumer choice are able to make an impact on the food system. Yet some described feeling a sense of powerlessness regarding individual food choices. They characterised this as a system which enables food system decisions to be made by food corporations rather than at an individual household level. Despite this sense that power is heavily weighted towards food producers, manufacturers and suppliers, some participants felt that consumers still have an important role, because they can support companies or brands with values similar to their own through their choices about food.

> **"I know Ben and Jerry's has become even more popular because of their political views and things. So, it's not just about, the things that we've already discussed about health and stuff like that. There's lots of different reasons why people choose brands, and we can make an impact."** West of England participant, round 2

4.7.1 Is choice necessary?

Choice was an issue of debate for some participants. Most felt there are far too many unnecessary food choices readily available to consumers, particularly in supermarkets. Many dialogue participants said choice was not important to them and that they would prefer less choice. Safe, high-quality food that consumers feel they can trust is seen as more important. Many favoured shorter local supply chains as participants felt they were better informed about where the food had come from and how it was produced, stored and transported, than

foods which had longer supply chains and came from further away. Participants also felt this made them feel better connected to the food system and improved the value they place on the food.

Participants often associated more choice with having less quality options, they were clear that choice should not result in a drop in standards. Having an abundance of food options was perceived as damaging to the environment and health by creating conditions that encourage excessive waste and allowing unhealthy foods to be accessed too easily.

> "I think one of the points that I would've tried to make was that we are spoilt for choice and the choice is not worth it. It's not. A lot of the products make us ill, make us sad. It's just another distraction really, buying another product." North West participant, round 2

Many participants questioned the need for the overwhelming number of options of unhealthy and processed foods, and the year-round availability of produce that would otherwise be limited by seasonality. Too much choice was characterised by two participants as strawberries in December and excess food:

> "Why are we having strawberries in December? Should we just enjoy them in the Summer and not have them the rest of the year?" East of England participant, round 2

> "I think we've got too much choice in our food system, [we need] just enough choice to be able to have a well-balanced diet that meets our nutritional requirements. It doesn't need to be excessive. It just needs to be able to have the right kinds of food, depending on your situation." East of England participant, round 2

In contrast, a small number of participants felt it is important to have wide and abundant choice of foods available. These participants felt that a wide variety of options strengthened food supplies and they spoke of the possible challenges that may upset the security and quality of choice in the future, such as global trade deals and climate change. This participant in South West England describes their view on maintaining choice when future trade deals may lead to increased costs:

> "We keep on talking about ways we can sustain the range of stuff we have access to, if not increase it. And I think that's something we're probably not willing to let go of when we look at how the food system will change. We expect to have all those things on our table as we did before and, maybe, things like Brexit and, I don't know, whatever happens in the future, will be a slightly rude shock. Because at the very least, if we don't have that choice, it might be that we can't afford as much as we did originally. So, it won't be restricted in the sense stuff won't be available in the supermarkets any more but it will go up in price so, in that sense, it is out of our choice." South West participant, round 2

Participants who valued choice, felt that having a wide variety of options was akin to having agency. For them it was important that this sense of freedom to choose should not be taken away. However, they still referred to the upside-down food system, and felt that there

should always be a healthy choice. Participants said that without having healthy options there is not really a choice to be made.

5

A measured mandate for action

"Don't try and fix little things and make small bits of progress that are just going to look good and nothing else. Look at the underlying reasons why things are the way they are and look at bigger changes we can try and make. Even if it's going to take, rather than two or three years, ten years but the result is going to be so much more worth it."

South West England round 2

This final findings chapter sets out participants' view that change is needed and should be done in a co-ordinated, balanced and proportionate way. Tinkering at the edges, using small shifts in diverse parts of the system will not bring about the change they want to see. They called for a re-balancing of priorities in line with their values of environment first; improving public health; and a system which is equitable, delivering fairness to everyone in society.

Chapter findings

- Participants strongly support changing the food system – and are even fearful of the prospect of no change.

- Participants are united in a desire for systemic and long-term thinking to address the problems in the food system.

- There was a call for government to create the right conditions for businesses, producers and individuals to act responsibly and for everyone to play their part as consumers, citizens and communities.

- Covid-19 and climate change are seen as opportunities to make significant and long-term changes for the benefit of people and the planet in the future.

- Participants want to see an integrated suite of interventions to address multiple problems simultaneously, but views differ on the efficacy of incremental versus dramatic change.

- Participants feel that the less restrictive interventions (e.g. information) are useful, but not enough by themselves, but more restrictive interventions (e.g. bans) risk a backlash.

- It was vital to participants that interventions don't exacerbate social inequalities or pit different groups against each other.

5.1 Participants' appetite for change

In every location participants argued for change that would address the problems in the food system and had a significant fear of no change. In round one, they reflected on the challenges inherent in the current food system and viewed this through environment, health, affordability and trade lenses. In round two they considered what needs to change, based on their expectations of what the food system *should* deliver. Whilst these are numerous (and have been explored in chapter 4: *What people care about)* they can be summarised in terms of changes in three key areas which came up time and again:

1. **Changes to achieve environmental sustainability** were given the highest priority. Participants believe that continuing to grow, sell and consume food in the way that we do will result in devastating and irreversible impacts on the health of our planet – and so changes to minimise the effect of the food system on climate change and biodiversity are urgent.

2. **Changes to achieve a healthy food system** were also given high priority due to the increasing burden of food related ill health on individuals, families, communities, and the health system. Participants feel that the food system is the wrong way round and needs to be flipped, making healthy food more affordable and accessible than unhealthy food.

3. **Changes to achieve fairness in the food system** were given high priority, with fairness meaning affordability, accessibility and appropriate choice. Participants expected this to underpin the food system of the future, so that many more people can gain access to healthy and sustainable food at a price they can afford – without the exploitation of those working in the food system.

Discussions played out differently in each location, but there were far more commonalities than differences when it came to the change participants felt was needed. Differences came down to the relative emphasis of discussion, for example, greater emphasis was placed on local and community interventions in relation to the food system by participants in the North West; in Yorkshire and Humber there was relatively greater emphasis on improving animal welfare through higher standards of animal husbandry.

5.2 The scale and pace of change

Participants agreed that the food system needs to change in a balanced and proportionate way so that all perspectives are drawn on to create change. But their views differed on *how* the change should be achieved. These differences related to the scale and pace of change and on who should take the lead. Participants views on the pace of change are broadly characterised as evolutionary or revolutionary.

In terms of evolution, there was a common view that interventions should build up from less restrictive to more restrictive. This stemmed from the idea that the public would get used to any measures if introduced gradually and there would be less of a backlash. Participants quite commonly saw this process starting from today (as opposed to being the continuation of an ongoing process over decades). Some participants made reference to the Soft Drinks Industry levy (which they referred to as the sugar tax) in these discussions, which was seen as a more restrictive response which had been brought in following the failure of previous health information campaigns. One participant described it as a 'logical' next step, following the sugar tax, to also tax other foods that are unhealthy or produced in an environmentally destructive way.

> **"**I think the guided choice is the way to go. Similar to what we were saying about the sugar tax, that started out as a guided choice. That started out at information coming out and saying, 'Please don't do this, please don't do that. Have this, have that.' When it didn't work, that's when you need to start restricting choice and I don't think the sugar tax is actually a restricting choice. It's more, it was forced upon people, which is a good thing. I think it's what was needed at the time and still is, of course.**"** North West participant, round 2

This argument for incrementalism meant that interventions that guided those in the food

system to change their behaviour were generally supported, for example by taxing food with a high environmental or health impact at consumer or producer level; taxing processed foods or incentivising people on low-incomes so they could buy more fruit and vegetables. However, some were concerned about a disproportionate impact on those on low incomes, in relation to taxes in particular. Many participants felt that these sorts of measures helped to instil new habits, which they felt was important to help change behaviour.

Others felt more strongly about the urgency of the environment, health and social inequality crises and demanded swifter more revolutionary action. This sense of urgency was connected to climate change in particular and this influenced participants' views on which levels of interventions were acceptable when it came to addressing climate change.

> **"**I think everything from restrict choice on is acceptable. I think if it's a climate emergency, it does really change the way we need to look at this and I think restricting choice is perfectly acceptable.**"** South West participant, round 2

Some participants felt that individual changes (such as choices made by consumers) were not enough to make the shift required. They argued instead for systemic change calling for action and long-term thinking to address the problems inherent in the food system. They were not looking for quick fixes or tinkering on the edges of the problem. These participants felt that coordinated actions were required at a central government level. They agreed that government leadership was needed to challenge business to deliver what is needed for improvements in the system, and to support citizens to take actions that are personally and environmentally sustainable. Suggestions from participants identified the symbolic value of such leadership, such as public sector canteens changing what they offered to show that the public sector takes transformation of the food system seriously.

In addition, participants spoke about more fundamental shifts in the economy which they felt were needed in order to make change in the food system, such as improving wages and stability of work; strengthening the welfare system; addressing the housing crisis or focusing on priorities other than growth and productivity which were not felt to be sustainable.

> **"**I don't think we could accept higher price. I probably could manage it, but if in some parts of the country you've got 2 nurses or 2 teachers who are in food poverty because of the price of housing, then it's not that they wouldn't spend more money, it's that housing is so massively expensive that we can't.**"** Yorkshire & Humber participant, round 2

Participants recognised the complexity of the current system and did not expect change to be easy. In fact, participants repeatedly struggled with the uncertainty of unintended consequences arising from trying to create change. Many believed that the challenges in the food system should not be seen in isolation and some participants warned against treating them as a zero-sum game in which one person's gain is equivalent to another's loss. As one participant put it:

> **"**Sometimes I think it could be maybe reframed, rather than 'either or,' 'health or environment.' It should be reframed as, 'Actually, by helping the environment, you are also aiding your health.' That's what it sometimes feels like. Like you're giving up one

5.3 The impact of system shocks on participants' appetite for change

Covid-19 and climate change were seen as opportunities to make significant and long-term changes for the benefit of people and planet in the future.

As we have seen Covid-19 in particular had two distinct effects. First, it shone a bright light on the shortcomings of the food system, in particular unacceptable levels of food poverty. Second, it proved the scale of change that is possible when there is enough political will, resource and public support.

Due to the link being made between obesity and vulnerability to Covid-19, the pandemic provided a potent example of the direct consequences of food consumption on health. They saw substantial health inequalities as a result of the price of fast, convenience food, meal deals and ready meals with high fat and salt content, compared to good quality healthy food which participants frequently referenced as unaffordable. As a result of existing inequalities being made more visible by the pandemic, participants were particularly wary of changes to the food system affecting those who had been hardest hit financially by the pandemic – losing their jobs for example (which some participants had experienced).

> **"**Especially with Covid, where they're saying that people who are more obese, they're more at risk of catching it and being seriously ill or dying from it, I think, as we move forward, people will start to watch their weight and trying to eat healthy.**"** London & South East participant, round 2

Many participants felt that the Covid-19 moment is an important opportunity for change. In particular, those who supported urgent action often referenced Covid-19 as an example of this being possible. This made them optimistic about how successful interventions to change the food system could be.

> **"**But hopefully, maybe one of the things about Covid-19 is that people are feeling a bit more like we can make changes. We can just change our minds; just change the things we do. And maybe this is a very badly wrapped gift for the National Food Strategy… You're not going to be going into rooms with people who can sit there with their arms folded, saying, 'Well, we can't do all that.' Well, we just did, you know. We've got the whole nation walking around in face masks.**"** North West participant, round 2

Post-Brexit trade deals were being negotiated during the public dialogue and participants were concerned about this resulting in another shock to the system, in terms of a lowering of standards (of safety, animal welfare, sustainability and health) from products imported from other countries. Many participants stressed the need for government to commit to retaining current UK food standards or risk a devastating effect on UK farmers and producers, and citizens on the lowest incomes.

> Participant: **"**If we have the food coming from America and there's the standards and things, we have certain standards that we're used to at the moment. Well, we don't want those standards to drop, do we? So, our expectation of the food system is for food to be healthy and safe, I suppose it's safe more than anything because you're

eating it, aren't you? And that'll affect your health.

Facilitator: So, we want imports from other countries, for that to be assured that it's held to Britain's food standards?

Participant: Yes, I think the government need to have guidelines of what is acceptable, as in the - I can only think of additives as an example, but like I know one of the big things from America is the chlorinated chicken. Well, we don't want to have chlorine in our chicken, do we?" Yorkshire & the Humber participant, round 2

Aside from these shocks felt at a national level, many participants reflected on personal 'shocks'. These had driven them to make changes in their own shopping, cooking and eating practices, in line with their values including actions taken to support animal welfare, improving their health, or reducing their carbon footprint. For many participants health is a motivating factor in reducing their consumption of meat and dairy. This was sometimes associated with an ill health event (their own, or someone in their family). They discussed how interventions might leverage these moments in people's lives to create wider change.

"Doctors have given me diet sheets to aid in my recovery, primarily because I was overweight. Luckily enough, I'm not overweight now. The focus on a healthy diet, cutting back on red meat, is something I've been doing personally for at least 5 years now and I must say I feel better for it. I've certainly lost weight" London & South East England participant, round 2

5.4 Acceptability of interventions

Participants weighed up a range of factors to determine the acceptability of different interventions to effect the change they felt was needed. In the dialogue, specific interventions to reduce meat and dairy were presented and discussed in round 2 and framed in relation to the 'ladder of intervention'.11 We set these out first before considering the range of other factors participants consider important.

5.4.1 Reducing meat and dairy consumption

Participants had varied opinions on the importance of reducing meat and dairy consumption to generate improvements in health and the environment. Some participants accepted that current levels of meat and dairy consumption must be reduced if we are to meet environmental targets and tackle climate change, with some participants having already taken steps to minimise meat and dairy in their diets (chapter four). A few participants were more sceptical of the information they were presented with (see appendix 3) and disagreed that meat and dairy play a role in environmental damage and harms to health. For them, reassessing the relationship society has with meat and dairy was not an important factor to be addressed through the food system, with reactions to the information ranging from slight apprehension to overall dismissal.

"We won't be reducing our meat and dairy intake. We think it's vital to our way of life and the sustainability of the family, and we are in the food chain and that's how it goes… For me, when the talk is reducing dairy, reducing fats and replacing it with

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11 The ladder of intervention produced by the Nuffield Council on Bioethics frames different interventions in terms of their impact on choice. See more at https://www.nuffieldbioethics.org/publications/public-health

something else, if we have to replace it with something else, then we need it. So, if we need it and we're replacing it, and we've got it, why replace it unless it's running out or unsustainable? There isn't a cow shortage, there isn't an egg shortage… or some people, and I have total respect for them, say it's wrong every time an animal is killed for meat. You could say it's wrong every time vegetables are cut to eat, you know, it's just defining what's got lovely eyes that flicker and one that hasn't, it's still a living thing.**" Yorkshire & Humber participant, round 2

Others struggled with the fundamental concept of veganism and described its framing in society as being too divisive and highly politicized, therefore creating a barrier to uptake of plant-based diets.

"I feel like if you even speak about veganism, people will think you're left-wing. I don't know, there is a relationship between, maybe, a certain class of people and an ideology towards meat and veganism." London & South East participant, round 2

"I think often, if I talk to people about the fact that I'm a vegetarian, if I say sustainability, people absolutely love that, but the second I say, 'I don't really like the way that the meat industry generally is and the actual treatment of animals', people just turn off completely. I'm just wondering where that topic really sits in the discussion of the food system, and whether it really has a place, or it could potentially have a more negative impact on people's engagement with the impacts food has." South West participant, round 2

5.4.2 Which types of policy interventions were deemed acceptable?

Figure 5.1 outlines some of the general factors affecting acceptability of different interventions.

Acceptability for doing right now	Some acceptability	No acceptability
• The problem it is addressing is urgent • AND it is seen as a collective problem e.g. environmental or public health issue • AND the intervention benefits everyone in the same way (although not necessarily to the same degree) • AND the intervention is explicit e.g. a ban on junk food advertising	• The problem it is addressing is urgent • BUT some groups may be affected more than others by the intervention • OR choice is restricted in one context, but still available elsewhere • OR the intervention is hidden e.g. a tax on environmentally unsustainable production	• The intervention causes harms (including stigma) to specific groups • OR choice is restricted in all contexts e.g. an outright ban on red meat

Figure 5.1: Reasons given by participants for the different levels of acceptability of different policy interventions

The least restrictive interventions (in terms of their impact on choice) were generally felt to be completely acceptable. These included information and public awareness campaigns, which were regularly suggested by participants throughout the dialogue. Many felt that information provision wouldn't be sufficiently effective to make the substantial changes they wish to see.

However, most participants felt less restrictive interventions were useful, *but not enough.* Some participants were surprised to learn (through stimulus videos, specialist presentations and Q&A sessions) that less restrictive measures were generally less effective for behaviour change. Many participants felt that the provision of information (on healthy eating, or the impact of different foods on the environment) was not enough by itself to effect real change. Given that we live in a world which is already rich with information, some participants felt that the 'minefield' of extensive choice limits the ability of people to use this information effectively when making decisions.

> **"I'd say the providing information, that's the least invasive. Most people will object to that least, but it'll probably also be less change happening because of it. It's still really necessary and people need that information to make a choice to change their opinion on things."** North West participant, round 2

Linked to this, participants were keenly aware that the food landscape is dominated by highly visible advertising for processed, unhealthy options: on billboards, shop fronts, fly posters through letter boxes, with some areas particularly inundated – making it difficult for health and sustainability messages to cut through. Many participants therefore independently suggested a ban on junk food advertising.

> **"I think we're sold the idea that the consumer choice and consumers have power, but actually we pretty much buy what, the science of social psychology, of influencing people in shops what to buy is very strong, and we basically buy what we're led by the nose to buy a lot of the time. So, [I'd like to see an] end to that kind of advertising really and manipulation."** North West participant, round 2

Despite thinking that information is not enough to achieve change, participants felt that it was still necessary for citizens to understand the need for the restrictions and therefore to mitigate any negative responses to interventions.

> **"I think you fundamentally need to explain, influence people as to why this is the measure to be taken and if people aren't getting a full picture […], then obviously very reasonably so, they're going to think it's unacceptable."** South West participant, round 2

Some participants also expected less restrictive interventions to take a long time to have an effect (e.g. providing information or concentrating on the next generation through education in schools) and therefore felt that more dramatic change and intervention was warranted. This was also the case for interventions which weren't felt to be different enough from the current situation to be effective (e.g. providing vegetarian options).

> **"In terms of restricting [choice], I think there may still be some criticism if we

Banning particular foods outright was not acceptable to participants. A few framed their response to bans in terms of a challenge to their freedom and agency, something they valued as part of a Western democratic society. There was also concern about blanket bans on food types, such as red meat which was discussed explicitly in the dialogue.

There was a clear trend amongst many participants, pre-dating the dialogue, to eat less meat. They were opposed to bans which treated everyone in the same way, despite the existence of different health and nutritional needs, the cultural value of meat in ritual and family life, or parts of the country having varying suitability for different farming systems.

> **Capsule 5**
>
> **Response to blanket bans**
>
> Some people might use planes and fly abroad 50 times a year, 20 times a year, and that's obviously incredibly bad for the environment, then there might be some people that don't do anything else that's damaging to the environment.
>
> It doesn't seem fair. I'm really scared of any blanket decisions on things, I suppose. It scares me, what implications that could have that I've not even thought about. What about people who really thrive on a high-meat diet? How will they manage? Will it be seen as a shameful thing but that's what they are doing just to be healthy?
>
> North West participant, round 2

Many participants felt that banning things would be counterproductive creating a backlash or leading to illegal activities such as a black market. They preferred options they saw as more of a 'gentle push' that created the optimum conditions for change. For example, some participants cited the greater availability, variety and quality of vegetarian and vegan alternatives as effective shifts to guide choice. This attitude was also echoed in many participants' general preference for incentives over disincentives.

> "I would understand why they're [eliminating choice], it comes from a good place, but I think that is too authoritarian, and too far in the other direction. I don't know how to describe it, but that's too far, and there would be riots. It would kick off." Yorkshire & Humber participant, round 2

However, this did sometimes differ by setting. Some participants felt that eliminating choice in settings which people chose to use such as no red meat in work canteens or universities was acceptable.. In contrast, where people had no option but to eat in a particular place - such as a care home – choice restrictions were not supported.

> "It's fine to go to university or college and choose a vegetarian or vegan option meal, but if you're in a care home and maybe not fully in charge of the decisions that are being made at every stage, you have no option to go out and [have a meal] that contains meat. Children could have meat-free meals at school, and that's fine, because when they come home they're going to have a meat meal at home. So, it would

depend on the situation." Yorkshire & Humber participant, round 2

In addition, bans of imported foods were welcomed by many participants because they were not felt to meet the high standards already in place in the UK, because of the production methods they used e.g. chlorine washed chicken.

As discussed in Chapter 4, having agency over food choices allows people to express what is important to them through decisions that are made daily. By way of example, some participants talked about eating seasonally, growing their own vegetables or getting a veg box. Schemes such as veg boxes that only supplied in-season produce felt like a fit with their values rather than a restriction of choices.

> "If I was signed up to a veg box scheme […] I wouldn't feel at all like my choice had been taken away if it's green beans today or […] whatever food type, because that's what's seasonal, and that's what thrived this year. I feel like I wouldn't feel at all slighted, like someone had taken away my choice. So, I feel like that helps local communities." North West participant, round 2

In a similar way, participants were therefore positive about longer-term initiatives in schools or communities which would focus on bringing people closer to food. They felt there was a role for learning through experiences, such as connections between people and food producers, hands-on cookery (classes or self-taught in family settings), or through discussion (including the dialogue process itself).

Most participants were keen to be an active part of the change, and so were wary of interventions where they felt that people were being 'duped', for example, in the context of discussion about substitution in products12. Some even likened substitution to the 2013 horsemeat scandal, saying that people would be getting a different product to what they thought they were buying. However, views were mixed on this issue, with other participants who felt this was a good compromise to reduce the amount of meat eaten whilst not requiring large changes to consumer behaviour.

> "I like what [the presenter] said in her talk about making meals where it's low meat, having a low meat option. Not completely meat free, but she said should this be explicit or implicit. I definitely think it should be explicit, people should know what they're eating" London & South East participant, round 2

Participants felt there was a role for technologies to play in making the change needed in the food system. These included some precision farming technologies, hydroponic systems and polytunnels, with some participants referring to these systems being used extensively across Europe. Views on lab grown meat were varied.13 A significant minority felt it was a positive way to reduce the environmental impact of the meat industry, particularly because they felt it would require less behaviour change from consumers or raising prices. However, a larger

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12 An example was given of packaged mince, with 70% meat and 30% mushroom content
13 In round two (workshop two) participants saw a video in which lab-grown cultured meat was discussed amongst a range of other options and issues around meat and dairy consumption.

proportion of participants who were not reassured about the safety or long-term health effects of eating lab-grown meat, felt squeamish about it, or felt that it would serve to further disconnect people from the origins of the food they ate. These participants felt marketing products as meat alternatives was counterproductive in that it created an association which altered people's expectations of taste and texture, instead of framing the positive characteristics of vegetable-based ingredients on their own terms.

> **"As a meat eater, I can also enjoy a vegetable meal knowing that it doesn't contain meat, because it tastes different, and I still enjoy it."** Yorkshire & Humber participant, round 2

5.5 How trust affects the acceptability of interventions

Participants' level of trust in different actors often influenced the acceptability of different interventions. For example, those with lower levels of trust in national government felt the most restrictive measures were less acceptable. Some participants felt that long-term thinking about changing the food system was at odds with the UK's current fixed-term Parliaments, either because changing governments might have different approaches or because an incumbent government would be reluctant to do anything that could be unpopular with the public, for fear of not being re-elected. As such, they preferred forms of governance they felt to be more independent and less 'temporary' than any given elected government, for example – an independent 'watchdog' or 'national food board'. We found greater levels of mistrust in the political party system in the group in London & the South East and to some extent in Yorkshire & Humber group.

> **"I used to be in favour of a nanny state until this government, because now I'm more up on politics, yes, a nanny state would be good in certain things, but we have to be able to trust our government and what our government is actually doing is actually for us. I don't truly believe that's the case in all governments across the world, including our country."** London & South East participant, round 2

> **"I think I'm not naturally an interventionist, if you like. I'm all for freedom of choice and don't particularly want government telling us what we can and can't do. I suppose that leads to a trust issue. There has to be a huge amount of trust and maybe a de-politicisation of it as well… We need some consistency and trust in some organisation that the information and the choices they're ultimately making for us are ones we can feel safe with."** North West participant, round 2

Some participants instead advocated for a decentralised approach. This was linked to participants sharing their view that communities and local places are better at organising local change in relation to the food system. Indeed, some participants in the North West of England specifically said they would be happy to accept more restrictive measures if they were organised at a local level, rather than from central government. In some cases, this was a reaction to the perception of failed centralised government interventions during the Covid-19 pandemic, including track and trace. Regional or local implementation (through local government or independent 'food boards') was therefore suggested, possibly sitting within the framework of a co-ordinated strategic plan led by central government. In particular, participants felt that local governments should have greater authority when it came to restricting licenses issued to high street fast food outlets. These food outlets are seen to

dominate in some areas, particularly those with higher levels of deprivation, and that was felt to be unacceptable in the food system of the future.

Participants also spoke about a lack of trust in supermarkets or multinational food companies, or the producers in their supply chains, because they felt they were motivated to maximise their profits, even if that meant detrimental effects for health, environment or workers' rights. Unpalatable food practices and supply chain issues were regularly referenced throughout the dialogue, such as the horsemeat scandal, water-injected chicken, and meat 'finished' in the UK and labelled as British. Lack of trust in supermarkets and food companies tended to lead to participants articulating greater trust in the government, and making an argument for greater government regulation to ensure transparency in their supply chains.

5.6 Ensuring social divisions are not exacerbated

It was vital to participants that interventions don't exacerbate social inequalities or pit different groups against each other. Some participants framed their attitude towards change in the food system in terms of balancing individual and collective needs (whether the 'collective' was defined nationally or globally). These participants were concerned that because all parts of the system are connected, a change in one area could produce an effect elsewhere in the system. This meant they felt that careful attention should be paid to who might lose out in any change. For example, the disproportionate negative effect that taxes on food, such as meat or diary, could have on those on low incomes.

> **"**[Putting the price up] may stop people buying things but the reality is if people have money […] and they want it, they will still buy it. So again it creates that two-tier system that if you're on a low income, you can't afford to buy it.**"** East of England participant, round 2

In the case of eating less meat and dairy, participants recognised that forcing people to reduce their intake of meat and dairy is a divisive issue. For some, this meant that more restrictive interventions conflicted with the value they placed on a model of social cohesion, in which individuals accepted each other's choices and did not seek to dictate to each other. For some, this meant that it was important for society to move together towards 'new cultural norms' and common goals which made these changes feel more comfortable, rather than oppositional. In particular, a large number of participants felt that 'vegan' had become a contested word, associated by some with an aggressive advocacy approach they disliked. Although participants did not particularly relate to the concept of meat-eating being a part of their political identity[14], some participants spoke about a need to take politics out of addressing big issues like climate change and public health, seeing partisanship as a barrier to change.

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14 Participants saw a presentation which included some US memes associating voting Trump with meat-eating

> **Capsule 6**
>
> **The moral complexities of veganism**
>
> "I don't personally feel healthy off eating dairy, but I'm aware that plant milks aren't always sustainable. Almond milk is meant to be awful for water consumption, amongst other things. I do worry about how divisive a topic it is and how discussions can get lost in the middle.
>
> Some people will just be militant vegans and any sustainable steps won't be open to discussion because it's an animal product, and I do feel like we need to make steps. Although veganism has benefited a lot of people I know, I know a lot of people can't go there for health reasons. I really don't like how polarising it can be. I think there needs to be space for ethically farmed meat.
>
> Being a mother, I don't like the idea of dairy but I'm aware that's a personal opinion. I do find it hard how it is seen as such a wrong thing. I don't like food choices, ethically, morally, to feel wrong outright, especially when people are having to eat it for their health."
>
> North West participant, round 2

Many participants approached the values of fairness and social cohesion with the knowledge that citizens within a society are not a homogenous group, and that interventions need to be designed in such a way as to be sensitive to these differences such as life situation, health needs, likes and dislikes, or the cultural value and meaning of food. For example, one participant cautioned against forgetting about single person households through a focus on families.

> "Those incentives mentioned low income families, and you feel like single people get really left out of all these changes. It's always families, families, families. There are a lot of single people households these days." North West participant, round 2

5.7 Avoid blanket labelling of food as 'bad'

In addition to diversity in terms of people, participants were also alert to the diversity in the way food is produced. Some participants cautioned against interventions which labelled particular foods (and by association, the people or places involved in their production) as 'good' or 'bad'. They felt this was an oversimplification. Participants made specific points about how different farming models affected the impact of meat and dairy on health, nature and climate (e.g. organic, grass-fed livestock or regenerative agriculture). For a large proportion of participants, this followed an 'everything in moderation' argument, with people more willing to shift *ways* of eating, for example, eating less but better meat.

> "I feel like if we ran things from a smaller scale, more smaller community level, I'd be more inclined to say I don't mind choices being made for me, but I think I just really don't agree that choices could be made by the government that expand all across the

country. If there's a blanket statement of not eating so much meat, but we live in a part of the country where that can be farmed more sustainably, should it maybe be regional?" North West participant, round 2

5.8 Routes to achieving long-term sustainable change

Achieving the change in the food system that they argued for felt overwhelming at times to some participants. A great number of participants responded to this challenge by gravitating towards changes they themselves could make in their everyday lives. However, many equally responded by calling for more systemic change organised and led by government. They wanted to see government create the right conditions in which businesses, producers and individuals could act responsibly and everyone can play their part as consumers, citizens and communities.

"It is great to have a positive action to be able to take when often it is easy to feel helpless in the face of climate." North West participant, round 2 homework task

"I wouldn't want the state to force these decisions on people. I'd want the authorities to facilitate, to make the conditions optimal for me to make these consumption choices." London & South East participant, round 2

Time and again, participants discussed the role of economic power and the effect of profit on the food system, which could work counter to achieving the things they valued, such as fairness, sustainability and health. As such, expecting the scale of change required to come directly from business and free markets was felt to be naïve. Many participants therefore described a clear mandate for government intervention to regulate business, which would create incentives and a level playing field for businesses to operate in a responsible manner.

"I think there's too much, sort of, blaming consumers because they're not eating the right sort of foods and not enough pressure from the government to stop the food producers selling us food that isn't good for us or for the planet. I think the government needs to take a stronger line with the food producers." London & South East England participant, round 2

"We decided that the message for governments should be based on good health and good environmental practice, and it should regulate in an integrated and non-invasive way to make sure that both producers and advertisers act within the parameters that they have decided to regulate with." South West participant, round 2

5.8.1 Implementing a range of interventions

Participants articulated many different ways in which the various actors in the food system could make substantial contributions to the change required and address their expectations for what the food system should deliver. These are shown in the diagram in figure 5.2, the form of which emphasises the desire to turn the food system the right way up.

Central government

Figure 5.2 highlights the point stressed by participants that change will be very hard to achieve if not driven by high-level co-ordination. They called for a **joined-up system of governance** for the food system, to include more formal arrangements for bringing government departments together to plan strategically for food issues on, for example environment, health and social support measures. Some participants suggested this take the form of an independent body or even a 'National Food Strategy' board or department. When it came to social support measures, participants called for Universal Credit to take the price of healthy and sustainable food into account.

Participant one: "There are bits of government doing bits of things here and there, and it's about bringing it all together. I'm just wondering if, going forward, it would be useful to have an organisation to oversee all of this, holding the information, reviewing."

Participant two: "Yes, like a national food strategy board." North West participants, round 2

Global co-ordination was also seen as essential with participants suggested having 'food summits'[15]

Participants called for healthy and sustainable food to become the norm. Using key actions to turn the food system the right way up.

Central government

Participants wanted to see government action to **regulate supermarkets and food businesses/ producers**, but also to incentivise them – and for these measures to be in harmony with each other to achieve healthy and sustainable food. Taxes to hold producers accountable for the effects of their products on health and the environment were relatively widely supported (such as taxing foods with a high carbon footprint or ultra-processed foods – although views were mixed for taxes on red meat). Participants also wanted to see regulation to enforce retailer and supermarket level changes in terms of retail environment and labelling; banning advertisements of fast food; tackling food waste and unsustainable packaging and banning practices that don't adhere to high animal welfare standards.

"I think reducing the tariffs for healthy foods and vegetables and also just, with supermarkets, maybe certain taxation schemes of reducing that on healthy food and maybe certain high-carbon foods, increasing it on some, but I think for there to be actual movement, there needs to be regulations put in place to actually encourage people. At the minute, it's financially, maybe, more incentive to stay as things are." South West participant, round 2

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15 This was not a reference to the UN Food Systems Summit due to take place in November 2021

Businesses &

When it came to **incentives for supermarkets and food business/producers**, participants suggested reduced business rates on healthy food premises, or vegetarian/vegan food premises (similar to the business rate relief for eligible charity shops which receive 80-100% business rate relief).

Farmers & producers

In addition, participants felt there should be a clear transition plan and subsidies **for farmers** to farm in ways which are environmentally sustainable and encourage biodiversity, including helping them to change what they are already doing.

To **incentivise citizens**, participants called for measures including: extending the provision of free school meals (and for these to be healthy and sustainable); subsidising healthy and sustainable foods for those on low incomes; more effective and tailored materials on, for example, obesity to build information incrementally – and even a version of the government's Eat Out to Help Out scheme to encourage people to choose healthy options, or to choose meals without meat and dairy (the scheme had recently taken place throughout August 2020 during the pandemic and was mentioned by separate groups in East of England and in Yorkshire and Humber discussions).

Citizens

Local government

At a regional level, participants called for **greater devolved powers for local government** to tackle food issues, especially on issues such as planning and licensing. Participants wanted planning and regeneration teams to take access to healthy and sustainable food into consideration in licencing premises and in regeneration projects, such as restricting the number of fast food outlets, especially near schools. Participants also called for more facilities or incentives for growing fruit and vegetables.

Some participants felt that a joined-up system of governance for the food system should include regional food boards to implement policies at local and regional levels.

Businesses & supermarkets

Participants called for food businesses and supermarkets to offer incentives on healthy and sustainable products rather than on unhealthy options. They suggested these could take the form of supermarket loyalty card schemes rewarding you for choosing healthy or environmentally friendly options, or 'meal deals' in supermarkets for vegetarian or healthy meals. Some participants also suggested giving tasters of healthy produce or meat-alternatives to counter reluctance to buy something that you or

family members might not like, especially a concern for those on low incomes. Linked to this, participants felt that changes to retail environments were necessary, including re-thinking supermarket aisles, with healthy products put at eye level and more prominently displayed, plus a dedicated 'from your local area' aisle.

Participants repeatedly called for consistent information about products. These included labelling for all food products on their climate impact (e.g. a traffic light system similar to those currently used by some supermarkets to indicate fat, sugar and salt content) and labelling of meat in terms of portion sizes, to reinforce suggested portion sizes (optimised for health and climate) about which participants felt customers had little awareness. Participants pointed out that only the products with high standards were labelled according to their production methods and felt that all products should be labelled with this information, including where products had low ethical or environmental standards.

> **"I was just thinking, you know how you have a stamp saying organic or this or that, perhaps they have to bring a stamp out saying, 'this might not be made the way you want it to be'. Like on cigarettes, a warning, but some kind of legal thing where it's definitely not organic and it's definitely not been made with the best produce and ethics and that kind of thing. Then we'd know then, and we could make the choice."**
> East of England participant, round 2

Participants wanted to see food businesses and supermarkets commit to responsible sourcing through their supply chain, in line with positive impacts for climate, nature, health, animal welfare and the rights of producers in the UK and around the world. In particular, participants called for greater sourcing of local produce to reduce carbon emissions from transport.

Farmers & producers

Participants wanted to see farmers farming for the climate and nature. They suggested ways in which farmers could transition to different farming systems and practices (such as short bursts of grazing for cattle with longer intervals for the grass to recover without grazing, or organic systems) as a way to reduce carbon emissions, improve soil health and biodiversity. Participants wanted to see government support for farmers and producers to enable this transition.

> **"I don't want to see farmers suffer - we need them - so the government needs to provide ways and means for farmers to adapt, reduce and change direction"** North West participant, round 2, online space

Participants saw a role for each of these actors, but they proposed that change requires effort and acceptance from everyone in society, including themselves. More than that, they were concerned that if agency was taken from individuals the change would not be effective. A concern for their own lack of agency, a lack of ability to bring about change and a sense of impotence was very difficult for some of our participants. Beneath it all, there was a strong desire amongst participants for greater agency and understanding of the food system. They felt that changes should allow people to empower themselves and bring them closer to how food is produced, not further away.

"I think decentralisation has to be at the forefront of everything, even the food system. Bring it as close as possible to ordinary people, so that every person has, control and autonomy over their diet and food I guess." London & South East participant, round 2

Some participants articulated their own responsibility in terms of democratic engagement, including lobbying the government for the change they wanted to see in the food system. There was a strong sense across all locations that citizens should be encouraged to play an active not passive role in making significant changes within the food system alongside all other actors in the system.

Participants also suggested community organising and mutual aid. These included taking part in initiatives like community buying co-ops to help to increase food security and access, and reduce carbon emissions, or local learning and sharing initiatives to gain skills and knowledge to connect to the food system, and support others to do the same.

Finally, participants felt they had a responsibility to commit to their own values, buying in line with own values around climate, nature, health, animal welfare and social justice, including the rights of producers around the world – and taking action to reduce household food waste.

"Gosh, I think we're all responsible, aren't we? Everyone in the system. I think it's a lot about pulling together, having some common goals, like for instance looking after the environment or making healthy options available everywhere. I don't know what the common goals, but something along those lines, for instance. And then, everybody in the system signing up to those and doing what they can." North West participant, round 2

5.9 Participants' call to action

It is right to end this chapter on routes to a healthy and sustainable system using the calls to action articulated by participants. These are participants' own words of advice for the National Food Strategy team:

"My message to Henry Dimbleby is whatever iteration of government you take this strategy to, definitely, as much as you can, ensure they have the long-term view of whatever they're doing. Because often the incentive to look so long-term isn't there because they're only elected for a couple of years. Do not give into, 'We don't have the money for this,' because we almost certainly will have it for the long-term investment, it's just whether we prioritise enough to spend it on."
South West participant, round 2

"Good luck and thanks for this opportunity. I hope the strategy affects all groups within the population, and helps future generations to be healthier whilst improving the environment" East of England participant, round 2 – final thought to share with the National Food Strategy

"We all want change so make it happen!"
London & South East participant, round 2 – final thought to share with the National

Food Strategy

North West participant, round 2 – final thought to share with the National Food
Strategy

Figure 5.2: Dialogue participants at workshops in Yorkshire & Humber, the South West, the North West, and London and the South East

6

Concluding remarks

This public dialogue set out to understand participant values and priorities, the kinds of trade-offs they are prepared to accept in order to implement positive changes in the food system. What is clear, whether participants are calling for evolution or revolution, is that participants have a strong desire for permanent transformation.

In calling for change participants are well aware of the complexity of the situation, but they feel that no change is not an option, and that everyone in society: central government, local government, food producers and retailers, third sector organisations, communities, households and individuals must all play an active role.

> "Maybe I'm being far too idealistic, but I think everybody's responsible, including us."
> North West participant, round 2

As with all Sciencewise public dialogue processes, we did not set out with a theory to test, rather a desire for an open and equal exploration of participants views, hopes, concerns and reflections on the current system. The intention was to understand what matters to a broad demographic of dialogue participants when they consider the food system.

The public dialogue has shown that participants are calling for putting the environment first, prioritising healthy foods and an equalisation of access and opportunity throughout the system. They would like to see central government being given the mandate to achieve this. They do not under-estimate the challenge this produces for policy makers against the backdrop of recovery from a global pandemic, and the economic and social shifts this crisis will bring about. But they see it is as essential, even if it requires difficult decisions which may not be accepted by everyone (see figure 6.1).

Even if this means more intervention from government and more challenge to food producers and retailers.

Even if this reduces choice of:
- Diverse brands
- All year round fresh foods
- 24 hour food

Even if a long-term fundamental systemic approach is not welcomed by everyone in society.

Figure 6.1: Actions that may be challenging but would support the change being called for

> "Well, I just think, for me, summing it up is, change is absolutely necessary. It's made me think about what I do personally and try to think about different ways of eating and contributing to a change in society. But overall, the main message for me is that change is absolutely necessary." London & South East participant, round 2

Appendices

Appendix 1

Project Partners

This public dialogue was delivered by a project team comprising the following organisations:

The National Food Strategy team commissioned this public dialogue. It was commissioned as part of a suite of evidence informing the independent review process. The purpose of the independent review, led by Henry Dimbleby, is to set out a diagnosis of the current food system and make a number of policy recommendations, underpinned by detailed evidence, which aim to shift the food system to achieve the aims of the Strategy.

Sciencewise co-funded the public dialogue and provided advice and guidance on its design, delivery and reporting. Sciencewise is an internationally recognised public engagement programme which enables policy makers to develop socially informed policy with a particular emphasis on science and technology. Sciencewise helps to ensure policy is informed by the views and aspirations of the public. The programme is led and funded by UK Research and Innovation (UKRI) with support from BEIS.

Hopkins Van Mil (HVM) was the dialogue delivery contractor for the public dialogue. HVM facilitates engagement so that voices are heard, learning is shared, and understanding achieved. In practice this means finding the process by which people can explore their hopes, fears, challenges and aspirations for the future. HVM's work enables stakeholders, technical specialists, and a diversity of publics to work together as equals to make actionable, better informed, and powerful decisions.

National Food Strategy
Independent Review

sciencewise

UK Research
and Innovation

Creating Connections
Hopkins Van Mil

Appendix 2

Acknowledgements

Public Dialogue Oversight Group members	
Sarah Bradbury	Group Quality Director, Tesco
Sue Davies	Head of Consumer Protection and Food Policy, Which? The Consumer Association
Matthew van Duyvenbode	Director of Strategy & Impact, the Trussell Trust
Luke Halsey	Programme Manager, The Royal Agricultural University
Peter Jackson, Chair	Professor of Geography, Co-Director of the University of Sheffield Institute for Sustainable Food, University of Sheffield
Ian Mace	Head of Public Affairs and Policy, Association of British Foods
Theresa Marteau	Professor of Psychology, Director of the Behaviour and Health Research Unit, Associate Fellow of the Centre for Science and Policy, University of Cambridge
Modi Mwatsama	Senior Science Lead (Food Systems, Nutrition and Health), Wellcome Trust
Toby Park	Principal Advisor, Energy, Environment & Sustainability, the Behavioural Insights Team
Ben Reynolds	Deputy Chief Executive, Sustain
Sanjan Sabherwal	Co-Head of Policy Lab (Acting), Cabinet Office
Paul Smith	Secretary General, Botanic Gardens Conservation International
Justin Varney	Director of Public Health, Birmingham City Council
Rachel Ward	Scientific Policy Director, Institute of Food Science &

	Technology
Laura Wellesley	Senior Research Fellow, Energy, Environment and Resources Programme, Chatham House
Ruth Edge Christine McDowell	Chief Food Chain Adviser, National Farmers Union Food Chain Adviser, National Farmers Union
Jack Watts	Agri-Food Policy Delivery Manager, National Farmers Union
Rachel Ward	Scientific Policy Director, Institute of Food Science and Technology

In addition a number of people allowed us to interview them at the beginning of the programme to shape the design of the public dialogue.

Stakeholder interviewees in Phase 1 of the project	
Julian Baggini	Writer, Philosopher, Journalist; Council Member, Food Ethics Council
Ian Bateman	Professor of Environmental Economics at the Land, Environment, Economics and Policy Institute at the University of Exeter
Judith Batchelar	Director of Sainsbury's Brand at Sainsbury's
Judith Buttriss	Professor and Director General of the British Nutrition Foundation
Tim Benton	Research Director, Emerging Risks; Director, Energy, Environment and Resources Programme, Chatham House; Professor of Population Ecology, University of Leeds
Helen Crawley	Director, First Steps Nutrition Trust
Jyoti Fernandez	Agrecological Smallholder Farmer, Dorset; Campaigns & Policy Co-ordinator, Farm Workers Alliance
Corinna Hawkes	Professor of Food Policy at City, University of London
Andrew Kuyk	Director General, Provision Trade Federation
Jim Moseley	Chief Executive, Red Tractor
Sue Pritchard	Chief Executive, the Food Farming & Countryside Commission
Michael Seals	Farmer and Chair, Animal Health & Welfare Board
Jonathan Valabhji	Professor and National Clinical Director, Diabetes and Obesity, NHS England; Consultant diabetologist at St Mary's Hospital, Imperial College Healthcare NHS Trust
Nick Whelan	Group Chief Executive at Dale Farm

Throughout the dialogue evidence and information was given to participants in carousels, presentations and informal q&a sessions. This range of perspectives, and the opportunity for participants to discuss them, is an essential part of a Sciencewise dialogue. We are very grateful to the specialists listed who gave their time and expertise to the process.

Expert presenters throughout the dialogue		
Name	**Role**	**Organisation**
Henry Dimbleby	Independent Review Lead	National Food Strategy
Dr. Tamsin Cooper	Director	National Food Strategy

Anna Taylor	Chief Independent Adviser	National Food Strategy
Dustin Benton	Chief Analytical Adviser	National Food Strategy
Professor Tom MacMillan	Policy Adviser	National Food Strategy
Dan Crossley	Executive Director	Food Ethics Council
Professor Peter Jackson	Co-Director and Chair of the public dialogue Oversight Group	Institute for Sustainable Food, University of Sheffield
Professor Bob Doherty	Chair in Agrifood and Principal Investigator of IKnowFood.	University of York
Dr. Modi Motswana	Senior Science Lead (Food Systems, Nutrition & Health)	Wellcome Trust
Professor Bhavani Shankar	Professorial Research Fellow in Food and Health	University of Sheffield (previously SOAS)
Professor Steve Cummins	Professor of Population Health & Co-Director, Population Health Innovation Lab (Phi-LAB)	London School of Hygiene and Tropical Medicine
Rachel Ward	Scientific Policy Director,	Institute of Food Science & Technology
Laura Wellesley	Senior Research Fellow, Energy, Environment and Resources Programme	Chatham House
Justin Varney	Director of Public Health	Birmingham City Council
Professor Susan Jebb	Professor of Diet and Population Health	University of Oxford
Lindsay Boswell	Chief Executive	FareShare
Dr. Christian Reynolds	Senior Lecturer	Centre for Food Policy, University of London
Professor Tim Benton	Research Director, Emerging Risks; Director, Energy, Environment and Resources Programme	Chatham House
Sue Davies	Head of Consumer Protection and Food Policy	Which? the Consumer Association
Sarah Mukherjee	Chief Executive	The Institute of Environmental Management and Assessment (IEMA)
Professor Dame Theresa Marteau	Director	Behaviour and Health Research Unit at the University of Cambridge
Denise Bentley	Co-Founder & Chief Executive	First Love Foundation

Helen Browning	Chief Executive	Soil Association
Tara Garnett	Food Climate Research Network Leader	Oxford Martin School, University of Oxford
Simon Billing	Executive Director	Eating Better Alliance
Judith Buttriss	Director General	British Nutrition Foundation
Wilfred Emmanuel-Jones	Farmer, Founder	Black Farmer products
Andrew Kuyk	Director General	Provision Trade Federation
Professor Michael Lee	Head of Sustainable Agriculture Sciences	Rothamsted Research
Professor Mark Post	Professor of Vascular Physiology	Maastricht University
Catherine Tubb	Senior Research Analyst	RethinkX
Jonathan Beecham	Senior Ecosystem Modeller	Centre for Environment, Fisheries and Aquaculture Science
Robin Ireland	Director of Research	Health Equalities Group, University of Glasgow
Caroline Drummond	Chief Executive	LEAF
Professor Jennie Macdairmid	Professor in Sustainable Nutrition and Health	University of Aberdeen
Professor Michael Winter	Professor of Land Economy and Society	University of Exeter
Emma Garnett	Research Fellow in Sustainable Consumption	University of Cambridge
Duncan Williamson	Global Head of Policy and Research	Compassion in World Farming

We also extend grateful thanks to Kate McLarnon, Jaime Taylor and Ed Owles at PostCode Films who worked tirelessly with HVM and the wider project team to produce the public dialogue community voice stimulus films (appendix 3). They also created a brilliant, sensitive and moving public dialogue film available here which is a wonderful companion piece to this report.

Appendix 3

Stimulus materials

A. Film shorts created by PostCode Films

1. An introduction to the dialogue

2. Round 1: Community voice films
The environment and healthy eating
Vegan food
Food affordability
Local food and trade
Post Brexit trade in food
Home cooked food
Healthy eating
Time poor eating

3. Food for thought in the online space during lockdown
Small-scale fishing off the North Norfolk coast
A pre-pandemic food bank
A food bank during lockdown
A market stall in lockdown
Milk production in a pandemic

4. Round 2 films: a range of specialist views
Consumption of meat and dairy
Expectations of the food system
Healthy and sustainable diets

B. Dialogue presentations and stimulus

1. Round 1
Carousels on health, affordability, environment and trade
An introduction to the National Food Strategy
An introduction to the food system

2. Round 2
Workshop 1 expectations of the food system
Workshop 2 introduction
Workshop 2 sustainable diets
Workshop 3 expectations of people within the food system

Appendix 4

Process Plans

Public dialogue round 1: February 2020 face-to-face

The aim of the public dialogue is to engage a diverse and inclusive section of the public, to deliberate on the outcomes and priorities of the National Food Strategy. The findings will inform the ongoing development of the Strategy. The specific objectives (from the business case, on the basis of which UKRI, as the Sciencewise programme's funder, agreed to provide matched funding and support to the project) are as follows:

- To engage a diverse and inclusive group of the public in deliberation on the outcomes of the proposed National Food Strategy.
- To explore and understand participants' priorities and values in their relationship to the food they eat, how it is grown and produced, and the impact it has.
- To explore and understand participants' views on the role of existing and emerging technologies in meeting those priorities.
- To encourage discussion of and to explore the trade-offs and outcomes, and how these might be resolved.
- To use the outputs from the dialogue to inform the next steps in the development of the National Food Strategy.

The outputs from Round 1 are:

- A set of community voice film clips
- A complete set of qualitative data transcripts ready for analysis
- Interim findings

As a result of round 1: citizens will have been engaged in deliberation on the outcomes of the proposed food strategy. Participants' priorities will have been explored and understood, including the role of existing and emerging technologies in meeting these priorities. Participants will have explored the trade-offs within and across the National Food Strategy themes and outcomes, and how these might be resolved. Outputs from the dialogue will inform the prioritisation of outcomes of the National Food Strategy and ongoing engagement with citizens in its development.

By the end of Round 1 participants will have heard the purpose of the National Food Strategy in the context of the food system. They will have explored their food in relation to a global system so that a baseline understanding of their priorities and values is achieved. Dialogue participants will have worked with specialists in the field to consider the health and environment impacts of food together with the implications of food affordability and trade. Participants will have worked with facilitators to create a clear record of their discussions and thinking which will inform the final Round 2 process plan.

Time	Agenda	Process	Expected outcomes
10:00-10:15 (15 mins)	Welcome & introductions	Housekeeping Film to introduce the public dialogue's purpose National food strategy dialogue simplified aim: *To engage people and get their views to feed into the National Food Strategy, including on priorities and values relating to the food we eat, how it is grown and produced, and the impact it has on our health and our planet.* • Dialogue process and timeline • An explanation of what happens to all the points of view gathered during the dialogue process • Ground rules (within the Help Points document) • Introductions to recording • Introductions to Observers/ Specialists in the room • Explain participant pack • Explain small group rationale & Facilitation Team (FT) Facilitator to tell the group about the recorder and non-attribution of comments. We are interested in what you are saying not who says what. Refer to all the ways in which we capture views: • Post-its (for your own words) • Flip sheets • The ideas wall for you to add any thoughts/ ideas/ points that you would like to record out of the small group.	Everyone knows who is in the room and why; what will happen during the day and their role (and importance of that role) in it. Participants understand they are part of a larger process and other dialogue groups are meeting in other parts of the country. Participants are comfortable in the space and with the process. An understanding of how views are recorded, why this is important and how they help us build the record.
10:15-10:20 (10 mins)	Quick vote 1: Food system	Introduce Mentimeter Using ^{www.menti.com} on your smart phone (FT support for those without phone). Put in code on the screen. Test question: 1. Which of these colours do you prefer? Blue/ Yellow/ Green/ I prefer another	Voting system has been tested Voting process is understood & those without smartphones know

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Time	Agenda	Process	Expected outcomes
		colour Food related baseline questions: 2. When I say 'food' what three words come to your mind? 3. How much do think about your food and drink options when making choices for yourself and your family? Scale of 1-5 where 1=not at all to 5=a lot? Throughout the day we'll be playing clips from some of the people we have spoken to around the country in preparation for this public dialogue. Each set of video clips highlights an area of food and drink that we'll be discussing during today.	they are supported. Vote will immediately begin to answer the associations people have with food and its importance.
10:20-10:23 (3 mins)		1. Video clip 1 – Older man, ^{mother and daughter} – waste/ environment. Please now work in small groups – working at tables within the main room. We are going to begin our small group discussions by thinking about how are food gets to our plates. This will take us to 11am when we will hear more about the National Food Strategy and its purpose.	Films are introduced as a transition moment to indicate we are moving from one activity to the next. Participants clear on what they are doing
10:23-10:55 (37 mins) 10:23-10:30 (7 mins) 10:30-10:35 (5 mins) 10:35-10:45 (10 mins)	Warm-up	Welcome to the group. F give reminders on recording. • Go round the table to say your name and say what, if anything, you ate either for breakfast or your evening meal last night. • Facilitator to capture the main foods/ drinks that were eaten this morning/ yesterday evening – it doesn't matter where you ate the food (home/ restaurant etc). • Talk in 2s (4 sub-groups) You have a world map/ UK map in front of you and a pile of sticky dots. Pick two or three of the foods/ drinks from our group	Modelled dialogue way of working Participants will have had an initial opportunity to consider what goes in to their food and the connections within the food system and give initial reflections on it. In thinking about the food story

Time	Agenda	Process	Expected outcomes
10:45-10:55 (10 mins)		sheet of foods. Put a dot saying where in the world you think the food you ate came from. Note on the sheet the foods linked to the dot. You have 5 minutes to place your dots. When all dots in place, Facilitator asks each pair to move on by thinking about the following: Q: What's the story of how the food got to your plate? · You have 10 minutes · Use the blank sheets of paper · Draw/ write/ note down all the things that form the story 　· You can discuss a single food item or a meal e.g. bread or cheese and tomato sandwich 　· A meal at home or out of home (restaurant/café) Think about: 　· where in the world it came from 　· who has been involved in its journey 　· how it was produced/grown 　· What you/ where you ate it did with the food before you ate it Facilitators to draw on any specialists in the room to answer key questions if necessary to unblock discussion. Generally this is a quick exercise without specialist input. Recorder on Facilitator to ask the group to feedback on the food stories they have developed. Collect up the sheets of paper on which people have summarised the things that have happened. Q: To what extent is it important to you where the food you buy/ cook/ and eat comes from and how it was produced?	participants will explore the decisions they make about their food. Initial front of mind issues are surfaced at an early stage in the process. An early focus on both systems and individual level thinking on values, choices and behaviours. Initial consideration of food decisions. Audio clip brings other voices in to the room.

Time	Agenda	Process	Expected outcomes
		Think about: • What, if anything, surprises you when you think about where your food comes from and how it was produced? • Think about the decisions people make every day about the food choices they make Prompts: Why does that surprise you? What decisions are you making there? Facilitator to reassure the group that this is just the beginning of our exploration of these issues. Recorder off Audio clip 1: ^{Bristol taxi driver} – list of things he eats and the problems that creates for him. These are community voice clips to spark your thinking throughout the day.	
10:55-11:10 (15 mins)	Expert witness 2. Introduction to the National Food Strategy	LF to introduce the National Food Strategy speaker: We said at the beginning of today that the public dialogue which you are part of aims: *To engage people and get their views to feed into the National Food Strategy, including on priorities and values relating to the food we eat, how it is grown and produced, and the impact it has on our health and our planet.* We are now going to hear from Henry Dimbleby who will talk about the National Food Strategy – to explain what it is trying to achieve and why/ why now and put our conversations today in context. *To set out what needs to be done – across all departments of government and in society more broadly – to build a robust food system that provides good affordable food to everyone; restores the environment; maintains our countryside; brings good jobs to our communities – rural and urban; and*	Participants understand the National Food Strategy and its purpose

Time	Agenda	Process	Expected outcomes
		stops making us sick.16 Participants encouraged to note down questions they have as they listen in their question development work sheet.	
11:10 – 11:25 (15 mins)	Break		
11:25-11:30 (5 mins)	Film clip 2	Transition from break to question development. As you remember throughout the day we'll be playing clips from some of the people we have spoken to around the country in preparation for this public dialogue. Each set of video clips highlights an area of food and drink that we'll be discussing during today. 2. Cost: Elderly couple, man & younger woman	Understanding that there are lots of different voices involved here – not just the people in the room.
11:30-11:50 (20 mins) 11:32-11:40 (8 mins) 11:40-11:50 (10 mins)	Small group question developm ent (a)	Small group Q&A development, building on the questions they first thought of as they were listening. These questions should be for clarification – to clear up points that weren't understood to ensure discussions can progress. We have 15 minutes to agree on one priority clarification question for our table. Quick sharing of your clarification questions in 2s/3s to capture front of mind questions at this point. Use post-its. Come back together as a whole group. Remember that at this point we are focused on clarification questions – those which help us to understand the purpose of the National Food Strategy rather than questions which are about what might be in the National Food Strategy. Recorder on Q: We now have a list of questions. Which of these do you need clarification on now to help your discussions to continue?	Ensuring Participants are given the space to think about what they've heard and get the information they need for clarity with the support of National Food Strategy Team/ facilitators.

16 Henry Dimbleby, Speech to the Oxford Farming Conference, 8 January 2020

Time	Agenda	Process	Expected outcomes
		Facilitators aim for 1 priority question with a back up to be added if the answers are uncomplicated. Any larger more content or policy questions should be gathered for inclusion on the ideas wall, making it clear that they will be answered separately or later in the day as the discussions unfold. These will include detailed questions on health/ environment. We will gather those not being asked at this point together so that they can be addressed from the 'ideas/ questions/ comments wall' during today. Recorder off	
11:50-12:10 (20 mins)	Clarification Q&A	The whole group 1 clarification question per table Each table to ask their question, once the answer has been given the next table is asked for their question. If the priority question has been asked the group asks their back up question.	It is essential that participants by the end of this session feel they understand the purpose of the National Food Strategy and the context for this public dialogue that they are involved in
12:10-12:12 (2 mins)	Film clip 3	Transition from break to question development. As you remember throughout the day we'll be playing clips from some of the people we have spoken to around the country in preparation for this public dialogue. Each set of video clips highlights an area of food and drink that we'll be discussing during today. 2. Trade: Stall holder, older woman, man	Understanding that there are lots of different voices involved here – not just the people in the room.
12:12-12:22 (10 mins)	Food challenges	We're going to work in our small group for the next 10 minutes. Drawing on what you know and have heard: Q: What are the food challenges that: • You/your family face • The UK faces • The world faces	People have begun to think about food challenges before they have heard evidence from specialists – important in comparing with the National

Time	Agenda	Process	Expected outcomes
		Talk as a whole group. Fast-paced key points challenges. Facilitator to note all the points that come up on a summary sheet. Recorder on Facilitators' note: you can talk about all sorts of challenges here – from those close to home to those further afield. As each challenge is raised: · Why is that a challenge? · Is it a challenge for others in society or just the people you've mentioned? · Would that apply more or less to other people in society? · Thinking about x person that you saw in the film clip earlier – how would they feel about this challenge? Prompts to be used as necessary (don't prompt if people aren't stuck) – for example · Time to cook · Not finding food I like · Not finding food I can afford · Knowing what's healthy and what's not · Finding nutritional food for my family · Our environment/ climate change · Sustainability/ feeding a growing population We now have a list of food challenges which we'll leave up here for all the groups to review later this morning. Recorder off LF to end session by playing the ^{Norfolk Fisheries audio} clip.	Challenges. A baseline understanding of why participants think these are challenges.
12:22-12:32 (10 mins)	Expert witness 1. Broad overview of the food system	LF to introduce the speaker giving a broad overview of the food system and drawing out a perspectives to put what participants now know about the National Food Strategy in to context. Raising the themes which will be used in the carousel sessions in the afternoon.	Areas for consideration are opened up for participants to explore over this day and the next. Gives an

Time	Agenda	Process	Expected outcomes
		Participants encouraged to note down questions they have as they listen in their question development work sheet	understanding of the food system from which useful conclusions can be drawn on individual behaviour and options available.
12:32-12:45 (13 mins)	Small group question developm ent (a)	Small group Q&A development both on clarification and content questions. Expert witnesses/ observers are called by facilitators to tables to provide immediate clarification/ further discussion as necessary. Recorder on Whole group discussion on the questions you noted down as the presentation was being given. Let's take 10 minutes to focus in on the questions which are really important to you, areas that need more explanation or have given rise to key points about our food. Q: We now have a list of questions which we'll run through. Of these, which are a priority for the expert witnesses to address? Facilitators aim for 2 questions per table initially. With back up to be added if the answers are uncomplicated. We will gather those not being asked at this point together so that they can be addressed from the 'ideas/ questions/ comments wall' during today. Recorder off	Ensuring Participants are given the space and time to think about what they've heard and get the information they need for clarity with the support of witnesses/ facilitators. Focusing in on the questions that need an answer for the groups to move forward in their discussions.
12:45-13:10 (25 mins)	Plenary discussio n	Panel of expert witnesses present depending on the location. For Norwich the panel is: · Dan Crossley (System/ Environment) · Modi Mwatsama (Health) · Dustin Benton (Trade)	Clarification is provided as required

Time	Agenda	Process	Expected outcomes
		· Lindsay Boswell (Affordability) Facilitated plenary Q&A using the priority questions LF takes first question from each table. They are answered by those present/ or put on the ideas/ questions wall for further consideration over the rest of the dialogue. LF takes second question from each table. They are answered by those present/ or put on the ideas/ news wall for further consideration.	
13:10 – 13:40 (30 mins)	Break		
13:40-13:45 (5 mins)	Quick vote 2: Challenge priorities	Using www.menti.com on your smart phone (FT support for those without phone). Put in code on the screen. We talked this morning about food challenges, you've now heard more about this from our expert witnesses. The main challenges you mentioned for you/ your family/ your network are listed on the screen: Q: From this list, which are the three most important challenges facing us in your opinion? Quick review of what comes up on the screen.	Framing this in terms of 'challenges' as the National Food Strategy does. Gaining a sense of where people are making choices because of the challenges they face.
13:45-15:05 (80 mins) 13:45-13:50 (5 mins)	Transition National Food Strategy considerations and themes	Get people back to their groups Film clip 4 – Food and health , 4b – Health , 4c - Health , 4d – Health Introduce carousel. 4 areas have been set up around the room. Each of them overlap but we are asking you to focus on one theme for a maximum of 20 minutes noting your key points on a flip chart. After the time has elapsed please move with your group to the next area and discuss that. By 15:05 you will have visited each area.	Key facts with case study examples have been reviewed by participants for 5 key areas. An understanding of the key points relating to each theme has been gained. Key facts/ data/

Time	Agenda	Process	Expected outcomes
		In each carousel area expert witnesses introduce the carousel area and the story presented in it in 2 minutes. Facilitators run the session and will stop the presentation at the 2 minute mark. PP is not used. Speakers remain in the area to answer questions. Facilitators run the session drawing in speakers to answer questions that will block the discussion if they aren't answered. Speakers at not expected to lead a Q&A on what the subject is. Sound is played to move groups on after the allocated time has elapsed. Earlier carousel session requires less time than later ones as there will be less material from previous groups to review. Reminder: These discussions are fast paced and intended to be so. You will spend no longer than 20 minutes in each area, and you will capture your key thoughts. But remember, we will build on and develop these first thoughts when we meet again for our second dialogue day. We are asking you to think about this in two ways: 1. What matters for you/ and or society 2. What are the consequences for society	evidence is at everyone's fingertips. Examples of science and technology developments for each theme are clear. So that from reflections on all of this we can gain insight on: 1. Food behaviours & choices in relation to the theme 2. Considerations of health and environment in the context of all food system issues.
13:50-14:05 (15 mins) 14:05-14:20 (15 mins) 14:20-14:40 (20 mins) 14:40-15:00 (20 mins) 15:00-15:05 (5 mins flexi time to catch up on delays)	Carousel 1 Carousel 2 Carousel 3 Carousel 4	In each carousel participants: 1. Hear from a specialist intended to open up not close down the discussion. (Max 2 mins) 2. Get comfortable with what's under discussion (2 mins) 3. Answer questions (9-20 mins) In each carousel the facilitator creates a summary sheet of their key points. This is for our records. It is not reviewed by the next group coming in to the space. Recorder on	Issues and potentially underpinning values are explored. Trade-offs begin to materialise as people compare one theme with another. Health, environment, affordability and

Time	Agenda	Process	Expected outcomes
		At the first carousel each group visits: Q1: What matters to you/ to society about [C1. health. C2. environment. C3. affordability. C4. trade] *Prompts – to be asked as appropriate:* • To what extent do considerations about [C1. health. C2. environment. C3. what food costs or how accessible it is. C4. where food comes and is traded] come in to your decisions about food? • To what extent do the impacts of the carousel subject come in to the food choices we all make? • For C3 (affordability) only: What are the primary considerations in your mind when you think about everyone having access to sufficient, nutritious food? (e.g. is it cost or is it something else? what does unaffordable mean? Is food too expensive/ salaries too low? For each question – think about you/ your family/ society in the UK and around the world. Why do you think this? Q2: What are the consequences for society of the [C1. health. C2. environment. C3. what food costs or how accessible it is. C4. where food comes and is traded] impacts that are described in this carousel area/ you have heard about from the specialists. *Prompts – to be asked as appropriate:* • What do you think the consequences for society are of these [C1. diet-related. C2. environment. C3. cost/ access. C4. where food comes and how it is traded] impacts for society? • For C4 (trade) only: What do you think the consequences are of importing/ exporting more or less of the food we consume? o How would exporting more/ less	trade will be explored. The complexities will be surfaced leading to an exploration of trade-offs. Understanding what matters to people and how they perceive what matters to them in relation to what matters to other people. An understanding is gained of the inter-relationship between each aspect of the food system – that thinking about change in one area can surface the tensions/ challenges in another area.

Time	Agenda	Process	Expected outcomes
		affect the cost of our food? Recorder off	
15:05 – 15:15 (10 mins)	Break		
@15:15	Affordabil ity/ social aspects of food	^{Feltham Food kitchen} – conversation about cooking healthy affordable food with other women	
15:15-15:40 (25 mins) 15:15-15:30 (15 mins) 15:30-15:40 (10 mins)	Health/ environm ent trade-offs	We've looked at a range of issues now that affect the food system - right now. For the next twenty five minutes let's explore this some more. Q1: Given what we have been discussing what are the competing decisions people/ citizens/ we as a country make about food? e.g. health/ environment/ how food is produced/ what jobs are created/ how people who have less are supported? . Work in 2s/ 3s Pile of pen portraits drawn from the community voices work available on table for group to select to work on: · Were in low paid employment and drawing on Universal Credit - struggling to make ends meet? · Part of a busy working family with little time to think about food? · Live/ work in a very rural environment? · Live/ work in a very urban environment? Scripts on cards on the table Audio available to listen to help people get in to it (the recordings available at lunchtime) Recorder on: Q2: What are the key points that emerge from this discussion about competing decisions?	Participants explore the implications of these issues. Focusing on what decisions expose trade-offs Discussion to be developed in R2 when the group will do 'put yourselves in my shoes' activities. A wrap up session, highlighting the messages that come from this discussion to feed in to R2.

Time	Agenda	Process	Expected outcomes
		Group to draw out with their facilitator up to 3 key points (not to report back, but to make sure we have a clear record of the key points). Facilitator to draw out clear trade-offs in this discussion and summarise them. Recorder off	
15:40-15:45	Quick vote 3: Final vote for day 1	Using www.menti.com on your smart phone (FT support for those without phone). Put in code on the screen. When we are writing our report we would like to think about who we spoke to today. So we'd like to ask you to write one short sentence about yourself. Where you've come from, something about what you do or your family. This is entirely anonymous – it just gives us a picture of you all think about when we right our report. Quick review of what comes up on the screen.	A sense is gained of the journey participants have travelled today. Clear comparisons between the first and last set of priority challenges
15:45-15:50	Homewor k setting	Each participant is given a small notebook. You heard that in our second presentation that there has been a National Food Strategy call for evidence completed in the autumn of 2019 in the presentation this morning. In between now and when we meet again we'd like you to conduct your own mini call for evidence: 1. Collect any press clippings on food/ the food system/ food and the environment/ food and health that you can find and stick them in your book 2. Conduct up to 2 interviews with friends and family and record people's answers in the spaces given to you in the book. You'll be asking: Q1: Thinking as broadly as you can, what things do you think about when you are	Participants are clear that we'll keep in touch between R1 and R2. There is understanding that their call for evidence is important and will provoke discussions at the beginning of R2. The homework will explicitly seek information from participants and their networks on behaviours/ choices/ impacts/

Time	Agenda	Process	Expected outcomes
		deciding what food you buy and cook and why. Q2: How important is where food comes from to you? example: How important is buying British/ buying local to you and why? Q3: How important is the cost of food to you? 3. Add any thoughts or reflections you have between now and when we meet again – could be anything at all about our food, how it is produced, its effects on the environment and/ or health/ what's important to you, your family, your network. It is really important we continue to discuss this in our second workshop – where we'll be discussing what you have collected in your notebooks. We'd like to collect these in when we next meet – so please do work on this and be prepared to give it back when we meet next.	values and trade-offs
15:50-15:55	Evalua-tion	Evaluator to introduce and distribute evaluation task	Participant views fully considered & used to shape this and future dialogues
15:55-16:00	Thanks & close	Final brief reflections – 1 thought from National Food Strategy Team Process to express an interest in joining the National Summit – location/ incentives/ travel + accommodation covered etc	Positive messages on value of input received

Public dialogue round 2: autumn 2020 online

Workshop session 1: Beginning our discussions on assumptions and expectations of the food system. Two hours on Zoom.

Objective:
Understand the expectations the participants have of the food system.

Time	Agenda	Process	Expected outcomes
18:00-18:05 (5 mins)	Welcome & introductions	Warm welcome to the first workshop, setting the tone for the session: LF: Hello and welcome to this first of three online public dialogue sessions which will take us to the conclusion of the public dialogue. They replace our round 2 workshops that were scheduled in pre-Covid times for April and May of this year. In a moment we will look at what to expect for the next week, but first, let's introduce the team who'll be with you: We'll use the 'pass the baton' approach: • Our name, our organisation and why we are here tonight. • Then pass the baton to the next person to introduce themselves. You'll get a chance to introduce yourself when we go into our small groups	Everyone knows the facilitation team and specialists in the room and why; and their roles and responsibilities in the time we are together.
18:05-18:15 (10 mins)	Process, Agenda & points to help the discussion	Explain the overall process for moving the round 2 section of the National Food Strategy public dialogue to online workshops and reflection tasks, agenda for this evening and points to help our discussions run smoothly. LF shows PP slides that have been sent in advance to participants, setting out the overall process: key topics for each workshop and timings and reflection tasks, this evening's agenda followed by: Guidance for online workshops: • Keep your video on unless your internet connection becomes unstable • Keep yourself on 'mute' unless you are speaking • Use the chat to make a comment you can't say out loud for whatever reason	Understand what is happening when and what's expected when taking part in our series of zoom workshops and in homework space on Recollective

Time	Agenda	Process	Expected outcomes
		• But for preference raise your hand or use the 'raise your hand' button in 'participants' to register that you want speak • We'll be going in to break out rooms -we've set these up so you don't need to do anything – just let it happen. • If we lose connection to you at any point in the session the RS will call you to see if we can help bring you back in again • Don't use the 'print screen' function. We'll share any materials with you. • Note on confidentiality. We will be recording at points during this session for our own notes. We are interested in what you say not who said what so comments won't be linked back to your name in any of our reports **Points to help us work well together:** • Respect each other's views and experience – even if different from your own • Return from breaks on time • Ask questions (using the chat function if that's easier) if something is unclear, needs more explaining • Remember there are no silly or stupid comments or questions, we are delighted to continue Council deliberations in the online space and are here to hear your views • Don't zoom and drive! • Recording – for our own notes, comments won't be attributed to any named individuals in our reports.	
18:15-18:20 (5 mins)	Getting back in to food and drink thinking votes	Log into www.menti.com and input code at the top of the screen. RS will enter information for those who can't access menti (communicated via Chat) Vote visual up on the screen. **Q1: When I say food and drink what are the first thoughts that come to your mind this evening?** You can add up to three words. Word cloud will appear. Review with the group **Q2: What one type of food could you not do without?** You can add one word. Word cloud will appear. Review with the group	Getting people back in to the space

Time	Agenda	Process	Expected outcomes
		Vote visual up on the screen. Review with the group	
18:20-18:22 (2 mins)	Reminder of R1 discussions on expectations and responsibilities	LF very brief summary of where in round 1 and in the online space participants gave their thoughts on: Roles and responsibilities Shared expectations/ assumptions about the food system	Understanding that this session and thinking is building on round 1 discussions.
18:22-18:30 (8 mins)	Contextual multi-specialist film.	Peter Jackson, Tim Benton, Sue Davies, Sarah Mukherjee, Denise Bentley, Roger Whiteside. https://www.dropbox.com/s/2ywcmvwzme5z9qa/Session%201%20-%20expectations.mp4?dl=0 · An intro showing why we are interested in what citizens say · Ideas on what participants could be interested in exploring in relation to roles/ responsibilities/ expectations · Some examples of expectations thinking · Highlighting any contentious areas to provoke discussion · An indication of how the interviewees think our expectations around food could/ should change as a result of pandemic and climate change. Questions & comments collected on the chat	Demonstrating how important discussions are and highlighting/ provoking areas of thought and discussion for participants to challenge/ react to.
18:30	Move to small groups		
18:30-19:05 (30 mins) 18:35-18:40 (5 mins)	Current roles and expectations	**Recorder on** Just as you saw at the beginning, let's use the pass the baton approach to remind ourselves of who we met way back in February in Norwich. Let's *briefly*: • Say our names • Say one thing that you were surprised about when shopping in lockdown. F: to go first to show how this should be done and model brevity (under 1 min each). You heard in the film about what some of our specialists have said about what our expectations of the food system might be in the future. We'd like you to focus your discussions on pre-Covid and current expectations. We'll discuss the future in more depth in	Getting a feel for how many organisations/ individuals are involved so that we can draw out what is expected of by and of different parties. Teasing out what is expected of government, food

Time	Agenda	Process	Expected outcomes
18:40-18:45 (5 mins) 18:45-19:10 (25 mins)		our third online workshop a week today. Fs to show two slides · The food system – a reminder of where we started in round 1 · Examples of outcomes – we're going to discuss yours now These are in your packs so that you can refer to them as you need to in the discussions we'll now have here. **Q1: What things do we expect to be achieved from the food system as a whole?** Prompts: · What needs to be achieved through the food system? · What do we expect the system to take care of? · What is up to us? · Think about this in terms of food and health · Think about this in terms of food and climate · Think about this in terms of food and nature **Recorder off**	businesses and other relevant groupings – making sure we as individuals/ our families and communities are included in the equation.
19:10 – 19:20	Break		
19:20-19:55 (35 mins) 19:20-19:25 (5 mins)	People in the system	Fs: People in the food system have different roles. And they are likely to have multiple roles e.g. people who produce and manufacture food also buy and eat food. In the next 35 minutes we'll be exploring the expectations we have of our food system who is doing what and why, and why we have them. Here's a reminder slide – you saw this in Round 1, and its in your packs. It shows some of the people in the system. **Recorder on** Next let's unpack those expectations – who is responsible within the system. Let's discuss these as a group and list everything on our notes pages. Share your thinking. **Q1: Have we covered everyone who has a an important role in the food system in your view?** Add people/ organisations that have been missed/ may seem more relevant to participants. The reason we have expectations of these people and organisations, including ourselves, is that we want	Understanding of participants' expectations in relation to what they expect these actors to achieve.

Time	Agenda	Process	Expected outcomes
19:25-19:50 (25 mins)		something to be achieved, we want an outcome. **Q2: What do we expect of these people/ organisations/ relationships when it comes to food?** *Note for Fs: Be led by expectation/goal and follow the trail.* Let's go through our list and work this out, I'll make notes as we discuss. Prompts: · Who has responsibility for which outcomes? · Why do you expect this? · What outcomes would be achieved by meeting this expectation? · If we expect this of *this group of people* what does it mean for what we expect for *this group of people?*	
19:50-19:55 (5 mins)		**Q3: Are some expectations easier to achieve than others?** · Are the expectations we are listing here realistic in your view? · To what extent will everyone agree on what's realistic or not? · What assumptions are we making about the roles these people/ we play? · Specific prompts for specific roles: e.g. local authorities role in licensing chicken shops/ ensuring our school meals are healthy. Farmer role in food standards/ quality. Our roles as consumers/ tax payers/ family decision makers etc. Create summary of three points together so we can understand/ share what the most important expectations are across all groups on Recollective. Recorder off.	
19:55-20:00 (5 mins)	Menti.com Introducing online space for individual thinking time	**Q: To what extent is it important that our expectations of people in the food system are met?** Not at all important to very important. As well as discussing the food system together in our zoom sessions, we've created a space that only you and this team have access too. For some of you this will be familiar it's the online space we used in	Know what's expected of reflection tasks

Time	Agenda	Process	Expected outcomes
	between activities	lockdown. It's the space where you can view extra material that we aren't showing in the workshops, go back and view the videos we've shown and some other short activities. New tasks after each workshop – take no longer than 20 minutes. Talk through home page & activities area (not in detail). This time we'd like you to focus in on two aspects of food production, meat and dairy. We'll be discussing what you've done in the online space when we next meet on Sunday 11th October. Thank you for taking part this evening. We will be on Zoom for a few more minutes if you have any questions about these workshops.	
20:00	Close	Reminder to come back on Sunday 11th October at 9.45am. We look forward to seeing you then.	
20:00-20:05 (5 mins)		Time for participants to ask any follow up questions about the process or the evening.	Allows participants space to raise any points before they sign off. (equivalent to 'clearing the table chats')

Workshop session 2: The transition to sustainable diets – focusing on meat and dairy. Two hours on Zoom.

Objectives - to understand participants' thoughts on the transition to more sustainable diets:
a) What people think about the premise of eating less meat and dairy
b) Reasons for participants' approach to eating less meat and dairy

Time	Agenda	Process	Expected outcomes
10:00-10:05 (5 mins)	Welcome & introductions	Warm welcome to our second workshop, setting the tone for the session: LF: Hello and welcome to this second of three online public dialogue sessions which will take us to the conclusion of the public dialogue. They replace our round 2 workshops that were scheduled in pre-Covid times for April and May of this year. Let's re-introduce the team, including speakers who'll be with us today: We'll use the 'pass the baton' approach: • Our name, our organisation and why we are here tonight. • Then pass the baton to the next person to introduce themselves.	Everyone knows the team & speakers in the room and why; and their roles and responsibilities in the time we are together.
10:05-10:10 (5 mins)	Process, Agenda & points to help the discussion	LF briefly shows PP slides that have been sent in advance to participants, setting out the overall process: key topics for each workshop and timings and reflection tasks, this evening's agenda followed by guidance for online workshops. Reminders of the points to help us work well together: • Respect each other's views and experience • Return from breaks on time • Ask questions (using the chat function if that's easier) if something is unclear, needs more explaining • Remember there are no silly or stupid comments or questions, we are delighted to continue deliberations in the online space and are here to hear your views • Don't zoom and drive! • Recording – for our own notes, comments won't be attributed to any named individuals in our reports.	Understand what is happening when and what's expected when taking part in our series of zoom workshops and in homework space

Time	Agenda	Process	Expected outcomes
		Log into www.menti.com and input code at the top of the screen. RS will enter information for those who can't access menti (communicated via Chat) Vote visual up on the screen. Q1: When I say meat and dairy what three words come to your mind? You can add up to three words. Word cloud will appear. Review with the group.	on Recollecti ve
10:10	Move to small groups		
10:10-10:20 (10 mins)		We've mentioned before that consuming less meat and dairy is an important consideration. Let's discuss this now. Recorder on Q: What would eating less meat mean for you/your family Prompts: · What would it mean for society and your fellow citizens? · What would it mean for the world around us? · Why? Facilitator to take visible notes on PP. Recorder off	Unpromot ed thoughts on the premise of eating less meat and dairy
10:20	Move back to plenary		
10:20-10:22 (2 mins)	Our focus in on meat and dairy	LF explains our focus for this evening and the session objective:. The National Food Strategy will be considering a variety of challenges to different types of diets however for this session we will be focusing on meat and dairy. Source for this is the National Diet and Nutrition Survey 2017. Worth flagging that 'saturated fat' in this chart is largely red meat and dairy. Why are we focusing on meat and dairy? • It is a very hard topic and we want to know what you think • It is personal and so people in society should be engaged in the discussion • If we want healthy diets, abundant nature and a sustainable climate, meat and dairy has the greatest impact	Getting people focused on the subject of meat and that there are different choices that can be made

Time	Agenda	Process	Expected outcomes
		Is to understand: a) What you think about the idea of eating less meat and dairy b) Reasons for approaches to eating less meat and dairy c) What you think are acceptable ways to reduce consumption of meat and dairy	
10:22-10:30 (8 mins)	An introduction to our discussions today (1)	Introduce 1) The film https://www.dropbox.com/s/kv050ruuq9sfqm4/Session%202%20-%20sustainable%20diets.mp4?dl=0 A range of opinions and perspectives on sustainable diets: meat and dairy Please use the Chat to note down any immediate thoughts you have on what you are hearing. Note down in your packs anything that wasn't clear or was a complete surprise to you, or you want to comment on. We'll pick these points up in our small group discussion.	Understanding of the evidence and opinion for why consuming less meat and dairy is the premise.
10:30	Move to back to small groups		
10:30-10:45 (15 mins) 10:30-10:32 (2 mins) 10:32-10:45 (13 mins)	Reflecting on the film about sustainable diets with a focus on meat/ dairy.	Recorder on. Take 2 minutes to write one thing in the chat that struck you about what was said in the film Q: What questions/ comments/ reflections do you have on what was said in the film? Group reflections on the questions we have, including immediate responses by the specialists distributed across the small groups. Norwich Speakers Modi Mwatsama, Senior Science Lead (Food Systems, Nutrition and Health), Wellcome Trust Emma Garnett, researching which interventions work to reduce the environmental impact of diet, Cambridge University Tim Benton, Research Director, Emerging Risks; Director, Energy, Environment and Resources Programme, Chatham House Duncan Williamson, Compassion in World Farming, Eating Better Alliance.	Beginning to understand participants responses with some prompt material

Time	Agenda	Process	Expected outcomes
		Recorder off	
10:45-10:55 (10 mins)	An introduction to our discussions today (2)	LF introduce 2) The presentation Fact slides: Health, Nature, Climate Opinion slides: aesthetics, rural culture, politics and identity, flavour etc. Please use the Chat and the notes spaces in your packs to note down any immediate thoughts you have on what you are hearing. We'll pick these points up after the break.	Understanding of the evidence and opinion for why consuming less meat and dairy is the premise.
10:55 – 11:05 (10 mins)	Break		
11:05-11:20 (15 mins)	Deliberation space	Chat comments grouped and space for reflections to them from the specialists on what has been said.	Hearing participants views in the context of the presentations
11:20	Move to small groups		
11:20-11:55 (35 mins) 11:20-11:35 (15 mins)	Eating less meat and dairy: our reflections	Recorder on Reminder: you can go back to these slides on recollective. Given what we've heard about the evidence and opinion around eating less meat and dairy. Q: Which factors from the evidence presented do you feel are significant in relation to reducing meat and dairy consumption? Focus on health/ climate/ nature Prompts – why? · Why this? · What's important about that for you? · What's important for society as a whole about that? · Encourage concrete examples	Gaining an understanding of participants' approach to eating less meat and dairy

Time	Agenda	Process	Expected outcomes
11:35-11:50 (15 mins) 11:50-11:55 (5 mins)		• What doesn't resonate with you? Why? Q: Which factors from the selection of opinions presented do you feel are significant in terms of reducing meat and dairy consumption? Focus on aesthetics/ rural culture/ social cultures/ political identity/ flavour/ welfare Prompts – why? • To what extent do you think about/ think it matters that the way our landscape could look will change with change in diets? • To what extent is meat/ dairy part of our political identity? Why/ Why not? • Are there other factors that are significant for you about meat and dairy consumption? • Why this? • Encourage concrete examples • What doesn't resonate with you? Why? Let's review the note taking slides we have produced. What three key points have we made this evening which tie in with our expectations of the food system. Fs to use visible note taking. Recorder off	
11:55-12:00 (5 mins)	Reflective task	Q: 3 words about meat and dairy given these conversations. Before we meet for our final workshop on Tuesday evening please go to the online space. We'd like you to do 3 things: 1) Complete the evaluation questions 2) Watch an animation and review the aims of the National Food Strategy 2) To prepare for session 3 watch and comment on a short film about interventions in the food system. https://www.dropbox.com/s/yibj2iz151g65e5/Interventions%20for%20homework.mp4?dl=0 Thank you for taking part this evening. We will be on Zoom for a few more minutes if you have any	Know what's expected of reflection tasks

Time	Agenda	Process	Expected outcomes
		questions about these workshops.	
12:00	Close	Reminder that it's essential to come back on Tuesday 13th October. Session from 6-8.30 – join promptly at 5:45, we'll conclude our deliberations then.	
12:00-12:05 (5 mins)		Time for participants to ask any follow up questions about the process or the evening.	Clearing the table chats.

Workshop session 3: Concluding our discussions expectations of the food system. 2.5 hours on Zoom.

Objective:
To understand how participants' expectations of the food system and the people within it should change

Time	Agenda	Process	Expected outcomes
18:00-18:05 (5 mins)	Welcome & introductions	LF: Hello and welcome to our final online public dialogue session. By the end of this evening we will have concluded our public dialogue discussions informing the National Food Strategy for Norwich. Reminders of the points to help our discussion including zoom processes and recording. Also in your packs. Clear reminders of where we are in the process and what we expect to achieve by the end of this session.	Everyone knows the facilitation team and specialists in the room and why; and their roles and responsibilities in the time we are together.
18:05-18:10 (5 mins)	Sharing what we've discussed so far	HVM presentation on where we've got so far in our deliberations, including summarising from workshop 1 and 2 from this location.	Shared understanding of where we are
18:10-18:20	Ladder of intervention	NFS introduces a presentation and explains why we are showing it now. This gives examples of some interventions that could change the extent to which society accepts a reduction in meat and dairy in diets.	Understanding that there are a range of options which might be more or less acceptable.
18:20	Move to small groups		
18:20-19:00 (40 mins) 18:20-18:30 (10 mins)	Acceptable ways to reduce consumption of meat and dairy	Recorder on Thinking over the next 5 to 10 years and the need to reduce consumption of meat and dairy for the benefit of health, nature and climate. Let's think through some of the options on the ladder of intervention: Q1: What is more acceptable to you of these options? Why?	

Time	Agenda	Process	Expected outcomes
18:30-18:50 (20 mins) 18:50-19:00 (10 mins)		Q1: What is less acceptable to you of these options? Why? What about doing nothing? Q3: What do you think we should be doing as a society to reduce our consumption of meat and dairy? Prompts: · How would you feel if retailers didn't sell meat at all/ on specific days? Same question for dairy · How would you feel if you could only access meat and dairy through specific shops? Or if the products were hidden like cigarettes? · How would you feel if the government banned red meat outright? · How would you feel if schools, hospitals, state care homes etc didn't serve meat? · How should we do this? · What interventions are helpful? · What interventions do not help? · What help/ support would people in society need to do this? · Who should be providing help/ support? Q: Are there other ways through the food and drink lens that we should be tacking the challenges of health and climate? Recorder off.	
19:00 – 19:10	Break		
19:10	Come back to the main room to move immediately to small groups		
19:10-20:20 (70 mins) 19:10-19:25 (15	Future roles and expectations: realistic expectations in to the future	In this next section we want to conclude our discussions about expectations of and responsibilities for the food system. Recorder on You watched videos in your homework (NFS animation/ interventions film) Q1. What issues do you think are going to shape the food system – what and how we eat, where it comes from – over the next 10 years? [NFS expectations pre-watch as prompt]	Giving people a final chance to review their list of participants in the food system so that we can draw out what is expected of by and of

Time	Agenda	Process	Expected outcomes
mins)			different parties.
		Prompts:	
		· How big an issue will health and obesity be? Why?	Teasing out what is expected of government, food businesses and other relevant groupings – making sure we as individuals/ our families and communities are included in the equation.
		· You mentioned climate change. Is that more about adapting to a changing climate or trying to slow climate change?	
		· To what extent will Brexit affect anything?	
		· What about future pandemics? What affect could they have on our food system?	
19:25-19:35 (10 mins)		· To what extent do you think there will be new technologies in relation to food that will change things?	
		Let's think how these issues and trends change our expectations of the system.	
		Q2: What do we expect of our food system in future?	
19:35-19:45 (10 mins)		This about what you think *should* happen, not predicting what you think *will* happen. [here they comment on and revise the expectations they came up with is workshop 1]	Teasing out what participants expect
19:45-20:00 (15 mins)		**Q3: Who should be responsible – who do you mainly expect that of?** [again quick rerun of the comparable discussion in session 1]	
		Q4: What will you accept in return? What's expected of you? (the quid pro quo)?	
		Prompts:	
		· Would you accept less choice?	
		· Would you accept higher prices? What would that mean for people on low incomes?	
		· What about people's jobs/the economy overall?	
		· What's expected of us as individuals – what we eat, how we feed our families? Is any of this on us?	
20:00-20:20 (20 mins)		**Q5: Stepping back from the detail, what are your three main messages for the future of food and who are they for?** Why? Facilitators to challenge if these messages feel	

Time	Agenda	Process	Expected outcomes
		like they are falling in to universal truths/ cliches or group think. Volunteers prepared to share these with the whole group. Recorder off	
20:20-20:25 (5 mins)	Group sharing their findings	Each group has 1 minute to share their findings – up to three key messages they have for the future of food.	Understanding of the main messages
20:25-20:30 (5 mins)	Next steps	www.menti.com Q: One thought you would like to share with Henry Dimbleby and the National Food Strategy Team. Final evaluation questions will be up on Recollective – its important you complete them to receive your incentive. Final summary of what will happen next: reporting/ next steps – one collaborative workshop invitation. Next steps for the National Food Strategy	Understanding of next steps and how to be involved in the collaborative workshop.
20:30	Close	Thanks so much for being part of this public dialogue over all these months. This is how your voice will be heard within the National Food Strategy.	Clarity that what has been discussed is important and valuable to the National Food Strategy

Appendix 5

Round 1 quotation book

This quotation book provides gives indicative quotations from the transcripts of workshops grouped around the themes used for analysis. The quote book has:

- Informed the design for the round 2 public dialogue
- Shaped the discussion areas for the closed online space being used until round 2 can be convened
- Indicated areas to be covered in the final report due for delivery on the completion of all round 2 activities and the National Summit.

1. Food system challenges

1.1 Health

Key points	Quotes
Health is a priority	I think we all agree that our health is more important than any of the other things would be.
Health is important but it is all about balance	Having chocolate can be as bad as you want to be, just don't live on chocolate. It's the 80% to 90% of your food that isn't your treat that matters, it's not the 10% of treats.
Different diets require different amounts of consideration and preparation to be healthy	Well I'm vegetarian so I spend a lot of time making sure I get the right protein and amino acids I'm diabetic type 2 and I used to be able to eat lots and lots of carbohydrates. So, I'm really a vegan plant-based diet because if I eat too many carbohydrates I go to sleep.
Our increasingly sedentary lifestyles can compound health problems	We are a lot more inactive now, we drive to the gym. What's that about? Walk!
Getting healthier is becoming a greater consideration by many but perhaps more concerned with exercise than food?	I think recently, there's been a big surge of people wanting to get healthy by going to the gym and there's a lot of adverts for riding bikes and gym equipment… So, I think people are starting to think more about it. Maybe not food as much, but exercise.

1.1.1 Messaging and labelling

Key points	Quotes
There are too many inconsistent and unclear messages	What concerns me is the mixed health messages. My issue is that, when we are told that these things are bad for us, the information presented is not necessarily easy to digest.
Mixed messages have left the public with a lack of trust	Well, you would expect to be able to trust government information, but then, when you have different information from different governments around the world, how do you know which one is right?
There is too much advertising of junk food	Advertising definitely does come into play with it. You can get a family sized chocolate bar now for less than

	small chocolate bar, so you're going to go for the more unhealthy option.
Call for more advertising of healthier food	I think there needs to be more advertisement on better food.
Unhealthy food is too accessible in supermarkets	Chocolate and processed stuff you'll see first. You have to dig deeper into the shop to find what's better for you.
The traffic light labelling system is useful but there needs to be more clarity	We have the nutrition traffic lights. They campaigned for a long time to put them on food. People don't know how to read them.
Call for labelling of health risks on food similar to those on cigarettes and alcohol	With the packaging information, on alcohol, you get so many units a week. If you could clearly look at something, like McDonald's, you have it, calorie contents. You know how many times a week you're going to eat it or how much saturated fat goes into it, you have a clear guideline.

1.1.2 Social/ cultural aspect of food

Key points	Quotes
Food can be a way to improve social bonds	I think there's a thing about food being a really good bonding for people of different communities and backgrounds.
People make food choices based on cultural or religious needs	She may have cultural needs of the food that she needs to eat, but no ability, because of her situation, to meet those needs versus what's available at the food bank.
Taking time to eat and cook together can improve physical and mental health	They care about eating together and taking the time to make that food. We've started something in our street where each of us cooks a night for everybody. It's just beginning to get together. As I was saying earlier, we've become so isolated now, so maybe it's about bringing community back.
People are no longer spending time at the dinner table which may have an impact on them socially	One of the things I've noticed working in schools is a lot of children don't know how to use a knife and fork. And I think that has an impact on you socially. I'm at home with my two boys. We all go off in different places now and eat our food. It's not like when we were growing up.

1.1.3 Mental health

Key points	Quote
Food is often used to comfort	When you're feeling rubbish, you go to the worst things like takeaways, ice cream, and chocolate. I think we should consider why people are eating those unhealthy things, and it's not simply about because they're there, because they're cheap. I think there is also a rise in mental health problems, and depression and so on, and people feeling hopeless and worthless, and so they eat those things to feel better.
Being unable to afford food can affect your mental health	Yes, you feel quite crappy. Your kid is walking around going can I get this, can I get that and you're going no, sorry, I've only got enough for dinner tonight… That can lead onto depression and all sorts.
The mental health impacts of eating unhealthily are cyclic	I suppose if you're obese, and you're not as physically able as you were because you've put on weight, then that affects your lifestyle and you exercise less but you eat more because you're depressed. But you can't get out.
Call for better understanding of food issues on mental health	better understanding of the effect of mental health and how it can affect people eating in different ways, obviously not just undereating but also overeating, and the services associated with that and having better funding for mental health.

1.1.4 Obesity

Key points	Quote
Britain is facing an obesity crisis	it feels to me it's a national crisis. Obesity is a killer and it's causing every taxpayer a fortune.
Portion size is a problem	With the portion sizes, if I was having that as a portion size and I thought, 'I'll give this to my kids as well,' you're getting them ready to eat those portion sizes. Sometimes, I over-serve on my kids' plates because I want them to not go hungry. I am building their digestive system up to eat that amount if it's there.
Not everyone has the same reaction to food	I have a son who is half-Jamaican, and I have a daughter who is half-Congolese, and they eat the same amount of

	food, and she is so much bigger than him, because her body reacts so different to the food she eats to his body.
Are we coming to accept obesity as normal?	I've worked in the NHS for 3 years now, what I've found quite shocking was that we're now actually providing bariatric equipment, specialised wheelchairs, ambulances and its almost like as a society we now accept we have to have obesity

1.1.5 Cost to NHS

Key points	Quote
Unhealthy diets put a strain on the NHS with the cost directed back to the public	If you're eating 20 bags of crisps a week, there's a likelihood you'll use the NHS more than a person who is eating a more balanced diet. The point is, it's like the polluter pays, we're now saying the user pays.
Debate over whether the NHS should be helping people suffering from diet related illnesses	Maybe the NHS shouldn't be helping these people. Sorry, but that's their choice to put themselves there. It's not a good idea to have a free NHS service. If you have bad food choices and food choices have a big knock-on effect, diabetes, obesity. You can understand why the NHS is keen to get involved. The cost of sorting out is far greater. If people had to pay for the consequence of what they eat, they'd worry.
Recognition that there is a cost to other publicly funded services	It's not just the NHS, it's social care as well.

1.1.6 Intolerance

Key points	Quote
Eating healthily when you have a food intolerance can be challenging	if you have allergies or if you have IBS like the taxi driver, actually eating healthily might be more difficult for you.
Health concerns when eating out that things are prepared correctly	My granddaughter is celiac, she has a gluten intolerance and going into a cafe, they may serve you gluten-free food but is it done in the right way? Has it been contaminated with any gluten?
Avoiding certain foods can be expensive	I used to have irritable bowel syndrome, before I had the children, and I had to look for foods that were gluten-

	free. They're very expensive. In the end, I thought, 'I can't. I'll just have to be poorly.'
People with intolerances have to think more about their food choices	people with intolerances would have to think a lot more about food choices than someone who doesn't have any dietary requirements.

1.1.7 Impacts of poor diet

Key points	Quote
Impact of sugar on dental health	The number of children you see, under the age of 5, who have had teeth removed because of tooth decay, because of the amount of sugar in their diet,
Unhealthy choices can be cyclic	You're more likely to have something fatty and greasy when you're hungover or drunk.
Too much of one food type – even if it's deemed healthy – can be a bad thing	The whole 5 a day thing, with people trying to be healthy and that, sometimes you can overdo it. If you eat too much fruit, it can also have negative consequences.
Onset of non-communicable diseases from poor diet choices	Sugar is highly addictive, and if you eat too much salt, high blood pressure, that's a… to a heart attack or a stroke. Diabetes type two can be managed by diet and exercise.

1.1.8 Pesticides and chemicals

Key points	Quote
Health concerns over contaminants	Even with fish, there's a lot less of it, and what we're eating's got far more metals that it contains in there, so that'll lead to other healthy issues.

They spray it with pesticides to stop pests eating the crops. I think that's poisoning the veg. There's research done about it that says it can make you infertile. |
| Debate over the use of antibiotics in livestock | Two thirds of the world's use of antibiotics is used in animals. That's what's creating the resistant bacteria, and that's when you get the MRSA, VRA.

However, when you go the other way, if you don't use antibiotics animals die and people starve. There are two sides to it. You could blame population growth for the problem. |

Concern over the use of alternatives to sugar and the long-term health impacts	It's okay the government saying, oh people are fat, and we need to lose weight so let's take sugar out of everything and have everything sugar free, but then they're substituting it with something that's a lot worse for us in terms of our health?

1.1.9 Schools

Key points	Quote
Not enough healthy options in schools	Being a parent, I know that from my son's friends and himself that they do not like school meals, most of them. The only healthy choices are sometimes an apple or a bit of salad. There's not enough choice for vegetarians, which he is, or any other type.
Parents feel they have little control over what their children eat in school	The ability to get my son to eat at school is impossible. I know exactly what he's eating because the app tells me, but I have no control over that. I spend around £10 to £15 a week on toast and chips.
Some schools are making efforts to increase healthy eating	They're also encouraging that healthy eating and people go into lunch time and I think that's really important, especially to encourage in schools, so kids get used to eating fruit.

1.1.10 Meat

Key points	Quote
Health concerns around livestock industry	the UK should take better care of its livestock industry (inaudible 09.36) last 30 years, there have been major health concerns surrounding it
Although meat-free is assumed to be healthier, it's now easy to get fast-food meat alternatives. Concern that these also have health/ environmental impacts	I feel like people assume that because I'm vegetarian, I'm prepping fresh vegetables instead of going to McDonalds and stuff, it's just not eating meat. It's still very unhealthy. There are also meat-free alternatives, ways of eating, that are still quite impactful on the environment, palm oil and stuff like that. Some of the alternatives people are being given are still doing the damage.

Plant based alternatives Lab grown meat	Have you heard of the impossible burger, so meat produced from plant sources, is there any room in the National Food Strategy for encouraging the development of non-animal based meat?
Perceived pressure to move towards vegetarianism And/ or influence of those you live with	I've had dinners like, 'Oh, you still eat meat?' I'm like, 'What does that even mean? Of course I still eat meat.' 'Everyone is vegan now.' I'm like, 'I'm not.' It's that pressure on you. I believe getting people on-board who you live with is massive. I live with my sister and her husband and we all share a place together. My sister is a vegan. I go through stages, this week I've not ate meat. I'll go a week but that's not to say tonight if I go out with my girlfriend I might eat meat. I do believe it's like anything in life, the kind of people you surround yourself with can have a massive influence. If you can get your partner or the person you live with, or the people you hang out with, to get on-board as well. If you do things as a joint thing.
Trade-offs including choice and price	I would support policies that reduced my ability to choose, but which meant that the food in front of me was more sustainable or from a better source. prioritise my food but I can see that I have a lot less money and I have to spend a lot more time thinking about what food I'm going to buy, the changes I'm going to make. We've cut out meat just so we could bring the cost of it all down but I don't see that my income was the same.

1.2 Food trade

Key points	Quote
Trade is little understood and often not a priority	I can list stuff about affordability and environmental factors but trade to me, it's not something I understand. It's a bit like politics. That's probably the main thing I don't think about when I am buying food.
Some recognised the importance of trade to the UK and others were surprised about our reliance on imports	I think trade's one of the most important ones on there. Because without trade, as a country I don't think we're going to survive.

	Really surprised that we import so much, it's nearly half of what we consume, I didn't know as you said, I don't know what the impact is, it's horrible, but my God that's a lot.
Trade needs to benefit the consumers and producers more than the supermarkets	Trade tends to be of benefit to the traders and not to the public in general. Trade here will benefit the supermarkets, as an example. Coming from a country where they're exporting food to England, the people locally don't have any food to eat because everything is exported to here.
Many questioned how Brexit would affect the products we see on our shelves	Coming out of the EU, will that change the availability of the products you were getting from Europe?
Trade deals shouldn't compromise the cost or quality of food	We need it to be an adequate negotiation, we don't want to compromise quality or cost.

1.2.1 Employment

Key points	Quote
Some thought about the ethics of working conditions	which factories give the best working conditions? That's what I'm more interested in.

1.2.1.1 National

Key points	Quote
Supermarkets hold power over farmers	I'm just trying to think of they look into how much the farmers are actually getting paid for their stuff, why it's such a competitive business. Supermarkets literally pay pittance for products and if it isn't right they don't take it.
Agricultural land in the UK is being lost to accommodate more housing	There are a lot of farmers selling their land for houses to be built on. Where I live, I live in the country, and each field is just going.
Will new trade deals put the jobs of British farmers at risk?	Some are already struggling, so if it means that they're even more non-viable, economically, then more jobs are lost.
Concern that technological improvements will result in jobs losses	the ability of technology to make it possible for one person to do 100 people's jobs. You can be replaced very easily, because the level of skill required to operate

	machinery is not very high anymore, in the majority of the agricultural industry.
Will future environmental and health trends affect livelihoods of UK farmers?	I was saying about the impact on jobs as well. Animals will need people to look after them. They've got a job to do. If there are no animals there to look after, people are losing jobs because a field of grain doesn't need as much input as a cow.
Brexit might change the movement of people with a knock-on effect on farmers	We have less people coming over from other countries to do the work last year anyway. They said the British should do it themselves. Farmers did lose quite a lot of their products, because they had no one to pick their foods. They should do it themselves. We've got loads of people here that can do the work.

1.2.1.2 Global

Key points	Quote
Most would prefer to buy Fairtrade if possible	I think it's important to trade with the countries that have ethical standards for their workers. I know in China they don't have very many environmental standards and workers rights and I don't really think we should trade too much with them really. It's better to go fair trade and stuff.
Food imports being employment and economic benefit to developing countries	I went to Borneo a couple of years ago and talked to people about palm oil and they were waving their hands and saying, 'Please don't stop buying our palm oil. We are desperate.' The one thing that's a potential positive is getting your products from whether it be Argentina or South America, or potentially more products from Africa or Asia, that might be a positive to their economies compared to Europe who might not necessarily need it as much.
Concern over the impacts be on employment in developing countries if we reduce trade	With the normal food system we have got so many workers who are invisible to the consumer, all the people working in different bits. The question would be if we were to simplify by buying local how do we affect all of these invisible workers in the system?
Most people don't have a depth of knowledge about foreign labour laws so don't make	Not everybody has the opportunity to be aware of the labour laws and the situation in every country, so people

decisions based on this	will focus on what they can understand and what they know about

1.2.2 Standards

Key points	Quote
The safety of chlorinated chicken was the greatest concern	Chlorine doesn't sound good, chlorine is used to kill bacteria in swimming pools. It doesn't sound like you should be ingesting that with chicken.
We shouldn't accept a reduction in standards in new trade deals	I would want our standard to be a baseline. That would be the starting point. They can provide even better food for the same price, but the baseline has to be what we expect now. To me a major challenge we currently face is the lowering of food standards now that we've come out of the EU.
Concern over labelling of food source and standards it was produced to	I don't know if any of us would want to eat a bleached chicken, but when it's on our shelf, will it say? How are we going to know?
Recognised that we already use some of these 'unwanted' standards	There's a lot of misinformation about that. People don't realise when you buy bagged salad these days it's washed in chlorine.
Call for better traceability of food	If you're buying abroad, like fresh meat-, we can actually go back to where it's farmed, it's been bred from. That needs to be put in place as well so we know, if it's been bought from America, we can go right back.
Should also enforce employment standards in other countries	You look at China when they're sat there saying, "Yes, we've got all this and we treat our people well" because that's what they say, the reality is very different… how do you keep checking? Because China's a big country,
Standards over animal welfare must also be enforced	Ethically as well, how is the food raised? I'm sure standards in America are different to how they are in England.

1.2.3 Source

Key points	Quote
Some people put no thought into where their food came from and	When I think about it I don't know where a lot of this stuff does come from. I probably wouldn't care. If you said, 'This is a free range box of eggs from Poland and

others didn't care	this is a free range box of eggs from England,' it wouldn't matter to me.

I don't really think where food comes from. I do care, but when I'm buying it I don't |
| Some thought about where food came from but didn't make huge decisions or sacrifices based on this | I look at, say, blueberries, and if they're from Chile, which quite often they are, I won't buy them because I just think, 'I don't need blueberries from Chile,' but we don't grow them here or do we?

You see them quite often from Poland and in my head I think, 'That's not quite that far.' It's not as far as Chile. You know what I mean? I am making a small decision based on where it's from, but it's not a major one. |
Accessibility of fruit and veg from around the world all year round is a problem	One of the problems though, even in the supermarket this time of year all the veg is from Thailand or Kenya or Zimbabwe.
Buying food that's come from all around the world is 'just part of life'	I will try and get fresh eggs, and stuff like that, free range, but for the rest of the mass-produced products, it's just part of life to me, if it comes from India, or if it comes from Italy, I don't really care.
We are putting more thought into where our food comes from now than before	as a world I think we're becoming more conscious of where the sources of food come from and it's also the actions of the people, it's taking advantage of the people today and the processes they're being asked to perform on our behalf.
Food source is more complex than just where the food was grown/produced	When we started, we originally thought it was all British, but when you break it down, you realise it's not. What about the rice, with the chilli? Where does that come from? Possibly China. Did it get here by sea, by plane? Once it's in this country, it's all distribution.

1.2.4 Food security

Key points	Quote
Concern over food security after we leave the EU	How's it going to affect us all after Brexit with food coming into the country? You keep seeing scaremongering on the Internet, there's going to be food

	shortages from January onwards, it's going to be so expensive from January onwards.
Concerns that our position as an island will leave us vulnerable to food security issues	Yes, I mean I've been all over the world with the RAF and and at the end of the day we're an island and if there's a third world war-, We need to be sustainable.
How will trade change in the future if environmental impacts result in food shortages	You're not guaranteed to be able to import food from somewhere if they haven't got enough to feed their own people. I can't envisage a government surviving if they're shipping food out when they've got their own citizens starving. It's not so vibrant, is it?
There is a challenge in balancing supply and demand with a rising population	Globally, the challenge is getting the balance right between the amount of food produced compared to what is required. Feeding the world. Either cut or reduce the population or produce more.
Should we be looking into innovative new food sources?	[Insects are] an alternative food source. It doesn't take up as much land as other forms of agriculture. It still gives you protein. You can make them at home. You could have trays at home. You can feed them cabbages. Whether or not I want to eat them, I'm a vegetarian, is another thing. It makes sense.

1.2.5 Import vs. self-sufficiency

Key points	Quote
We should produce enough to be self-sufficient but trade for variety	Could we work it as producing enough to be self-sufficient but trading to get variety? Producing enough food so that everybody has got enough to eat but so we've got variety do a barter system, trade cabbages for bananas.
Will Brexit be an opportunity for the UK to become more self-sufficient?	I'm going to make damn sure that I'm not having any spinach from Spain or whatever from France, because 50% comes in. Because they think it's 1-sided and I think we should look after our island and we should look after our jobs. I wonder if Brexit will give this country the opportunity to become far more self-sufficient.
Self-sufficiency would mean less variety and more seasonal eating	So, if you look in the Autumn, we have loads of lovely apples in September and October, but you don't see any from December onwards because the storable apples are

	easily stored and kept cold. So, if we want English apples then we would only have them until they run out each year, then have no apples.
Food trade allows us to experience different cultures	It's great we have trade with other countries that produce good we're not able to and whilst it should be within limits, I do think there are cultural advantages of not shutting ourselves off to those experiences. If you'd grown up never eating food from that ethnicity, I think that would make it harder to appreciate other cultures.
Self-sufficiency is not achievable	If we didn't trade with other countries, I don't believe we could stand alone. If we did no importing, we certainly couldn't export everything that we've got because we haven't really got an awful lot to give.
Is protectionism the best way forward?	Wanting to promote local, UK farmers, it's protectionism, it's antithetical to the way most of society's heading. Most people want to operate in a really globalised world with free trade from everywhere. It's hypocritical for me to say I want to support farmers in Africa. UK farmers have it the best.

1.2.6 Global implications of trade

Key points	Quote
Economic impacts on developing countries if we cease trade	The other problem for the world, a lot of Third World economies depend on producing rubbish food. If you stop importing that, you ruin the economies.
Wider political issues relating to trade relations	There's probably a security issue, maintaining good diplomatic relations by actually trading with certain countries. If we stopped buying peanuts from someone and it costed their economy millions, they might get a little bit iffy.
Negative impacts on affordability of food produce in trading country	The other thing that concerns me is as a rich country we can afford to buy in the food we want from anywhere in the world and that could be at the cost to the people in those countries that they are not able to, produced the food, buy the food but it's very difficult.
Concern over environmental impacts on producer country	As consumers, we're putting negative impacts on other countries where they can no longer have clean water or food because we're just being greedy.

1.3 Environment

Key points	Quote
For some, the environment isn't a key factor in decisions although many recognised its importance	I don't think many of us, really, think about the environment. We're all quite happy to think about health and cost. the most important thing should be the environment, because without the environment, nothing else matters, we cease to exist.
Several thought the environment should by the number one priority	I'm not saying I follow this but I think the environment is more important than anything because without it, we wouldn't be here anyway. I feel like it's the defining issue of our time and we'll look back on it like we look back on the slave trade and things like that. Almost in a way of, 'How could we not have seen sooner what was happening?'
There is a disconnect with the environmental impacts	I think most people are quite blinded to things unless it's hitting them in the face. Me, I'm not a worrier at all until bang, suddenly I can't get anymore chickens. Until it actually happens and I think the majority of people are like that.
Younger generation are motivated by environmental concerns	Millions of children took a day off school, all over the world. Some children are really motivated to really understand the environmental issues. That's when it connects.

1.3.1 Meat

Key points	Quote
Many people are reducing their meat consumption for environmental purposes	I try to buy less meat now, because I think, with the ozone, the methane gases, the amount of farming and the farming that we're doing is really a major player in damaging the environment, and it's not going to be sustainable forever.
More conscious decision-making around free-range and organic meat and animal products	I will only buy free range eggs and meat and only get them from the butchers where I can see the cows are in the fields.

	I would agree that I care more where it's animal products of any kind. So, if it is an animal product, I would be more likely to look.
Schools should play a role in reducing meat consumption of children	It's going to end up changing, there's not going to be meat, I think because they're so young now, you can start it on that level to phase the meat out.
Meat-free products can also be damaging to the environment – hard to balance	There are also meat-free alternatives, ways of eating, that are still quite impactful on the environment, palm oil and stuff like that. Some of the alternatives people are being given are still doing the damage.
Less people eating meat lead to job losses, particularly in the British livestock sector	It's impacting jobs as well, isn't it?
Methane production, pollution of waterways and anti-biotic resistence	Meat and pollution. The excrement that the animals are producing that now goes onto the land that gets into the waterways. Also, the spreading of the waste on the land from the animals. If the animals are kept in confined spaces, they often suffer from diseases, therefore need more antibiotics. So, the antibiotics are getting pooed out, basically, and put onto the land. So, you're causing more issues, with people becoming more immune to the antibiotics.
Reliance on meat contributes to food security issues	we have a food shortage in the world but what people don't realise is the food we feed to animals far outweighs the actual nutrients that we gain from that animal. If we didn't have animals we'd have so much food to eat for ourselves.

1.3.2 Land use

Key points	Quote
Palm oil production and deforestation was a major concern	Palm oil is a massive ingredient and that's cutting down rainforests. Even though there is increased awareness… That's a world issue. They're cutting down a football field of the Amazon every day. A lot of healthy foods have palm oil and that has an even more fundamental effect, because orangutangs are on the verge of going extinct.

	we're all basically cutting down on the meat we have, but if we cut down on our meat, then how do we protect our farmland from turning into housing estates?
Will a reduction in meat consumption mean an increase in housing?	
Farming vs. housing	In the UK as well, we've got a lot of homeless people already as it is. If we're going to need more land for farming, what are we going to do about then trying to house?
Increasing agricultural land can reduce enjoyment of natural environment	Basic quality of life, as well. If you lose the natural environment around you. I go and get head space and enjoying myself by going and finding a little bit of nature, going for a walk, and chilling out.

1.3.3 Food miles

Key points	Quote
Food miles are 'just a part of life'	I just think it's part of life, I think you've just got to accept it. You can't go and get everything you want from ten miles down the road.
Although the environment is important, food miles is not a top concern	I try and think about the environment when I buy food and I think about what foods I buy. I know beef is bad for the environment, I'll avoid eating that but I never look at where stuff is produced, which probably has more of an impact than what you're eating.
For some by the time the food is in the supermarket the damage has already been done but would be open to new policies to tackle food miles	So, for me at the point of purchase it's not important because the damage has been done. If it's gone from one end of the world to another, if it's in front of me, it's a waste not to eat it. So, I don't think about it when I buy, but if there was policy to stop stuff or make it more expensive to come that would be fine.
Some made food choices based on food source and called for food options to be more seasonal	Where does it come from? I always look to see how far it's travelled and I sometimes won't buy it. Green beans, I've seen a lot of them with Morocco on them. Why is food not seasonal? Why can you buy strawberries in winter?
Trade-off between variety and food miles	It's a trade-off, food miles versus choice.
Food miles are often added just for packaging products	Shrimps were moved to Scotland, halfway across the world to be processed and packaged to come back here.

Surprise over how much single food items are transported within the system	We've talked about just 6 or 7 single items which aren't even important for a meal, like spices and tea bags. Once we've put it on paper, it's either been flown, or shipped and then the diesel to get to the store. It's quite frightening.

1.3.4 Sustainability

Key points	Quote
Overfishing is a major concern	half is now farmed and half is still taken from the sea, but with the 50% still taken from the sea, you've still got an unimaginable amount of bi-kill coming. For every fish that you're trying to catch and put on a place, you've got a stupid amount of bi-kill, and it's a completely unsustainable practice from the start.
Global population increase is affecting sustainability	where anybody is looking at that fundamental root cause of a lot of problems, which is this ever increasing world population. When are we going to start actually looking at tackling that?
Impacting on the needs of future generations to sustain themselves	The sustainability is, I think it's like, producing enough for your generation without impacting future generations' ability to do the same, and ultimately, this is not sustainable.
Need to make more decisions as a country about what we can sustainably produce	what are the most cost-effective foods to be grown on our land in our country, we've got fabulous aquaculture opportunities because we've got a lot of water. We could do a lot more farming of fish and shift our animal protein intake to fish.
There is always a trade-off when you are trying to make ethical decisions	I think it's hard because we make swaps but then it's about how the other swaps affect the planet, as well. People cut out palm oil but switch to a different one with other effects. You can only be as conscious as you can know.

1.3.5 Climate impacts

Key points	Quote
Many acknowledged the wide-ranging detrimental effects climate change has on the food system	Droughts. Deforestation. Climate change. I was watching something on Netflix the other day. I was just staggered

	to learn the amount of water that goes into producing just one kind of crop
	climate change, literally, is affecting what food can be produced, how harvests are failing. At some point, that's probably going to have an effect on what turns up at the supermarket.
Poorer countries are the most vulnerable to the effects of climate change	I fear for the fact that it'll hit poorer countries first who are more vulnerable and if we're not contributing the most, as per a First World country, we won't notice by the time it hits us.
Climate impacts could lead to positive changes in the food system	I think there are some positive consequences though. The threat of environmental damage and the impact it'll have on food could actually lead to more innovation and pressure on innovation and competition between companies.
Climate change will affect global productivity and food security	With global warming and sea level rise, you lose the agricultural land, the rice won't grow in salt water so you're going to have a decrease in productivity. 40% of the population globally depend on it. That has got to be made up somewhere. People are not going to be exporting food if they've got starvation at home because no government is going to survive that.
Local farmers are starting to feel the effects of climate change	Where I get my eggs from, because of the change in the climate, the ground is so wet that he's only just been able to get his beet out. The fields have been flooded. He's 6 weeks late. Now his lambing's started. They've knocked his beet down by 20%.
How will climate impacts effect affordability?	It will impact price. Prices will rise. If you can't produce things locally or within the same country, prices start to rise.

1.3.6 Biodiversity loss

Key points	Quote
A decrease in farmland – if used for housing – and overuse of pesticides could decrease biodiversity and reduce our ability to grow crops	I don't know if this is correct but I understand that without bees, a lot of our food won't grow because it won't ever be pollinated so it's actually a bit more fundamental than whether we personally care about biodiversity or not.

Concern that an increase in farming globally will lead to devastating loss of plants and animals	The destruction of the environment. Because if you've got to grow something, you need land, and therefore if it's got trees on it that are in your way, they're just going to go nuts, so therefore you're not only losing the benefit of cutting down forests, the plants and animals in that forest are also going to die. It's the complete destruction of the environment.

1.3.7 Messaging

Key points	Quote
There is too much overwhelming information to act on	I think there's just an overload of information on environmental impacts and the damage that we're doing. Like they did with Brexit, people just shut down, and I think that can stop you paying attention.
There are too many mixed messages	We'd all like to do the right thing. It's just knowing what the right thing is when you're getting told more things in the press. Who is right? Who is wrong? You've got a lot of TV programmes hitting on a lot of things. Who's telling us the truth? What's propaganda? What is real?
Environmental messages are bringing issues to the forefront of people's minds	It is also the social movements going on at the moment. If you like them or not, Extinction Rebellion and Greta Thunberg are keeping environmentalism in people's consciousness. People can't be forced to think about it once and go back to their habits, they're constantly bombarded.

1.3.8 Pesticide and chemical pollution

Key points	Quote
Water and land pollution caused by the use of pesticides and chemicals	Polluting water, isn't it?… It makes it undrinkable, doesn't it? There's got to be a link between people's health and-, It could make the land unsuitable for anything as well.

1.4 Choice

Key points	Quotes
Sense that freedom of choice should not be taken away	I think as well they've got to be careful that we don't end up in a nanny state taking away our freedom of choice.

	I don't think we should do away with takeaways.
An abundance of choice can be overwhelming and confusing	One simple item, but it's so complicated when you try and take all of the possibilities into account. It's endless amounts of choices and possibilities.

1.4.1 Variety and seasonality

Key points	Quotes
Most people would be happy to sacrifice choice and variety in favour of eating more seasonally and sustainably	I would support policies that reduced my ability to choose, but which meant that the food in front of me was more sustainable or from a better source.
Most thought seasonally grown fruit and vegetables in the UK are far better in taste than imported fruit and veg	When you pick fresh strawberries at home, they last a couple of days, they've got to last a week plus whatever shelf life they've got, that's why they've got no flavour.
Some felt that you should buy what you can from Britain and import only what cannot be produced here	Some stuff, for example, tea, coffee, rice, chocolate, those things you can't get locally. We've been importing those for years and years, so just stick with those things.
It it's already on the shelf, people will buy it – the damage has already been done	If it's there, we are going to buy it. If it's not, we've got no choice and we can have other options. There can be other options there to have.

I tend to just buy what I want when I want it if it's there. Nothing at this moment has an impact on what I'm buying… If a supermarket gives me some offer, it's going in the basket. |
| Multiculturalism of Britain means it's important to have access to a variety of foods from around the world | With so many people from different backgrounds so certain foods have to be available. |
| Fear that diets would become monotonous and boring if we were had to eat seasonally | Our diet, particularly in the north of England, would be very mundane if we were forced to eat seasonally. Parsnips were a potato substitute. |

Concern over how food is stored to have such great variety	When you go to some markets or shops, you see a lot of produce out of season. It makes you wonder, how is this food being stored? If you've got fruit from winter time.

1.4.2 Accessibility

Key points	Quotes
Ability to access different supermarkets/ food stores can be a barrier to buying local/ affordable food	It's no good having affordable, fresh produce if you've got to drive 20 miles for it. If you're on a low income and you don't have a car, then you're not going to have it. I'd walk to Sainsbury's, I didn't have the choice about going to Tescos or Aldi. I really needed to count the pennies.
In some areas it's far more convenient to access a takeaway than a supermarket	I grew up in East London and every time I go back down, you walk 2 or 3 doors and there's a chicken shop just there. They were all within 2 or 3 doors of each other.
In rural locations, people are often forced to purchase from more expensive corner shops if they don't drive	Where I live, I live in quite a small town and the only way we can go to get food if you don't drive is a Co-op. If you go in there, like just I popped in there yesterday, and found some butter is at double the cost than if you're buying it from Aldi.
Trade-off between expensive local shops or travelling for cheaper supermarkets	it's the cost of either travelling further to get cheaper food, or staying in your area but paying more for the same food.
People with mobility difficulties may find it easier to shop in smaller local shops/ farm shops than supermarkets	The supermarkets have got so big, I have to consider how much walking I'm going to have to do around a store, and that's something I didn't need to do when I was younger, but it is an issue now.
Call for better/ more affordable public transport to enable people to have greater access to shops	We'd want better public transport. More affordable. If I want to go shopping, I have one bus out in the morning, and one bus back in an afternoon, and that is it. And they're even thinking about stopping that.

	people on the lowest incomes don't have the transport to get to them, and they are buying-, so, I work in community mental health, and the people I work with are buying probably the most expensive food... I can't go to Aldi because that would cost me £7 there and £7 back in a taxi. If I walked there, I'd still have to get a taxi back
Low price supermarkets are frequently out of town and often inaccessible to those on lowest incomes living in town/ city centres	

1.4.3 Buying locally

Key points	Quotes
Strong preference of buying locally to support local business and communities	If you're buying locally, you know you're helping local families. Supermarkets, you're getting someone richer. I just feel if you could bring the food locally and encourage local business, encourage your local community to be more together, then you can create more opportunities to help others
Convenience of the supermarket prevents people buying locally	I always go past the farm shop and think I'll stop there, but because everything you need is in a supermarket, you can go to one place rather than 2 then.
Most people would prefer to buy locally but higher prices are a barrier	I'm just saying if it was produced here I'd probably maybe think about buying it because it was produced here... Because we can do it but we decide not to do it because of cost.
Some thought that buying from local shops is actually cheaper	But I think, at the butcher's and the greengrocer's, the food's cheaper. You get more for your money, don't you?
Buying local produce has massive environmental benefits	That doesn't impact on the environment because you haven't got 300 or 400 wagons a day booting up and down the motorways delivering to supermarkets. Yes, you don't get all that packaging and things like that. So, it is more environmentally friendly.
Locally sourced food is fresher and better for your health	I want an apple that comes from an apple tree in England. I want a fish that comes from around in the sea, the guy just went to fish.

1.4.4 Availability

Key points	Quotes
Availability of supermarkets have changed the way people buy and think about food	I feel like a key element in all of this is the supermarkets, because they really changed the way we think about how we get our food. When you go to a supermarket, you know pretty much everything you want is going to be there, all in 1 place. Whereas, if you go to local markets, 'I've got to go there for that 1, then there for that 1.'
Where you live influences the availability of different food choices – particularly takeaways in urban centres and locally-produced food in rural areas	For those in London you go along, you drive through and I remember on Trust me I'm a Doctor, one family said, 'I can't find veg on my high street,' and he went there because he didn't believe them and there was every takeaway you can possibly think of… Here in Norfolk, I want my milk, I went to the farm shop on the Norwich Road.
Although some thought living in rural areas was a barrier to finding local produce	Theoretically, I'm in a potentially rural area and I'd like to go around and find food, but for some reason it's not there. If there are farm shops, I've not found them, and the reality is it's not always possible.
Some thought that we have too much choice available	Might seem a funny thing to say, but there is just too much choice. We don't need this much choice.
Unhealthy choices are too easily available for people	There was talk of stopping the chocolate being on the till. That hasn't happened. You pay for your petrol, you walk past 30 yards of chocolate to get to the tills.
Very little availability of healthy takeaway options	About takeaways, there's nowhere, that I know of, that delivers healthy food. It's always pizzas, curries, and kebabs.
Availability of a range of food in supermarkets leads to spending more and further waste	That's the problem with big supermarkets. You go in only wanting a few things and come out with a big basket full, because you've seen things. I spend loads of money because there's stuff there. I don't really need it, but it's cheaper. I think I might treat myself to that, and then it ends up getting wasted.

1.4.5 Value of food

Key points	Quotes
There is a sense that there is a general lack of value towards food	I don't think people value it. I think a lot has changed. I grew up, we didn't have a lot of money but we sat down, we valued food, we sat round the table and that's all changed.
Consumerism has led to people wanting instant gratification	We've got the challenge of consumerism, in that we've been given so much, and so much variety of things, that now we except a variety of things A lot of this over privileged preaching. They expect everything there and then.
As a country, we value food far less than other countries	I've lived in Korea and in Spain, in both those countries they value food than they value food here. That could come down to quality… food means a lot to them there… I'd say they spend more on food in those countries
Home-produced food has lost it's value	We've lost the value, importance of producing our own. It's better because it's come from somewhere. It's prettier, it looks nice and pretty in the shops, as opposed to the market or what you produce at home.

1.4.6 Taste

Key points	Quotes
Fussy eaters and contending tastes in a household is a challenge for health and waste	The food challenges in family is having enough food to feed my husband's daughter and trying to get my son to eat anything. It is a real challenge and their relationship with food. I struggle to eat healthily because I'm a fussy eater so I dislike a lot of things.
Some thought that parents need to encourage children to eat whatever meal they are given but acknowledgement by parents than this is easier said than done	A healthy meal. That was it. I didn't give them another choice. If they didn't want it, they would go hungry. They learned to eat what's in front of them.

1.4.7 Making ethical choices

Key points	Quotes
Many people are making more ethical decisions when they shop – particularly when it comes to meat and animal products	When it comes to buying products from animals, I tend to buy stuff where the animals are treated better, free-range eggs and stuff like that. When I started doing my own shopping and looked into it, I did start to pay attention and I was more bothered. I do try to shop free range.
Some are choosing to look for Fair Trade products	I think about Fair Trade.

1.4.8 Labelling

Key points	Quotes
There is a lack of trust in labelling and a view that it is not clear enough	It doesn't always come from where you think it comes from, sometimes it's packaged there. It's really hard to get to the end of it what exactly you're eating because of the way it's labelled. You can't always trust that way I think it could be a lot clearer. I'd like more information.
More clear labelling would effect food choices	Just a sticker saying 'out of season' on a packet might actually put me off buying it… The government did it with the nutrition labelling, sugar labelling, so if they've done it before they could do it with this.
One participant called for more basic labelling	I want all packaging to be the same, just blank white with a black label saying what it is, so I don't have to think about it. Ban branding.

1.4.9 Trends

Key points	Quotes
There are pressures to follow new food trends e.g. veganism	It's almost classist, in a way, no, you're different to us, so we don't like you. You're not eating the unhealthy stuff that everyone likes, you must be weird. You feel pressurised to follow what your friends are doing.

Food outlets cater to new trends to make more profits	It's easier now to have the vegan or vegetarian option, that's because more people have requested it. There's no genuine, 'We need to provide for these people,' it's, 'This is a market we've missed.'
It is becoming a trend to shop at 'budget' supermarkets such as LIDL and ALDI	I think that is changing (general agreement). You get a greater mix of people coming to Aldi than you ever used to.

1.4.10 Lack of facilities

Key points	Quotes
Some are challenged by their ability to store food	You're channelled into buying more than you need, presuming that you have a freezer to keep it in. 2 for the price of 1.

If you're in a flatshare and you've only got a little bit in the fridge |
| Restricted on what you can buy and cook by the availability of appliances in your home | Appliance availability. Cooking. |

1.5 Food quality

Key points	Quotes
Fresh is better than frozen	It's healthier… It's better for the world as well, I think.
Good quality food is better for the environment as it is less wasteful	It's not wasteful. If they're good products, it's less wasteful… Doesn't go off in 2 days.

1.5.1 Processed foods and additives

Key points	Quotes

There is a lack of information about additives and their effects on health	you're not told about the additives you have in diet things and the negative effects of those
Unclear about the processes our food goes through in production	I don't think they advertise the chemicals. They don't put on the pack the chemicals that go on our meat, so you don't fully know what they're putting over our food. It does concern me that I probably wouldn't like the way it was operating. I think the public don't know enough about the way food is processed.
Many would prefer organic produce	For me, the big thing is I don't like the use of pesticides. Everything I grow is organic. I don't like stuff sprayed. It's better to buy organic products because they have less pesticides and less things like that.
But there is distrust in the extent to which even organic farming methods use pesticides	I think it only has to be 95% organic to be organic. For me, that 5% is pesticides… Organic isn't truly organic.
Concern over the use of preservatives, particularly products which have travelled further	The other thing is preservatives or for example fruit which is picked and ripened in order to export it. Or there's preservatives in them so they never go bad ever.
Lack of knowledge and control over what you are consuming when eating processed foods	You're not sure what's in a ready-meal, there's salt, preservatives, additives. Cooking from scratch, you're in control of what goes in if you're feeding a family.
Worrying that we don't yet know the consequences of the additives and chemicals we now use in our food	Antibiotics is an example where opening up those physical barriers and mixing produce that hasn't been mixed before, we've somehow engineered the product and don't yet know the consequences of that, it's dangerous in a world where we don't know the consequences of things like that.
Concern about the use of sugar and salt as preservatives in processed food	glucose syrup is one that I believe is quite an addictive substance, yet it's in everything… even meats. I do think the industry need to continue looking at their salt and sugar input.

Sugar vs. sweeteners	When you were saying about the sugar tax, they've replaced it with sweeteners which, from my research, seem to be doing more harm than good.

1.5.2 Standards

Key points	Quotes
Agreement that there should be a minimum standard that is allowed to be sold	It's about choice but if you know that one piece of meat is better than other meat, then why is the bad piece of meat allowed to be sold? Have the good bit of meat accessible for everyone, not just the rich. It's about personal choice for people to be vegetarian, vegan or a meat eater but the quality of the food, no matter what it is, should be at a high standard that all these things aren't happening.
Perception that British, locally-sourced food is of a high quality	A lot of people say British food's crap, it's not, we have amazing choice of restaurants and foods in our supermarkets compared to most countries and I don't really want to lose that.
Feeling that there is a disconnect between what we perceive farming to be like and the reality of livestock farming	I listened this article yesterday about how animals are now kept in confined spaces, say if 1 catches a disease, they all catch it and then they pump them full of antibiotics and then that's what we're consuming all the time. It isn't until you read and see things like that.
Concerned about not just the food standards but also other quality standards associated with production e.g. working conditions and environmental	Checking standards or environmental impact of food conditions when it's sent out, that workers abide by certain health and safety or working conditions. At Aldi, Waitrose, or Morrisons, if they all make the same thing, but in different factories, which factories give the best working conditions?
Mass production processes can jeopardise food standards	We've got so many people in the country and in the world, you get to a certain scale and we have to think about safety and health. That brings in all these other processes that restricts the nutritional way of growing food. It's a difficult balance of getting that scale versus safety and health.

	Well, I'd say how it's produced has stopped me from eating meat, recently. What I've done, because my fifteen year old son really still wants to eat meat, I've changed to once a week
Concern about animal welfare has changed eating habits	

1.5.3 Food aesthetics

Key points	Quotes
Uncertainty why 'wonky veg' isn't sold as a standard	I don't want a banana of a certain shape and size, I just want a banana. The wonky fruit, why didn't they do that in the first place?
But there is an understanding that people judge the taste/ quality on the appearance of the product	It's the appearance of food as well that's important… People judge what it's going to taste like on its looks.
Imperfect veg should be sold at more affordable prices	If you get all these funny shapes, they should sell them cheaper and it'd be more accessible to society, it'd stop a lot of hunger.
Concern over how much food is wasted at production due to imperfect/ wonky fruit and vegetables	I don't think I grew a straight carrot last year. I must have planted 100 carrots and I don't think I grew a straight one… if you've got a farmer with 200 acres of carrots, how many is he going to throw out to get half a dozen straight ones.

1.5.4 Brands

Key points	Quotes
There is a perception, largely driven by cost, that some brands have better quality products than others	People automatically think, because it's from Marks and Spencer, it must be better than Lidl. It seems like there's no difference but there's a perception there is. There's a stigma.
'Quality' brands actually sell the same products as what are perceived as lower quality brands – it's just a matter of packaging	A lot of the stuff they sell in supermarkets is just the same stuff in different packaging. I used to work in a fish factory, when it was coming down the line, you'd have 1 set of packaging for 2 fillets, going to Marks and Spencer, then you change

	the line over and it's 30% things going into a box for £2 and they charge a fiver for 2 of them. It's the exact same thing it's just packaging would change.
Calls for a more consistent measure of quality	It would be really good if they had an objective measure of quality, of the item you're buying. This is a 1, and this other thing, in different packaging, is still a 1.
'Lower quality' brand supermarkets such as LIDL and ALDI have more locally produced food than higher end supermarkets	Lidl and ALDI's fruits are mostly local. If you look at the package, it doesn't say, 'From Mexico,' or, 'The Caribbeans,' or anything like that. It says Europe or England.

1.5.5 Nutritional value

Key points	Quotes
The nutritional value is a factor in food decisions	It would have an impact on what I bought. I would think about whether I would get more nutritional value from an organic product.
	we've got a reduction due to modern food production methods… Fluoride, you've got all these chemicals that never used to be in food, we were healthy, we weren't overweight.
One participant argued that frozen food is as nutritious as fresh	can tell you frozen food is not poorer in nutrition, and there's actually, in a lot of cases, more nutrition than fresh. Because fresh has been hanging around a long time. Frozen is frozen when it was first picked or a fish first caught, so frozen can be actually healthier in one sense.

1.6 Waste

Key points	Quotes
Supermarkets should be donating more of their waste to food banks	I don't know why when a lot of shops dispose of their stuff, they chuck stuff out. I don't know why they don't donate more to food banks… They chuck it out because it's cheaper for them.

Our expectations of having full supermarket shelves result in waste	And some people are going to a supermarket late on, in the evening, and expect it to be full.
Food portions are too large for most	Portion size. I live by myself, so, it's tricky. You cook something, and it's four or five portions. There's so much waste. Taking older people, living on your own, you can't go into the butcher and ask for a handful of mince.
Food waste because we produce too much	I just think we need to produce less in the first place. Production can be high and so much of it can just disappear because it's not the right shape or the right colour.
Food waste occurs at every point in the food system	I've become aware of this place called Fair Share and I was just really struck by finding out how much gets wasted before it even gets to a supermarket. How much gets thrown on landfill when it's fresh and it's been thrown from Kenya, green beans or something.
Generally, people don't recognise how much they are wasting	Nobody really knows it but if the government ran a campaign with some sort of advert on the telly on a regular basis telling you that you are wasting £470 a year, you would stop and think. It's always about the money with people.
Recommend batch cooking and freezing to avoid food waste	I have to batch cook because there's 6 of us, so I always have to buy 2 lots of mince but then there's always too much. I just buy loads in the end and do it all in one go and freeze it. You can freeze most things anyway.
Cooking for one often has more waste than cooking for a group	My problem is I'm always just one person so the waste is inevitable. Even if I get a meal for one, there's more than I can eat there. I live on my own so it's quite hard because everything comes in massive packets. I buy a packet of something and once you've opened it it's got to be eaten within two days and sometimes you don't want the same thing two nights in a row

Catering for multiple needs leads to more food waste	I'm lactose intolerant and my sister is allergic to a couple of fruits. When my mum does her shopping she has to cater to herself, me and my sister. It's more waste probably.
Best before dates lead to unnecessary waste	Its best before, it's fine but a lot of people, as soon as they see that date it goes straight in the bin.

1.6.1 Packaging

Key points	Quotes
Buying local means reduced packaging	It's more every time you have to go local, and buy local, and support local, and if you do go to a local greengrocer's they will literally grab the apples and put them in a paper bag and hand them to you. Whereas in a supermarket, everything's packed. When you go to a butcher's, they wrap it up in a bit of parchment paper and put it in a bag and give you it. In a supermarket, it's pre-packed, vacuum packed and everything.
Should create incentives to reduce/reuse packaging for food	How could we encourage people to use their own things more? I used to work at Morrison's, they brought in this thing, you could use your own Tupperware if you were getting fish oil or meat. It might encourage people if they put the price down slightly if they did do that. People would be more inclined to do it.
Overpackaging means it's difficult to stay on top of recycling	They over-package absolutely everything… The whole recycling and reducing waste matters quite a lot to me, but personally I find it really hard to do. Just separating all the waste and making sure it's sorted.
Concern over redistribution of waste around the world and environmental consequences	And we're shipping our waste off to wherever we're shipping it and dumping it, we feel good, because we're recycling, but then we're putting the landfill in some field in China, maybe they're even chucking it into the sea, and then it's polluting our fish and then it all comes full circle.
Excess packaging used for marketing rather than to hold the product	It annoys me a bit that packaging is there as a marketing tool rather than just to ship the product form A to B. You've got packaging underneath and on

	top which is there just to sell it rather than transport it.
Media has improved awareness of the impacts of plastic and packaging	Thanks for TV we're aware of so much more… There are so many media platforms… Nowadays people want paper straws because they know.
Supermarkets should be doing more to reduce their waste from packaging	I wouldn't want to give them any more money because they're not doing enough to reduce all their waste.

1.7 Affordability

Key points	Quotes
Cost of food is the greatest priority	I think all these things matter, but when you think about them, like you said, it always comes back down to money.
Food in the UK is relatively cheap	If you look at the cost of food here versus other places in Europe, it is materially cheaper.
Healthy food should be made more affordable	What your body naturally requires should be at a lower price. Without it, you're going to die. There are homeless people that don't have a single penny and can't go out and buy food. They can't buy what their body naturally requires because of no money
Everyone considers 'affordability' differently	I've been to families who say they can't afford to feed their children, or dress their children, but they've got Sky TV and are smoking 60 cigarettes a day. It's priorities, how you spend your money.
Value for money is important	Value for money as well, how much product you're getting for the money
Disproportionately spending on food restricts your ability to spend money on other things in life	You can't not eat. So where you do the shop, how much money is left over, dictates to what you can do that week, in your time. I prioritise my food but I can see that I have a lot less money and I have to spend a lot more time thinking about what food I'm going to buy, the changes I'm going to make.

| Food on the shelf is no longer there for the consumer | When it's not made affordable it's for the businesses… Who is it really for? It's not for that single mum on the council estate for 3 kids, it isn't even for 2 parents going to work and still end up in food banks. |

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1.7.1 Inequality

Key points	Quotes
Affordability of food varies according to your income – to make healthy food 'affordable' you need to consider those in the lowest income brackets	Someone might class it as affordable, someone else might say, 'I can't afford that.' What do you class as affordability? … That £1.60, if that's the average spend, on the lowest 10% by income, even £1.60 can be quite a lot for people on absolutely zero money. That kind of money, for somebody on a higher salary, is nothing.
A strain on some parents to provide food for their children school cookery lessons which will ultimately be unnecessary and unaffordable waste	a lot of schools are asking kids to bring in their own ingredients and I know at my school there's a massive range of people's backgrounds. For some children, having to bring in food is a massive strain on the parent when they know that's going to probably go to waste if the child can't actually cook
Healthy eating 'schemes' should take more consideration of those who rely on cheaper convenience foods to feed their families	It's like Jamie Oliver going around saying, 'I'm going to make pizzas really expensive.' That's not really helping anyone at this point. It's just make it hard for working mothers to feed their families… They don't think about people like us.
The unaffordability of food forces some people to have to make tough decisions	Choosing to feed yourselves or your kids.
Lower income areas often have more affordable 'junk food' shops e.g. takeaways than higher income areas	Yes, it has to be inequality. Makes it a bigger gap between rich and poor… That certain areas can afford junk and stuff like that, local shops, it's just easier to get hold of.
Concerns over the inequalities between income and affordability and the health implications for those in lower income groups	My background is public health, so I am very concerned about some of the inequalities created by differences in terms of income and affordability. The biggest issue was the price of healthy food, that came up.

	In Glasgow, you can go from one street to the next, and there's a twenty-year age expectancy difference, due to deprivation.

1.7.2 Austerity and use of food banks

Key points	Quotes
Austerity measures and other factors have affected the affordability of food	the government policy, benefits, benefit changes and complications, zero hours contracts, it's not going to make the use of food banks go down, is it? Completely gutted everyone's budgets and all the welfare state system in the name of austerity after we bailed out all the banks.
Increases in food prices aren't reflected by increases in income	To me it seems a bit futile to talk about food affordability, I know we're not talking about wages but it does… Every year the price of food goes up. This time last year my weekly food shop was £15 to £20 less.
Advances on universal credit, debt and finance repayment reduce disposable income and affordability of food for those struggling in society	The big shift as well is, everyone lives in debt now, you're almost forced into debt now and that leads to poor choices. Even if you're on benefits, the first benefit you'll be offered and advance. And that has a knock on effect, you're constantly in debt. It reduces your salary every month, you get less and less to live off.
Affordability of food prevents people from contemplating issues that are beyond getting food on the table	You can't start talking about food if people are struggling to get any food at all. No one will listen to you educating about healthy eating when they're struggling to get any food for their kids.
Concern that some people may be abusing access to food banks	think there are an awful lot of genuine people that do use the food banks, but I've heard mums at the gates at school saying, 'I've had my tattoo done, so I can go to the food banks now', and I'm thinking-
Sense of embarrassment about the UK's reliance on food banks	I'm not proud of the country, other countries can manage without having these food banks. I've knocked some of my pride in the country as a whole, as a result.

This is reflected by a stigma around use of food banks	People are ashamed to say that they need it and use it. They shouldn't have to feel ashamed. The word 'poverty', it's like it's a nasty word. It's not. People need to be more understanding.
Users of food banks have limited access to healthy/ fresh food, thus impacting on their wider mental/ physical health	I went to the food bank last year and it was crap food. It was party rings and cheesy wotsits. All stuff that you might want to have as a treat but you don't want to have to live off and you don't want your kids affected.

1.7.3 Buying food vs. other essentials

Key points	Quotes
Choice of food vs. other essentials leaves some going hungry	I can understand how difficult it is because I'm a widow and I'm on £60 a week, that's for all your utility bills and food. I've just managed to scrape through to get my car MOTed. It was a choice of MOTing the car and getting it repaired or starving, so I chose to starve.
Some people prioritise non-essential items over (healthy) food	how families prioritise between different options. So, can people afford a fancy television or whatever, but not afford to cook in the way that me and my wife used to.
'Non-essential' items may be essential for others, hence why they are prioritised over food	Homeless people, for example, that's a well-known thing that happens because a cigarette will actually suppress your appetite. As well as a coincidence, it might also be a conscious decision.

1.7.4 Bulk vs. individual

Key points	Quotes
Buying and cooking in bulk is more affordable	a group of friends of mind, they decided that there are 7 of them, and each day a week 1 of them would cook. They'd go and spend money on a big meal for these 7 people… they would spend £20, but they had food all the way through the week.
	If you buy veg intended for one person, it can be more expensive than veg for a family of four. My mum's on her own, she spends more on food than I do and I've got a child.

Not everyone can afford the initial cost of bulk buying	Because not everyone can afford to lay out the £15 to get it cheaper.

1.8 Learning and knowledge

Key points	Quotes
'Support groups' can be used to encourage home cooking and food education	It's a drop-in centre for young mums, they talk about food and take turns in doing the cooking, teaching each other… It's that support then for each other. Bring the community together. They do this thing called Man with a Plan. It's where they take men whose wives have died, and they learn how to cook.
Need education on how to make affordable food into healthy meals	Being on a lower income, especially with so much choice and variety with the food you can actually put something into it and with a bit of creativity work around it. That also comes into education and being taught how to do that. If there are more recipes that are focussed on a lower income as opposed to this focus on big, fancy meals. You can't get a good example of a healthy meal that's on a lower income price.
Need for further education on food source and the environment to influence future generations	it's just having a better future for my daughter… I know quite a bit about food and where it comes from. I'm quite lucky. I can teach her the differences she can make. When she's older, she can pass that on.
More education on how to grow your own fruit and vegetables before knowledge is lost	All my grandchildren know how to grow tomatoes in pots, that's simple. That's something anybody could do and look after themselves.
Can use easily accessible tools such as YouTube and Facebook to educate on food and cooking	here are so many tools on the Internet, Facebook, everywhere, to help you along the way when it comes to education. I don't think there's much of an excuse for feeling undereducated.
Having open conversations about food improves knowledge	You might say something I didn't understand or know about. It's helped me. It's a massive thing about being educated with talking to each other and learning from each other and people being in isolation.

Need to educate about health and nutrition so people can make informed choices	I feel like education is the key, because, don't get me wrong legislation and taxes can help, but there's still going to be lots of unhealthy things out there.

run a cookery course or a nutrition course or get a dietician to go in and have clinics. |

1.8.1 Lack of knowledge

Key points	Quotes
Sense that there is a lack of knowledge around health and nutrition	I don't think people are that well-educated about nutrition.

I'm not sure I feel that well-educated, exactly, to know all the time exactly how much of what different things you should eat. |
| People don't have enough knowledge about how to produce their own food | I have to admit, I couldn't grow my own vegetables, if you asked me to. I would need to study how to do it first. |
| Not just a lack of knowledge but also a lack of awareness of where food comes from | What's the difference between a pack of peas which come from Tesco and a beef burger that comes from from Tesco? They don't know where food really comes from.

I've got a friend who was a schoolteacher in an infant school and she said one day, 'Can anybody tell me where apples come from?' Not one of them said a tree, it was all Tesco or supermarket names, not one of them knew that apples actually came from a tree. |
| Absence of knowledge about basic cooking results in people resorting to convenience and unhealthy food | If you live on your own, you might not know how to cook for yourself. I could walk into Tesco and wouldn't have a clue what to buy for dinner. You resort to takeaways and fast food.

Some people just don't know how to cook, so they tend to find themselves going for the cheap, unhealthy stuff, where even putting chicken in the oven or cooking a pot of rice would be cost-effective for them. |
| Lack of education is a generational problem, where parents have never learnt about food/ how to | Adults aren't taught, it's a generation thing. It's not just children, it's their parents who aren't taught how to cook, they buy garbage, their children are raised eating garbage and if they eat healthy they don't enjoy it and |

	they're fussy… Children need to be taught how to eat food
cook which then gets passed down to children	

1.8.2 Education in schools

Key points	Quotes
A call for food education to be mandatory in schools	It should be in education, one of the top topics at school and nursery. It's never too early to learn.
Food education in schools needs to redirect their focus to practical food such as meals rather than unhealthy food e.g. cakes and sweet treats	We did have cooking classes, but even then, it was only making biscuits. We weren't ever making any practical meals.
A need for adult and children to be taught about food and cookery skills – perhaps this is something that can be done in schools	My mum, at her school, started running a life skills class for adults… They could go home and cook them for the children, rather than the children having chicken nuggets and chips. If this thing targets the schools and encourages that 'from field to fork' attitude, following the food and encouraging lower waste, that can impact the community and bring people together.
Food education gained in school stays with you through life	The four meals I cook when I do cook a week are the four meals I learnt in DT. It sounds silly but I've been doing them for so long, I make them, don't have to do anything jarred.
Children are now often better educated about food than their parents – a lack of interest and knowledge in some generations	I think they are educated better now at schools, they've got so much more education… I get that from my children from their school. There are a lot of parents out there as well who've not had access to the education for several generations.

1.9 Time poor

Key points	Quotes
Not enough time to cook healthy meals from scratch	When my kids are at kick-boxing, often I've only got half an hour, and I've just finished work. You do sacrifice the nutrition for the time. You come in from work and you want something quick. It can be difficult to produce a healthy meal, without using processed foods.
Don't have enough time to shop around – it is more convenient to pick everything up from one shop	I think there's a reason, is because life has changed. You used to have time to go to the greengrocers, the butchers, the dairy shop… Now, people do maybe once a week main shop or order online.
Difficult work patterns prevent families from sitting down and eating meals together, impacting on society and health	Not everyone has that opportunity to eat together as a family, so that also has an impact on society because we've got families that are quite disjointed. They don't even sit down to a family meal together, or have the time to be able to do that stuff.
People don't prioritise cooking fresh meals – time is consumed elsewhere	Time is because we work not necessarily longer hours, but our time is consumed by other things… If you had prioritised your food, you could have spent an hour making a big chilli con carne, have it all in the freezer ready, at 6 o'clock get it out of the freezer and stick it in the microwave.
People don't have the time (or space) to grow their own fruit and veg	To grow your own vegetables you need time, space, knowledge, you need to put time into getting that knowledge. So, that, I wouldn't say growing vegetables is necessarily the most accessible for everyone.

2. Trade-offs

Key points	Quotes
Many felt that price was the greatest factor involved in most trade-offs	For some people they can't afford the food, for other people the price doesn't dictate the healthiest diet and on top of that the price can also not effect the environment, the planet when you go onto the world scenario. You should probably ask, if money was no object, what options would you make? They prioritise everything else around a lot higher than they would if money was no object.
Prioritisation of spare-time over home-cooking	I'd say more prioritising over time. Because if you've got time to sit and watch telly for 3 hours, you have time to make food.
Agreement that there are trade-offs in all decisions about food	It's about fags versus food. It's about convenience versus sitting and cooking a meal for 30 minutes. Is it takeaway versus eating at home, and so forth. It's more interchangeable, all of these battles and the competing decisions that people have over food, they're interchangeable.
Convenience vs. availability of facilities	Convenience versus time and space… It depends on the size of your property, to store the food you buy
Some participants felt they have to balance quality with quantity of food	There's no point buying something that's not enough. It's balance between bulk and quality. Do I really need so much bulk, cheap stuff?

2.1 Cost vs. health

Key points	Quotes
Buying large, convenient ready-meals for the family is more cost effective than cooking from scratch	I live from pound to pound. I will get a ready-made, big lasagne from Aldi rather than having to buy everything separately because it's cheaper and it feeds me and the kids. If I have more money, then I would be more adequate to cook it from scratch and buy the stuff.

Many suggested increasing the cost of unhealthy/ processed foods and decreasing the cost of healthy foods to balance out the trade-off	If the healthier food was cheaper and the processed food was more expensive, you wouldn't afford to. You'd buy the healthier stuff because it's cheaper I think if you were having to pay more for things like crisps, parents would be less likely to buy them the snacks their child likes.
Perception that those in lower income groups depend on cheaper processed foods and therefore suffer from health issues	All the food they say is unhealthy is reasonably cheap, so families that are living in this poverty do tend to buy pizzas, frozen chips, anything that's cheap because it feeds them. When I haven't got a lot of money, I eat rubbish. When I've got enough, I eat very healthily. It does make a big difference.
Some said they would prioritise healthier food over cost but acknowledged this wasn't true for all	nutritional value, I would balance that with the cost. So, I wouldn't buy the cheapest, if I thought it didn't have nutritional value… I don't think that's probably true for the majority though. It just all depends on the individual. For example, the last couple of weeks I've been trying to stick to a vegan diet to experiment on how that affects my performance before a work out… vegan food's more expensive but I prefer the cost to get health in my diet. That's important for me, personally, so that's a choice I make.
Some thought there should be incentives/ funding for people struggling to balance health and cost	you cannot expect people to have a healthy diet if there is no funding for that in some way. I think there are just loads of people who can't afford to buy fresh fruit and vegetables, because it is ridiculously expensive in comparison to a bag of crisps or a chocolate bar. Maybe healthy food should be subsidised. I don't know if that would make a difference, but if it was half the price it might.
Healthy alternatives in restaurants are frequently more expensive than unhealthy options	Healthy places to eat are too expensive. It's like when you go out for a meal. You can have pizza and chips and anything with chips and you look at the salad and it's £12.
It's cheaper to buy in bulk but once you have it readily	we had a 3-pack of garlic bread. Just me and my husband. I only wanted one. We buy healthy, we

available it can be difficult not to indulge	watch what we eat and things like that, but I bought a 3-pack and we ate it.
The inability to afford healthy food not only impacts on physical health but also mental wellbeing	My mum tells me all the time about, because I suffer from mental health, how the food I'm eating is affecting it, then affordability means I'm stressing over money, so I can't change the food that I'm eating.

2.2 Convenience vs. health

Key points	Quotes
Trade off between working more and spending time cooking healthy meals	it could be 2 hours he's lost having to cook something healthy and less income, so less money to spend to support his family
Convenience food and takeaways rarely have healthy options	why are there not more options of healthier foods. It's alright grabbing a bag of chips but why are there not more options?
Fast-paced, busy lifestyles mean people lean towards convenient choices over what they know to be the healthier option	With parents both working full-time now-, back when I was a kid, my mum worked part-time so dinner was always on the table at 5 o'clock when we got home. Now that's not the case because a lot of parents work full-time, and when you get home the kids have already been home maybe an hour or so on their own. And that scenario then, when you've both had a hard day's work, it's easy to pick up the kids and go to McDonald's.
Availability and convenience of fast-food makes it difficult for those who are time-poor to be healthy	I go past 5 or 6 McDonald's by the time I've been to my office and come back down to London… it's very difficult not to stop at every service station and grab a snack. It's convenient to do it. It makes it harder to make these decisions.
Choosing convenient fast-food and ready meals confirms that people prioritise time over health	If you're not prioritising your food, then you don't have the time because it's not an essential part of your life. A lot of people value their time more than healthy food.
Some people may not acknowledge that there is a trade-off with health when choosing convenient food	It's not necessarily about them thinking about good or bad food, it's about it being convenient food.

2.3 Cost vs. standards

Key points	Quotes
General agreement that higher quality = higher price	There's a correlation between quality and price.
Although this isn't always case – sometimes higher cost food is due to labels and branding	You can be tricked into buying a £5 pack of mince that still puts out the same amount of fat when you cook it as the £1 pack of mince. You think you're doing better.
Cheap food frozen/tinned food vs. more expensive fresh food	I think the trade-off is cheaper food rather than buying fresh
Quality ingredients vs. quantity	fewer ingredients but a better quality meal… If you're in a position to do so you'll make that decision.
Some said they would sacrifice the quality or taste for a better deal	carrots seem really bland lately… I just put up with it, because I look at them and go, 'They're 50p, they're £1.'
For others, standards were more important than price, although there was acknowledgement that this is a privileged position to be in	Everything is money. At the end of the day, everything is money. I will always pay more for better quality food… It depends if you can afford it.
Lower standard, cheaper food often has worse nutritional value	I think a lot of people feel bad for people with value stuff in the supermarkets, like really cheap mince.
There is a minimum standard that each individual is willing to accept in relation to price	What I'm saying is, where is the line that we consider to be acceptable? You don't necessarily want to go for the absolutely best standard possible if it means that that's going to be 500% more expensive
View that local = higher quality, which in turn is more expensive	cost is an issue, because the higher the quality and the more locally it's sourced, generally, the more expensive it is
People will are often more likely to accept a higher cost for better standards of meat and animal products	They're more expensive, free range ones. It's okay spending a bit more money if you know they've come from somewhere decent.

2.4 Cost vs. environment

Key points	Quotes
Several said they have to trade-off the environment because of the cost of 'environmentally-friendly' produce	I like the idea, but I can't afford to do it. Trying to buy food that's not got a massive footprint, but I can't afford it.
Ethical products are more expensive	I'd like to be ethical but there are a lot of other factors like cost. The more ethical it is, the pricier it is, that's what I normally find. I'd love to eat free range and organic, it's £10 for a chicken. I have to feed 5
Ability to prioritise the environment varies drastically according to your income	Do you really have room to think about the environment and the ethics when you're literally just about surviving with your child? I think food morality is a realm that only the rich really inhabit at the moment, because it's almost impossible for people living on a budget.
Less packaging = higher cost	you can probably go to a butcher's or a greengrocer's or anything like that and probably buy stuff without plastic wrapping on, but it's more expensive. When you go in a supermarket, everything's wrapped in plastic and multibuys are.
Meat substitutes are generally more expensive although better for the environment	Quorn chicken, compared to chicken, they can be similar prices but because you're thinking, 'Why should I pay the same if it's not real chicken?' You're making that choice.
Steps should be made by government/ supermarkets so the cost vs. environment trade-off no longer exists	We shouldn't have to think, like you were saying, you would buy everything green if you could, if it was affordable. So would I, and we should have that option. That's what we want.
Reducing food cost will result in more waste	When you look at affordability, if you makes things even cheaper you'll get more waste because people are greedy.

2.5 Convenience vs. environment

Key points	Quotes
People are often overwhelmed by choice and competing considerations and tend towards convenience	Environment is very important. You have to weigh it up against speed and convenience, cost. Usually, in the moment, the environment slides down the list. If you know that when you go and buy chicken, that's sourced, that's sustainable and local, I don't need to think, I can just go and buy chicken and it's okay
Most people don't have enough time to look through supermarket items to see where they come from	Time is a premium, so trying to working out where your veg comes from when you're in there is a bit much.
Some are prevented from sourcing local food due to working hours and access to stores	One of the things that I was thinking of is I would like to go to the butcher's for my meat, but the butcher's are only open while I'm at work on a Saturday morning. The supermarket's open all hours.
Currently use more 'convenient' packaging e.g. plastics over cardboard	cardboard packaging as opposed to plastic. More degradable than plastic, better for the environment… If it gets wet it's more perishable. We're all about convenience in this society.

2.6 Environment vs. trade

Key points	Quotes
Many equated greater care for the environment with reduced variety of foods	If we look after the environment better, that might mean we have less choice in the sorts of produce we have. Variety versus the environmental impact. If you were happy to compromise on your variety, it might be better for the environment.
Some thought that more choice resulted in increased waste	I think having a choice is nice, but if it's offset against a massive waste, then maybe people would prefer less of a choice, to not mess up our environment.

2.7 Cost vs. buying local

Key points	Quotes

Buying local produce from local stores tastes better but inevitably costs more	you're looking at paying twice or three times the price as if you go to Aldi and pick it up there. Although it does taste better, 9 times out of 10, you do notice that difference
A preference for buying local but prevented by higher costs	If you're on a tight budget, you don't always have the money to buy as local as you would like to. It's a lot easier to care a lot about it if you've got the money to go and buy locally, organic and stuff.
Assumption that locally produced food is fresher and therefore more expensive	The fresher a product you are getting, the more expensive it is.

2.8 Convenience vs. price

Key points	Quotes
Buying fruit and veg from local markets is often cheaper than supermarkets but most don't have the time	Shopping locally in markets can be very cheap. If you have the the time, that's the thing.
Some may go for a more expensive option if it's more convenient	Sometimes convenience trumps affordability. Something might be more expensive, but, because it's convenient, I might buy it over something more affordable.

2.9 Health vs. environment

Key points	Quotes
Health is more important than the environment in food decisions	I would say I make my decisions based on the health, more health-conscious decisions rather than environmental. I can't say that I consider the environment when I'm buying food. It's more what I think is good for me.

3. Responsibility and solutions

3.1 Responsibility

Key points	Quotes
There exists a responsibility of employers in the food system to protect their workers	So many of them are self-employed within companies now, they're all against the clock and they're after more money, it's not as straightforward as that, is it?
Some people are happy to give up some of their agency in favour of big government but recognise that not everyone will share that opinion	It depends if you want the government to make choices for you or not. I'm in favour of big government… I'm happy for that to happen. I'm happy with progressive ideals towards the left, and other people aren't, and that's totally fine, and I understand.
Some think the public don't take enough responsibility and seek too much support	When I got into difficulties, I got nothing. I had to go out and get a job, work nights, I did whatever I could. Whereas now, there this mindset of, it's somebody else's responsibility. Get off your butt and do something.
There was a little scepticism from some people who thought it would be difficult to make food industry take responsibility and make changes	Farmers are naturally conservative and resistant to change. That's not always a bad thing, but if you're trying to get them to change that's going to take a long time. If you ask the public to do things before all that's been done, they're not going to have much opportunity to do it in any big way.
There was recognition of a social contract between government and citizens and between individuals	The social contract between individuals. What is it the state are doing? We give up a certain amount of freedom and money for the state to look after us. The responsibility of government to provide and look after citizens. Joint responsibility.

3.1.1 Environmental responsibility

Key points	Quotes

Recognition that although we all have an environmental responsibility it's those at the top of the food system who need to make the greatest changes	So, recycling and reducing the amount of emissions you're putting in personally, but, realistically, the damage is happening so much further up the chain here's so much importance based on consumer behaviour but, individually, even what we do will not make that much of a difference, if the big corporations don't make the change first.
Government have a responsibility to ensure ethical and sustainable practices	It needs to come from government putting in legislation saying, 'No more than however many to a pen.'
Consumers have an environmental responsibility when it comes down to how and what they choose to buy	At the end of the day the government can increase different things but it always come back down to the consumer. It's also about taking personal responsibility, your choices affect our environment. as for our responsibilities towards business, we shouldn't take their views so much into account, I think, because at the end of the day, in this delightful, capitalist society in which we live, their income depends on us buying their stuff. So, if they raise the prices in the supermarket because we insist they pay for their packaging, then we'll go to another supermarket
A sense that our environmental responsibility goes beyond just our nation but needs to be a concerted global effort	think there needs to be more of not just a UK, it's a whole global effort… We just need all the countries to agree on it, because you have the overfishing that we mentioned earlier. China can still fish in many different locations and destroy different environments and so can Brazil… that destruction can directly impact our lives as well, so it's more like we need a world policy across the world.
Some feel that although we all have an individual responsibility, it's difficult for many to make more sustainable choices	Whilst it would be great to support local businesses and buy fresh produce from a green grocers and your meat from a butchers, that is more expensive and individuals in this country don't have an extra 20% of their budget to spend on more sustainable choices. That shouldn't be the burden of the individual. No one's going to be thinking about, 'I'm struggling, I need to feed my family, I need to be nutritious and

| | now I've got to think about this.' This is the government's responsibility. They're the ones that should be responsible. We should be able to trust that. |

3.1.2 Responsibility for health

Key points	Quotes
Recognition that the food industry, supported by government, have a responsibility to cut down on advertising of unhealthy foods	I think the food industry are going to be the people at the end of the day who are responsible for the direction of the advertisement. So, there needs to be pressure on the food industry to change. government should invest more in deterring those sorts of adverts and then putting healthy adverts.
Some participants thought that it is largely the individual's responsibility for their own/ their families health	A lot of it has got to be the individual taking the responsibility for their own actions. There's loads of advice out there. We all know about BMI and all this stuff, but that's my choice. Could the government potentially be charged with interfering with us? It's up to us to change, not the government or supermarkets.
Others thought the responsibility is shared between the individual, the government and the food system as a whole	we as a population aren't very good at taking responsibility for our own health… But a large part of that needs to come from the system as well, and not put the whole burden on the individual. It's the commitment between every stakeholder. I've got individual control and autonomy over what I eat, because I can go out and buy a bowl of carrots and potatoes to make a soup. I can't just go, bad food is really cheap. But the government has a duty to regulate industry and tax industry.
A number of participants thought that government are responsible for health e.g. through availability of unhealthy foods and trade	It's about what the government has allowed us to be able to eat. The produce that comes in. If we weren't eating that food, we wouldn't be getting obese or these health conditions. It's down to the government.
Some thought that government and local councils need to take some responsibility and consider the prevalence of	I think planning permission as well, it's so easy for takeaway places to open up, and they're opening outside of schools. If you look within 100 yards of a

takeaways and fast food outlets	school, there's a fish and chip shop, a burger bar, there's a kebab shop.
There were calls for government to subsidise healthy food	It's important, do you think, that the government puts more effort into making it easy and affordable to make healthy choices? That things are subsidised?

3.1.3 Responsibility to educate

Key points	Quotes
Confusion over whose responsibility it ultimately is to provide food education/improve knowledge	is it the parents' responsibility, or is it the teachers' responsibility? Or the government's responsibility? Anyone that has interaction with your children is responsible, including yourselves. It's also the child's responsibility, in some ways.
Sense that government could do more to provide greater food education	the government could do more in areas and give free courses to people. I think a whole lesson on food management, cooking, to everything being part of your curriculum would be very handy.
Acknowledgement that food knowledge and education will vary if left down to parents or families	If it's parents, you'll get different standards in different regions and cities. That's the trouble. Getting those parents to understand and that comes down to their parents as well.

3.2 Solutions

Key points	Quotes
Solutions were based on individual behavioural changes	Grow more of your own food… Like you just said, bike instead of drive. Environmental factors if you can.
… Others were based on community level changes	I think we should introduce mentoring, going out there and seeing what is going on.
… Or industry level changes	healthy convenience food e.g. burger bar has to do a salad bar

3.2.1 Taxation and incentives

Key points	Quotes
Some participants were happy to accept higher cost of certain foods through a taxation of unhealthy products	I don't think that it would be a bad thing if the price of crisps went up. I think the tax thing is a good one. There's already sugar tax in place anyway, so it's probably something that they will look at reviewing hopeful if you're given a choice between Coke and Coke Zero, you can pay £4.50 for your drink and sandwich or you can pay £3.50, it's an easy win. People just make that choice.
Whereas others were concerned about the creation of a 'nanny state' and the impact on low socio-economic groups	I think as well you have to be careful about having too much of a nanny state taking away our freedom of choice. the sugar tax shifting that cost to the source of some people buying it has been shown that the people buying sugary drink are often people in lower socioeconomic groups. They're paying the burden and not only is their health worse but they have less money to spend
Some participants thought it was a better idea to incentivise healthy food	What about these supermarket loyalty cards, where you get points if you buy fruit and veg, for example?
Many participants were keen to see a 'Footprint' tax to try and encourage more environmentally sustainable practices and locally-sourced food	They should have something even further, an air miles tax. We spoke about the tax thing earlier, and about a travelling tax, and an eco-footprint tax on certain types of food, ones that are highly-impactful. We thought that might be beneficial.
Calls for more subsidies for farmers and manufacturers to use green technology	Communal energy solutions for large manufacturers, and obviously farmers and that, what fuels and that they're using, because most people would do it if we gave them the right subsidies.
Some participants discussed incentives and potential tax breaks for stores looking to sell healthy option fast-foods	I think the government could help with anyone thinking of selling (ph 44.28) healthy fast food. A lot of places aren't going to do it because of financial woes, but maybe just reducing tax if they have a certain kind of criteria.

3.2.2 Innovation and technology

Key points	Quotes
Potential for lab-grown meat to combat environmental concerns	Lab grown meat is the future apparently. Lab-based meat. The idea of growing meat. That way you take away the need to feed it. It's clean.
Some participants wondered whether we should be investing more in GM crops	I feel like you can utilise GMs to continue the standard and lower the cost, we just have to invest in them and use them more
Others were sceptic about the safety of GM crops and lab-produced meat	I've always had a weird thing about that because it's synthetic and there's still not enough data
Some thought that instead of relying heavily on imports, the UK should be investing more in new technologies to provide sustainable food supplies	maybe we should be looking at, rather than importing as the dated solution, looking at technology to find a new solution,
The potential for innovative ways of farming to reduce environmental degradation	If you use vertical farms, they use 95% less water. They don't use any pesticides. There are 2 pluses, because there are also water shortages.
Participants were also thinking about reducing environmental impacts in other parts of the system such as replacing fossil fuels to run factories and transport with biofuels	we need to be looking at alternatives, because just the shock from losing manoeuvrability, heating and our food supply, we will start fighting each other, so society will break down as we know it if that happens in such a shock. The alternative is to find a biofuel to use. Lewisham Borough won an award for a lot of its tenants and homeowners for making that food waste into bio-fuel waste... They're trying to diversity food waste into it becoming some kind of renewable energy as well as saving cost at landfill.

3.2.3 Grow your own

Key points	Quotes
Growing your own is a good idea but can be expensive and time consuming	It's quite expensive. You need to put in boxes and all your soil and it's a lot of time. You've really got to keep on top of it.
Recommendations made for community gardens where people can grow and pick their own produce to tackle affordability issues	Is it possible for a community space. Having groceries in parks so you can go and pick a pear. The idea is that people have a tree in their garden, someone has got pears, someone has got apples and you can go around.
Most people don't have the space to grow vegetables with allotment spaces difficult to come across	One of the issues is availability of allotments. That requires a complete change in policy to do that… I love the idea of it and would like more allotments. We need to be more constructive.
Growing your own could encourage children to be healthier	If you started growing your own vegetables, or got the kids involved in it, they're going to want to eat that more because it's theirs. They've done it. They've got an achievement then.

4. Connections across the system

Key points	Quotes
Some participants thought understanding of the food system should be holistic	Instead of, like you say, you focus on health, another person focuses on the environment, it should be an all-rounder thing, the whole thing as one should be put out to everyone, so everyone is constantly reminded about the environment and the health and everything else.
Recognition that the system is complexly intertwined, making it difficult to enforce taxes etc.	It's so bureaucratic and political, I think it's much harder to target that but a sole focus on the manufacturers could have a wider impact on the other aspects in the supply chain.
Many participants acknowledged that a small change in one part of the system can have large	If you get a lower yield of wheat, that makes that wheat more expensive, which then makes the bread more expensive.

repercussions across the wider food system	
Some scepticism that the National Food Strategy would be able to get all aspects of the food system to work together	In a way, apart from food quality standards and price, if this food strategy wants to change the way we eat, all of those elements in the system have to be on board, either by force or persuasion… No department works with the other.

Round 2 quotation book

This quotation book provides gives indicative quotations from the transcripts of workshops grouped around the themes used for analysis. A complete analysis of all transcripts, recollective, Mentimeter materials was conducted using NVivo to create the public dialogue report. These materials will be submitted to the UK Data Archive for ongoing and future research purposes.

1. Experience of the food system

Code	Key points	Quotes
Framing the problem	The food system is **upside down**: participants cannot understand why fresh healthy food is more expensive than processed foods	I mean we're paying fairly cheap prices for processed food aren't we? But in a way it should be the other way round. Surely the processed food should cost more because it's been processed and the actual basic food that's just provided should be cheaper? But it seems to be the wrong way round at the moment
	A lack of clarity for some on where 'the truth' lies about the food system and it's wider impact	There are arguments for and against all the things about the food system we're discussing. I'm not a climate change denier by any means, but what is true? What is the scale of the problem? What isn't? And for someone, it will be different from what it is for me.
	Processed foods dominate not only fast food outlets but are also prominent in supermarket deals	So, we've got all these fast food deliveries, Uber and Deliveroo and all of those. Well the supermarkets are sneakily coming back on this, even my local [food shop], What they're doing is packaging up this junk food. So, I can get 2 wonderful pizzas with a pack of Magnum ice creams and a whole carton of 4/5/6 bottles of beer for £5. So, they're coming in with their own fast food, don't have Deliveroo, don't have this, come for £5. I've noticed this has increased rapidly

		and they change regularly as well. So, they're delivering their own junk food options, there is something to be said about just pricing things individually and no packaged deals.
Defining the problem: Time Poor	A sense from many of a **lack of time and energy to contemplate some of the more remote food system problems** from the everyday reality of people's lives. There was a concern over the creation of a two-tier system of those who have the time and resources to think beyond their own circumstances and those who do not.	Having heard everybody speak, I'm thinking that I'm living in a bit of a bubble, because I'm thinking more about what I ought to be doing, personally, about the climate, and all that, but a lot of people are on basic survival mode, thinking about the food that they eat, the cost of everything, and what happens in this country. I think a lot of these wider issues, people haven't got the time, or energy, or the ability to think about that, because they're really just struggling so much that they have got completely different priorities. I think that we can't ignore people's positions and perspectives. Most people are struggling so much, with so many different things, that a lot of the things that we're talking about now won't be of any relevance to them.
		Anyone that I tend to know who lives in London, for example, is highly stressed. They feel they're surviving right now. Many people are in survival mode and food is an essential item and some people don't prioritise thinking about what they're going to cook. They just cook whatever they have.
		I think it's becoming more diverse. There's a group of people that are really passionate about environment and health because it's affecting their life and the lives of their children and the choices they make more than it ever has before, and then there's people on the opposite who just don't care anymore, or have no energy to care. Their world is on fire and their own environment is terrible. They're just literally trying to get a job and pay rent. So, yes, it's very political and probably more split than it ever has

		been before. Obviously, health and environment are linked.
Defining the problem: Environment: Biodiversity	Participants were **surprised by the pace of biodiversity decline** and by their ability to witness this decline in their everyday lives	I watched a programme a couple of weeks ago and it was on about the decline of different species. I think it was a high percentage of insects that have disappeared over more recent years. They made a point in saying, do you remember driving down the motorway and when you got home, you'd got a windscreen full of squashed bugs that you had to scrape off and clean off? I thought about it and thought, 'that doesn't happen'. I did a lot of motorway driving pre-Covid-19 and that's something that you don't really see now. There has been a mass reduction in the number of insects
		I was going to say agriculture has become more intensive, because when I was a child, if you went for a drive in the car, you would get your car covered with midges and small insects. Nowadays, you can drive for months or years and not hit a single midge, because they aren't there. We have changed our land use. Wild landscapes have disappeared, and it's all an agricultural landscape
		We note that years ago driving to the coast there would be so many insects that your wiping off your windscreen, now there are none, we have least wildlife due to the amount of pesticides used on crops and it needs to stop.
	There is a challenge with **large-scale agribusiness** causing environmental impacts, with limited means to address the problem in **a society that demands consistently**	They've cut down hedges and created huge, massive fields. They plough to the edge of the field. What I'm saying is, if everybody wants ethically sourced food and environmentally-friendly food, we're not going to be able to afford to buy it. If it costs £10 an acre to grow 20 acres of corn and the farmer's making a profit of £4 an acre, if he plants 100 acres and it'll only

	cheaper food	cost him £100 because he gets a bigger discount for buying his fuel in bulk, he gets a bigger discount for buying his seed in bulk, he gets one machine that will take the whole lot with one man, he's going to grow the most he can, the cheapest he can
	There was concern over **habitat loss due to changes in land use**	I live in the countryside, and the fields around my house are absolutely huge, there is very little places for animals to hide and things, they've all been chopped down, all the hedges and things.
Defining the problem: Environment: Food Waste	Some felt that part of the problem was **the need to buy in bulk** from supermarkets rather than individual, unpackaged items	One of my concerns is food waste. There are always loads of promotions going on multi-buy and so forth, and you do end up buying more than you need. When you get it home you don't necessarily finish them, so that does cause a lot of food waste
	A desire for fresh food was seen to add to the issue of food waste, with **fresh produce 'going-off' too quickly** when stored at home	And the fact that a lot of the fruit and veg quite often I'll throw away, because they haven't lasted. They haven't been fresh
	Portion size was described as adding to the problem of food waste, particularly in **fast food outlets**	We've got an easy come, easy go attitude to the food we pick up cheaply on the run."
		Every now and then, not very often to be fair, but we will take the kids to McDonald's, and there's so much waste it's embarrassing. I'm embarrassed, it's so bad.
Defining the problem: Environment: Packaging	Participants felt there was inconsistency in **packaging** from week to week for identical items.	I think there's better packaging available, but supermarkets are going for the cheap option again, aren't they? So, plastics, whereas some avocados come in the egg box cartons, and then another week, they come in a plastic one. I don't understand why some companies can do it and some can't, or don't.
		There was a time when you bought stuff you could buy loose vegetables, take them to the counter and they'd weigh them for you, or you could weigh them yourself and

		you could buy them. Is it that you can't be bothered with that anymore, you want to slot it through with the barcode and that's it? This must be down to the supermarkets so you can get stuff through quicker, the next customer surely."
Defining the problem: Environment: Food transportation	Transportation of **food across the UK** was a problem for some who thought current methods were not efficient and triggered guilt in some participants who were concerned about the environment	When it comes to food truck delivery, when I was with [supermarket] I saw trucks come in, massive, huge trucks with one or 2 cages on it. It isn't eco-friendly, it's completely the opposite. If they're going to send a truck to a local store it needs to be full up rather than one or 2 cages. When I say cages it's small little trolleys.
Defining the Problem: Health	Food was seen as **becoming increasingly unhealthy** and participants were concerned about the **implications on individual and societal health and the increasing strain on NHS resources**	Yes, the health part is a big factor I think for me. I think my foods are getting just more and more unhealthy
		F: We have a lot more overweight people, when you look around. It's so easy to order a takeaway or go to a fast food joint. M: 30% of Britain's are obese now or something like that. F: I didn't want to say that, but yes. F: It's the diabetes crisis that's costing the NHS so much money. M: Obesity related illnesses in general.
	People felt there was a **disconnect** between the food system and consumers, with part of the problem stemming from a perceived **lack of control**	This idea of the food system, calling it a food system is like removing ourselves from the system almost. As if this system is something that operates without our conscious control. We are part of the food system, but I think we don't always perceive ourselves perhaps as being so
	Participants thought the current system has a **lack of consistency in health and food messaging** which can be confusing and counter-productive	Personally, I'm just thinking the amount of times you're told, 'This is good for you, that's good for you.' Then it changes. To be honest whenever anyone says anything to me it goes in one ear and out of the other because you are just so used to hearing contradictory information that you don't

		know what you're listening to is going to go out of date by next week.
	Participants felt a lack of knowledge and consistency extended to **food processing**, which participants felt was **not transparent**	Personally, I believe that there should be more clarity towards where the meat, for example, is coming from, from say a pig. You don't know whether it's coming from its belly, its eyes. A chicken nugget could be a beak, for all anyone knows, but there's no clarity on the packaging. It might say 100% chicken or 100% breast, but some of it doesn't, some of the cheaper stuff… I think there should be a little more clarity of where it comes from on the animal, the farm, and the way that it actually gets to the supermarket itself. It's not really clear on the whole situation of it, really, and a lot of people buy it because it's cheap, but it's cheap for a reason.
Defining the problem: Affordability	Participants identified a problem in the **promotion and branding of foods which could mislead consumers** about the health benefits or impacts of the product	One thing is the healthy branding of unhealthy things. Things like Pepperami, they bring out 'protein kick Pepperami' and rebrand them so people think they're healthy but they're actually extremely unhealthy. I think that's really negative for a lot of people's health, personally.
		When I found out that this chicken Caesar salad something that I was getting at McDonald's, I thought that was the healthiest option, but when you looked at the actual health charts, it wasn't. It was healthier to get a cheeseburger because of the salad dressing and everything else on it
	For participants misleading branding was linked with people leading **busy lives and opting for faster, often unhealthier options** which cost-less and are quicker	I think an individual can take responsibility for their health really well, but populations will always follow the path of least resistance. At work we have a WH Smith, and easily 95% of the food in there for your lunch is not conducive to your health. It's high-fat, it's heavily processed, it's high-sugar, it's high-salt. These massively unhealthy choices are cheap as hell. I could pay £10 for my lunch to get something

		good. I'll also have to wait for the person behind the counter to make it in the canteen, or I can go to Smiths and pay £4 for something that will fill me up just as well and also tickle my sugar liking, salt liking buttons in my head. If you make that harder for people and make healthy options easier, you can influence individuals, you see that all the time."
	Adding to the problem is **marketing activity of unhealthy foods**, which often influences people's daily food choices. Some participants felt that **almost all food advertising is opposed to a healthy and affordable diet**.	I think that what a lot of people do not realise is there is so much publicity for the takeaway foods and all that. There are tokens, all kinds of signs. Obviously you get leaflets through your door about Asda and all of that stuff all the time. There's this silent convincing of people to buy the wrong cheap fast food all the time.
		I actually think they shouldn't be able to advertise food. If you think about how many billions of pounds are spent on advertising, that has to be paid for from somewhere, and that comes onto the cost of food. You've got [Supermarket], I don't shop there, it has a campaign, when you see a shop like that advertising, it's all aimed at the luxury, higher end of food purchases, but they wouldn't advertise, 'Look at this lovely cabbage, it's good for you'
		We should be seeing the connection, if we're looking for healthier diets, healthier lives, why are we advertising this stuff that makes us ill?
	Some participants felt that the problem may lay with **'lazy' individuals** who opted to make poor food choices by not considering what is inside their food	We're just lazy. If it's not right in your face, though. I know they have all these little things, these little charts saying that they have this much fat, this much, but unless you've got your goggles and you haven't left them at home, you don't usually see them. They're so small.
	The **ability to access food 24 hours a day**	I worked at student accommodation for ten years. From that experience you find that,

	was seen to contribute to the problem with food and health: many felt that it has sparked a change in attitude towards food quality	and with every single phone app that exists, that's created, is to make our lives easier, but they make us lazier. It's a shift towards everybody wants everything instantly and easily and the food supplies are going in the same way
		I think because we're so blind to everything that goes on, everything's so available and expected to be available whenever we want it, 24 hours a day, people have no interest on where it's from, how it got there. They want it at a competitive price and that's all they're bothered about.
	Participants felt that their understanding of **companies profit-driven motives add to the problem**	I think ultimately, with regards to affordable food, it is down to the people who run that company. And, always, people who run companies that big, their primary interest is profit. They might virtue-signal that they'd like to make food affordable, but at the end of the day, their mind is purely going to be focused on making as much money as they can. And, because of that, it's going to be difficult for food to ever be properly affordable to people who need it.
	It was thought that **multi-pack deals of unhealthy foods sold at discount prices** was exacerbating the problem around food and health for those on lower incomes looking for a way to feed their families at a low cost.	If you're going to keep chucking cheap beer and 2 tubs of Celebrations for £7, you know what I mean? I'm lucky, I don't put a lot of weight on me but, I say that, in 4 years' time, I'll be a right heifer, won't I? I just think we've got it all wrong, haven't we? Make the healthy stuff more available.
	Contributing to the problem is the **relative expense of unhealthy food compared to convenience food**	I tried to eat healthy, but I found that more expensive as time went on and having to buy dearer alternatives to the normal stuff trying to feed the family of 6 of us. I've given up.

		Vegetables, there are certain supermarkets that do the 5 vegetables really cheap but to try and get a healthy meal is really difficult for a child on a budget.
	Participants often **defined 'healthy' food as being organic and purchased from farm shops**: this perception of what 'healthy' is, is often unobtainable for families looking to feed many mouths on a budget	I found that going to the local farm shops cost a lot more. I suppose it depends, I've got 3 children whereas I think if you're on your own, you can go to places like that, but when you're feeding a bigger family you need to be a bit more cautious with your money.
		I suppose we want things that are more natural, that are more organic, but the trouble is that we keep going back to, all those things that are the healthiest are not affordable to the majority of ordinary families, and especially if you've got young children, it's just not affordable to buy organic.
	Participants felt there was a **problem with how food is priced**: foods that are 'natural' with limited intervention are often more expensive than processed options. Many found issue with this and felt the **food system is upside-down**	I mean we're paying fairly cheap prices for processed food aren't we? But in a way it should be the other way round. Surely the processed food should cost more because it's been processed and the actual basic food that's just provided should be cheaper? But it seems to be the wrong way round at the moment.
		I find healthy quick-option foods don't tend to be affordable. So, it's easier to go to fast-food restaurants because it's cheap, quick, but, obviously, it's not healthy. Whereas, if you go into a supermarket and buy a salad it tends to cost a lot more and I don't see how that's right.
	There was concern that the **onus for addressing the problem was left to individuals rather than producers**	They are focussing on the wrong issue by expecting individuals to be responsible for losing weight without considering the impact the food industry has on encouraging obesity.

	Some discussed their struggles **related to price of goods and trying to achieve value for money**, whereby those who can afford to buy in bulk are able to get more for their money than those on lower incomes who are forced to spend more. Some participants felt **resigned to this problem** and thought there was nothing to be done as this was how the food system operates	It's like the cheap shops, like Poundland, a lot of the goods are smaller in size than what you might get in the supermarket, but you are only spending £1 on that item, as opposed to maybe £1.50 in the supermarket. Value for value, supermarket might be better, but you are able to make your budget go further by buying a smaller amount.
		Well, I think whereby the supermarkets, as we were just saying, they're often multipacks and get half price, you're actually paying less for that item that somebody with a smaller budget is going to end up probably paying more, because they can only buy the 1. It's an unfair system.
		If you can go down Iceland for £10 you can fill up your fridge to 2 weeks, you go to the supermarket, you get decent food you've probably got a week's worth of food. It all comes down to money. Health goes hand-in-hand with poverty. It's just the way it is. Without having sustainable cheap food which people can afford then they are always going to go for the unhealthy option because it's cheaper
	Participants felt that a common trade off in the food system was **high quality vs. cost**	We'd all love to buy organic, free-range, high-welfare but that only represents probably 5% of what you see in the supermarket because people won't pay 4 times the price. Let's have a little bit of realism. You can't moan about people not being able to afford a decent diet, and then moan that it has to be the perfect standards. There has to be a compromise, and therefore that's what we currently have… We'd ideally love that calf to grow up and have a very happy, free-range life and a healthy retirement but that's not how it works.

	Participants also experienced a **problem with cost and availability of higher quality items**, with more deprived areas lacking options for high-end produce	It's that cost versus efficacy balance. If you go to [supermarket] in South Kensington, there'll be nothing 'value' sold in there. It'll all be the best high stuff. If you come to the supermarket in Thetford, there's very little sold of the higher end because people simply can't afford it
	Participants were concerned that the current food system in relation to health and cost, **promoted societal division**	If you can go to [supermarket] and buy a pizza that costs 80-90p that's an affordable thing for somebody, whereas if you want a kilo of mince with no fat and it's going to set you back £8 it creates a negative two-tier system because, 'Shall I buy 4 pizzas and feed my family or shall I buy the vegetables and meat and cook and take my time and end up with not being able to afford to eat for the rest of the week?' That's then a negative two-tier system.
	A **lack of time** was seen to also contribute to poor health through the consumption of fast-food	I know that where I'm working I haven't got time to be making a big meal throughout the day. I need something quick for when I get back at lunchtime. If you used to buy a sandwich from a shop, it's not healthy, it's full of all sorts and they tend to be more fattening than anything else
Values and Priorities: Affordability	Participants spoke about the **affordability of meat** and the food choices they had made to reduce their meat consumption.	I also eat less meat as a way of saving money too, veg is far cheaper than meat and just as tasty.
		I don't know about the rest of you, but the only time I ever have beef is in mince. I can't afford to buy a joint of meat unless it's been reduced, or is on special offer, because it's so expensive. I think that's the reason we buy cheap meat, the stuff that is mass produced, because it's cheap
Defining the problem: Health: Portion Size	Participants said that **portion sizes** in supermarkets, restaurants and take-aways are too	For health, we should become more comfortable with smaller portion sizes. All of this healthy eating boils down to eat less, do more. That's your aim really. We have such a varied diet now, it's actually

	large and contribute to ill-health	somewhat difficult to get not all the nutrition you need. Really we just need to have less of what we're having
		That's one thing I do agree with is portions. You've got to have reasonable portions for individuals. At the moment, the supermarkets supply meat which isn't in portions. Of course, you get a portion of meat or mince and you use all that mince and you don't need to
		Well, obesity is the problem, and the fact is, I think we've hit the nail on the head that you've got to have correct portion sizes. Because at the moment that's just being ignored
Defining the problem: Covid-19 shining a light on the problem	Covid-19 had a huge effect on participants' experience of the food system, shining a light on societal divisions, particularly during the early stages of the pandemic when panic-buying was rife. They felt it highlighted a problem within society of people buying more than they needed and leaving others without	I think just supply and demand, isn't it, really, the fittest will survive, the rich will become richer, it's a sad state. You've just got to look at the scenarios with bloody toilet roll, hand sanitisers… I don't mean to sound silly, but people just panic buy, don't they and you run the risk of people buying extra food for the sake of doing it and it's just going to go to waste, isn't it? There's going to be kids hungry, elderly people suffering.
		I think that the current food system is too reliant on this idea of a rational consumer, and it's things like this that make you think, 'Well, should we have shorter supply chains? Should we have less complex supply chains?' I think what I'd expect from them is to learn from this crisis and think, 'Maybe there are too many links in the chain.' Every link in the chain degrades someone's experience of that food, whether it's the producer or the consumer
Defining the problem: Covid-19 shining a light	Lockdown during the pandemic highlighted a problem to some	I must admit, during lockdown, I was only going out once a week to the shop, so I was making sure we got what we needed and we ate so much better those weeks that

on the problem	participants of the **lack of time they have to spend cooking healthy meals** in a pre-Covid world	we were doing that and spent so much less money because instead of buying a ready meal, I was buying stuff to make a ready meal and then freezing it, because I had time to do it because I wasn't having to rush to work and things
		Lockdown gave us the option to cook at home, but it's not always as easy as it was then. The traditional way, when we were kids back then was mum would be at home or even dad. One partner would be out working, and somebody could be home to meet the kids from school. Unfortunately, it's not always the case these days – except when we have Covid-19.
Framing the problem	Agreement that there is a **problem with how society values food**	I mean I think this whole thing comes down to, do we want to make food a priority, and how much do we value it, right? How much do we value our food and how much do we value what we put into our bodies?

2.

What's matters?

Code	Key points	Quotes
Defining the problem: Climate crisis	Some people spoke of a fear of a **dystopian future** and visualised the impacts changes to land use might have, referring to the possibility of future global pandemics	When you knock down the forest, I watched Contagion, which frightened the hell out of me, but the animals moved out of the forest towards where humans are, and do we not run a risk of having Covid-19-20, -21 and -22, and all this scary stuff? The wild animals have got to go somewhere, and that frightened the hell out of me.
Values/Priorities: Covid-19 moment	For some participants, the pandemic brought to light the **threat of zoonotic diseases** incurred by food production practices	I think again it's going to be health for me, but I think the specific things that stood out for me were the mentions of the link between-, I think the word was 'zoonotic', but like SARS, Covid-19, all of those things, and also those antimicrobial resistance. I think that's such a massive concern, a societal concern that we all share.
		I think what worried me the most was zoo and tropic diseases. This side of 2000,

		we've had five possible pandemics or more, from SARS to bird flu and goodness knows what else. Each one of those could have been as bad as Covid-19, and Covid-19 has been horrendously expensive. However you want to look at it, whether it's monetary, whether it's in lives lost, whether it's in destroyed marriages, broken relationships, people's mental health. It's horrendous, the price. And, to continue on a path that's going to create more of these seems insane
	For many, Covid-19 had **inspired a new set of values**: people felt it was an opportunity to begin placing **greater value on the environment**, most notably through tackling climate change	Pre-Covid-19 I expected the money factor would be the most important, that people would do what was the cheapest and easiest. After Covid-19 you sort of think, that's not the most important thing, the most important thing is getting the food right, making sure that it's a sustainable food system that is good for the planet
	Covid-19 altered how people valued health, making **people more aware of the implications of obesity on weight-related illnesses** and sparked concern over the resultant **strain on the NHS**	Even before Covid-19 we had pressure on the NHS and I think that is going to have a big drive in terms of making us think about the food, because of the amount of sugar we're taking, red meat and all that kind of stuff.

2.1 Our environment

Code	Key points	Quotes
Defining the problem: Climate crisis	For many the **climate crisis** is the biggest problem of our time and where most efforts should be concentrated through the food system over the next 75 years	It's my impression that the concern that most people have is about climate change and that is irreversible. If you're talking about health, apart from the impact it would have on the NHS, if you can get sick because of having really poor diets, apart from the NHS impacts, it's your own problem. But the environment is a concern

		for absolutely everyone. It's not about your own personal choice anymore
		I think probably the number one concern is climate change, and I think we're almost getting to the point, you hear more and more daily about what we are actually doing to the world in terms of climate change, and I can't help feeling that all of the other expectations and desires are going to be pretty irrelevant if we don't actually get a grip on climate change.
		In the next 10 years I think the biggest thing is climate change and secondary to that people are going to be less mobile as people are working from home, you're likely to see higher rates of obesity, more chronic illnesses, more diabetes…I think it would be a chain reaction of events. In 10 years. I think the most pertinent risk to the food system would definitely be climate change
Values and Priorities: Environment: Addressing climate change	For many participants the climate crisis was the greatest priority	Climate. For me, that's the biggest one because health and the environment follow from climate.
		My concern is, I appreciate there is all the concern over health and getting all the right vitamins, protein, etc, but as I keep coming back to, my major concern is the environmental impact."
	Some participants already **actively prioritise the environment** in their food choices	I myself am vegetarian/pescatarian for multiple reason, however one of which is indeed because of the environmental impact of a high meat diet. Whilst in the past it may have been necessary, modern day humans and diets do not need meat, or at least such a high volume of it."
Defining the Problem: Climate Crisis	There was concern at the **speed of climate change and the impacts of human activity** on the environment	It's since the industrial revolution, the change to the climate has gone up 100-fold. It's not just the introduction of plastics, it's the use of coal and whatnot in industrial processes during the late 19th and early

		20th centuries is what created the current situation we're in now. Granted, we haven't helped it. We've brought the process forward, we've made it faster, but in the last 100-200 years, we've probably done more damage than they have in the last 10,000, granted, but from what damage we've done it's going to take hundreds of years to stop it. If we stop dead right now, they reckon it will take between 150 and 200 years to repair the damage that's been done."
	Problem of society being **too focused on the short-term outcomes** when considering the food system and the environment; there is a need for longer-term focus and a need to **act now**	I think that as human beings we are short sighted in a crisis. We need to take a longer view of our time here and what it means to be a consumer in modern society if we are to make any lasting changes. It is important that we mentioned climate change, as that will most likely be the next, very possibly worse, challenge we will face today
		I think that's going to totally shape the next few decades in terms of the effects that food production is having on the environment, on nature. Potentially food supplies will be affected. Distribution channels will be affected. Yes, it's quite scary
	Harms to the environment should be addressed through changed food system practices, particularly in food production	There's also the thing about over farming the world, isn't there, as well? I think we all agree, humans are killing the planet slowly. If we take measures in place to stop over farming, overpopulation, wastage, landfill sites, hopefully we'll keep the planet for many, many years to come, won't we? As bleak as that is
Values and Priorities: Environment: Addressing climate change	Participants **thought globally about their environmental concerns** and wanted people to **take more accountability for their food choices**	I'd like the food system in the future to cause as little harm as possible to the environment and the planet, and to each other. When big companies come in and just get licences to drill into the aquifer and put in a huge plantation for a few years, and all the springs dry up in local villages, and they just become deserts. We just become much

	and their implications on the environment	more responsible for the effects our consumer demand makes on other parts of the world, so it just becomes fairer, and more conscious of how our demand for palm oil, or olives, or strawberries in December, actually affects some villages somewhere far, far away.
	Participants felt that **climate change was becoming increasingly accepted as a problem that needs addressing through the food system**	Somebody said earlier, I think people are more willing to help the planet now than I think they were in the past. I think because we are seeing, the effects are being more severe."
	Participants wanted to **prioritise taking time and putting consideration into food choices** that would be good for the environment rather than acting on changes that may only appear to better for the environment	We also need to ensure that for instance almond or soya milk alternatives are not more damaging to the environment than cow's milk or any other substitute you decide to eat
		In Kent they have what we call Thanet Earth. I notice on my trip down this time the greenhouses have increased, they're all lit 24-hours a day to grow our salad produce. There it is, we've become sustainable, but our carbon footprint is not going down in that sense.
Defining the Problem: Environment: Climate Crisis	There was a small amount of **scepticism of those who prioritise climate change** in their food choices, with a few seeing it as a trend	More people are turning vegan and vegetarian, and stuff like that, because a lot more awareness has been raised about climate change… So, it seems almost like a trend for people, to try and save the world, sort of thing
Framing the problem	Concern over **the role of media** – in particular social media influencers – on what people eat and why	It's the same with being influenced. If a superfood comes out. We've just got not to be influenced by campaigns on TV, celebrities, Instagram. We need to think to ourselves, 'We need to eat 5 fruit and veg a day, cut out the crap, just live a normal diet'.

		We don't need to think about what social media influencers tell us is 'super' food
Defining the Problem: Environment: Biodiversity	Participants felt that **modern intensive farming practices and the use of pesticides** have contributed to biodiversity decline and need to be addressed as part of the problem	I think what hit home was just the amount of wildlife that has shrunk over the last 50 years and I think that's due to the amount of pesticides that's been used with farming
		I was just saying with stripping land loads to make space for livestock and crops, we're getting rid of a lot of a lot of biodiversity that we don't know necessarily so much about
		I wish there wasn't a need for pesticides that get into the food chain and kills wildlife. It's such a shame that so much wildlife has been lost due to habitat destruction. I don't want to lose more wildlife
	Many participants spoke about the **decline of bee populations** as a problem they would like to address	My garden is absolutely full of bee-friendly plants but that's because it's East Anglia and Norfolk, and it's one of the driest. It did have a rainfall equivalent to Jerusalem. The plants were suitable for the climate. That taps into the bees and the butterflies. There is a serious problem with the bees.
		Bumble bees, for example, bees in the UK are very important for the pollination of our plants so if our climate adjusts to be more attractive to more continental African bees or insect wildlife and they come over here and displace the bees that are really important to our pollination every year that could be one really bad outcome of climate change rather than high temperatures on its own…That's a food supply issue as well, isn't it?
	Participants were also concerned about **deforestation** and the knock-on impact on	It's the deforestation side that's a bit concerning. We need the trees, and deforestation is having an impact on the animals that live there, which will become close to extinction, so it has a knock-on

	biodiversity	effect from other things. So, that needs looking at
	The development of monocultures (specifically oil palm and soy production) was seen as a problem linked to **intensive farming and increased population:** a reliance on one type of crop was part of the problem and **feared food shortages** resulting from the dominance of monocultures	With the increased human population there seems to be an increased demand on this palm oil. There are lots of parts of the world that are now being replaced on an exponential level. I understand there is deforestation happening literally every month, a forest the size of Great Britain is being brought down in South America, and places like that, to replace trees with palm oil trees... A lot of it relates to how people are cooking and eating, so their habits are changing. You might think, 'What's palm oil got to do with food?' but it's got to do with the food habits that we have found ourselves in. Supermarkets are being greedy, because they know that the products from the palm oil are cheap, and they're beginning to almost subliminally condition people into using these ridiculous methods of cooking without making us conscious of the environment, and the devastation that happens with it.
		The reliance on single types of cultivar, I think the word is, for different crops could lead to some issues. All the bananas were wiped out some time ago and they had to replace them with a new strain of banana. We have so many fields full of the same crop everywhere, if something comes along like the Irish Potato Famine that wipes out all these certain types of crop, it's going to have a massive impact on countries that rely on wheat for example."
		There are going to be food shortages, because the way the world's going at the moment, because fields are being overused
Values and Priorities: Environment: Nature	Some placed **value on the prevalence of biodiversity** and some prioritised	We shouldn't be cutting down the grass and the wildflowers just so it makes it look nice and pretty with a nice lawn. We should let it

	encouraging this in their own spaces	grow wild a bit, I leave some of my garden wild just for that reason.
Defining the problem: Environment: Land Use	Concern over **growing crops at a large scale**, both on biodiversity and the landscape: they didn't want to see **plastic and glass greenhouses** across the British countryside	I'm really into gardening and I love having bee-friendly plants in my garden. I love all the birds coming into my garden. I love the whole thing. I think that's really important
		If you get dairy from this country, it's good quality, but veg, whether it's this country or any other country seems to involve lots of things that are harmful to the environment, even soy according to the extinction programme.
	Conflicting land use needs were viewed as a problem, in particular the **repurposing of agricultural land for housing developments and infrastructure**: participants didn't want a decrease in agricultural land to result in the inability to meet future **food demands**	Have we really got that much space in this country? I'm not so sure. We seem to be building roads and putting concrete everywhere.
		It's almost the same thing as sustainability. If we are going to continue to build houses, and railway lines, and put concrete down everywhere, then I don't know whether the equation 50 years down the line is going to be sufficient
		It was nice having that field and the environmental benefits that that can bring, but there's just this drive for taking back land, taking back the green belt, building housing, building-, well, just building, basically, and construction. So, what impact is that going to have? Because if you're taking back all that land, then how can you have an environmentally friendly environment?"
	Participants worried that a **reliance on alternative crops** – if the UK were to reduce meat production – would be a challenge for land use in the	What I'd be concerned about is, you're saying to eat less meat, because it affects climate change, obviously we've got to replace it with plant-based products. I'd have to question where are we going to grow those? Whenever we've introduced a new food into our chain, like soy or palm oil, it's had a knock-on effect. We've killed

	future, raising their concerns over monocultures	rainforests, we've endangered animals, because we've wanted to have that. Who says whatever you come up with, rather than eating meat, is not going to ruin more parts of the planet and cause more devastation than the animals are doing already? It's got to be replaced by something
Defining the problem: Environment: Biodiversity	There was concern that nutrients in soil would be depleted without **crop rotation and a diversity of species**	I'd just add that there is a real problem with the soil doesn't have the same diversity within it that it did within a few centuries ago because we've grown very intensively and we've taken a lot of the nutrients out of the soil base
Values and Priorities: Environment: Nature	Some questioned whether **nature** something that varied in importance between people from **urban and rural** locations	I don't really care what the landscape looks like, I've always imagined landscape as serving a purpose
		it goes back to what we're used to, or again habit or driven into you as you grew up, like this is something that you look forward to doing, or you go and spend some peace and quiet, that sort of stuff. Would I miss it? That's a different question. I've not tried it. I'm not quite sure if I would miss it if it wasn't there.
		Probably the people in Norfolk would have a different view to the people in Lewisham, because clearly-, I would think the majority of people in London wouldn't mind if there was more woodland and stuff like that, because there's not too much of it about and we don't get to see it
Defining the Problem: Environment: Food Waste	**Food waste** was **significant to participants as individuals**: some felt it was a particularly important but undervalued problem in society	I think the food system should really focus on minimising the impact on the environment. Things like food waste is a really big issue I think, and climate change is like the elephant in the room that a lot of people don't sort of take as seriously as they should and the food system is a big contributor to that.

	Food waste was seen as a particular problem when it was of **meat and animal products**	It strikes me as a shame that throughout all of this one of the bigger issues, which is waste, particularly when you are talking about animals that have lost their lives. The amount of animals that are grown, taken to an abattoir, killed, go to shops, and then the meat isn't even eaten, or if it's purchased it doesn't get eaten
Values/Priorities: Reducing food waste	For a few, reducing food waste was a top priority and was seen as something that could be actioned by the individual	My big dedication in life is avoiding food waste. I'm always in the supermarket 15 minutes before they close getting all the reduced items, but not everybody can do that, of course
Defining the Problem: Environment: Packaging	Food packaging was identified as a problem related to waste: there was a sense that **consumers expect packaging to be perfect and undamaged** resulting in more packaging than is necessary, most of which is often not recyclable	I think with the expectation of packaging that it's a huge expectation that the packaging has to look really nice because if the cardboard is damaged at all, the supermarkets throw it away and they bin it, even if the food inside is completely fine. I know that from my experience at working at [supermarket], they would just throw any food that had any damage away and that's how they would tell the workers that's what they should do. So, that is the consumers expectation that the packaging has to look completely immaculate."
		Because packaging is one of my bugbears, it's always like a plastic bag inside a carton, and then a cardboard box and things
		They need to reduce the amount of packaging on some foods. It's just ridiculous, why do you need to do it? You don't. It's just things being over-packaged, and it all has to go to waste, it's not recyclable a lot of it so it just goes into the landfill system, the plastic packages get blown around and end up wherever."
Defining the Problem: Environment: Food	Participants felt the **transportation**	A lot of fruit and veg are seasonal, come from abroad so what about the carbon

Transportation	of food across the world was a problem for the environment. The impacts on climate through the **carbon footprint** of transporting food was a particular concern.	footprint of flying them in, or shipping them in, and stuff like that as well."
		Tomatoes is a prime example from Spain, we can grow tomatoes in this country. We should just not get it from all over the world I think half the time. I know you have to get bananas from Africa or somewhere. I think that's my point anyway. I think they make too much of a carbon footprint.
		From my work, I know that we catch the fish in the North Sea, and then we send it to China to freeze. That's obviously not good for the climate.
Values/Priorities: Environment: Nature	A few participants **valued nature** and it's role in underpinning the global environment	If our ecosystems start crashing, then it'll just have a knock-on effect for everything, so we need to support those, the pollinators, all the other ecosystems, some of which I'm sure we're not aware of, that keep us alive.
	Some preferred the **classic British countryside** with large green spaces and livestock, whereas other expressed a preference for **rewilding**	You go out and you see it in the field, and it makes you happy. If I saw the other one [wild], I would be thinking, I'm going to a rubbish tip.
		Seeing figures around the reduction in wildlife in the last 10, 40, 50 years is horrifying frankly, absolutely horrifying, so we need to be re-building places where nature can re-generate itself, wildflowers, insects, bees. That has to be also very high on the agenda
		I think from almost a nostalgia perspective, no one likes change, but I think it'd be just as beautiful. As long as it was still natural, it'd be lovely
		I think it's really classical England, but I think there is a part of me when I go somewhere and I see something that's really wild, that also makes me happy. I feel like a balance is really important..

	A few participants thought having **livestock was important** and associated this with nature, fearing the impact on livestock should meat and dairy consumption reduce	If the whole world were to do this, I feel like it would probably end up, my family live in Wales, seeing a significant reduction in the amount of animals around us. That would be my main worry.
	Participants thought **nature was important for mental and physical wellbeing**	I think it would be wonderful to see more woodland and wildlife increase. For me, personally, I think that'd be fantastic… Health-wise, it's going to benefit everybody. Cleaner air.
		It's really good for your mental health, isn't it, to have things like that and to be able to go out and just to-, and then that has a positive effect on your physical health as well.

2.2 Health matters

Code	Key points	Quotes
Defining the Problem: Covid-19 shining a light	Participants spoke about **meat processing methods** as being part of the problem in causing the pandemic. The pandemic shone a light on the **link between obesity and other health problems**, highlighting the need to tackle the issue of obesity amongst the population	What I would say is, when people are talking about novel viruses breaking out, obviously one of the main groups of people at risk of Covid-19 that we're currently going through is obese people. Obviously, as more viruses come out like that in the future-, it's not a positive change, but it might drive a reason for people to think about their food habits, for example.
		You look at how the pandemics begin, it's primarily from eating meat. SARS began in markets as Covid-19 began in the wet markets. It's all from eating meat. I'm not sure of the evidence behind this, all I've read is we're going to move into a century of pandemics and there's going to be more things like Covid-19 and SARS

Values and Priorities: Health	Many participants identified health as being a **number one priority**	Health is probably the one that will resonate with me, and with most people. People are worried about their health, worried about not dying.
	Participants often spoke about **health and the environment** being of equal importance and being interlinked. Some felt health had to be the most important consideration to enable people to act on reducing climate impacts	I think everyone's point is the same thing, which is we want everyone to take this as seriously as it is, this is our health, the health of our bodies, there's nothing more important than that, this is the health of our planet, and nothing should be really more important than that, right? So, the government should want us to be all extremely healthy, and it should want the planet to be healthy, and we bear that responsibility as well
		I think the way I've learned about it, I've always seen the environment and food on par rather than focussing on one more than the other
		I guess there are implications on the environment, but I feel like possibly the bigger concern is national health because I guess we won't be able to inhabit the environment if we're all sick and unhealthy.
	Some participants felt that health was a **personal priority**, whereas the environment was a general value	I think for a lot of people I know that have recently become vegetarian, health was one of the main drivers. They've always felt bad for the environment, but when it was on a personal level, that was more the tipping point
Defining the Problem: Health	A few participants found it **more difficult to agree on what is and isn't a problem in relation to food and health** when compared to food and the environment	The health thing, I certainly am pretty sceptical about the alleged health disadvantages of drinking milk, for instance, but I think that climate change is universally agreed on."

	Whilst **health was an important consideration for many, it was often compared to climate change**, which was seen as a more pressing problem that would impact everyone in the population, whereas **health was an issue specific to the individual**	It's my impression that the concern that most people have is about climate change and that is irreversible. If you're talking about health, apart from the impact it would have on the NHS if you can get sick because of having really poor diets, apart from that, that is their problem in which case I understand why you'd be of the opinion that the government doesn't have anything to do with it, if it's yourself, but the environment is a concern for absolutely everyone. It's not about your own personal choice anymore, I don't think.
	Although participants tended to be prompted more on food and health than the environment and climate, they still placed **great importance on issues relating to health and food**	I think our health plays a massive part in the food system. It's the whole reason why you're doing this food strategy. Obesity is probably at its worst at the moment, the pandemic has made that evidently clear that people who are a bigger size are more likely to have more things go wrong with them. The NHS is under massive strain. I think cancers, more different types of cancers, are now more coming known than there ever has been… There was a big thing in recent years about pork, with bacon and sausages because of how they preserve it and cure it, that was one of the main factors of how bowel cancer has risen. So, I think we definitely need to [do something], it's a massive implication, health on the food strategy.
	Participants felt a **lack of knowledge** about the food system in relation to health contributed to the problem: they felt **information was often unclear or irrelevant to their own lives** to enable them to make changes to their	I think maybe there's not enough information in people's faces about the health risks of eating meat, and red meat, and processed meat. I think I said it the other day about health risks from things like smoking and drinking alcohol and things, but I don't think it's general knowledge how bad meat can be for you."
		It's also the fat content, and possibly the grain that they put in as well. I've got a granddaughter who has coeliac disease. She

	diets and that **people often don't understand what's inside their food** until there is a problem	was extremely poorly, she's 4 now, but to the stage where we nearly lost her, and this is just due to gluten in her diet. That has made us more aware of what goes into these processed products."
	Participants thought that the **obesity crisis** would get worse in years to come: highlighted by the Covid-19 pandemic	There's no sign of the obesity epidemic calming down anytime soon. I think you're going to see more health problems, more health drives by the NHS and everyone else, but you're going to see the pandemic if you like of diabetes type 2 and heart disease. That's going to become a bigger role over the next few years.
Appetite for Change: Issues around acceptability	Most participants **accepted the issues related to meat and dairy consumption:** some spoke about the steps they had already taken to reduce or eliminate meat and dairy from their diets, primarily for the health benefits	Over the past year I have tried to cut down on dairy due to the effects it was having on my skin and stomach. Eliminating it or reducing it can reduce acne, help skin tone and elasticity. It has also helped my gut health
		I've switched to using more plant-based "milks" (I try to use oat milk because of the impact of soya and almond milks) and I've cut out a lot of cheese, though this is more for health reasons.
		I think it's an excellent idea for us to eat less meat. We certainly have in our household and feel so much better for it… The health benefits are enormous
Values and Priorities: Health	Some participants spoke of the **actions they have already taken to improve their personal health,** predominantly through reducing their meat and dairy consumption	I have significantly reduced my own meat and dairy consumption over the past 6 years. This was purely for health reasons.
		I've been trying to do less red meat because that affects my gut and it's not good for the environment, it's not good for your health, really.
	Others thought about the added **value this had for the environment**	I think eating less meat and dairy is not only healthier from a personal [point of view], but healthier for the planet as a whole. As the

		meat industry contributes so much to deforestation and carbon emissions
	Some participants cared about **meeting their nutritional needs,** often referring to the need to include meat and dairy in their diets	My partner's just been diagnosed with Inflammatory Bowel Disease, and obviously there's a real problem sometimes absorbing nutrients. Actually now, she's considering eating more meat, because she's anaemic and has really low B12, and B12 obviously realistically can only be found in meat and dairy sources. I think for us, it's a balance between environmental concerns, and also just health concerns
		I moved home and my parents are on my case to gain weight. My doctor has always told me to eat red meat because I'm quite small. I don't have great iron, that sort of stuff. For health reasons, I have been told [to eat red meat]
		The one thing that does worry me is if you don't eat the dairy, the lack of calcium and the minerals and nutrients that you get from your dairy, that you possibly can't get anywhere else.
		Personally, speaking for my diet, I require plenty of protein for muscle repair and growth so eating less meat isn't really an option for me but I have found alternative ways around dairy such as almond and soy milk and cutting other dairy products out my diet
Values/Priorities: Health: You are what you eat	Participants wanted to **prioritise health in the food choices** they made and feared that in an effort to be healthier and shifting away from meat and dairy	I feel like that needs to be eradicated because I know a lot of people that scoff at vegan or vegetarian alternatives because they're just so highly processed, and when I look at the ingredients and I'm thinking I'm totally open and non-judgemental to vegan alternatives, but I think, 'God, meat would be healthier and better on the environment than that

	products, they may unintentionally start consuming other processed products -such as meat alternatives - that are not necessarily healthy	That leads me onto my focus on diet, my personal preference on diet is to focus on whole foods as opposed to processed foods. In line with what he said, why are we trying to manufacture foods that are something else rather than focusing on what they originally are?"
Values/Priorities: Health: Children's health	Children's health was a **top priority for many parents and grandparents**	I have always tried to be quite healthy myself, especially with my little boy and getting him to eat fruit and vegetables and stuff which I guess is quite cheap
		I'm a single mum, three kids and I manage to cook but that's because I prioritise that over a lot of other things
	Participants were **concerned about the effects of additives and processed foods** on mental health, children's behaviour and energy levels and the impact this would have on their development later in life	I think some of the food we eat, preservatives and stuff in it, impacts our health and how we behave. Children's behaviour, probably, a lot of how they behave is down to what they eat, all the additives and E numbers. ADHD and stuff like that, it wouldn't surprise me if a lot of it was down to what's put into food
		You can eat crap and it affects your mental health, it doesn't just affect how you look physically… It drains you and makes you lethargic, it makes you depressed. You know, what you eat has an impact on how you feel every day. Which then has an impact on how children learn at school because if they're lethargic, they're not going to be focused at school, so they're going to be withdrawn and they're not going to do as well in life. Ultimately, this is all an education thing, isn't it, really?

2.3 Fairness in the system

Code	Key Points	Quote
Values/Priorities: Affordability	For many participants	As a household on a budget, price dictates food choices

	affordability of food was a **priority.** Many felt that affordability of healthy foods was an important issue to tackle	I think food poverty is a big point to make because I would expect that within a certain amount of years everyone can eat good quality food for a low price leaving no one hungry.
	Some participants spoke about the **trade-offs made between affordability and quality.**	In terms of the expense of meat as well, I find it doesn't cost as much as the same quality from carbs. I know my meat consumption a day costs me about £2, but if I was to go and try and get the same amount of quality protein from vegetables, it would cost more than that. For me, it's probably cheaper to eat meat than the vegetarian alternative
		A few people have talked about a two-tier system, those that can afford the better, versus the rest of us. I don't know what we'll be eating, the lab meat
Defining the problem: Covid shining a light	There was concern that **health problems caused by unhealthy diets would be exacerbated by the pandemic**, with growing rates of poverty resulting in more people turning to cheaper, less-healthy options.	I think there's going to be a knock-on effect from Covid-19 of people having a lot less money to spend on food. So, a higher demand for cheaper food, where in fact, we should be making it so people eat less but more decent food, but I think the reality is going to be, there's going to be a massive recession, and I think that's going to have to, inevitably, have an effect
The changes needed: Affordability: Affordability of healthy food	Participants expected **greater fairness in the food system**: many were shocked by the use of **food banks** in the country and felt that everyone should have **access to affordable heathy food,**	You ask yourself, how is it possible in the UK when you've got all this support around you, all the benefits and so forth, and we're one of the richest economies, there are still families who are struggling and they have to go to a food bank to get food?
		I'd like a complete redefinition of the term 'cheap food' so that it came to mean that cheap food is healthy, whole food. That's what I'd like. The expensive stuff is meat

	regardless of income	and high fat things and la-di-da, processed stuff.
		We definitely need to make it more possible for healthier options to be available to people with less money. People don't like to talk about income, people don't like to talk about their money but there's a lot of parents out there, not even parents, there's a lot of people out there, adults, who cannot afford the same kind of food that other families can afford. I think that's wrong.
		there should be a minimum price for certain products, I think. Even if you do, like, a tiered approach. Yes, I acknowledge the fact that people have different salaries, and vice versa, but just because you don't earn a certain amount of money, you shouldn't be penalised for the fact that you cant afford something. It needs to be balanced doesn't it, really.
Values/Priorities: Affordability: Access	Access to food was a **key priority**: many people spoke about access and affordability of food being a **basic human right**	I think everyone should have access to food. You see so many people with food donations. Everyone should have access to the same amount of food. Everyone should be entitled to it.
		I also really strongly agree with the socioeconomic issues. Things like free school meals, but higher quality of free school meals, and just balancing out the inequalities with postcode, where you live drastically affects your access to food and the quality of food you have access to
Values and Priorities: Affordability	Participants **cared most about the affordability of healthy food**, wanting healthy food to be made cheaper so people	We definitely need to make it more possible for healthier options to be available to people with less money. People don't like to talk about income, people don't like to talk about their money but there's a lot of parents out there, not even parents, there's a lot of people out there, adults, who cannot

	could make healthier choices for themselves and their families	afford the same kind of food that other families can afford.
		It's wrong that it's cheaper to eat worse than it is to eat good. It's just bad isn't it, with the way obesity and stuff is going… It's cheaper to get a pizza than it is to cook a nice healthy meal.
		I think the main thing is that, at the moment, unhealthy food is predominantly cheaper. It's easier for me to feed my children cheaply with unhealthy stuff than it is healthier food. I think that, for me, is one of the main ones
	Participants were **concerned that an inability to afford expensive food products resulted in a lack of quality**, and health, of foods: some thought this may increase disparities within society and felt this was an important issue to be addressed	that's what a lot of people do, who are on a low budget, they tend to go for the cheaper options which aren't better for you because it's what they can afford. So, making food that is affordable but, at the same time, not impacting on quality
		Availability, accessibility, and education, basically. That basically it's down to a social class standard effect, and there are families out there that are just so dirt poor, food does not become one of their main priorities, they just end up practically eating anything they can get.
	Participants cared about others in society and wanted to see a **rise in living standards**, allowing people to make healthier food choices	Participant 1: "If people have the disposable income to be making different choices, then demand would change anyway" Participant 2: "If everyone's doing better, then they can pick healthy food"
		What's affordable completely depends on wage, what the average wage is, how many people are working. That's a really difficult one, but fundamentally you should be able to eat healthily and well within your living expenses. We should have affordable living as well, should not we?

		Without a total equal society, there are always going to be differences in who eats good food and who doesn't. For a successful food system, that's what it needs to be, equality across the board.
Defining the Problem: Covid-19 shining a light	Participants discussed the **problems within society within the context of access to free, healthy meals for school children** during the school holidays	I'd have thought, with the reopening of schools, and saying how the children, especially the poorest children, have suffered, that when they went back to school they would be offered these meals. I don't understand why the kitchens aren't open, because restaurants are, pubs are. It'll be 9 months, really, before these children are sat back in a school canteen, maybe eating their one healthy meal of the day. I think it's the very vulnerable in society, and the poorest, that are really suffering right now
Values/Priorities: Covid-19 moment	The **economic implications** of the pandemic on families was a concern for participants: they spoke about the increase in diversity of people seeking financial assistance and for some, this **changed the way they valued the availability affordable food**	I do think it has a very high priority because, clearly, here are many people who do not have a good diet, access to food, cannot afford food. And that's going to continue to become problematic, given the current situation and end of furlough and all these other things that are happening for people. There's almost a choice between how much they spend on food versus their other bills, etc. because of lack of-, they've lost their job, etc
Defining the Problem: Environment: Food Transportation	Some participants thought the **employment practices of food producers** in other countries was a problem and would rather see food come from producers with more ethical	I've seen several programmes about the poly-tunnels, and particularly the conditions in which the immigrants in Spain had to work. All these people sharing abysmal accommodation. I think perhaps that should be factored into it, the treatment of basically what was slave labour, uncontrolled labour, picking all their crops. There weren't any Spanish people picking them. I would rather use the Isle of Wight

| | employment systems. | which is closer and use more energy for growing than watch these people, who are not citizens, who are illegal immigrants, being abused with no controls for food which costs more environmental impacts in transport alone. |
| | | I think we also have a responsibility. When we advertise stuff, there's got to be something in place, that we talk about climate change and the bigger picture. A good example of that, in Tunisia, we have something called hindi. It's prickly pears. When it's in hindi season, you can buy 6 to 8 of them, for about 30p. Last year, I remember seeing an article saying, 'The new superfruit,' and it was prickly pear. You can now get them in most supermarkets, and the price in Tunisia has gone up so much that people can no longer afford to buy them. We have a responsibility, when we're importing things from other countries, to look at the knock-on effect, what that does. |

2.4 Food, farming and trade

Code	Key points	Quotes
Values/Priorities: Global Supply Chains: Protecting livelihoods	Several participants spoke of **the importance of protecting farmers** and their contribution to the British economy: they felt the wages of those who work in the food system should be protected	I don't want the farmers to suffer.
		My biggest worry would be the effect on the farmers livelihoods.
		I think food at the minute is incredibly cheap, and the farmers need to earn their living. I think that the base income needs to increase, and the food prices to reflect what's gone into growing them. Especially if we're looking for higher quality of food, that is going to have a price premium on it in a lot of cases
	Participants wanted farmers and rural	I know there's also a system of subsidising the UK farmers through the EU, I'm not very well educated in this but I don't know if

	economies to be protected from the **effects of Brexit and any reductions in meat and dairy demand**	there's anything to actually replace that system of providing financial support to UK farmers now that we've left the EU and once the full transition has been completed. So, that's another worry that could be added to the Brexit bracket.
		I truly believe that it [reducing meat and dairy] would be a massive ask to implement something as such in a country the size of the UK and could end up costing and playing with the livelihoods of farmers, suppliers and even butchers which I wouldn't want to see.
		Cow's milk is a bit cheaper although I'm pleased to see that it looks like milk has gone up in price and hopefully that's going back to some of the farmers
	A few participants spoke of the value of farmers on **high British standards of meat and dairy**	Livestock production is incredibly hard for the farmer, because if you've got a dairy herd, you've got to milk your cattle twice a day. And, it's never a convenient hour. Four o'clock starts are not convenient to anybody I know. So, shifting from one thing to another makes a significant difference to the community. A lot of farmers are not particularly social, because so many hours are taken up with their work. So, there's a lot of mental health issues for one thing, and then there's a lot of stress because of lack of remuneration, if you like. It's very hard to make ends meet as a farmer
	Those who had ties to **rural areas expressed the greatest concern about farmers' livelihoods**	I think we're an urban population in this group and we probably have a very different view to people who are actually out there and working on the land and getting jobs in chicken processing factories and stuff like that. I don't know how big a divide there is between people in cities and people in the country
Values and Priorities: Animal welfare	Although animal welfare was seen	Welfare of how animals are treated is important, but it's got to be balanced. If

	to be an important consideration, some felt this needed to be **balanced with protecting the livelihoods of farmers**	you're a farmer, you've got to make a living. Yes, animals should be treated well. However, it's not always possible, politically, there is a lot of good points being raised. Some of it is culture dependent.
Values/Priorities: Health: You are what you eat	A concern for many participants was the **accumulation of chemicals, antibiotics and plastics** within produce on their health	Whatever that animal is eating, it's in the meat that you are then eating. Like with the whole fish thing, because the fish eat the plastic in the sea. Therefore, when we consume the fish, we eat the plastic.
		I think, going back to feed animals what their original diet should be, like the insects, etc. I think that's something, there should be a greater push for that, I think, because it affects the whole food chain, doesn't it? If they're feeding animals antibiotics and soya beans and hormones and all these things that aren't natural to them and we're then eating the animals… that it's going to affect us as well
	Participants were concerned about the quality of meat they were consuming and in turn reflected on the importance of **animal welfare**	The animals we eat are being filled up with antibiotics… The long-term effect on my health, I wouldn't even want to start to think what it does to us. I expect they should review how the animals are raised and the conditions in which they're raised, which could lead to all meat and all crops being organic. I would expect that if there's national concern for health then that's one step towards improving it.
Values/Priorities: Animal Welfare	A few participants identified animal welfare as their **number one priority when making food choices**: they spoke about animal welfare in the	I would be quite upset if I did see animals mistreated, because that is certainly wrong
		I would like to know that the meat I was eating had not been mistreated. At the end of the day, animals have feelings as well, as pathetic as I may sound. I would like to think that they had a good life before I ate them

	context of personal health, the environment and the ethical treatment of animals	We have to learn to share this planet with our follow sentient beings and respect the planet/ home that we are inhabiting, or we will be doomed
	The **vegetarians and vegans** within the groups were the **most likely to highlight animal welfare as an important priority**	The reason I am vegan is entirely for ethical reasons. So, for me, if I had supreme political power or something, I'd have to think about it so much, but my end goal would be to just eliminate the choice. For me, it's abhorrent and completely ethically wrong to kill animals. I'd just have to get rid of that, for me. It's less about eating. It's just more about killing and the torture
		I do not eat meat and have not eaten it for the last 40 yrs. I gave up after visiting an agricultural college when I first started teaching… If these were the conditions the animals were kept in in an agricultural college, then animals on general farms probably fare much worse. I decided then that I would not eat meat kept in these conditions
		If less meat and dairy are consumed an opportunity for higher animal welfare standards will arise with less intensive systems. The meat that is consumed will be of a higher quality and healthier
		I think things could be a lot better and that might be one the root causes that then has a knock-on effect on some of the other things. I know we have quite good animal welfare in this country but I'm sure there's improvements to be made and maybe they would be quite useful improvements to make for that ripple effect
Values/Priorities: Animal welfare	Animal welfare was an important consideration for many participants **when choosing**	Locally produced, grass fed, know where it comes from. Probably bought from a local butcher or a farm shop, rather than a supermarket… I feel more confident about eating it. I think the livelihood of the animals

	what meat to purchase	has been better taken care of and I can question how it's raised and what's been added to its feed, that kind of thing.
	Some participants were hopeful that there would be **improvements in animal husbandry**	I hope that animal husbandry qualities will improve drastically in this country and across the world. I think that factory farming, that has only come in in the last 30, 40 years which is why so much meat is now so cheap and people eat more meat in their diet, is absolutely horrendous. Most people that don't follow what it actually involves, like you're a pig and you're basically born into, you're put in a metal frame and you'll breed other pigs and you can't move around or you can just lean over to eat, a lot of the food that they eat has chemicals left right and centre in it all designed to fatten them up. They don't want to move them because to move them reduces the profit. I would love for this government or basically for the world to realise that cheap meat is actually an awful thing and that quality meat is good
Values/Priorities: Global Supply Chains: Responsibility to others around the world	It was important for some participants that **fair-trade and making ethical food choices** be a priority for the UK and its citizens: some felt it was a **moral obligation** and that there was a responsibility for improving living and working standards for the rest of the world	It would be nice if we turned our trade, really turned much more globally, became much more-, Like an island that's known for fair trading around the world with everybody, instead of just always being about making the most money out of whatever we're doing, that always being the criteria. That we begin to have another reputation globally, about being fair trading, and ethical.
		We really have a moral obligation, I think, to influence raising the standard of living in the poorer parts of the world. I think it is only through doing that and influencing the way that they are producing food that is exported, and we really need to take their exports, it's only through helping raise that standard of living that we're really going to tackle the issues on a global basis

Values/Priorities: British Food Standards	Participants cared about **high British food standards**, most strongly when it came to **meat** and didn't want to see food standards lessened in **future trade deals**	Well, we don't want those standards to drop, do we? So, we want-, our expectation of the food system is for food to be healthy and safe, I suppose it's safe more than anything because you're eating it, aren't you? And that'll affect your health
		I think our expectations and shaping the food over the next ten years, this is going to have a massive impact, potentially, because what it's doing is lessening our standards of food. So, that, when Brexit eventually takes place, you know, they won't have to meet the current standards that we have in this country. That, I think, is a really negative thing. Anything that we agree, or anything we put forward-, not that it's pointless, but I just feel really angered by this. They've voted in favour of lessening the standards that we currently have
		I don't know about you guys, but I feel really-, I don't know. We've got a voice, we can do something and make change. When I saw this yesterday, I just felt like crying. Seriously, the chlorinated chicken, the lowering of standards means that whatever we put forward, potentially, is almost like a non-option.
	Although participants preferred British meat, they **didn't always action this priority when it came to decisions in supermarkets** due to it's higher price	High welfare standards, which is true and of course we all believe in British meat. Then when you go to the supermarket, if it's cheaper to buy imported meat, it seems that people do.
Defining the problem: Role and actions of local and national government	Participants felt that food system issues are a **political problem, influenced by a number of factors**	In general, we don't think the government will do what's right. In the food system we think they won't do what's right. They'll swing a deal with America or not care about school meals and things like that. We're expecting them to lie. Obviously our

		including Brexit and the relationship with America	government does it more subtly than in America, but it still does it.
			Government, politics and money that was going to decide it in the next ten years. You know, the America elections, Brexit, all of this stuff is what's going to impact it.
Values/Priorities: Covid-19 moment	In light of panic buying during the initial first wave of Covid-19 in the UK, some participants spoke about the **need to create strong local supply chains,** suggesting the need to shift towards greater **self-sufficiency**	You're seeing it with Brexit, you're seeing it everywhere, really and the pandemic, I think, has really thrust that into overdrive because people are like, 'Wow, our supply chains got really disrupted by this one shock and it's so fragile.' So, I think, potentially, it's a bit early to say but people are definitely looking to bolster up domestic food security instead of being so dependent on the rest of the world because what if-, all research indicates we could very well have another pandemic, because of things like climate change.
			I think Covid-19 has made us realise that we can't rely on food being imported for us all the time, we have to grow our own as much as possible

2.5 The sense of community related to food

Code	Key points	Quotes
Values/Priorities: Global Supply Chains: Community	Participants thought the community around food was important, caring about the food system at the local level and **prioritising this in their choice to purchase locally sourced foods from small local businesses**	Participant: "I'm just saying if it was produced here I'd probably maybe think about buying it because it was produced here." Moderator: "And pay a bit more?" Participant: "Yes"
		If you're buying locally, you know you're helping local families. Supermarkets, you're getting someone richer.
		Make things convenient and cheap but also good for workers and good for the people who are consuming these things. So, I guess

		a focus on the community, maybe, would be a good one.
	Participants valued their experiences of community-led projects and wanted to see **more community-based producing and sharing of food**. Others described the value they placed on **local supply chains** over global	The communities that actually grow sustainable food in community areas, where people can go and pick it is a wonderful idea…. We've got an apple tree in the garden, and when the apples are ready… we very often put a box full out the front, and people help themselves as they go past.
		I thought that would be great to have just certain shops where you could get meat and dairy. That might mean that there are more local shops and all of that again, which I miss. Supermarkets are great too, but they've just taken over. I don't think it's good for communities at all. I'd prefer to go back to like it was when I was younger
		I think food sharing is important - even if it's to feed a neighbour or a relative - it reduces waste and lessens bills. I do this with my mum, one of my neighbours and some friends. If I am cooking something that is easily transported, I will cook extra portions and share with them. They have all shared back with me, meaning that I have times when I do not have to cook.
	Participants valued the **food knowledge** that community projects could pass on to individuals and families, particularly in reducing meat and dairy consumption and improving health	Obviously, we can't grow all the wheat and the rice that we need here but more community farming, I think that would be the way forward. We all can't have allotments. They're basic things really, if we could eat and be promoted to eat more vegetables and lentils and reduce our meat intake
		My university had Man the Pan, so it was a thing where men in their 70s who had been married their whole life, the generation that didn't cook, and then they've lost their wives, so they've been very unhealthy, so they can come and learn how to cook, so it's a community project to make these men

		who may have not had that exposure more healthy in their approach to life
		When we talk about educating parents and children, about 10 years ago there used to be an international club in Norwich, and women used to meet once a week with their children. We would cook together, that skill-share type of thing. All those kinds of facilities, the funding has been reduced to such a point that none of them exist anymore. It perpetuates the problem, we don't have people with skills, but we don't have the facilities any more to give them those skills, because the funding's been taken
Defining the problem: Role & actions of local and national government	Participants thought it important that a **lack of government funding should not lead to a reduction in vital facilities and services** within the community to improve food skills	It's part of the bigger picture, isn't it? About 10 years ago there used to be an international club in Norwich, and women used to meet once a week with their children. We would cook together, that skill-share type of thing. All those kind of facilities, the funding has been reduced to such a point that none of them exist anymore. It perpetuates the problem, we don't have people with skills, but we don't have the facilities any more to give them those skills, because the funding's been taken.
Values/Priorities: Global Supply Chains: Connection to food	Participants spoke about **valuing the connection they had with their food**: they felt their connection was strengthened by growing their own produce, their involvement in community projects and buying locally	Actually knowing where your food comes from, for a start, I guess, is a good step. And if it can come very local then, actually, being able to be involved in that I guess is a good way of being involved in where your food comes from, whether that's going to farmers markets to buy your fruit and veg
		I think what I'd really love to see… is a reconnection of people with food and the food system. Where it comes from. It's so easy to see it as just a product on a shelf which magically appears… I think if people really reconnect with food and where it comes from, I would like to think that that

		reconnects people with their bodies as well and how they feel after eating certain foods. So, maybe searching out healthier options might become more of a priority, or just thinking about where it comes from and making slightly different choices… I think we've just lost an understanding of where things come from. It's all too easily available somehow.
	Participants thought that it was important that children's connection to food and understanding of the food system is strengthened through **increased education**	Maybe if something like agriculture was more valued in the UK, maybe we could put that in as a bigger emphasis, as part of the curriculum. Children growing up, it helps make them more aware, but also, we're kind of victims of our own society, because agriculture in the UK isn't as highly regarded as it would in a developing country
		Every child having access to growing food, and really experiencing the joy of creating some healthy soil, and then planting some seeds, and watching food grow, and then cooking it and eating it. I mean, that would be an amazing thing, if we said that was a goal we had for every child in Britain, no matter where they lived, so that it just became a much more natural part of everybody's lives, that they grew food.
Values/Priorities: Cultural heritage	Participants placed value on **their culture, heritage and religion** and felt guided by these factors when making food choices	How you're brought up has a massive impact on your take on food and your choices that you make with it. My parents and grandparents used to have fruit stalls on the market. You ate your fruit and veg. You didn't get down from the table until you finished it. That also brings round to supporting your local people, your local farm-shops, your local market stalls
		I think I gave up meat for Lent one year, and it was actually surprisingly quite easy to do, and at the end of Lent, I felt like I didn't want to eat meat anyway, but because it's

		so much part of my family's routine to eat meat that I just went back to it
	Participants shared **stories of the value their own families place on food**, and on meat in particular which is often seen as a sign of wealth and status	If you are seen to be having more veggie stuff and so forth, it probably shows that you're not wealthy or you can't afford meat. I think it's a bit cultural driven… if you had visitors visiting you and if you feed them vegetarian stuff, they will look down on you. It's expected that you feed red meat, chicken and so forth to them. That just shows that you can afford your status within the community
		Quite a few festive associations with meat. Easter's lamb. Christmas is turkey. All the other things
	Some thought of **meat as an important part of a British diet** and valued its place within British culture, specifically related to **high standards of meat**	For us it is the whole smell, the taste, the look forward to the Sunday roast, it's all part of my heritage
		The cultural identity with, you know, both meat and dairy has been in the British diet for a very long time
		I'm quite a proud British man at the same time, really, we've got our history and we need to get back to how things were, from an economic point of view. We've got a lot to be proud of, we've got some good farmers, good land, we've got agriculture. The infrastructure is there, let's build on that
	A few participants **valued the status or identity related to being a meat eater** and felt that there was a stigma around being a vegetarian or vegan	I was saying earlier when I was younger, there was a macho mindset where if you don't meat then you're not a man… But just being a vegetarian is just frowned up because it's I don't know. It's not what you should be doing as a boy…There's this whole thing this internet thing called soy boy… so, if you're a vegan, you eat a lot of soy products, I guess. And it's meant to represent just a really weak, frail man who is very skinny and doesn't eat meat.

2.6 The ability to make food choices

Code	Key points	Quotes
Values and Priorities: Access	Participants felt that without accessible, affordable food, **people lacked the ability to prioritise other issues** that they may feel were important relating to the food system	Personally, eating less, I'd buy better quality, higher welfare and lower environmental impact. At the minute, I'm not eating like that, but in the past that's how I've chosen to eat. That's how I would want to spend my money
		The things that are meant to be eco-friendly are so much more expensive than the other stuff, so nobody uses them. If they made them more affordable, we'd all be using them, and therefore, helping the planet and helping the environment
		Participant: "I think cost is a huge one for an awful lot of people."
		Moderator: "So, cost balanced against?"
		Participant: "Everything else. That would be a priority for a lot of people in terms of what they buy. We'd all love to make the right decisions and buy Fair Trade and organic, but for a lot of people that's not an option."
Values and Priorities: Environment: Addressing climate change	Some felt **climate change was not a significant priority**. This was due to the sense that as a society we had gone **beyond the 'tipping point'**. Others felt that climate change and the environment was **an issue that only wealthy people could prioritise** through their food choices	But it's really, really hard to care anyway when we're so far gone and we're so politically backwards.
		If you're struggling to survive and feed the family, you can't afford to worry. I may be stereotyping but it's alright if you're middle class and you've got options and you think about the environment, but when you're poor, you buy the cheapest, don't you?
Values/Priorities: Choice	Some participants spoke of valuing having an **abundance of**	We keep on talking about ways we can sustain the range of stuff we have access to, if not increase it. And I think that's something we're probably not willing to let

	choice in the supermarkets, particularly in relation to the high standards of food you can purchase. There were concerns over how this would be affected in the future e.g. post-Brexit	go of when we look at how the food system will change. We expect to have all those things on our table as we did before and, maybe, things like Brexit and, I don't know, whatever happens in the future, will be a slightly rude shock
		It doesn't need to be excessive, and I think there are lots of things in our food system which we probably don't need. It just needs to be able to have the right kinds of food, depending on your situation. As a whole, we need to have that nourishment.
		If we import chlorinated chicken, I'd probably stop eating chicken and move to a different white meat or no meat at all. However, I would not be happy if I'm stopped from eating chicken because of sub-standard imports into our food supply chain. The meat I do eat tends to be from the UK, so hopefully post Brexit this will not be affected
	Many other participants **thought choice was not important**: they felt there was too much choice and were happy to accept **fewer options if that would mean that other values - such as the environment and health - would be prioritised** through the food system	Generally, it's the green beans from Kenya. We have to find a way to get them to find alternatives, to help them grow and develop, as opposed to flying in green beans on an aeroplane. It doesn't work for me. I won't buy them. I don't need them. I think we have to have less choice, shop seasonally and do what we did years ago
		Why are we having strawberries in December? Should we just enjoy them in the Summer and not have them the rest of the year?
The changes needed: Choice	Some participants felt that there is presently an **overwhelming and unnecessary choice of food**:	I think we've got too much choice in our food system, [we need] just enough choice to be able to have a well-balanced diet that meets our nutritional requirements. It doesn't need to be excessive, and I think there are lots of things in our food system

	they expected a reduction in the choice of food but for the **food that is available to be of a higher quality and meet nutritional needs.** Some also felt that the UK could **eat more seasonally** to reduce the amount of food shipped into the country	which we probably don't need. It just needs to be able to have the right kinds of food, depending on your situation.
		We were talking about seasonal foods, and some foods that are not seasonal. Well, bringing them in from abroad and maybe we should think about, we don't need all that food all the time, do we?
Defining the Problem: Choice	An **abundance of choice of food was seen as a problem related to health-related issues** as unhealthy options have become more readily available. Participants felt the **range of options currently in the food system is too extensive and has lost its focus on nutrition**	When we were children that was that. It wasn't a choice that we did that, that was probably the monetary option that was there available. We didn't eat a lot of, not so much sweets, not pop, soft drinks, they were treats. It wasn't as freely available as things are now, we just eat so much now
		I think we've got too much choice in our food system, but enough choice to be able to have a well-balanced diet that meets our nutritional requirements. It doesn't need to be excessive, and I think there are lots of things in our food system which we probably don't need. It just needs to be able to have the right kinds of food, depending on your situation. As a whole we need to have that nourishment.
	For some participants, too much choice in the food system led to **confusion over what's healthy.** Some participants felt the problem stemmed from **unnecessary consumerism** and felt the added food choice was a	The trouble with choice is that we can be confused with looking at so many different factors, so many different criteria, that the food producers can run circles around us. If you wanted to buy a tomato, somebody would say, 'This tomato has not flow from miles away.' Somebody else could say, 'I didn't put any chemicals in them.' Anybody can argue a point 45 different ways. Us wanting to have choice really gets us tangled into all kinds of arguments, we confuse ourselves.

	'distraction' rather than adding value to lives	I think one of the points that I would've tried to make was that we are spoilt for choice and the choice is not worth it. It's not. A lot of the products make us ill, make us sad. It's just another distraction really, buying another product
	Some felt **deceived by this abundance of choice** and felt the food **system lacks transparency in giving consumers the ability to make ethical decisions** about their food	I know that as a consumer I have a responsibility of making informed and morally good choices, and I expect the food system to give me actual, real choice which I think in some essences it doesn't. You can find the same cereal produced in the same factory but it's sold for different amounts and packaged differently and therefore the workers are treated differently, the people who sell the cereal to begin with are treated differently. I think the illusion of choice is quite difficult to get over
Values/Priorities: Choice: Agency	Some participants thought choice was important because they fundamentally **valued their own agency and freedom to choose and act when it came to decisions on food**: this was particularly apparent when it came to decisions on meat and dairy consumption	There are people out there who don't wish to have different diets, they don't wish to change their diet and as a result, they shouldn't be restricted. It's not anyone else's position to tell them that they can't eat that food.
		I wouldn't personally want to eat less meat and dairy and I'd prefer it was people's own choices to decide on this.
		I know Ben and Jerry's has become even more popular because of their political views and things. So, it's not just about, the things that we've already discussed about health and stuff like that. There's lots of different reasons why people choose brands, and we can make an impact.

3. Routes to a healthy sustainable food system

3.1 The scale and pace of change

Code	Key points	Quotes

Appetite for Change: Evolution not revolution	Participants felt there was a **need to build up interventions, starting with the least restrictive:** they felt that a progressive building of interventions would allow **people to become used to changes and would be more publicly acceptable**	I think it would need to be a more gradual change than that. Maybe it would get to that in a few years' time with some stages between that. I think the theme running through this is that there is an abhorrent shock to governments making decisions where they're actually banning something. I think that just instils in us a bit of a horror of totalitarian systems
		I think we need to start with public guidance, then to restrictions, then if restrictions, if they're not working, then you're going to enforce.
		If you slowly introduce it, it's almost like programmed in your brain. You eventually subconsciously forget about it
		I think the guided choice is the way to go. Similar to what we were saying about the sugar tax, that started out as a guided choice. That started out at information coming out and saying, 'Please don't do this, please don't do that. Have this, have that.' When it didn't work, that's when you need to start restricting choice and I don't think the sugar tax is actually a restricting choice. It's more, it was forced upon people, which is a good thing. I think it's what was needed at the time and still is, of course
	In the context of meat and dairy consumption, a number of participants felt that people needed to be **educated about the long-term changes needed**: others **questioned whether there was time to wait** to tackle the urgent climate and health crisis	It might be worth letting the population know these changes need to be made over the next 10, 20 years rather than saying, 'Cut your meat by 90% in the next week.' I think once you say that to people, they start to have a panic because a change in lifestyle that dramatic that sudden causes a lot of anxiety. Whereas say make these changes over 10, 20 years, and then we can meet these targets by 2030. I think that's a lot more encouraging for people
		Yes, I think it's already started but how long is this going to take, is it going to be another

		generation, 30 years? Well meat reduction has taken 50 years to go down so far, have we got that amount of time?
	Participants felt there was a need to **educate people over the long term** as this was most likely to result in effective behavioural changes: some spoke of the need to **educate children** who would then pass these new behaviours and knowledge down through generations and others referred to a necessary **change in culture**	Normalise the vegan or vegetarian lifestyle and then, with the future generations, it would become embedded. And that's how you do it, with a gentle approach.
		to change someone's behaviour which has instilled from childhood, people's behaviours and attitudes, and that's one of the biggest things to change. But then, obviously, if we could educate people or guide them through why they should change, I don't know, the adults when they become parents then they will instil those morals and behaviours to their kids. So, give it 15, 20 years or maybe longer, we may be in a better position where all those things that we were brought up with, the newer generations, it's passed on
		It really needs to be a cultural change - it's not going to happen overnight that in Britain we have more of a Mediterranean or Japanese style diet
Appetite for Change: Spectrum of acceptability	Participants views on what levels of intervention were acceptable **differed by the perceived urgency of the problem**: the climate crisis and tackling health issues were both largely seen as urgent societal problems to be addressed through the food system	I think if it's a climate emergency, it does really change the way we need to look at this and I think restricting choice is perfectly acceptable
		Serious action needs to be taken to help the public and the environment even if it annoys some people
		Maybe [supermarkets] should treat it like they treat a war, full-on, rather than just depending on the politics of the time. They stood up to the Covid-19, can they stand up to sorting out the crisis we're in for our food?
		I think everything from restrict choice on is acceptable. I think if it's a climate emergency, it does really change the way we need to look at this and I think restricting choice is perfectly acceptable

	Participants spoke of a **moral argument for change** particularly within the context of animal welfare	I think we all need to commit to our morals, really. Because we all know what we think is right, and good and everything but actually acting on it…So, even though I know that it's a thing that we should be doing, it's people actually being bothered to act on it, me included.
	Participants though there needed to be **fundamental shifts in the economy** to make change in the food system	I don't think we could accept higher price. I probably could manage it, but if in some parts of the country you've got 2 nurses or 2 teachers who are in food poverty because of the price of housing, then it's not that they wouldn't spend more money, it's that housing is so massively expensive that we can't
The changes needed: The need for change	Participants felt there needed to be a change to a more **holistic framing of health and environmental food system challenges**	Sometimes I think it could be maybe reframed, rather than 'either or,' 'health or environment.' It should be reframed as, 'Actually, by helping the environment, you are also aiding your health.' That's what it sometimes feels like. Like you're giving up one thing to be better at this
	Participants expected there to be an **urgent, widespread change to the food system** to address challenges such as heath, the environment and affordability feeling that **small-scale, unremarkable interventions were not enough**	Society needs us all to be healthy. So let's create incentives and disincentives for that to happen, and the same goes for meat, or specifically beef, and dairy, which we have shown time and time again are linked to big climate change issues. So, let's solve that, and let's create big incentives and disincentives to make people healthier, there are a million different ways to do it, but let's start doing them, and at scale, not a cute campaign there, or the Healthy Start thing, let's be bold

3.1 The impact of system shocks on participants' appetite for change

Code	Key points	Quotes
The changes needed: The need for change	Many participants felt that the **environment was a food system issue that required urgent action** and a **shift to**	We're all individuals and we're all affected by the same types of societal thing and we are all in quite a neurotic type of lifestyle and a fast-paced, stressful lifestyle that impacts what we eat, what we have time to eat, what we have money to eat. So I would just say, 'Let's try and

	action on a much broader scale than small, focused interventions	think bigger than the other here and now and let's look at a big shift.' This is a big part of your life, what you eat, so maybe we can look at a bigger shift that will take more into account than just whether we're going to increase the price of beef. Let's think about the environment, let's look at re-revolutionising what people think about food in this country.

3.2 The effects of shocks to the system on attitudes to change

Code	Key points	Quotes
Appetite for Change: Covid-19 effect	Participants felt that Covid-19 has **affected the way people approach immediate behavioural change**, citing the uptake facemasks as an example of rapid behavioural change in response to Covid-19. Some felt that the **shock of the pandemic had prompted people to act** and make changes to their daily behaviours	But hopefully, maybe one of the things about Covid-19 is that people are feeling a bit more like we can make changes. We can just change our minds, just change the things we do. And maybe this is a very badly wrapped gift for the National Food Strategy, is that we've just gone through this pandemic, this lockdown… You're not going to be going into rooms with people who can sit there with their arms folded, saying, 'Well, we can't do all that.' Well, we just did, you know? We've got the whole nation walking around in face masks
		There needs to be more of a shock to the system that makes them want to do something about it, I think that's true. Otherwise, they won't always care enough, perhaps
	For many, Covid-19 has shone a light on the **link between food, obesity and the increased risk of other diseases** and highlighted the importance of making healthy and sustainable food choices	Especially with Covid-19, where they're saying that people who are more obese, they're more at risk of catching it and being seriously ill or dying from it, I think, as we move forward, people will start to watch their weight and trying to eat healthy
		With the pandemic, that's really made a lot of people stop and think as to what they're putting in their bodies
The changes needed: State Intervention: Trade deals	When considering expectations around the food system and held, participants	Participant: "If we have the food coming from America and there's the standards and things, we have certain standards that we're used to at the moment. Well, we don't want those

	thought about the **implication of post-Brexit trade deals**: they didn't want to see the **safety or quality** of food suffer due to new trade deals forged with other countries, and were particularly concerned about the US	standards to drop, do we? So, our expectation of the food system is for food to be healthy and safe, I suppose it's safe more than anything because you're eating it, aren't you? And that'll affect your health. Facilitator: So, we want imports from other countries, for that to be assured that it's held to Britain's food standards? Participant: Yes, I think the government need to have guidelines of what is acceptable, as in the-, I can only think of additives as an example, but like I know one of the big things from America is the chlorinated chicken. Well, we don't want to have chlorine in our chicken, do we?"
		Our food standards need to deliver much higher welfare to the animals and the transparency to the public about what is reality, rather than how they perceive it. What's had to happen to get people to eat that cheap meat? They've eaten it, but they don't realise the process, what's happened to create that… There's going to be certain people that cannot change their food choices due to financial reasons. They cannot, even if they wanted to, they would have to buy the cheapest eggs or meat
Appetite for Change: Changes already made	**Ill health events** can prompt people to make longer lasting, wider change	Doctors have given me diet sheets to aid in my recovery, primarily because I was overweight. Luckily enough, I'm not overweight now. The focus on a healthy diet, cutting back on red meat, is something I've been doing personally for at least 5 years now and I must say I feel better for it.

3.3 Acceptability of interventions

Code	Key points	Quotes

Defining the Problem: There isn't a problem	Some felt that there was **no need to reassess the relationship society has with meat and dairy** through the food system	We won't be reducing our meat and dairy intake. We think it's vital to our way of life and the sustainability of the family, and we are in the food chain and that's how it goes… For me, when the talk is reducing dairy, reducing fats and replacing it with something else, if we have to replace it with something else, then we need it. So, if we need it and we're replacing it, and we've got it, why replace it unless it's running out or unsustainable? There isn't a cow shortage, there isn't an egg shortage… or some people, and I have total respect for them, say it's wrong every time an animal is killed for meat. You could say it's wrong every time vegetables are cut to eat, you know, it's just defining what's got lovely eyes that flicker and one that hasn't, it's still a living thing.
Framing the problem	Concern that **vegan and vegetarianism** are too divisive as framings for plant-based diets causing push-back against choices to reduce meat and dairy in diets	I do worry about how divisive a topic it is and how discussions can get lost in the middle. Some people will just be militant vegans and any sustainable steps won't be open to discussion because it's an animal product, and I do feel we need to make steps. Although veganism has benefited a lot of people I know, a lot of people can't do that for health reasons. I really don't like how polarising it can be
		I think often, if I talk to people about the fact that I'm a vegetarian, if I say sustainability, people absolutely love that, but the second I say, 'I don't really like the way that the meat industry generally is and the actual treatment of animals', people just turn off completely. I'm just wondering where that topic really sits in the discussion of the food system, and whether it really has a place, or it could potentially have a more negative impact on people's engagement with the impacts food has.
Appetite for Change: Spectrum of	Information and public awareness campaigns were felt	For the average person, you need loads of stuff to change your mind. Just providing information doesn't make anyone change their

Acceptability	to be an **acceptable level of intervention** by most participants. However, some felt that there already may be **too much information available** which in reality inhibits people from using the correct information when making decisions about food. Others felt that public information campaigns would **work well in combination with other incentivising or disincentivising methods**	mind. It gives them more information with which to make bad choices. It doesn't make them change their actual actions
		Speaker 1: I'd say the providing information, that's the least invasive. Most people will object to that least, but it'll probably also be less change happening because of it. It's still really necessary and people need that information to make a choice to change their opinion on things. Speaker 2: Yes, definitely. I think it's a really important aspect of the whole thing overall. I think obviously we need more than just that
		There's a quote saying, 'There's more and more information, less and less meaning.' Because I feel we have so many information campaigns, with social media, with saturated information. And it's normally just too much. Are we actually getting anything from the information?"
		For me, it was incentives and disincentives, were the ones I thought were better. You couldn't, I don't think, do the top and the bottom ones, like, eliminate choice, that's too dictatorial, or do nothing. But if you offer incentives and disincentives and follow that up with a public awareness campaign.
		I just think there isn't really going to be just one way of being able to do it, to be honest. I think all five of these choices, you need every single one of them. There's not one way that you can do one without the other. If you guide people to make a choice, by providing them the right information and educating them, then you're enabling them to make the choice. Really, you might not need to restrict or eliminate. You're giving everybody the tools to decide for themselves, and I do think a high percentage of people will be able to make that change if they know how much it impacts the

		environment, their health, the climate, everything.
	Participants wanted **information to be shared over longer timescales**, for example through education during school or community based learning	If we're going to do it, we have to do it big, invest a lot, start at young ages and push it for years and years, and make it a core part of the curriculum maybe. Maybe there should be something like citizenship training which is mandatory for everyone which is about stuff like this and it takes into account maybe environmental things and democracy things
		I still think education is going to be key, because I've learned a lot from what we've been doing. It's made me think about having some changes, going forward. Unless you have the information and knowledge, you don't know that you need to change things to make things better. I was absolutely astounded to learn that 80% of the soya or plant is actually used to feed livestock. I couldn't believe that. I've made a decision based on some of what I've learned, and I am a great meat eater, I love meat, but I'm only going to have red meat once a month
		I think we should maintain more open narrative like this. We'll talk about this stuff with people we're close with, but never do you get an opportunity to walk into a room full of people and talk about it. I think there should be a lot more of that. That's how you open people's minds to change
Appetite for Change: Response to enabling choice	Participants were **supportive of enabling choice** but thought it was **too similar** to what is currently done to make a difference	I think enabling choice, I think we might be close to or we're already at that stage because most places that I go to now, they have vegan choices
		We have that now. You have the right to make a choice of whether you want a healthy lifestyle or not. That one doesn't stand up because we've got it now, so it's here already
Appetite for change:	Most were **supportive of**	I also think an increase in the cost of meat to improve the quality/ offset environment

Response to guide choice	methods to guide choice, such as making non-meat options the default, encouraging the use of healthy start vouchers or increasing taxes on processed foods or foods with a higher environmental impact	impacts would not be a bad thing. I would buy it less often, but also farmers can potentially make a larger profit to offset the reduce in volume bought
		I personally think charging more for high carbon food, just like the sugar taxes, I'm well up for that.
		That sounds like a good idea because when people have vouchers, if they're going to get more food for their voucher, I think that might be quite a good way for people to eat more healthy things.
	Some felt a **ban on junk food advertising** would be effective in guiding choice away from unhealthy foods	I think we're sold the idea that the consumer choice and consumers have power, but actually we pretty much buy what, the science of social psychology, of influencing people in shops what to buy is very strong, and we basically buy what we're led by the nose to buy a lot of the time. So, [I'd like to see an] end to that kind of advertising really and manipulation
		Maybe it should be the same with junk food. If the food goes over a certain amount of sugar or fat, 'Okay, you're not allowed to advertise it.'
		If you walked into your corner shop and told them that they couldn't sell chocolate to kids under the age of 16, it's the same thing. You can't dictate to business. You can put legislation in place saying, 'It is now law that you cannot advertise junk food until after 9 o'clock.' You can make that sort of legislation but you cannot tell a business how to run its business
	Others **preferred incentives over disincentives:** some were concerned that placing additional taxes would disproportionately affect those on lower incomes and thought	It's all well and good having higher prices for unhealthy food but again you've got to look at the distribution of wealth. If you don't take that into consideration, and there's more of the have-nots than there are of the haves, so you have to be careful that you're not taxing people out of being able to eat as well as eat well

	increasing the price of meat may put unfair pressure on farmers who in turn have less business	I think just positive reinforcement would always be better than negative. I didn't like the focus on increasing meat product prices rather than decreasing healthy food prices. I think that could also lead to other issues like a decrease in animal welfare and so on as farmers will be cutting corners to try and make enough money
	Some felt that guiding choice would disrupt people's habits and **encourage greater accountability** for decisions made about food	If you had to go to a butcher's counter in a supermarket to get your meat rather than just picking it off a shelf-, most big supermarkets have a butcher's counter, they have a fishmonger's counter, they have a cheese counter, they have a fish counter, they've got these individual shops inside the store. If they didn't have it on the shelf and you had to go to the butcher's counter to get your meat, that would stop a lot of people just wandering down the aisles and saying, 'That's cheap, I'll have that,'
		The removing totally. I think that would shock a lot of people, and probably anger them. You'd provoke a lot of reactions you wouldn't necessarily be after. It's just about making people think that little bit more. If they're saying, 'Why is the meat not so on show?' or, 'Why do I have to look that little bit further for it?' 'Why has that changed, even though I still can get it, why has the way I can get it changed?
Appetite for Change: Spectrum of Acceptability	It's necessary for citizens to **understand the need for restrictions** and mitigate negative responses	I think you fundamentally need to explain, influence people as to why this is the measure to be taken and if people aren't getting a full picture […], then obviously very reasonably so, they're going to think it's unacceptable
Appetite for Change: Response to restrictions	There was an expectation that **less restrictive measures may take longer to implement** and we may not have enough time	In terms of restricting, I think there may still be some criticism if we implement that but I think that is probably the best option if we are in an urgent situation like we are

		Removing choice was perceived as the **least acceptable option:** they spoke about the removal of choice being **undemocratic and a step-too far**	Why do we have to be dictated to, that we need to stop eating meat and dairy products? It's natural, as a human being, nobody likes to be told what to do, be it to eat meat, what colour clothes to wear or where to shop. Everybody likes a choice in life, and a free democratic country. We've seen what it's like when we don't have free democratic countries like North Korea.
			I do think it's too extreme. They should give people options and guide them first, instead of out-right saying, 'You're not having it
			Eliminate is probably too strict. I think people should at least feel some kind of freedom to eat what they want
		There were concerns that rather than achieve it's intended purpose, that removing choice would result in a **backlash**	I do think it's too extreme. They should give people options and guide them first, instead of out-right saying, 'You're not having it
			I would understand why they're doing it, it comes from a good place, but I think that is too authoritarian, and too far in the other direction. I don't know how to describe it, but that's too far, and there would be riots. It would kick off
		Participants thought **eliminating choice for everyone may unfairly discriminate** against; people with certain health needs e.g. those who require iron and rely on red meat in their diets; people in parts of the country that source meat from farms with sustainable practices; people who don't have a large carbon footprint in other	I think if it's a climate emergency, it does really change the way we need to look at this and I think restricting choice is perfectly acceptable but I think eliminating choice, given that people have different health concerns, I think that's actually just quite dangerous for certain people
			If there's a blanket statement of not eating so much meat, but we live in a part of the country where that can be farmed more sustainably, should it maybe be regional? Things could be regional, I don't know. Some people might use planes and fly abroad 50 times a year, 20 times a year, and that's obviously incredibly bad for the environment, then there might be some people that don't do anything else that's

		aspects of their lives	damaging to the environment. It doesn't seem fair.
	For some participants, **restricting choice in certain settings** (such as school or work canteens) **was acceptable**, whereas other settings were seen to be less acceptable e.g. care homes, where residents already have less choice over other aspects of their lives		Maybe eliminating choice in certain areas is more acceptable, thinking back to the videos we've just watched, it's eliminated in some universities, in the canteens, I think that's more acceptable than eliminating it nationwide for instance
			I think one of the differences is in a publicly funded space like a hospital, a canteen, or a school, you get used to the agenda being set by someone else, like you get used to a school curriculum, or the meals being decided by the hospital. When you're in the supermarket you want to have that freedom to choose whatever you want. I'm saying this as a vegetarian. I'm just imagining that people want to have that decision as their own.
			I think there's not anything wrong with universities or any schools deciding not to, or even being told that the food they serve at the canteen can't be meat based because it's not like it's stopping people from eating what they want to eat in their own time, it's just they happen to be serving vegetarian food
			It's fine to go to university or college and choose a vegetarian or vegan option meal, but if you're in a care home and maybe not fully in charge of the decisions that are being made at every stage, you have no option to go out and [have a meal] that contains meat. Children could have meat-free meals at school, and that's fine, because when they come home they're going to have a meat meal at home. So, it would depend on the situation
	The **use of negative words, such as restrictions or bans, were perceived as being less effective** than those with positive		I think it's a good idea, but I wouldn't use the word 'ban'. I'd just say it wasn't on the menu

	connotations	
	Some felt that it was **difficult to distinguish between restricting and eliminating choice**	The distinction between elimination and restriction of choices is vague, in that if you get rid of a bunch of different red meats, you are eliminating choices. I don't know what they're going at with the difference
Appetite for Change: Spectrum of acceptability	Participants preferred if they could have **agency over food choices**: schemes like veg boxes that only supply seasonal food fit better with their values than restriction of choices	If I was signed up to a veg box scheme […] I wouldn't feel at all like my choice had been taken away if it's green beans today or […] whatever food type, because that's what's seasonal, and that's what thrived this year. I feel like I wouldn't feel at all slighted, like someone had taken away my choice. So, I feel like that helps local communities
Appetite for change: Advances that support acceptability	Some participants felt that **greater availability of vegan and vegetarian alternatives** to meat made guiding choice around meat consumption more acceptable	And there's such a wide range of different foods now that you can replace meat with, that it's easier now than it was then, and that was about 20 years ago.
		We all need to eat less meat and dairy. There are so many alternatives available nowadays that we can all make an effort. If we all just consumed even a little less, we could make the biggest difference on not only the environment but our own health also
		I'm already a vegetarian and am slowly moving to a vegan diet. It's much easier now to buy veggie and vegan food than it was even 3 to 4 years ago
Appetite for Change: Response to restrictions	Some felt that restricting choice was **acceptable due to the urgent nature of some issues,** such as climate change	I have little faith in people's decisions as regards saving the planet. I think the choices need to be restricted
		Making people go out into the cold and wet to have their cigarette has actually put a lot of people off, so it was just a restriction of where you could do it, and I just wondered if that's a useful parallel to think about some of these issues. They're not saying, 'You can't have it,' and it's not a blanket rule, but you're finding

		ways to encourage people to do things differently
	Other participants thought that restricting choice was **less acceptable,** and people should be given the freedom to make their own food choices, seeing possible restrictive measures as a **nuisance** or **difficult to implement** in reality	People should have choice, and only having it on certain days, I think that would just be annoying and frustrating, because if I wanted some meat and I went to the supermarket and they weren't selling it that day, I would just go back tomorrow or whatever they were, but it'd just be inconvenient and annoying
		I think it would be practically pretty well impossible to implement because anything fresh has a sell by date and you're going to restrict the amount of days that food is available and it's going to increase waste
Appetite for change: Response to guide choice: Substitution	Some participants felt meat **substitutions were more acceptable when they were 'natural' foods,** rather than heavily processed alternatives or lab-processed meats	…having a low meat option. Not completely meat free, but she said should this be explicit or implicit. I definitely think it should be explicit, people should know what they're eating, and it should be a naturally occurring food, not a stem cell lab thing
		If you can get some really lovely nice vegetarian recipes, you don't have to make plant-based stuff look like meat. It messes with your head a little bit.
	Other participants felt that people may feel **deceived by meat substitutions,** saying people may feel that they are not getting value for money, or be underwhelmed by the alternative	I think there's this assumption that if you haven't got a bit of meat you haven't got bang for your buck
		I would say it undermines the intelligence of the public, they just enforce those things. They think, 'Let's just steal it away from and perhaps they might not notice it.' That's a bit intimidating, a bit rude, nanny-state-ish and controlling."
		I think they were a mushroom-based sausage. Now, they were actually quite nice, but it was the expectation versus what I tasted, and the texture. To me, it wasn't a sausage. The texture was completely different. If that had been made into something else, like a different

		shape, and it wasn't associated in my mind with sausage, or particularly venison sausage, I think maybe I'd have liked it.
		I find it hard to get over is vegan choices and vegetarian choices always being wrapped up with a meat idea, like a vegan sausage roll, rather trying to substitute it and thinking, 'This is okay.' Like Vegan burgers, fake bacon
	Some participants felt **suspicious** of meat substitutions, blaming this on a **lack of understanding**	I'm not ready to change to an alternative like a meat substitute if you know what I mean. That's because I don't understand what goes into it, how it's made. Things like that really. I think I'm a bit dubious about taste and things like that as well
	Others were cautious of being **'duped' into buying a different product to what they were expecting**	I like what [the presenter] said in her talk about making meals where it's low meat, having a low meat option. Not completely meat free, but she said should this be explicit or implicit. I definitely think it should be explicit, people should know what they're eating
	Some participants felt that instead of substitutions, we should be **championing vegetables** on their own terms	As a meat eater, I can also enjoy a vegetable meal knowing that it doesn't contain meat, because it tastes different, and I still enjoy it
Appetite for Change: Innovations	Most participants felt **uncomfortable with the prospect of lab-grown cultured meat**: some had concerns about the **long-term health effects** and others felt it would **contribute to a sense of disconnect** between people and food	It's a bit creepy. I don't know whether I'd want to eat that or not, meat grown in a lab
		I thought similarly that lab meat, it does sound unnatural. It may be the compounds, the elements that make it up might be the same but there's something that doesn't sit well with me."
		Yes, just because it's new. Obviously, you don't know until it's been in the food chain for quite a while what effects that would have on someone. Would you be intolerant to that, for example?"

		I feel maybe it is another case of simplifying things too much. I feel like it's taking our connection away from food further. Just through having an allotment, I appreciate how much energy and effort goes into growing the food, and I'd struggle to waste it… I just feel like taking food to a lab, taking it away, is the wrong direction to be going.
	A **minority were open to the concept of lab-grown meat**, largely for the perceived **ethical and environmental benefits**: they felt that if it was **less expensive** than farmed meat, it would be an option they would contemplate. Generally, **innovative farming technologies such as hydroponics and polytunnels were found to be more acceptable** than lab-grown meat	I hope that in the future, they'll be able to make, like, they'll be able to grow meat without any of the ethical, animal welfare or environmental problems. I can't imagine there'll be no problems with associated growing meat in a factory but growing meat in a laboratory, that would be ideal. I'd be quite happy with that
		…if they did grow it from cells for example, would I buy it? Yes, I probably would. Again, it would depend on how much it would cost, if it would cost the same or was more expensive or cheaper, I don't know. I think if it was cheaper I definitely would.
		I think because then you may have less resistance to stopping charging more for meat if you have cheaper, less-environmentally and ethically bad things, alternatives. I have my 7 housemates in my uni house and they were all saying that they'd be fine with trying lab-grown meat and things and they were all saying, 'Actually, if you think about it, battery farming isn't all that natural itself, is it?"
		There are Scandinavian countries where they're starting to farm crops in high rise warehouses and not using soil. So, it's literally rows and rows of plants and they're all being filtered from filtration systems
Appetite for Change: Acceptability of Interventions	A few participants spoke about changes they had made to their diet **towards**	In our house we eat far less meat than we did years ago. I would rather spend more on better quality meat and have a lesser amount

	less but better quality meat, referencing benefits to their health, environment, farmers and their finances	We have started getting meat boxes from the farm to door of better quality and we eat less red meat than we did. Planning at least 2 meat free days a week
		We maybe eat meat twice or maximum 3 times a week, and if we eat red meat, it's maybe twice a month, because we get it from a butcher's and it's more expensive. We're trying to be more conscious of where we get our meat from… Before I was a student, we'd eat it almost every 2 days. I can't imagine eating that much meat now
		Quality over quantity will benefit the environment, farmers, health and it will also help reduce waste
	Whilst most agreed with the need to reduce the consumption of meat and dairy, some felt the issue was more nuanced: participants often framed meat and dairy as needing 'everything in moderation' and discussed how interventions should consider other farming models to strike a balance. Others discussed the need to retain meat and dairy due to different dietary needs	From a sustainability viewpoint, I'm aware of the arguments against livestock and dairy farming. I try to be green in my lifestyle as much as possible in most areas. And with food I try not to waste where possible. But world farming is a massive industry. Even if the whole of the UK went veggie it would be a tiny blip on the global scale. And increasing production of veg to replace meat will also have a big impact. These arguments are not black and white; they are nuanced
		I'm just thinking about things like sheep grazing on mountainsides that can't be used for growing crops. I think it's called permanent pasture
		I don't think you have to lose it all, I just think you have to eat the odd nut burger. If everybody did that we'd be alright.
	Some participants neither understood nor accepted the challenges raised by meat and dairy and felt interventions were unacceptable.	I love meat and I love dairy, I could eat less meat: but why dairy? Cheese on just about anything goes. Calcium in dairy is good for you surely?
		I don't see as a society why we have to. I think as a human being it is part of our natural diet.

	Some felt that reducing or removing meat and dairy from diets was unnatural and others spoke of a sense of attack on their freedoms from vegetarian and vegan activists	So, I think it needs to be there in the right proportion along with your balanced vegetables and your meat and dairy, it's part of, as is vegetables, the diet of the carnivore that is people, and I think that is just the way it goes.
		I don't care for people that try and force vegetarianism, etc. on others. It just shows how society is losing the battle on being fair and letting the narcs win. I will not be eating less meat because of a psychopathic activist view of the world. It's ridiculous and disrespectful to us meat eaters
Appetite for Change: Covid effect	A minority feared that the **increase in public health announcements** during the pandemic would **desensitise people to future advertising** used by the government to promote healthy or sustainable diets	I don't want to spend time on the virus, but I think government step in, they tend to make these nationalised adverts for…political campaigns and everything. I think they should be using the advertising industry, spending some money and putting out some educating ads to make people eat good

3.4 How trust affects the acceptability of interventions

Code	Key Points	Quote
Appetite for Change: Response to bans	Participants felt that **supermarkets and food producers had a moral obligation** to make changes to the food system conducive to improvements in public health and the environment but feared that industry was **driven more by profit** than the duty to act ethically and sustainably	I know that as a consumer I have a responsibility of making informed and morally good choices, and I expect the food system to give me actual, real choice which I think in some essences it doesn't sometimes
		Speaker 1: I know a lot of suppliers, especially when they're coming from international countries, they'll be looking at the most efficient way of getting the food over here, and a lot of the time, that means the most pollution is going into the environment. So, you would hope that the supplier would have some type of moral compass that makes them

		search for the most environmentally friendly way of getting the goods to the supermarkets.
		Speaker 2: The trouble is there's no imperative in economics to have a moral compass
Appetite for Change: Issues around acceptability	Participants acceptability of interventions was frequently **influenced by their trust in government.** Generally, those with lower trust were **less favourable towards the most restrictive measures** and wanted to maintain the **freedom and agency** to make their own decisions about food. Participants also challenged the ability to have a long-term food strategy given the **4-year cycle of governments** often tailoring their agenda to win public favour	I think any time the government's involved with anything, from a tax point of view or from a restriction point of view, you really are stepping in difficult territory because it's a political decision made by who? Governments change, decisions change. Therefore, I think the only way it really works is with education and freedom of choice
		I used to be in favour of a nanny state until this government, because now I'm more up on politics, yes, a nanny state would be good in certain things, but we have to be able to trust our government and what our government is actually doing is actually for us.
		I think I'm not naturally an interventionist, if you like. I'm all for freedom of choice and don't particularly want government telling us what we can and can't do
		I'm all for freedom of choice and don't particularly want government telling us what we can and can't do. I suppose that leads to a trust issue. There has to be a huge amount of trust and maybe a de-politicisation of it as well… We need some consistency and trust in some organisation that the information and the choices they're ultimately making for us are ones we can feel safe with

3.5 Social cohesion as a consideration in the acceptability of interventions

Code	Key Points	Quote
Appetite for Change: Issues around acceptability	Participants were concerned that because all parts of the system are connected, a change in one area may have an impact elsewhere	[Putting the price up] may stop people buying things but the reality is if people have money […] and they want it, they will still buy it. So again it creates that two-tier system that if you're on a low income, you can't afford to buy it."

Appetite for Change: Response to bans	When discussing interventions, participants felt it was important to **balance individual and collective needs** with particular attention to those who may lose out in a change to the food system	When we're facing a crisis, and we need individuals to adapt or change their behaviour, a society notionally values ideas of individualism and individual freedom. Also, there are the needs of society and the collective... I wouldn't want the state to force these decisions on people. I'd want the authorities to facilitate, to make the conditions optimal for me to make these consumption choices, I don't know, like subsidising healthy food for people on low incomes so they don't have to make a trade-off between eating healthy and sustainably and paying for more expensive things that they can't even afford.
	Some participants described how they expected government to shape a food system which **enabled people to make healthier and sustainable choices**; others were concerned about the impacts on British farmers.	There are a lot of social problems and systemic responsibilities are individualised. They're put on the shoulders of individual consumers, when they probably need a structural, systemic push from government regulation
		Whilst I appreciate the ethical benefits of [eating less meat and dairy], I truly believe that it would be a massive ask to implement something as such in a country the size of the UK and could end up costing and playing with the livelihoods of farmers, suppliers and even butchers
	Participants valued a model of **social cohesion** and felt it was important that people had respect and **understanding of people's differing food choices**.	I feel like I really don't like this leaning towards certain food groups being bad, because I feel like that's just going to get really aggro between different people that have different diets
	Participants wanted to see food system issues **be depoliticised** and for groups to be working together rather than in opposition	Yes, I believe it needs to be the government who needs to drive it, but I also feel there needs to be a level of making our health apolitical. At the moment, it's a case of one party has one view and the other party has another, there's no common sense in, 'Actually, we should be working together on something,' and I think that it's become too political. Then

		we've also got the pressure groups, you've got the Farmers' Union, you've got the sugar, it's all about everyone else's agenda, and at the end of the day, it's got nothing to do with people's health.
	Participants spoke of moving **towards new cultural norms** to make changes more comfortable and familiar	I wonder if it's about creating new cultural norms. For a long time the roast dinner on a Sunday has been a cultural norm, and we need to create new ones. How do we do that without in some ways restricting the choice to do it, not making everybody do it?

3.6 Avoid blanket labelling of food as 'bad'

Code	Key points	Quotes
Appetite for Change: Issues around acceptability	Participants **didn't want certain types of food, or the production methods of food, or where food comes from to be blanket labelled as 'good' or 'bad'**: participants saw it as more nuanced than this and preferred to shift ways of eating rather than complete changes in diet	I feel like if we ran things from a smaller scale, more smaller community level, I'd be more inclined to say I don't mind choices being made for me, but I think I just really don't agree that choices could be made by the government that expand all across the country. If there's a blanket statement of not eating so much meat, but we live in a part of the country where that can be farmed more sustainably, should it maybe be regional?

3.7 Routes to achieving long-term sustainable change

Code	Key points	Quote
The changes needed: Food retail	Participants **expected supermarkets and other food retailers to take the lead** when it came to tackling environmental, affordability and health issues	I wouldn't want the state to force these decisions on people. I'd want the authorities, food producers and supermarkets to facilitate, to make the conditions optimal for me to make these consumption choices.

	They felt more powerful when **enabled to take action**	It is great to have a positive action to be able to take when often it is easy to feel helpless in the face of climate
The changes needed: State intervention	Participants described a clear **mandate for government intervention to regulate businesses**	I think there's too much, sort of, blaming consumers because they're not eating the right sort of foods and not enough pressure from the government to stop the food producers selling us food that isn't good for us or for the planet. I think the government needs to take a stronger line with the food producers."
		We decided that the message for governments should be based on good health and good environmental practice, and it should regulate in an integrated and non-invasive way to make sure that both producers and advertisers act within the parameters that they have decided to regulate with
		Participant: There are bits of government doing bits of things here and there, and it's about bringing it all together. I'm just wondering if, going forward, it would be useful to have an organisation to oversee all of this, holding the information, reviewing. Participant: Yes, like a national food strategy board.
Appetite for Change: Response to guiding choice	Participants wanted to see **incentives for food producers and supermarkets** for healthy and sustainable food	I think reducing the tariffs for healthy foods and vegetables and also just, with supermarkets, maybe certain taxation schemes of reducing that on healthy food and maybe certain high-carbon foods, increasing it on some, but I think for there to be actual movement, there needs to be regulations put in place to actually encourage people. At the minute, it's financially, maybe, more incentive to stay as things are
		I would much rather have incentives rather than taxes and disincentives, but I would be okay with a dairy and/or, but actually more importantly, a beef tax. It's time to take the health of the world seriously, and short of

		eliminating it, I don't want that, but I'm fine for a tax because it is that important
Appetite for Change: Response to bans	Participants valued their **freedom and agency:** they felt particularly strong about this in their response to bans	At the end of the day, it's freedom of choice and education. For example, I don't eat a lot of meat, but that's my choice. If someone else wants to eat a lot of meat, that's their choice
		There should always be freedom of choice… I mean, smoking is unacceptable to most people, but there's still the freedom of choice, if you can afford it, for people to be able to smoke and drink alcohol.
		I think people should have as much choice and freedom as possible. So, yes, heavy handed government, I wouldn't be in favour of
		you're basically just forcing people to almost eat something they maybe don't want to eat, in my opinion, and you're taking away that freedom from people to make their own choices on food that's openly available
Appetite for Change: Participant solutions	Participants thought it would be useful to have a **national body overseeing the food system**, ensuring it's acting sustainably, ethically and towards the interests of consumers	Speaker 1: …there are bits of government doing bits of things here and there, and it's about bringing it all together. I'm just wondering if, going forward, it would be useful to have an organisation to oversee all of this, holding the information, reviewing. Speaker 2: Yes, like a national food strategy board.
		I think you need a government department, and then you need the law, which is the legislative part, which is separate. And then, you also need like an Ofcom sort of thing, that keeps control over, to make sure that things are being done in the right way
	Some spoke of the need for a **long-term, holistic strategy** addressing food system challenge	Whatever plan it is, we've seen a lot of short-term measures sometimes, maybe even furlough is a recent example. Just rolling something out quickly to appease people and, maybe, what people want and what I want is a more long-term vision… of a more holistic

		approach of how we engage with our planet and the animals and resources on it, because it's all very tied together. The food system is one part of it but really, it's about resource management. So, I guess that's what I would expect and more government cooperation like a global committee or something
		Watching the videos, there's just so many organisations involved, which is good, but then trying to draw up a strategy-, I think there should be… less organisations and more joined-up thinking from people.
	One group spoke about the opportunity for **global summits** on food, bringing together countries in a similar way to climate summits to agree international targets on food system issues	I have a 20-year-old daughter, and I was talking with some of her friends, and we were talking about the idea of there being food summits, a bit like they have with climate change summits. They actually got people together and focused on the impact of food and food production on the environment, and set targets, and hopefully they'd be a little bit more effective than some of the ones we've got at the moment for climate change and reducing emissions…
	Some felt it might be useful to implement more **community-based initiatives** tailored to **regional** needs	Yes, and then, there could also be regional initiatives as well, which would bring in more of the community aspect… Regional initiatives linked to local authorities and regional food boards
	When reflecting on the August **2020 Eat Out to Help Out scheme**, some participants thought it would be useful to continue the scheme with the caveat that you could only **purchase healthier or meat-free options** at a reduced price	During the Eat Out to Help Out scheme, it was really disappointing to see there wasn't a further push on healthy eating while you were out, despite the fact the government released a new strategy on obesity. It was so enticing to see burgers, pizzas, everything, at £5 rather than £10. If they could continue the same system with healthier foods rather than encouraging customers to be open to anything that's on the menu, that could be a really good alternative
	Some participants thought about the	It's very easy to open a chicken shop isn't it… It should be dearer to open a chicken shop in

	possibility of **reducing rental and business rates for restaurants and takeaways that served healthier option food or focused on vegetarian or vegan eating**	terms of rate and rents than it is to open a deli or a nice café that sells veggie foods
		We don't really have that many vegetarian restaurants or healthy food establishments. If they lowered the business rates on places that did just vegetarian or healthy eating, you'd maybe get more places that would open up
	Within **supermarkets and retailers**, participants thought **loyalty cards and meal deals** could be used to promote healthier options; there could be **aisles dedicated to purchasing locally sourced produce**; or supermarkets could introduce **'try before you buy' products**, particularly for meat and dairy alternatives	A lot of the big shops have got the cards now. Lidl have just started one, and you get offers and things. Maybe the offers on the loyalty cards could be the healthier options.
		You know how they do those meal deals where you get the whole meal for a price? Do something like that, maybe do a meal deal with all the things you would need for a vegetarian recipe
		The idea of having a local food supply aisle in the supermarket was a good idea from the other day if they would allow the farmers to put food on the shelves without too much hassle.
		With cutting down on the meat and dairy side of things, a lot of the reasons I don't try things when I see them in the supermarkets, I would like to, but if I'm going to spend £2.50 on that and I don't like it, that's a waste of money, a waste of food, it's going in the bin. When we used to go to Costco, they used to stand there with their new lines, like they do outside pretzel places, just give a little bit out so you can try it.
	Participants spoke of **tackling portion size in relation to meat** consumption through **reduced supermarkets portions**, with smaller options available for one or	If you buy mince meat in a supermarket, you've got loads of options, you've got the percentage of fat in there, but it only comes 250 grams, 500 grams or a kilo and all of that, if you want to reduce the meat consumption, maybe you need to reduce the size of the packets it comes in, because if we're supposed to have 70 grams of meat, that's just under a

	two person households or through **financial disincentives** for people who order larger portions in restaurants	family of 4 for the 250, if there are only 2 of you, you're overeating to start with
		We mentioned that at supermarkets but certainly in restaurants. I think if you had a portion size for meat that's acceptable, if anyone goes over that, then they should be penalised financially.
	With a view to **tackling the climate crisis**, participants spoke about ideas such as **apps to track your food's carbon footprint**, the implementation of a **traffic-light labelling system based on the environmental impact** or ethical production of products, or **warning labels** on food with a high environmental impact	People have calorie counting apps. Maybe food could have carbon footprint numbers, so for those people who are trying to actively reduce their carbon footprint, they could look into a food carbon app
		Is there any way of labelling or a labelling system being developed? For instance, a traffic light system so we can understand how ethically produced the meat is or where it comes from or the impact that it has.
		Maybe it's like cigarettes or something, they should print a warning on stuff like red meat. You know, 'Overconsumption of this leads to X, Y and Z.
		Maybe a warning sign, like they do with cigarettes
		I was just thinking, you know how you have a stamp saying organic or this or that, perhaps they have to bring a stamp out saying, 'this might not be made the way you want it to be'… some kind of legal thing where it's definitely not organic and it's definitely not been made with the best produce and ethics and that kind of thing
	Participants thought about the opportunities for **community-based solutions** to food system issues such as affordability and environmental	Where I am in Crystal Palace and Penge you see the occasional allotment but wouldn't it be great if there was more of them so you could grow your own fruit and veg or if you're encouraged to grow your own fruit and veg because then you can make meals out of foods that are grown in the garden

	challenges. Solutions included: **increased resources for growing fruit and vegetables and community buying cooperatives**	I think everyone who's got a garden should be given a free greenhouse. I've got a small garden. I love growing courgettes and cucumbers and stuff. Kids like it as well, and I think what better way to try and be a bit more self sufficient? You reduce your carbon footprint going to the shop.
		is there not community buying for oil for heat in Wales somewhere? Can we not have community buying for food, so that it's bought bigger, for your local village, if you see what I mean
The changes needed: Intervention: Support for farmers	Participants wanted **government support for farmers** allowing them to farm for climate and nature	I don't want to see farmers suffer - we need them - so the government needs to provide ways and means for farmers to adapt, reduce and change direction
The changes needed: Affordability: Affordability of meat and dairy	Some participants expected to see **vegan and vegetarian options made less expensive** to encourage people to make food choices that were better for their health and the environment	There needs to be other affordable choices in that sense because a lot of people who eat not good meat, processed meat, isn't through choice it's because they can't afford to eat nothing else. That's one thing I champion for at work as well. You need to make other choices, people would probably love to go vegan, vegetarian, but when you go out to restaurants and try to eat like that it's a lot more expensive than what else is on offer.
Appetite for Change: Covid effect	Some participants felt that central government had failed in their response to Covid-19 and called for **a more decentralised approach to the food system**	…local councils aren't given enough-, are not being trusted to enough to test, handle testing and stuff. So, I think decentralisation has to be at the forefront of everything, even the food system. Bring it as close as possible to ordinary people, so that every person has, control and autonomy over their diet and food I guess."
The changes needed: Consumer action	Participants also accepted that **change is required by the food system as a whole,** including acknowledging the **role of consumers** in	Gosh, I think we're all responsible, aren't we? Everyone in the system. I think it's a lot about pulling together, having some common goals, like for instance looking after the environment or making healthy options available everywhere. I don't know what the common goals, but something along those lines, for

	taking action by using their buying power to make ethical choices	instance. And then, everybody in the system signing up to those and doing what they can. Maybe I'm being far too idealistic, but I think everybody's responsible, including us.
		change is absolutely necessary. It's made me think about what I do personally and try to think about different ways of eating and contributing to a change in society. But overall, the main message for me is that change is absolutely necessary.
		Well, it sounds very much like everybody's quite agreed that ultimately, it's government responsibility and they have the power. But are we coming to a point where we're actually giving them our power? Like, relinquishing our power to vote with our feet by saying, these are the brands that we are ethically aligned with, or we will only buy this type of meat because it meets the minimum standard that we request as a society… at the end of the day, if they're not bought by consumers, they'll be produced less and less until they're not part of the system. Do we need government to make that decision for us, or do we need to step up and take our responsibility?
		Buy more of the foods that we want people to be buying and buy less of the foods we don't want people to be buying, so there's that knock-on with supply and demand and encourage others to do the same, be that to do with packaging because of the environment or be that to do with health things
The changes needed: Access	Participants wanted greater **opportunities and resources** for people to grow their own fruit and vegetables	Speaker 1: More opportunities for people in towns to grow things. Getting that contact with nature and food. Speaker 2: I think more allotments would be a good idea. We have allotments in Kendal but unless you're really lucky you're going to have to drive to your allotment

The changes needed: State Intervention	Some participants expect to see **greater state intervention on environmental issues,** feeling that it is the role of government to **enforce sustainability measures** on supermarkets, food producers, suppliers and other industry areas	we basically just were thinking about how everyone in the food system is pretty much profit-driven, so it's the Government's moral duty to enforce certain measures that encourage sustainability. Reducing waste, reducing plastic packaging, things like that. And also limiting our choice on meat and dairy, just because that's the only way that things are really going to change.
Appetite for Change: Participant Solutions	Participants thought about the use of **different farming practices** in addressing environmental problems, suggesting vertical farming, regenerative agriculture and agro-forestry	There's also restorative farming, where they do what you're suggesting, where the animals are in an area, they eat the grass, they manure the grass that goes into improving the quality of the soil, and then they move them to another place, so they're not just rotated around but they're doing it to benefit the soil.
		So, in Asia, you have tall, tall buildings with probably 100, 200 floors on, and every floor has got some kind of factory. Now, for the environment, I understand that that's not probably too good, but if we're talking about growing food then why couldn't every floor be growing food?
		There is vertical farming for the production of vegetables, that's one way of increasing vegetable production without altering the balance of land use. You can also increase forest cover and if you do that, if you increase that to say 30% you can utilise the forest cover in a different way because you've then got the opportunity to utilise that for growing things like venison or you could actually have wild boar or other pigs running around as free range pigs… if you go down the more tree route you've got the opportunity of cutting carbon dioxide, the animal waste product goes straight into the forest floor.

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