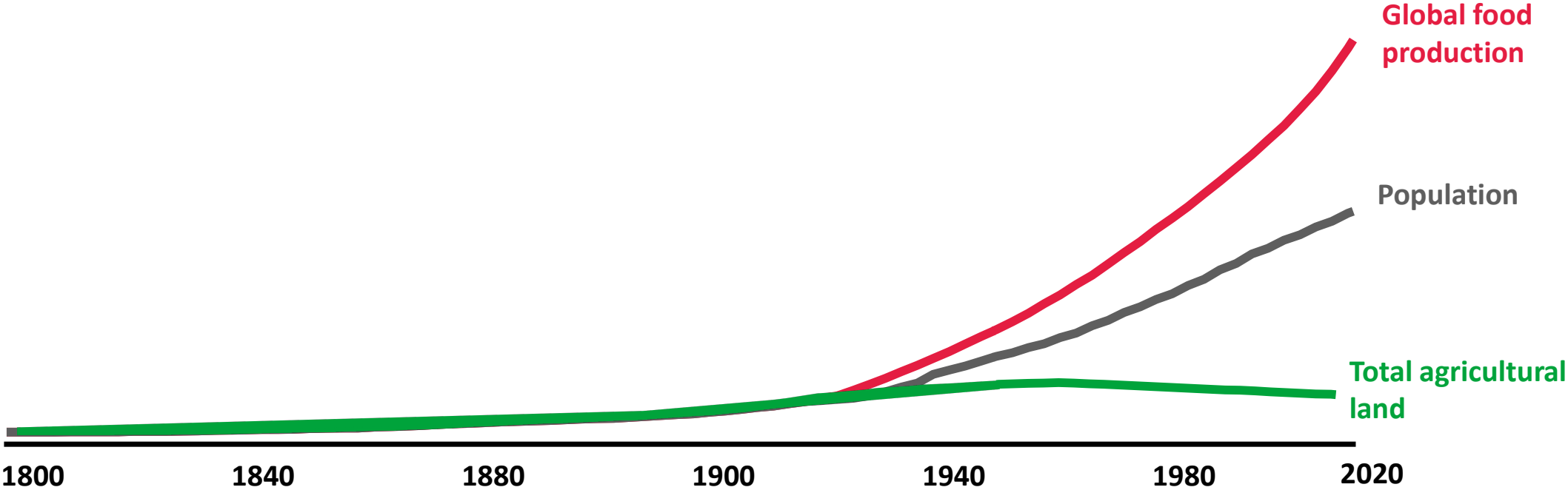


**National
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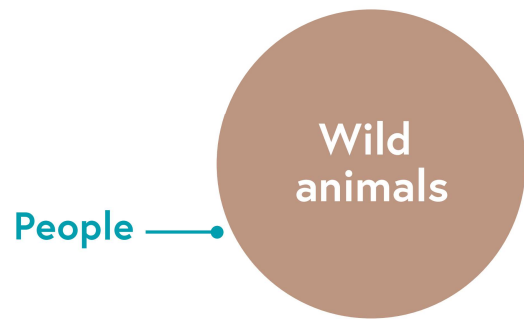
**THE
PLAN.**

A miracle

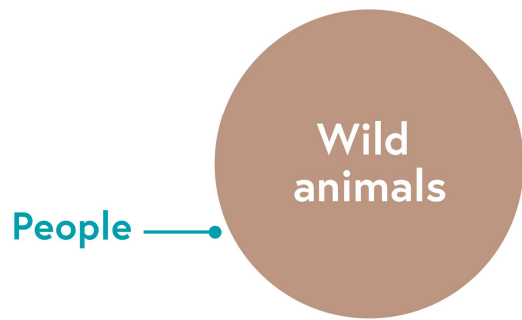


Note: 1800 to 2010 Analysis courtesy of OECD Food Chain Analysis Network; 1950=100
Source: 1800 to 2010 source: Population data from Maddison's historical statistics for 1820-1940; UN Population Division for 1950-2030; 1800 and 1810 extrapolated from Maddison. Agricultural (crops and pasture) land data for 1800-2010 from the History Database of the Global Environment (HYDE 3.2), Klein Goldewijk et al. (2017). Global agricultural production data for 1960-2010 from FAOSTAT (Net Agricultural Production Index); 2010 onwards sources based on forecasts from: Food production and agricultural land from The Future of food and agriculture: Alternative Pathways to 2050, FAO, 2018 (agriculture land based on arable land forecasts); Population data from Historical population data and projections, OECD (Accessed 12th Dec 2019)

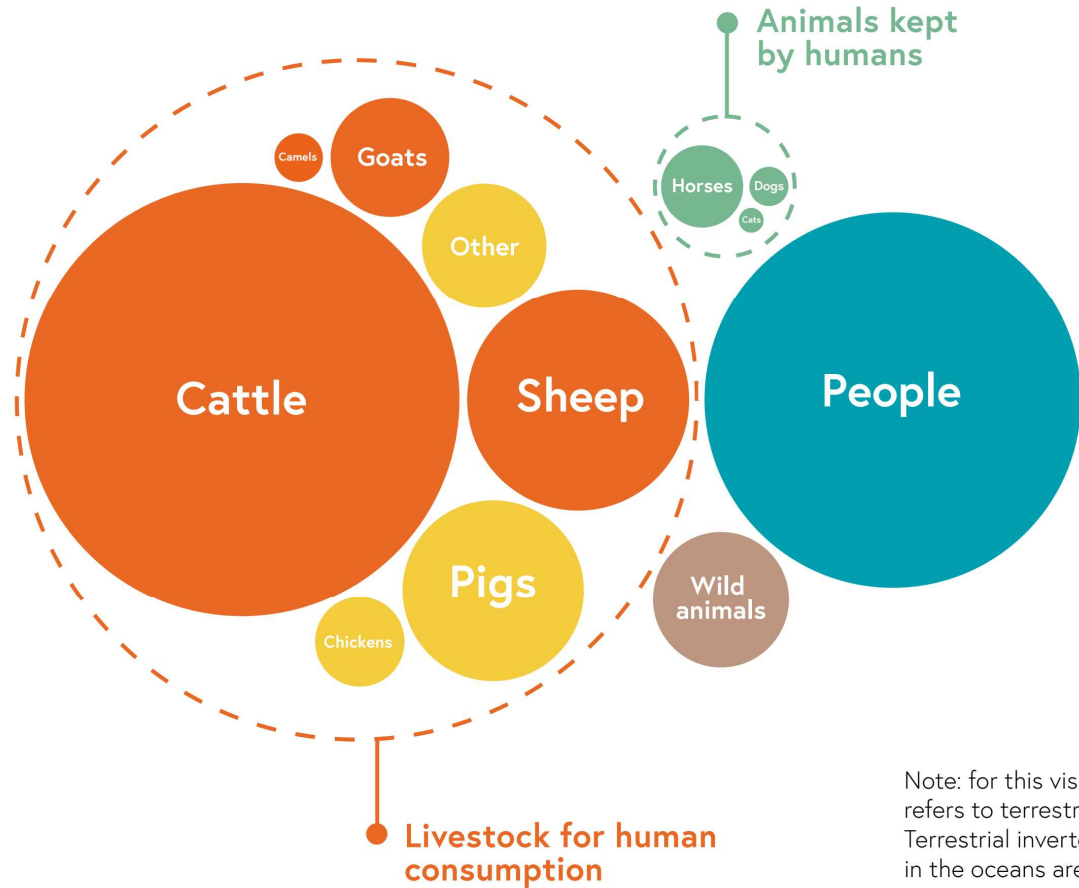
10,000 BC



10,000 BC

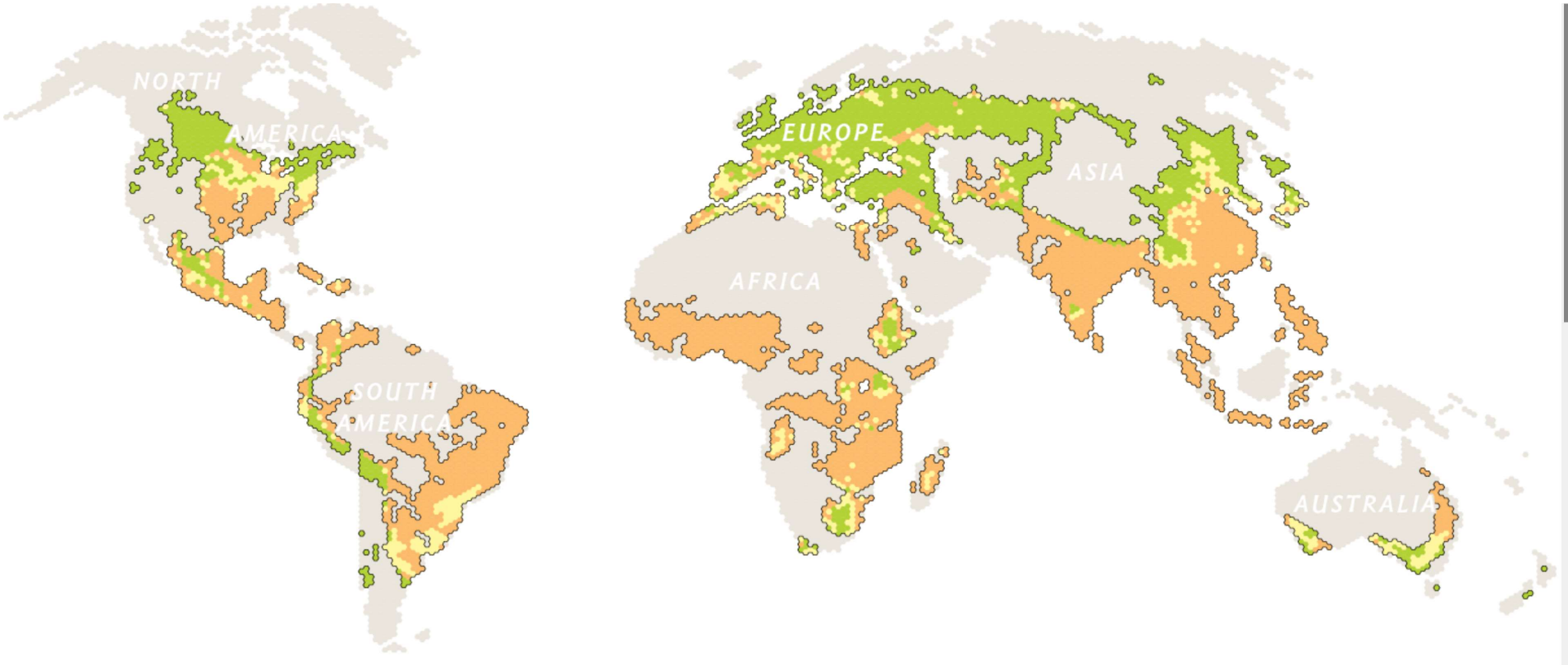


... and today

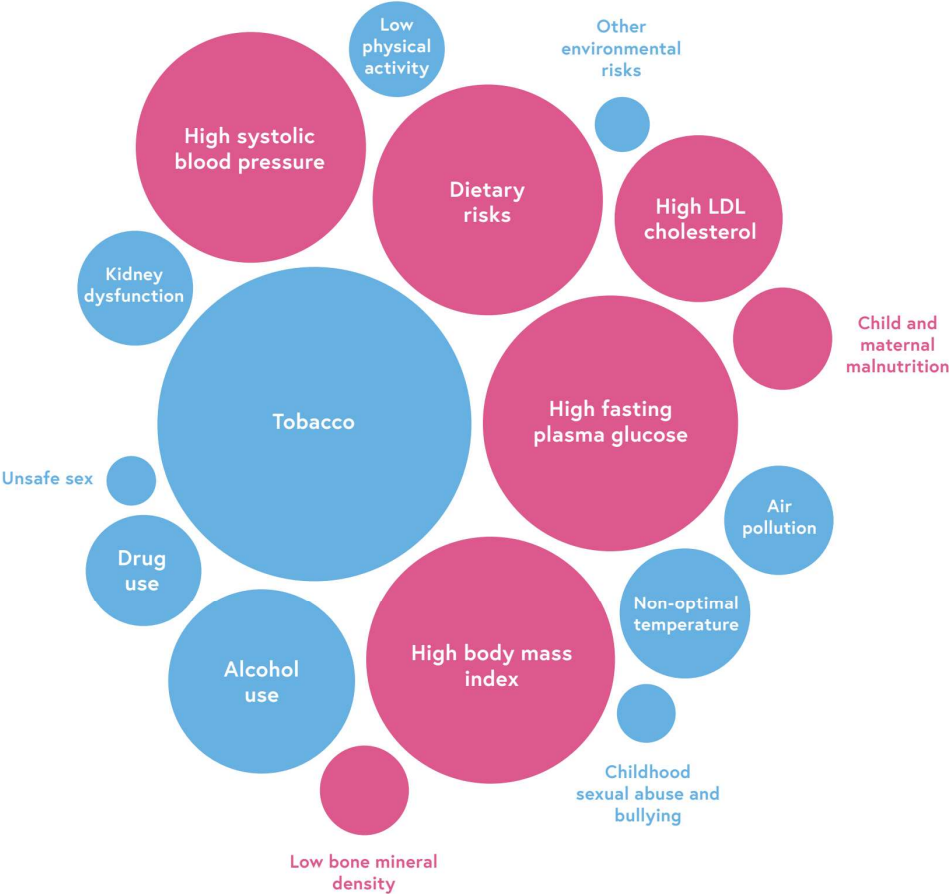


Note: for this visualisation "animals" refers to terrestrial vertebrates. Terrestrial invertebrates and all life in the oceans are excluded.

The next crisis?



A disaster for our health

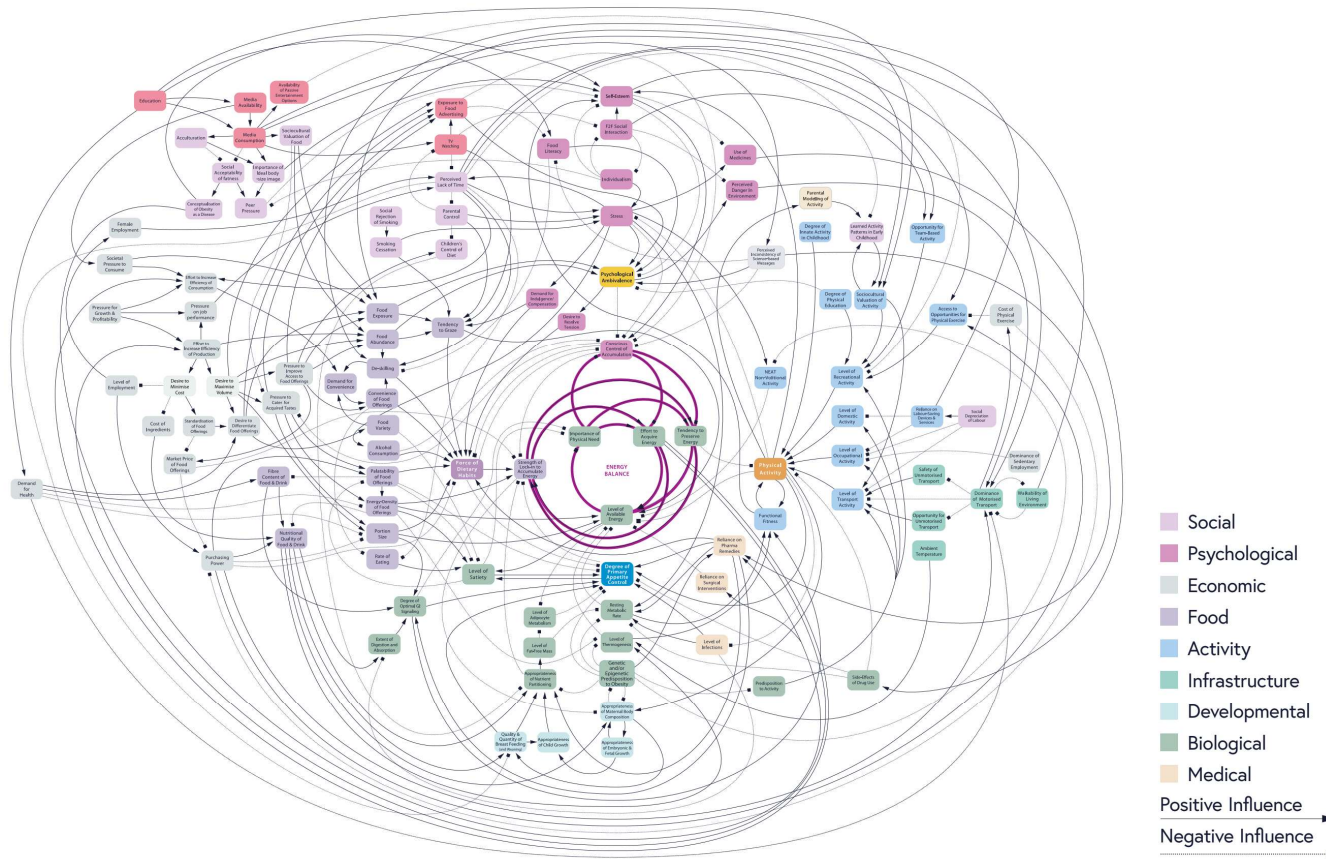


This all comes at a huge cost



■ Production: Health costs
 ■ Production: Environmental costs
 ■ Natural capital degradation
■ Consumption: Health costs
 ■ GHG emissions
 ■ Food loss and waste

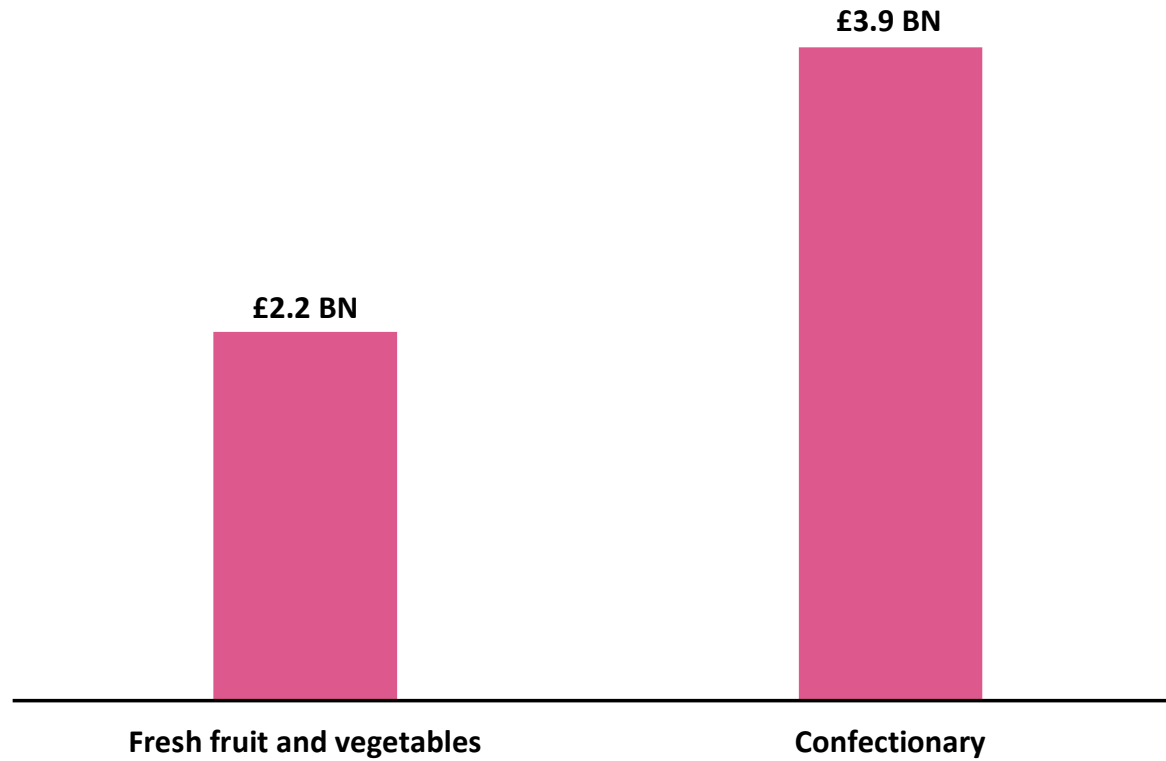
Systems are hard to predict and control



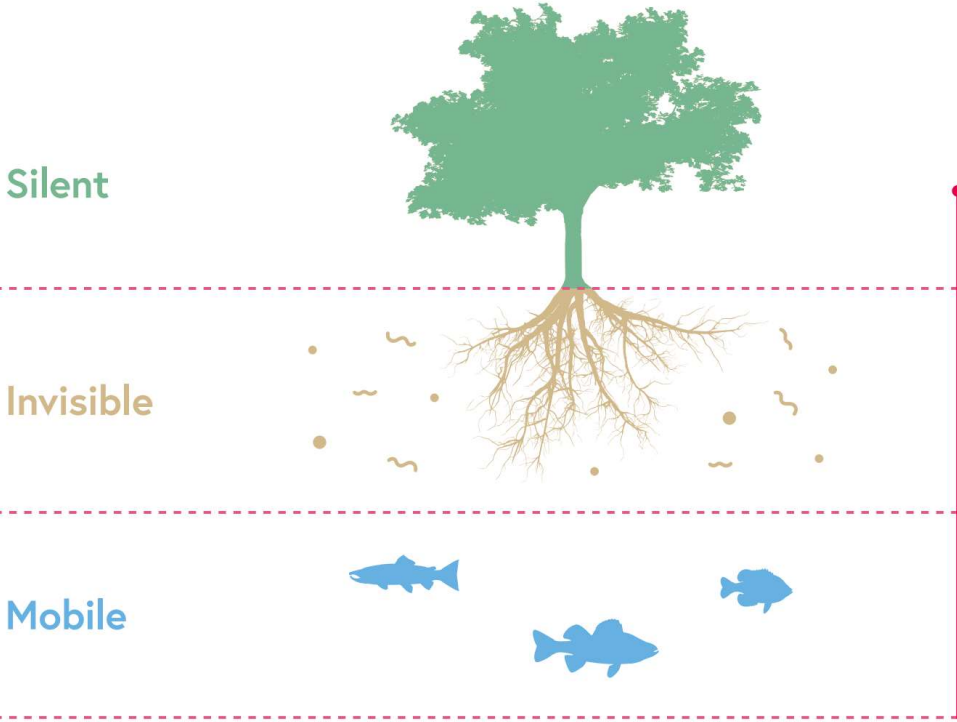
Responsibility for food policy in England is highly dispersed³



The Junk Food Cycle

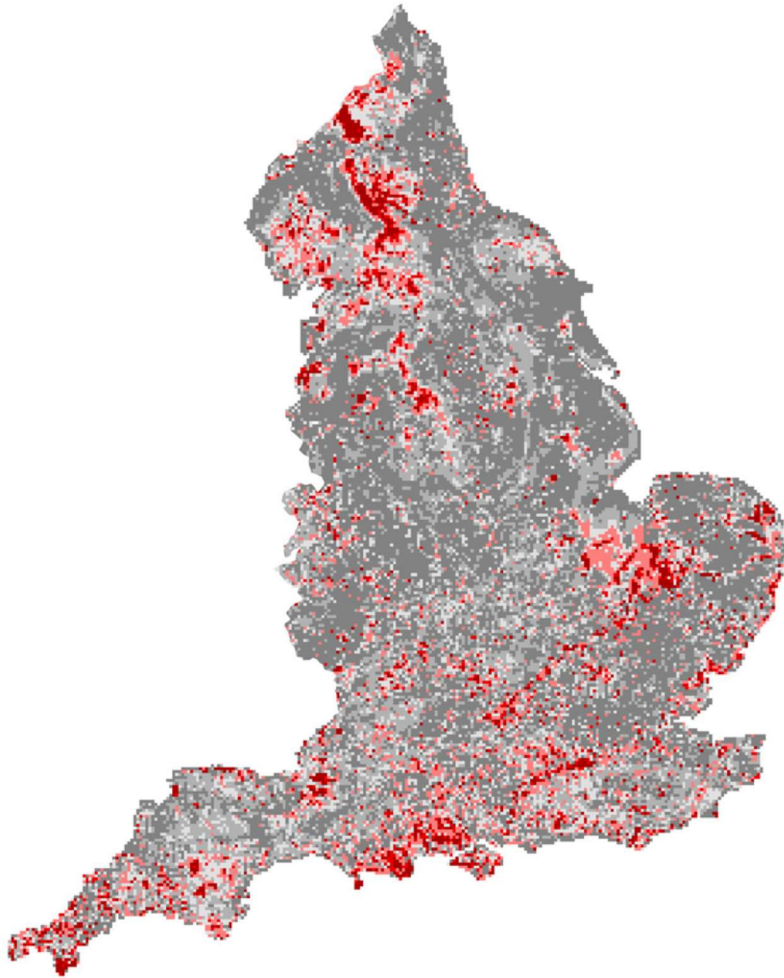


The Invisibility of Nature



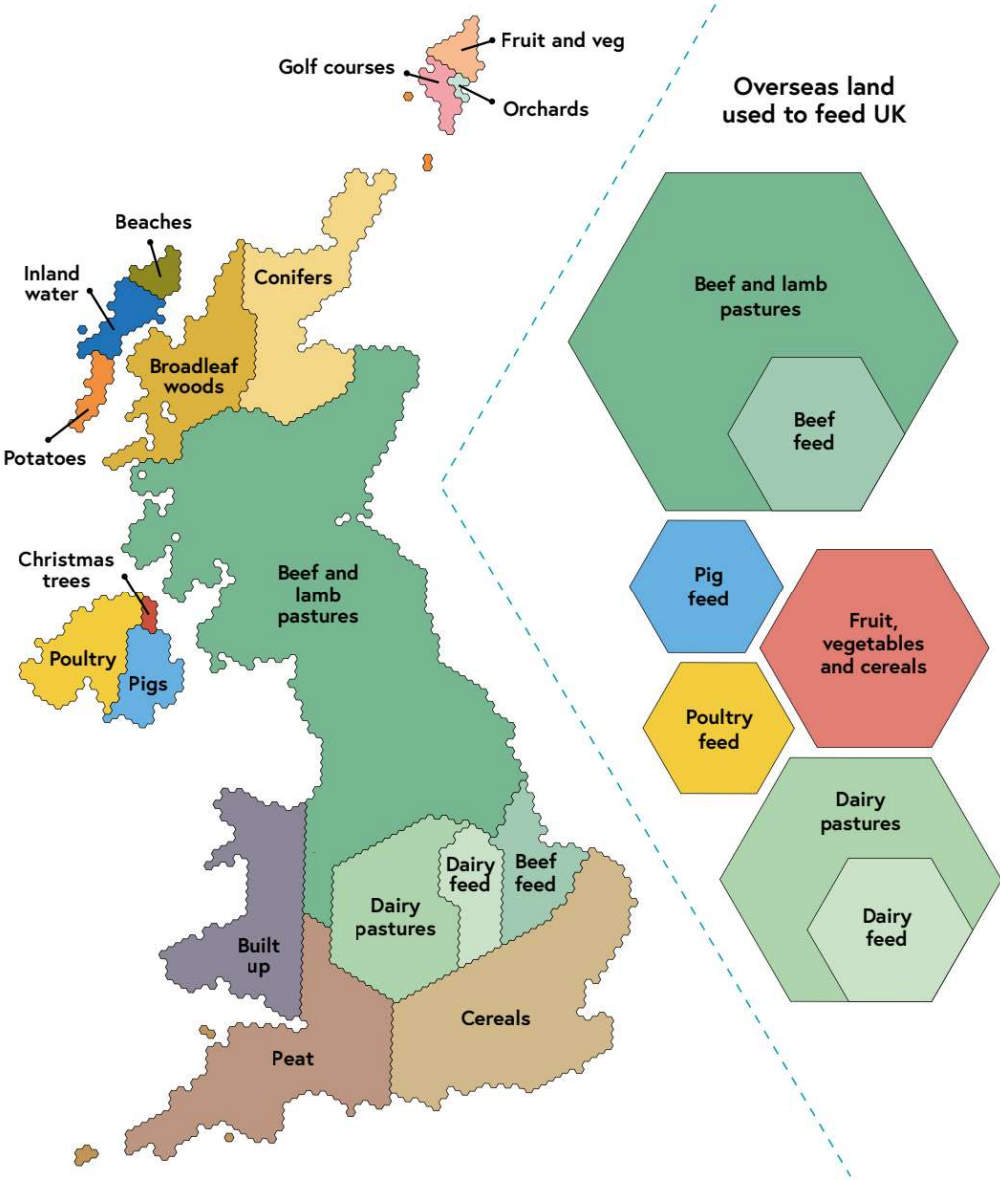
What we don't notice, we don't tend to value.

Land use – a plural framework

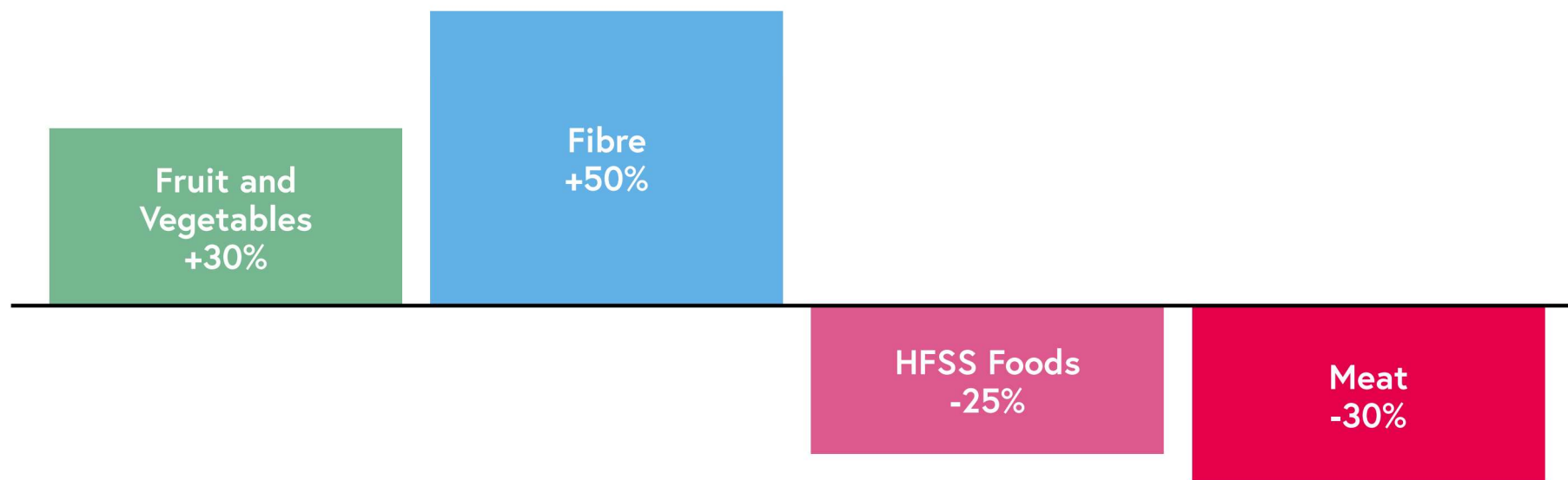


- Carbon negative, nature positive
- Three compartment model
- Can we have it all?
- At what price?

We need some land back



Targets



Strategic Objectives

- 1. Escape the Junk Food Cycle**
- 2. Reduce diet-related inequality**
- 3. Make the best use of our land**
- 4. Create a long-term shift in food culture**

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