

Food Strategy Advisory Board Meeting – 18 June 2025

Attendees

Daniel Zeichner MP (Chair)
Adnan Obaidullah (Farming Profitability Review)
Andrew Selley
Anna Taylor
Ash Amirahmadi
Baroness Minette Batters (Farming Profitability Review)
Chris Whitty
Dalton Philips
Jillian Moffatt
Ravi Gurumurthy
Sam Godfrey
Simon Roberts
Tim Smith
Adnan Obaidullah (Farming Profitability Review)
Baroness Minette Batters (Farming Profitability Review)
Sarah Bradbury (Secretariat)
Tessa Jones (Secretariat)

Apologies

Emily Miles
Flor Healey
Susan Jebb

Agenda:

Welcome and Opening Remarks. Minister Zeichner
(9 – 9:05)

Food Strategy Update and Next Steps Sarah Bradbury and Tessa Jones
(9:05 – 9:40)

Baroness Batters Farming Profitability Review
(9:50 – 10:45)

Summary and AOB (10:45 – 11:00)

Welcome and Opening Remarks

Minister Zeichner thanked participants for their continued engagement, and noted apologies from Emily, Flor, and Susan.

Minister Zeichner informed members that Food Strategy Advisory Board minutes were now available on gov.uk.

Minister Zeichner noted the rapid progress being made to deliver the outcomes framework for a Good Food Cycle, and that there was a real need to maintain momentum.

Food Strategy Update and Next Steps

Building on the discussions of mandatory health reporting at the last meeting, Sarah Bradbury presented a paper based on the recently published National Diet and Nutrition Survey (NDNS). The paper explored consumption in and out of home based on both total sales value, and calories.

- The key finding was that whether looking at value or at calories, the majority of food consumed was purchased through retailers and then 'at home', rather than through the hospitality sector. However, children, young people and working adults were the most likely to be consuming 'out of home' through publicly procured food (school). As such, the Out of home was a growing source of calories.
- [NESTA](#) had made similar findings through their work drawing on Kantar World Survey data.
- Over and under nutrition were heavily correlated to different population groups, and then by geography. Therefore, the importance of looking at local food systems and where people were getting their food locally was highlighted.
- There was a discussion on the role of catering / hospitality / public procurement in supporting public health.
- The Which Priority Place Metric was suggested as a good way of understanding the fine-grained geographic differences in consumption.
- The fact that the NDNS has also shown a drop in fruit and vegetable consumption was concerning and should be addressed.
- It was agreed by members that an action to take further was a piece of work on the geography of consumption.

Tessa Jones outlined the progress made in policies related to the food strategy:

- Extension of Free School meals
- Increasing public and corporate consensus on the value of health reporting (Tesco, Food and Drink Federation, among others, had written open letters)
- The importance of food security and national security was discussed, including the move to look at nutritional security as a way of driving a good food cycle throughout the system.
- There was a suggestion to include food sector workers as 'key workers' as part of delivering food as 'critical national infrastructure'.

- There was consensus that we needed to move to look at a focus on growth and production in the food system, both for economic growth and health.
- It was important to send the message to the wider food sector that the government was supportive of food business growth – e.g. through planning – through a narrative that was supportive of national growth as well as local food systems.

Baroness Minette Batters – Farming Profitability Review

- Baroness Batters outlined her approach to the farming profitability review, in particular her ambition to engage as widely as possible across the supply chain, from farmers and growers through to retailers and restaurants.
- She was focused on food, fibre, fuel, and flowers as the key products from the farming sector.
- She would then focus on retail, out of home, exports and public procurement as the ‘demand’ half of the equation.
- She highlighted that the Farming Profitability Review could not be done in isolation and must work for everyone in the supply chain, including taxpayers and consumers.
- There was a discussion on the role of nature markets in profitability / farming income.
- There was a discussion on the importance of collaboration between farmers in local geographies, and the river catchment scale was raised as a good geography.
- There was a discussion of the role of retail vis a vis Wholesale, as in the UK retail is the primary purchaser, but in other countries it is the wholesalers who determine the market prices.
- Encouragingly, the production and use of ‘raw British ingredients’ was seen as having salience both with the public and with the wider industry.
- The Review was due to report in the Autumn with a relatively small set of strategic recommendations.

Summary and AOB

- FSAB members agreed to do a small review drawing analysts from DHSC, IGD, NESTA, Food Foundation, and DEFRA to look at where and how food is consumed.
- There was consensus that the balance between content and pace would be critical in successfully framing the outcomes and good food cycle.
- There was recognition that there needed to be a focus on the audience for the strategy, which should include key workers in the food system and farmers, as well as the consumer. This lent itself to a focus on raw ingredients and nutrition as core themes.
- There was agreement to convene a discussion on investment and the capital markets.

- The next meeting would take place on 10th July.