

Food Strategy Advisory Board Meeting – 10 July 2025

Attendees

Daniel Zeichner MP (Chair)
Andrew Selley
Anna Taylor
Ash Amirahmadi
Chris Whitty
Dalton Philips
Emily Miles
Flor Healy
Jillian Moffatt
Ravi Gurumurthy
Sam Godfrey
Simon Roberts
Susan Jebb
Tim Smith
Catherine Francis (DHSC)
Rachel Fisher (Secretariat)
Sarah Bradbury (Secretariat)
Tessa Jones (Secretariat)

Agenda:

Welcome and Opening Remarks. Minister Zeichner and Emily Miles
(10 – 10:05)

Ten Year Health Plan – Catherine Francis
(10:05 – 10:40)

Food Strategy Workplan – Tessa Jones
(10:45 – 11:15)

Food Comms Moment – Rachel Fisher
(11:15- 11:45)

Summary and AOB (11:45 – 12:00)

Welcome and Opening Remarks

Minister Zeichner thanked participants for continued engagement and noted apologies.

Minister Zeichner highlighted the significant progress that had taken place on food policy across government, including the DSHC 10 Year Health Plan, DfE work on

School Food, and recent DSIT / UKRI announcements on mapping access to healthy food.

The joint op-eds from Defra and DHSC Secretaries of State demonstrated their commitment to working across government to deliver a healthier food environment. This group, along with industry bodies and the citizens advisory council, had a key role to play in the continuing success of this agenda.

Minister Zeichner noted that in the last six months the work had picked up significant momentum.

Ten Year Health Plan

- Catherine Frances outlined the policy propositions within the Prevention chapter of the 10 Year Health Plan (published on 3 July 2025) and thanked FSAB members for their constructive work in taking forward the work on mandatory reporting and the sequencing of targets across all large food businesses.
- It was noted that the public health aspects of the food system sat within a broader growth, innovation, sustainability and resilience context and therefore as the policies were developed further they would need to reflect a balanced package across the food system.
- There would be a role for the state, individuals, communities, and businesses in delivering the changes needed as part of a Good Food Cycle.
- The biggest food related policies included:
 - Mandatory reporting set out in legislation – this would need to reach across the whole of the food system to recognise the importance of supply chains and differences in how / where people get their food across the whole of the system. This will provide the data and evidence to then set targets.
 - Committed to updating the Nutrient Profile Model (NPM) - we will work with the technical industry and NGO partners to ensure there is a good, shared understanding of the revised NPM and to consider sequencing.
- There is a strong recognition that unhealthy eating and the impacts of diet related ill health are unevenly distributed across the country, therefore it is important to have an understanding of this at a granular level.
- The FSAB members recognised that the publishing of the 10 Year Plan was a major milestone and achievement. They were keen to continue to work with Government on the implementation of the plan.
- It was noted that there were many existing definitions of 'large food businesses' - for example, Natasha's Law.
- While the NPM was recognised as a good model, there was a question on whether there would be additional measures for reporting (such as protein or fruit and vegetable metrics) which could also be considered. Agreement that advice be sought from the Scientific Advisory Council on Nutrition (SACN). Members also discussed how industry could support through reformulation.
- There was a discussion on the pace of implementation and that this was a key consideration both for getting the policies right and for providing businesses with the certainty they needed to plan.

- There was a clear desire to see an integrated timeline of changes to regulations which reflected a 'whole of government' approach.
- There was a discussion of public / consumer facing metrics vis a vis focussing on the shifting of the wider food environment.

Food Strategy Workplan

- Tessa Jones outlined the next six months of policy priority projects which would focus on security and resilience, investor certainty, and local food systems. This was work that for FSAB members to be engaged with through build task and finish groups with industry/civil society experts and government colleagues to develop robust policy propositions.
- This work was based on the 10 outcomes articulated in the Good Food Cycle. The next phase of work was to set clear metrics and policies against the 10 outcomes.
- There was also a wider context of work coming through Defra and other departments. This included the publication of the Farming Road Map, and Baroness Minette Batters' review of farm profitability in the Autumn. At the same time there was an opportunity to look at which of the British raw ingredients we were 'good' at producing as a nation and how can we make more of that.
- Defra would work across government, and with the FSA, to understand the regulatory landscape of the food system, and how to ensure that we could reduce the costs of regulatory burdens.
- FSAB members welcomed the clarity and direction of travel. They reflected the importance of investor certainty (particularly for capital expenditure) which was dependent on a stable and predictable regulatory environment, including planning.
- It was noted that there were opportunities for the UK to lead the world in certain areas of production, including horticulture.
- Members saw the strength of focussing on some farming sectors, where you were also in effect having a consequential focus on other sectors – e.g. a focus on poultry production would also support grain production for domestically produced feed.
- It was noted that the UK was not operating in isolation, and was affected by the actions of major trading partners, particularly the EU.
- It was important to look at the cultural aspects of food and improving skills as part of the resilience and sustainability piece.
- In addition to supporting domestic production, government and others should look at how to support consumption of healthier foods which were also domestically produced.
- It was recognised that in many cases we were not starting from scratch – there was a desire to do a literature review of work to build on it.
- The importance of meaningful metrics, particularly on food security, was noted.
- It would be critical to connect environmental practice with the resilience/sustainability work in food production and making what we grow also support environmental and climate improvements.

- There was agreement that skills across the industry should be added to the list of urgent work to be undertaken.
- The role of the Devolved governments was discussed, and the importance of respecting the devolution settlements, while also making sure that we can join up strategically. The success of the Devolved Food Leadership Group was recognised.

Food Comms Moment

- Rachel Fisher outlined plans for the publication of *Towards a Good Food Cycle* on 15th July - a key milestone for the food strategy.
- It would be launched at an event in Bradford, a city that reflected both the challenges and opportunities in our food system, with high levels of food insecurity but also a strong foundation of community led innovation. Bradford was the right place to showcase ambition and hear directly from those driving change on the ground.
- IGD, as co secretariat, has produced a short 'three minute read' version of the Good Food Cycle for easier sharing and amplification of key messages.
- The FSAB members welcomed both the progress in delivering the outcomes framework, but also the importance of landing messages on:
 - Recognising that this was an extraordinary moment to have everyone in the food system working towards a new goal. Moving from the Junk Food Cycle to the Good Food Cycle, this was Government using its convening power to bring together people together and taking action on something that really mattered.
 - There being a huge prize for investing in the UK food system.
 - Recognising that the Government has already made progress on delivering food policy.
 - A focus on food and nutritional security from a household to a national level.
 - A focus on creating the investment conditions to bring money and talent into the UK food system.
 - A focus on making sure that everyone could take pride and joy in what they grow and eat.
 - Growing more of what we eat and eating more of what we grow.

Summary and AOB

- On the 10 year health plan there was recognition that the scope and sequencing of reporting and targets was yet to be finalised.
- FSAB would work with DHSC on the sequencing and pace of implementation.
- There had been a clear steer to develop an integrated timeline on changes affecting the food system.
- Investment in the food system was foundational and would unlock progress across the whole of the food system.
- Joy and culture were critical elements that must not be overlooked.

- There was agreement that the group keep a clear view on both the local impacts and international context of the food system.
- The suite of next meetings would be scheduled for after Summer Parliamentary Recess.

The following actions were agreed:

- The co-secretariat, with FSAB members, to review the first phase of FSAB meetings and ongoing membership, to ensure we were set up for success going forward, including on out of home representation.
- To include a new workstream on skills and labour in the next phase of actions.
- For there to be an amplification of the “good food cycle” and other key messages.