

Food Strategy Advisory Board meeting – 6 July 2026

Attendees

- Minister Morgan MP (Chair)
- Andrew Forsey, Chief Executive Officer, Feeding Britain
- Andrew Selley, Chief Executive Officer, Bidfood UK
- Ash Amirahmadi, Chief Executive Officer, Sofina Foods
- Dalton Philips, Chief Executive Officer, Greencore
- Julian Marks, Group Chief Executive Officer, Barfoots
- Peter Kendall, Farmer
- Roisin Currie, Chief Executive Officer, Greggs
- Sarah Bradbury, Chief Executive Officer, IGD (Co-Secretariat)
- Simon Roberts, Chief Executive Officer, Sainsbury's and President of Institute of Grocery Distribution (IGD)
- Susan Jebb, Professor of Diet and Population Health, University of Oxford
- Tanya Steele, Chief Executive Officer, World Wide Fund for Nature UK (WWF-UK)
- Tim Smith, Non-Executive Chairman, Cranswick plc
- Carl Creswell, Director, Department for Business and Trade (DBT)
- Catherine Frances, Director General, Global and Public Health, Department of Health and Social Care (DHSC)
- Chris Whitty, Chief Medical Officer, DHSC
- Natasha Burgon, Director Health Improvement, DHSC
- Tessa Jones, Agri-Food Chain Director, Defra (Co-Secretariat)
- Amy Ferguson, Deputy Director – Food Strategy, Department for Environment, Food and Rural Affairs (Defra)

Apologies

- Anna Taylor, Food Foundation
- Emily Miles, Director General, Defra
- Jaee Samant, Director General, DBT
- Ravi Gurumurthy, Nesta

Item 1: Welcome and introduction

Minister Morgan welcomed members to the meeting and set out his interest in the food strategy, including its role in supporting growth, public health, food security and resilience.

Item 2: Board member introductions

Members introduced themselves and shared reflections on priorities for the food strategy. The group discussed the importance of:

- accelerating delivery
- supporting investment
- improving health outcomes
- strengthening food security and resilience
- environmental sustainability
- maintaining collaboration across government, industry and civil society

Item 3: One year on from the Good Food Cycle: progress, priorities and next phase

Tessa Jones provided an update on progress since the previous meeting, and more broadly since the publication of the Good Food Cycle. She reflected on examples of delivery already underway across the Good Food Cycle outcomes, including the:

- Farming Roadmap
- government response to the Farming Profitability Review
- work on food prices and affordability
- recent report from the Citizen's Advisory Council
- place-based approaches to improve access to healthy and affordable food

Members discussed progress one year on from publication of the Good Food Cycle and reflected on priorities for the next phase of delivery. Discussion focused on food security and resilience, domestic production, investment, affordability, health, sustainability and place-based approaches. The following key points were raised:

1. The importance of creating the conditions for long-term investment across the food system. The group discussed how investment can support resilience, productivity, affordability and sustainable growth, and noted the importance of policy coherence across government to build and maintain investor confidence.
2. The importance of improving population health and access to healthier food, including through healthier food environments, local delivery and continued collaboration between government, industry and civil society.

3. The need to identify clearer priorities, gaps and measures of progress for the next phase of delivery. This includes how to manage trade-offs between health, affordability, growth, food security and sustainability.
4. How citizen insight and place-based learning could inform future delivery, including how national action can support local approaches to improving access to healthy and affordable food.
5. The importance of nature positive pathways, domestic production, water resilience and infrastructure in supporting sustainable long-term food security and resilience (meaning nutrition security), as well as health and affordability.

Sarah Bradbury presented emerging IGD-led work on how industry, government and civil society could work together to support delivery of the Good Food Cycle. Members discussed how this work could help build on the existing framework and support clearer priorities and actions.

The board noted the potential opportunities presented by a Good Food Bill.

Item 4: Any other business (AOB) and close

Minister Morgan thanked members for their contributions, agreed the work which could helpfully be taken forward over the summer, and looked forward to the next meeting of the group in September.

Next steps

Defra will continue to work with members on priority areas and supporting metrics to deliver the Good Food Cycle.