

Engineering a sustainable future

Julian Hunt, Communications Director, FDF

Our priorities

- Food Safety and Science;
- Health and Wellbeing;
- Sustainability and Competitiveness.

Our mission?

To make a real difference



Engineering a sustainable future?

A sustainable industry
needs to make **economic**,
social and **environmental**
progress all at the same time

Things keeping us awake at night

- Election clock is ticking – political uncertainty;
- Government dealing with ‘Food Matters’ agenda;
- Food security has become THE big political theme;
- Health discussions with DH and FSA remain tough...
- But some better quality conversations;
- What’s in store at the FSA?
- GM debate back on the menu; nanotechnology next?
- More EU rules - labelling regulation on its way;
- Drive towards low carbon economy continues;
- But recession changes everything!

Society – then and now

The post-war years	The Noughties
33% of disposable income spent on food	<10% of disposable income spent on food
2,355 calories a day consumed	2,362 calories a day consumed
Time taken to cook main family meal >1hr	Time taken to cook main meal < 20 mins
By 1961, three out of ten households had a car; just 2% had two or more	More than 70% of households have a car; about one-third have two or more
Average family size = 2.4 children	Average family size = 1.3 children
Life expectancy: 76 years (for mum)	Life expectancy: 81 years (for mum)

Industry SWOT analysis

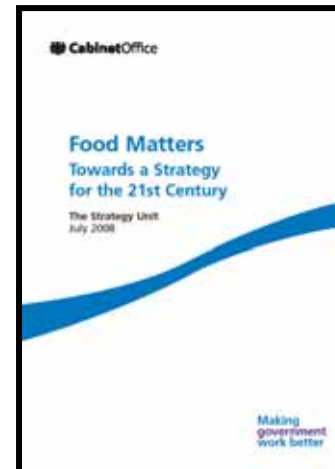
Strengths: high standards; ability to add value; logistics; experience supplying UK retailers; technological and marketing sophistication

Weaknesses: lack of public trust; limited support of Government; hostility of NGOs and media; low availability of labour; skills shortages

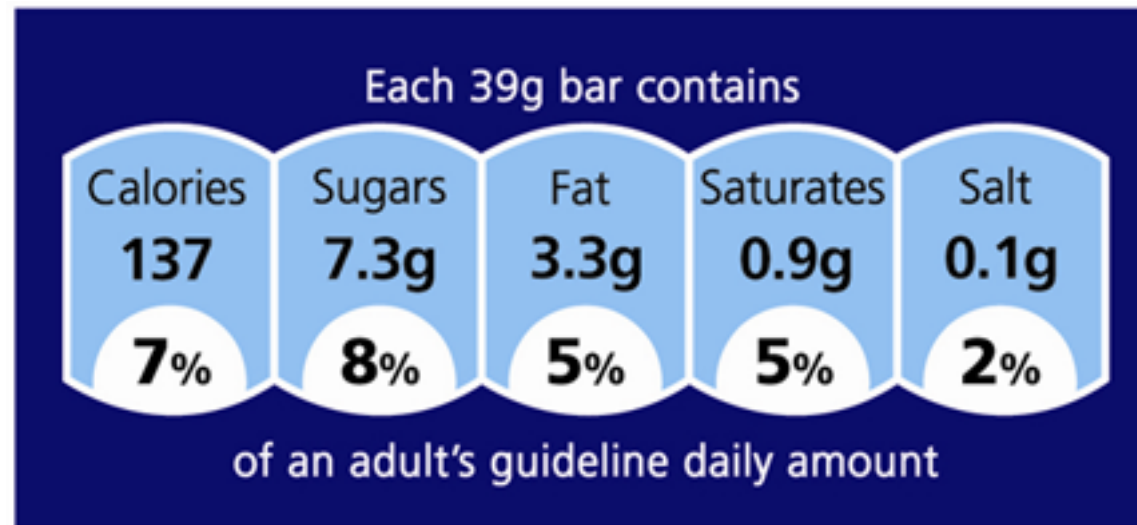
Opportunities: demand for products in new areas (health, Fairtrade, functional, 'green'); growth of catering; role of technology in products, processes and distribution

Threats: over-regulation; premature legislation; poor enforcement; rules not science based; rising materials prices; growing overseas competition; increased retail power

Health: how the debate evolved



GDA labelling: industry in action

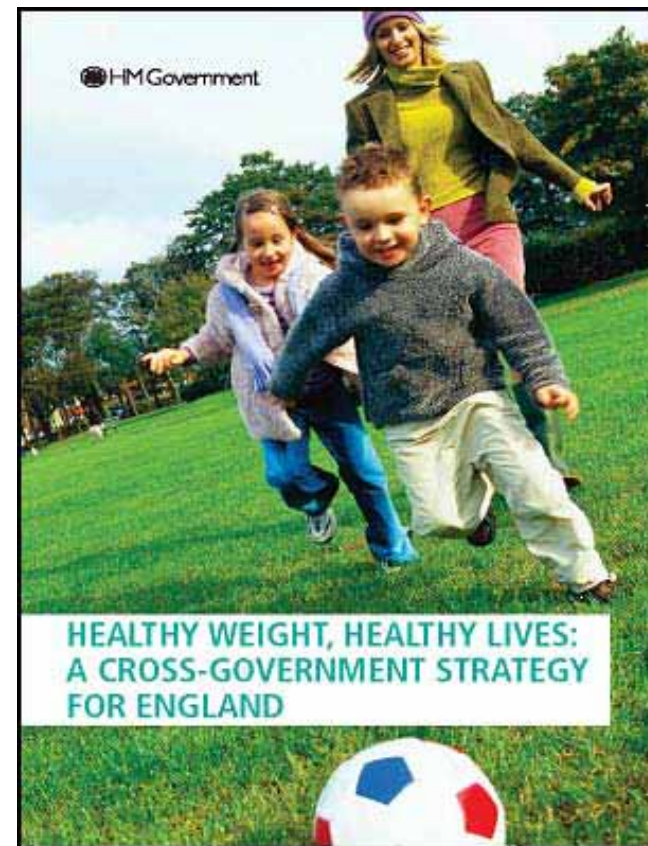


Today's really big number!

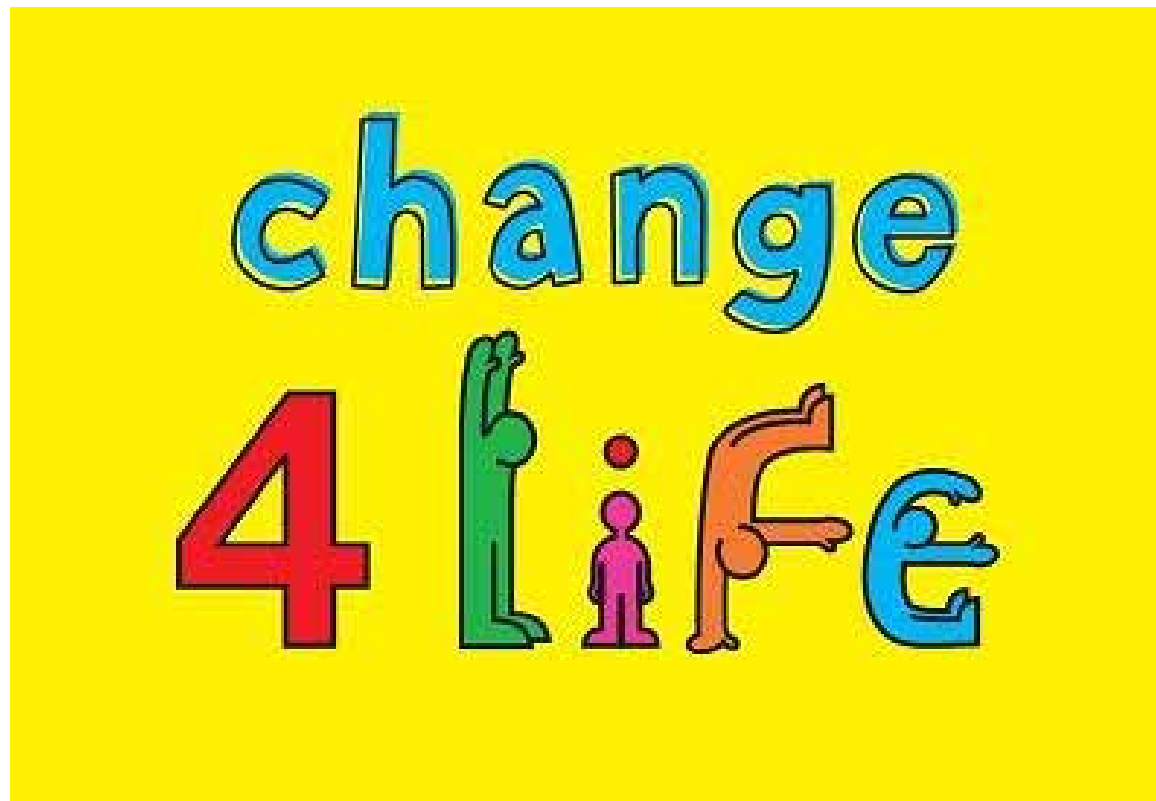
£26.5bn

The DH obesity agenda

- Food labelling;
- **Smaller portion sizes of energy-dense foods;**
- Rebalance marketing and promotion;
- **Reduce sat fat and sugar in food;**
- Increase consumption of fruit and vegetables;
- **Industry, FSA and DH to develop healthy eating messages;**
- Nutrition information in catering settings.



Better quality conversations?



Playing a part in the workplace

FDF members are committed to establishing and promoting healthy workplace schemes on diet and lifestyle in premises belonging to companies in the food chain and within their communities



Leading on the environment



An ambition with five pillars

- Significantly reduced CO₂ emissions;
- Zero food and packaging waste to landfill;
- Reduced levels of packaging reaching households & more advice to consumers;
- Significantly reduced water use;
- Fewer and friendlier food transport miles.

Some key headlines

- 58,000 tonnes less CO2 per year since 1990;
- First industry 'waste survey' undertaken;
- Members doubled participation in the Courtauld Commitment on packaging reduction;
- Launched the Federation House Commitment;
- Launched our Checklist and Clause for Greener Food Transport.

What Hilary Benn thinks

“The launch of FDF’s Five-fold Environmental Ambition is an impressive example of what businesses can do to improve the environmental performance of a sector. I congratulate FDF on its leadership”



Further reading on our website

- Dozens of case studies;
- **FDF's Carbon Management Best Practice guide;**
- Download our waste survey;
- **Details of the Federation House Commitment;**
- Download our Checklist and Clause for Greener Food Transport.

Engineering a sustainable future?

A sustainable industry
needs to make **economic**,
social and **environmental**
progress all at the same time

Engineering a sustainable future?

A sustainable industry
needs to make **economic**,
social and **environmental**
progress all at the same time

Thank you for listening