

## Evidence submission by the **British Poultry Council**

With the first major review of the nation's food system in 75 years now underway, the British Poultry Council is determined to play a key role in contributing to a National Food Strategy that ensures everyone is well fed.

### **PURPOSE OF FOOD**

A National Food Strategy should always be about the purpose of food before the production of food. Technology and innovation in British food ensures astounding efficiency and productivity, but a National Food Strategy must give that system both purpose and ambition; and in doing so ask how best we satisfy the needs of people.

Our challenge for a National Food Strategy is to create a social structure in which everyone is fed healthily and sustainably while championing the values that give meaning to our relationship with British food.

### **A FOOD STRATEGY THAT IS FIT FOR PURPOSE**

Our mental, emotional, and physical wellbeing begins with food. The self-belief and dignity that comes wrapped up in food can be a catalyst for social inclusion, and can help transform lives. From an everyday customer in a supermarket, a patient in hospital, child in school, to someone who needs help from a charity or foodbank, everyone should have the privilege to choose what they eat every day.

### **INTEGRATED SOLUTION**

- » A National Food Strategy must be built on fairness of food, of opportunity, and of education. It should drive a circular (social) economy.
- » This Strategy must be delivered through cross-departmental and cross-societal collaboration with Government, industry and civil society working together.
- » Food supply must be seen as a national security issue and the impact on food should be considered in all legislation.

### **BRITISH POULTRY MEAT INDUSTRY'S ROLE**

As a sector that produces half the meat eaten in this country, we believe it's our responsibility to help address some of the most pressing social issues of our time, from food poverty, nutritional health to rural and urban employment. As responsible food producers, we're determined to strengthen our local communities by promoting wellbeing and creating purposeful jobs.

By investing in talent, improving employability, and helping the next generation prepare for the world of work, British food producers are helping build and nurture skills and confidence.

Across our sector, an extraordinary amount of work goes into supporting and creating opportunities for individuals, schools and local communities in the areas we operate. We have long established relationships with colleges and universities to support placement schemes and scholarships. Our work with local schools is helping attract young people, growing our skills base and building a talent pool of leading minds.

**#FoodOn**  
**EveryTable**

## **WORKING TO PUT 'FOOD ON EVERY TABLE'**

Our #FoodOnEveryTable campaign is working to ensure that food supply is seen as a national security issue. We believe government, businesses and civil society must work together to deliver a Strategy that guarantees everyone access to safe, nutritious and affordable British food that British growers are proud to produce.

## **LEAVING NO ONE BEHIND**

For the British poultry meat sector to play its fullest role in delivering a food system that leaves no one behind, our National Food Strategy must:

### **» PUT FOOD ON THE TABLE TO ALLEVIATE HUNGER**

With Brexit on the horizon, the cost of food is likely to rise. A National Food Strategy must guarantee safe, nutritious and affordable British food grown to British standards for everyone so that no one goes hungry.

### **» MAINTAIN A SECURE SUPPLY OF FOOD THAT RECOGNISES BRITISH STANDARDS IN TRADE DEALS**

British farmers have worked incredibly hard to build a food system that enhances British food values and ensures high standards of production from farm to fork. It is vital that, following Brexit, any trade deals ensure that only food that meets our high British standards can enter the British market. A National Food Strategy must prevent the creation of a two-tier food system, in which only the affluent can afford to eat British food grown to British standards.

### **» USE BRITISH FOOD AS A CATALYST FOR IMPROVING HEALTH, WELLBEING AND SOCIAL CARE**

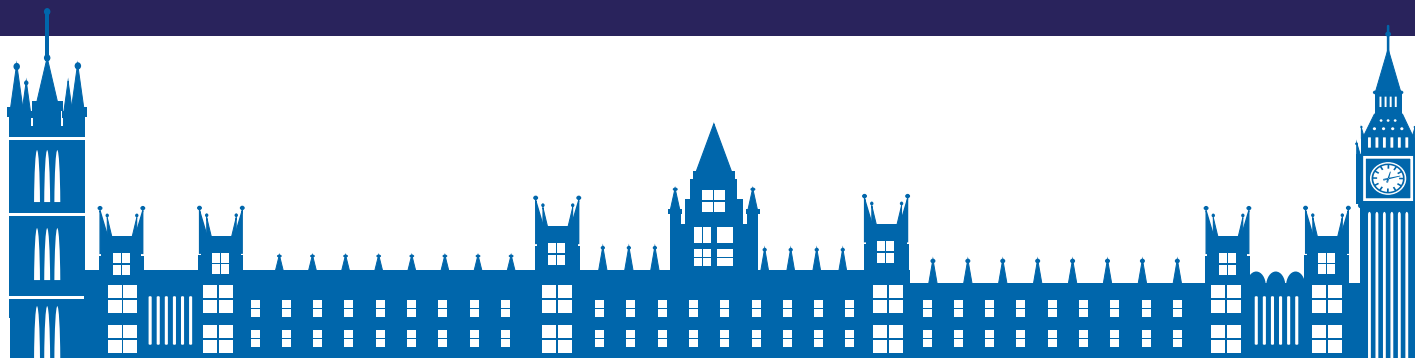
Coming together around the table, whether at school, at a community cafe or at a local club, and eating nutritious food is good for our bodies, and good for our minds. A National Food Strategy must recognise the vital role that access to safe, nutritious and affordable British food grown to British standards can have in improving our nation's health, wellbeing and social care.

### **» ENSURE ACCESS TO LABOUR POST-BREXIT**

A National Food Strategy must ensure that food producers have continued access to labour to continue to put food on every table. Specifically, for the poultry meat sector, 60% of our workforce (24,100 people) are EU nationals, and every year we have about 7,200 vacancies that need to be filled with non-UK workers. If these vacancies cannot be filled post-Brexit, it will have a significant impact on the production of, and therefore cost of food - all of which will pose a risk to affordability and potentially force people to go without food.

### **» SECURE A SUSTAINABLE FUTURE FOR BRITISH FOOD BY ACHIEVING THE UN'S SDGs**

In order to meet the UN's Sustainable Development Goals (SDGs) our food system needs to become more sustainable. A National Food Strategy gives us an excellent opportunity to sustainably feed people in this country; with food producers, government, and civil society all playing their part in putting food on every table for the next 75 years.



## Key deliverables:

### FOOD SECURITY

- » Affordability
- » Availability
- » Accessibility

### CHAMPION BRITISH FOOD

- » High standards from farm to fork
- » Public procurement

### ALLEVIATE HUNGER

- » Legal right to food
- » Impact on food considered in all legislation

# National Food Strategy

Key players:

**GOVERNMENT**  
**CIVIL SOCIETY**  
**INDUSTRY**



### DELIVER SDGs

- » Health
- » Nutrition
- » Wellbeing
- » Circular (social) economy
- » Waste reduction

### FOOD DIGNITY

- » Social eating
- » Social cohesion
- » Food values

### EMPLOYMENT & SKILLS

- » Job creation
- » Productivity
- » Innovation