



**BRITISH
POULTRY COUNCIL**

The voice of the British poultry meat sector

**RESPONSIBLE
BUSINESSES:**
DELIVERING A
FOOD STRATEGY
THAT LEAVES
NO ONE BEHIND



DELIVERING A FOOD STRATEGY THAT LEAVES NO ONE BEHIND

As we look forward to the much-awaited Government Food Strategy, we want to start a conversation about the role of responsible businesses in delivering a food system that leaves no one behind.

Maintaining a secure supply of food is essential to feeding the nation. Whilst we must ensure that we have access to the labour we need and frictionless trade, we look forward to discussing how responsible businesses can play their role in food security. We would like to hear your thoughts – please get in touch.



WHAT DOES AN INTEGRATED FOOD STRATEGY LOOK LIKE?

Food is a special case, it should be treated as a national security issue, and be protected as such. Government must ensure that British food, and the quality it represents, stays affordable and available for all consumers at every price point. If we cannot support our own production, then there will emerge a two-tier food system with the average citizen forced to rely on imported food.

The British poultry meat sector is calling on the Government to devise an integrated food strategy that drives resilience and productivity in the food supply chain; combines agriculture, food, trade, immigration and social policies; and puts feeding people at the heart of society.

WE BELIEVE THE UK MUST:

- Have the capacity for everyone to access safe, nutritious and affordable food.
- Fight hunger, support the most vulnerable in society, and prioritise British food in schools, hospitals, and other public services.
- Drive best practice, innovation, and green technology so business, Government and the voluntary sector can work together to support British food and address food security.
- Have access to labour, and support development of skills, for high quality food produced to world leading standards.
- Make international trade in food a priority, and facilitate the easy movement of food related products, in order to maintain a secure supply of food.
- Support investment in British food production, to build capacity and stimulate productivity.

RESPONSIBLE BUSINESSES CAN BOLSTER THE HEART OF BRITAIN'S FOOD SUPPLY

On one hand we are among the most affordable nations in the world for food, and on the other we have seen a year-on-year increase in the use of foodbanks. British food must be at the forefront of fixing that dichotomy.

Now is the time for responsible businesses that place strength, growth, and purpose at the heart of everything they do, to come forward and help deliver a food strategy that is built on a sustainable, secure, and trusted supply chain.

The British poultry meat sector is at the forefront of feeding the nation. Over a billion birds are reared for meat every year. Poultry meat production is a national success story. It's unsubsidised, and produces safe, wholesome and nutritious food to some of the highest standards in the world.



We're passionate about ensuring that everyone has access to the food that we are proud to produce. We believe food producers have a vital role to play in addressing some of the most pressing social issues of our time, from food security, nutritional health, rural and urban employment, to food poverty.

OUR VISION

Every person in this country should have access to a secure supply of safe, wholesome and nutritious food; whether that is an everyday customer in a supermarket, a patient in hospital or a child in school, or someone who needs help from a charity or foodbank.

BREXIT

LOOKING BEYOND BREXIT

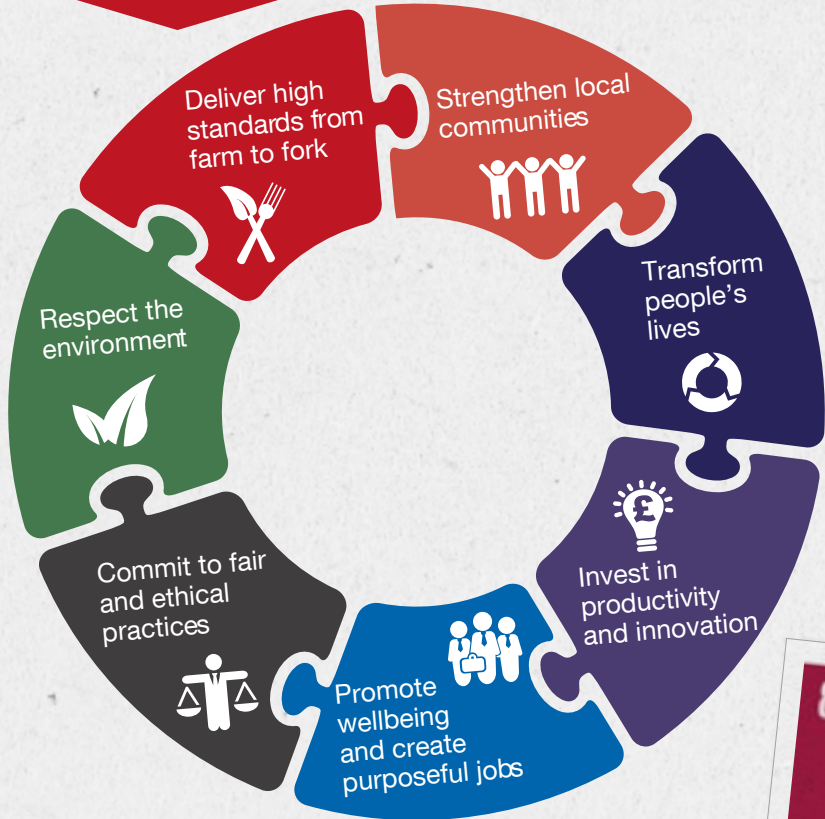
With the economic and social pressures being created by Brexit, access to food will become one of our nation's biggest challenges. If we cannot find a solution to labour (60% of our workforce is non-UK) and trade (the value of our exports has an effect on UK prices) then we run the risk of creating a two-tier food system. If these challenges are not addressed, they have the potential to shatter the structure of British food production.

Responsible businesses are not just an add-on to the social fabric of this country, they play a crucial role as part of communities, as employers, as well as producers of food that feeds this nation.

Responsible businesses must look beyond Brexit and use this as an opportunity to re-focus our food system, to ensure everyone has access to food, and to stimulate investment to produce more British food.

We believe food produced by British growers and manufacturers should be actively prioritised for public services, and it should be celebrated.

WHAT DO RESPONSIBLE FOOD PRODUCERS LOOK LIKE?



**STRENGTH, GROWTH,
PURPOSE**





SUSTAINABLE FUTURE FOR ALL

British poultry meat businesses contribute to most of the UN Sustainable Development Goals (SDGs) to help tackle poverty, social inequality while 'leaving no one behind'.

We're committed towards maintaining the highest standards in everything we do, right from looking after our people, consumers, local communities, environment to delivering excellence in bird health and welfare.

As the shape of post-Brexit Britain becomes clearer, we'll further explore ways in which we, as responsible businesses, can use our strengths to help build a Food Strategy that ensures a sustainable future for all.





BRITISH POULTRY COUNCIL

The British Poultry Council is the trade association for those involved in the production of poultry meat - chicken, turkey, duck, and goose – in the UK.

Our member businesses account for nearly 90% of the production in this country and cover the whole food chain: breeding, hatching, growing, slaughter, processing, and packing.

The British poultry meat sector is feeding the nation with safe, wholesome, and nutritious food. From two and a half thousand farms across the UK, our skilled and dedicated farmers grow nearly a billion birds every year to standards that are among the best in the world.

CONTACT US



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