

# MAKING GOOD FOOD THE EASY CHOICE

Food for Life Scotland Impact Report



**'What we are realising is that food – what we eat, how we get it, and where it comes from – can change lives. It's not just about the health benefits of a good diet. Good food can help us deal with some of our most pressing social, economic and environmental concerns. It's about social cohesion, improving life chances and tackling some of the great inequalities in our society. When we are talking about healthier people, a thriving economy, and a greener environment, we need look no further than the plates in front of us.'**

**The Scottish Government has set out its ambition that Scotland becomes a Good Food Nation, a country where people from every walk of life take pride and pleasure in, and benefit from, the food they buy, serve, and eat day by day. Food for Life Scotland provides us with a framework for doing just that. Not only transforming the food on our plates, but the places we spend our time. This change takes time and commitment, but evidence shows that Food for Life has potential to help tackle the big issues. It can play its part in making Scotland a Good Food Nation.'**

**Dennis Overton,**  
Chair of Soil Association



# OUR MISSION

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**We work to make good food the easy choice for everyone. We make sure good food is not only on the menu, it is part of the conversation and a way of life in schools, hospitals, care homes, workplaces and cities. Good food holds the key to healthier people, a thriving economy and a greener environment.**

## WHAT DOES 'GOOD FOOD' MEAN?

### ✓ **Food that's good for your health**

Lots of fruit and vegetables, fish and wholegrains, less but better quality meat, and a lot less processed food. Good food is even better when it's shared.

### ✓ **Food that's good for the environment**

In season, sustainably produced, low-climate impact and high animal welfare standards.

### ✓ **Food that's good for the economy**

Grown by local producers, prepared by skilled and knowledgeable people, and supports a thriving economy.





# MAKING GOOD FOOD THE EASY CHOICE

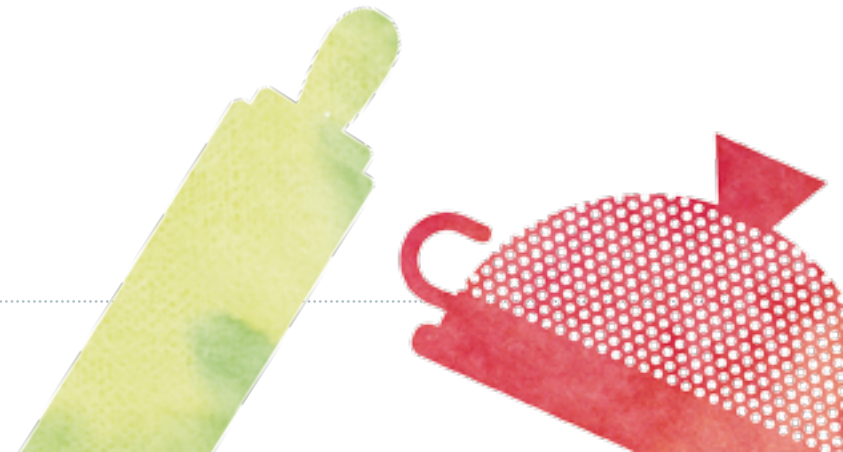
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**Food for Life Scotland is unique. Our approach drives change and results in widespread benefits. Evidence tells us that a sustained portfolio of initiatives which focus less on people's behaviours and more on changing the places where people spend their time are needed to address the challenges we face as a society. Through food, we are taking on big social issues: health, the economy and the environment.**

Food for Life Scotland is a coordinated effort between networks of schools, hospitals, care-homes, food producers, food suppliers, caterers and other organisations which works to change menus and minds from the farm right the way up to city level decision makers. The programme provides decision makers and leaders with the impetus and the framework to deliver transformational change in organisations and across cities. We do this by targeting supply and demand – influencing both 'push' and 'pull' factors across the whole supply chain – working to make good food a reality on plates and in policy.

## OUR ACTIVITIES

- ✓ **Inspiring and motivating change**
- ✓ **Outreach, support and training**
- ✓ **Engagement and awareness raising**
- ✓ **Evaluation and building an evidence base**





# THE FOOD FOR LIFE SCOTLAND APPROACH



**FOOD  
SUPPLY**





# SIZE MATTERS

Food for Life Scotland delivers impact at scale and this is vital if we want to increase people's access to fresh, healthy, sustainable food.

Scale means we can make sure as many people as possible can access food that is good for them, the economy and the environment.

**20 MILLION**  
**FFLS MEALS**   
**SERVED ANNUALLY**

**110,000**  
**FFLS MEALS**   
**SERVED EVERY DAY**

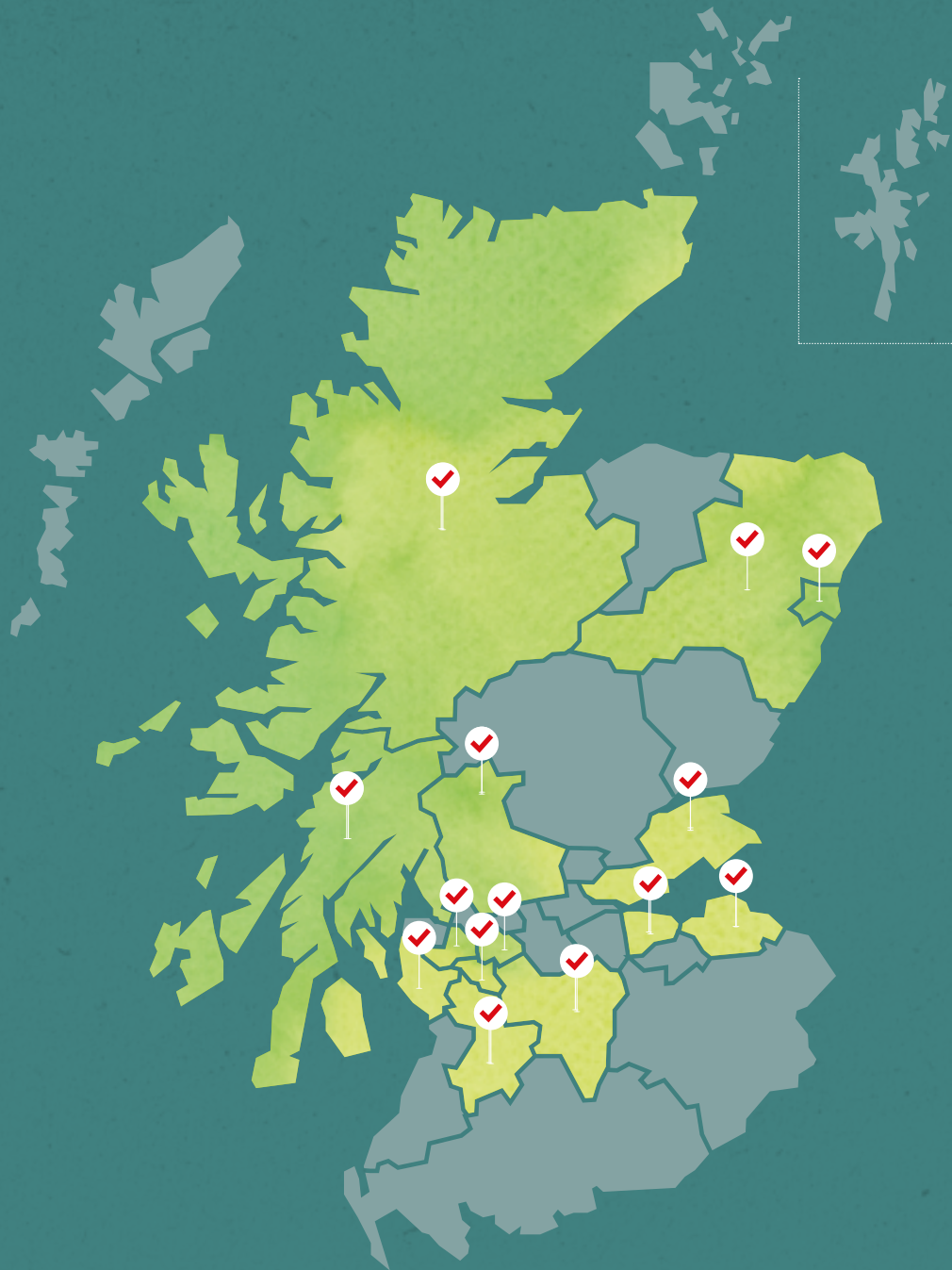
**WORKING WITH OVER**  
**50% LOCAL**  
**AUTHORITIES**

 **923**  
**SITES ACROSS**  
**SCOTLAND**

**EDINBURGH, GLASGOW, ABERDEEN**  
**AND THREE OTHERS ARE BECOMING**  
**SUSTAINABLE**   
**FOOD CITIES**

**536** **TEACHERS**  
**ENGAGED**





- ✓ ABERDEEN CITY
- ✓ ABERDEENSHIRE
- ✓ ARGYLL & BUTE
- ✓ EAST AYRSHIRE
- ✓ EAST LoTHIAN
- ✓ EAST RENFREWSHIRE
- ✓ EDINBURGH CITY
- ✓ FIFE
- ✓ GLASGOW
- ✓ HIGHLAND
- ✓ NORTH AYRSHIRE
- ✓ RENFREWSHIRE
- ✓ SOUTH LANARKSHIRE
- ✓ STIRLING



# HEALTHIER PEOPLE

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## WHAT NEEDS TO CHANGE

- ✓ Scottish children and adults have very high levels of diet related poor health – amongst the worst in the world.
- ✓ Estimates of the total economic costs of obesity to Scotland range from £0.9 billion to £4.6 billion per year.
- ✓ The annual cost to NHS Scotland of overweight and obesity combined may be as much as £600 million (Scottish Parliament Information Centre, 2015).
- ✓ Obesity shortens life. It increases deaths from type 2 diabetes, heart disease and common cancers.
- ✓ The NHS is under pressure: people are living longer and with multiple chronic conditions of old age; there is a shortage of healthcare staff; demand for services is increasing but the resources are not.
- ✓ Over one in five Scottish children live in poverty; this affects their health, education and future prospects.
- ✓ Children from the most deprived areas have significantly worse health than those in the least deprived.

## THE NATIONAL COMMITMENT

The Scottish Government has committed to protect the most vulnerable in our society through early intervention, by ensuring our children get the best start in life, by promoting equality and supporting wider preventative services.



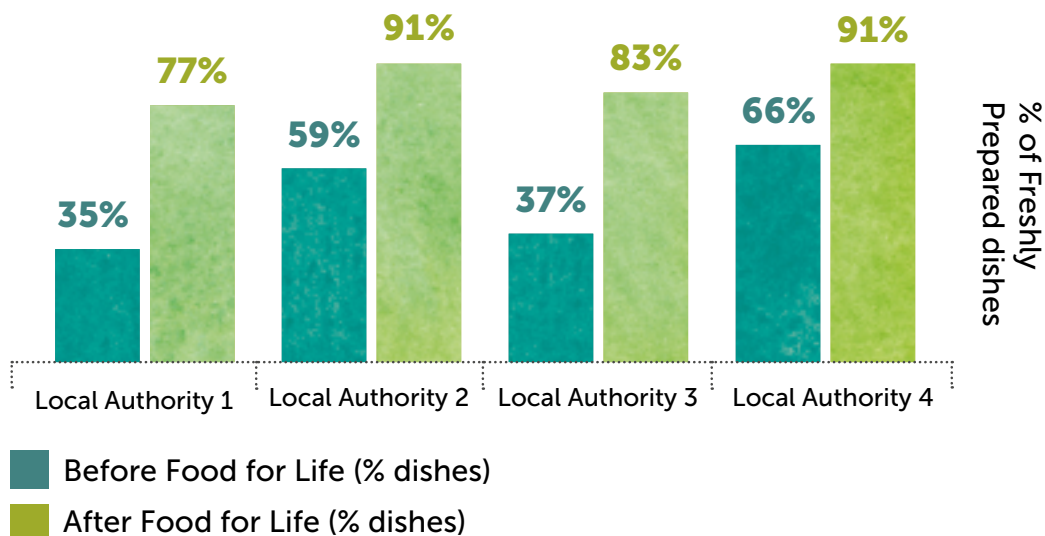
Photo: Nicola Bald



## HEALTHIER WITH FOOD FOR LIFE SCOTLAND

Two in five Scottish state schools are now serving Food for Life Served Here certified meals. Our 75% freshly prepared standard means that many more children are eating fresh, unprocessed food which is lower in the additives, sugars, fats, and salt that contribute to obesity, diabetes and other conditions in later life. Our independently certified meals go above and beyond mandatory nutritional requirements for food in schools (Brook Lyndhurst, 2015).

**Food for Life Served Here certified meals mean more access to fresh, unprocessed food:**



- ✓ 8,153 Food for Life Served Here-awarded meals are served each day to pupils in schools located in areas in the 15% most deprived regions in Scotland contributing to closing the health inequality gap.
- ✓ Sites with Food for Life Served Here silver and gold awards mean that people in these settings are routinely having organic milk and meat. Organic milk contains around 50% more omega-3 fatty acids than conventionally produced products. This nutrient is linked to reduced cardiovascular disease and improved neurological development and function; vital for the very young and the very old (Newcastle University, 2016).







## A RECIPE FOR LIFE

It's rare that an initiative attracts both a Dementia Award and fits the criteria for a Silver Youth Achievement Award. But, with the support of Food for Life Scotland, a unique partnership between Inch View Care Home and Liberton High School in South Edinburgh is connecting the generations through food and promoting health and wellbeing. Both have achieved the Food for Life Served Here award for their menus, with Inch View the first care home in Scotland to achieve silver. All those involved, from age 15 to 97, have found common ground and a recipe for life.

**'He went up to the school to help in its garden, and it gave him a whole new lease of life. For many of the residents, gardening, eating well, being with young people has given them something positive.'**

**Elaine Perry,**  
Acting Manager, Inch View

Photo: Paul Johnson



## NURTURING MINDS, BODIES AND COMMUNITIES

Food for Life Scotland's education framework and materials are helping silver Food for Life Served Here award holder, Doune Primary School, use food as a medium for learning across the school. The eggs from the school's eight happy hens are much more than cooking ingredients, they are history, maths, science, language, biology, technology and social studies rolled into one. By taking small steps, and recognising that everyone, from kitchen to community, is vital, Doune Primary School and all those involved with it, are finding out that good food doesn't just taste nice. It nourishes minds, bodies and communities.

**'We are preparing our future generation with skills for life and work, and a healthy relationship with food.'**

**Lyndsay MacNair,**  
Head Teacher, Doune Primary School





# THRIVING ECONOMY



## WHAT NEEDS TO CHANGE

- ✓ A strong and diverse economy is essential to Scotland's prosperity.
- ✓ Economic growth must be built on collaboration, innovation, sustainability and, for the food and drink sector, provenance.
- ✓ Economic performance depends on a skilled, healthy and motivated workforce.
- ✓ Creating a strong local return on investment is a top priority for local authorities.

## THE NATIONAL COMMITMENT

In its Economic Strategy, the Scottish Government commits to investing in people at all stages of life for Scotland to have a skilled, healthy and resilient population and an innovative, engaged and productive workforce.

## THRIVING WITH FOOD FOR LIFE SCOTLAND

Food for Life Scotland is supporting economic growth by creating demand for Scottish produce and empowering people. This approach has been shown to contribute to increased skills, job satisfaction and morale of those producing, preparing and cooking good food;

- ✓ Evidence shows that the Food for Life approach offers £4.41 of social value for every £1 invested over a three-year period (Jones et al, 2015).
- ✓ One major meat supplier has increased sales of Quality Meat Scotland products by almost 70% as a result of demand from Food for Life Served Here meals.
- ✓ Over 200 sites have started buying Scottish organic milk.
- ✓ Edible Edinburgh, part of our Sustainable Food Cities programme, is a collaboration between partner organisations across Edinburgh working together to achieve a thriving local food economy based on public and private sector businesses procuring more sustainable food.



## UNLOCKING FOOD FOR LIFE SERVED HERE FOR LOCAL ECONOMIES

As a result of Edible Edinburgh's Procurement work stream all City of Edinburgh Council (CEC) schools meet bronze Food for Life Served Here standards. The Food for Life programme has given the council the framework to increase the amount of Scotch Beef PGI and Specially Selected Pork on school menus. With most food on its school menus now prepared on site using raw ingredients, the council has taken a fresh look at its butcher meat; where it comes from; and how it is prepared. Using Scotch Beef and Specially Selected Pork brings benefits, not only in the quality of the meat, but also to the economy. These include shorter, clearer supply chains ensuring full traceability; helping producers supply sizeable public sector markets; supporting local and rural economies; and developing workforce skills.

**'We supply farm assured and Scottish assured meat to many public-sector sites but schools are at the forefront. In this day and age, food provenance is very important to customers and the Food for Life Served Here award means people know their food is local and fresh.'**

**Christopher Campbell,**  
Campbells Prime Meat



Photo: Nicola Bald

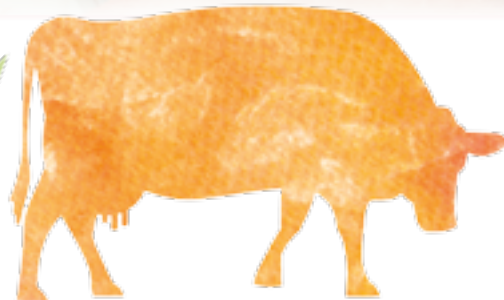


# SUPPORTING SCOTTISH SUPPLY CHAINS



## THE SCOTTISH FARMER

Wolfstar Farm, East Lothian



## THE CONTRACT SUPPLIER

Campbells Prime Meat Ltd, Linlithgow



## THE PUBLIC KITCHEN

Edinburgh Schools and Care Homes



## **MORE THAN 'DINNER LADIES': LUNCH TIME IS LEARNING TIME**

When teachers in Stirling's primary schools needed to teach pupils how to cook, many of them didn't have the confidence or skills to do so. The people who did have those (the catering staff), were right there, in the school but below the radar. What would happen if the two sets of trained professionals – caterers and teachers – joined forces? What would they each learn, and how would that benefit pupils?

Food for Life Scotland has helped to raise teaching staff's confidence and skills in the kitchen and connect catering professionals with their education colleagues through training run as part of its career-long professional learning programme.

**'Teachers are realising that we are more than just cooks. School catering staff are realising that they have transferable skills; they feel a lot more important and that they are part of the education team.'**

**Tracey Walker,**  
Menu Development Manager, Stirling Council



# GREENER ENVIRONMENT

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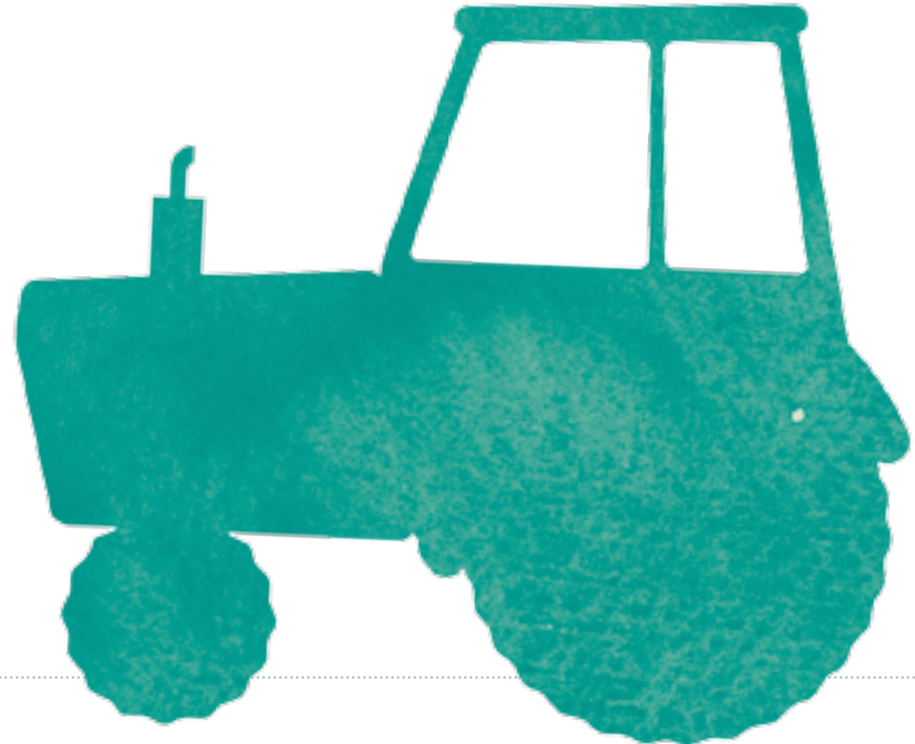
## WHAT NEEDS TO CHANGE

- ✓ The food we eat, the way we grow it and where it comes from all have implications for our environment.
- ✓ Agriculture accounts for nearly a quarter of Scotland's total greenhouse gas emissions (GHGs).
- ✓ Changes in food production methods over the last 60 years – increased use of synthetic pesticides and fertilisers, changes in land management practices and habitat loss – have resulted in a decline in biodiversity (Scottish Government, 2016).
- ✓ These changes coupled with climate change have also caused deterioration in vital natural services such as carbon storage, insect pollination and nutrient recycling which provide us with clean air and water and food.
- ✓ Eating less, but better quality, meat is one tool for tackling climate change.



## THE NATIONAL COMMITMENT

The Scottish Government's commitment to address climate change will be a priority in this Parliament. Its Land Use Strategy sets out a framework for land based businesses to work with nature. In addition, Organic Ambitions sets out actions to grow organic food and farming. Proposals for a new Climate Change Bill, a draft Climate Change Plan and an accompanying Energy Strategy will be published in January 2017, outlining the government's intention to reduce Scottish emissions by 80 per cent between 1990 and 2050.





## GREENER WITH FOOD FOR LIFE SCOTLAND

Public procurement of local and sustainable food is one of the most effective mechanisms for driving transformation in food production and supply – helping to create shorter, greener and fairer supply chains. Organic farming reduces environmental pollution and the release of greenhouse gases from food production by severely restricting the use of artificial chemical fertilisers and pesticides.

Food for Life Scotland is driving demand for organic and other sustainably produced, higher welfare food:

- ✓ It has encouraged £600k annual spend on organic food.
- ✓ Two gold Food for Life Served Here awarded local authorities have achieved 15% of their ingredient spend on organic food; and one visitor attraction is at 60%.
- ✓ Over two hundred public sector sites have progressed from bronze to silver Food for Life Served Here; with some spending nothing on organic produce to almost 7%.
- ✓ Between 2011 and 2014 Food for Life Served Here award-holders increased spending on sustainable fish by 10% (Brook Lyndhurst, 2015).
- ✓ The Food for Life Served Here award means award-holders are buying more farm assured meats, Marine Stewardship Council certified, fairly traded, ethical produce than ever before.
- ✓ Caterers with Food for Life Served Here award are routinely offering meat-free days in schools.





## GOING THE DISTANCE

With Food for Life's help, North Ayrshire Council is making concerted efforts to contract organic and local suppliers for the sake of pupils, planet and purse. The catering units within its 50 primary schools and Arran High School are making 6,730 gold Food for Life meals a day. The primary 1-3 uptake of school meals is one of the highest in the UK. It has helped to cut food waste and food miles, and encouraged everyone – growers, suppliers, buyers, caterers, pupils, teachers and parents – to improve how people in North Ayrshire eat, farm and safeguard the natural world.

**"Plan, plan and plan again! Lots of people in similar roles Say 'We can't afford to buy organic'. But You can. Menu planning is the key. Buying processed food is expensive. Cutting it out, using fresh food and having meat-free days helps us balance food spend."**

**Gillian Dore,**  
Purchasing Manager, North Ayrshire Council





## DOING NOTHING AT ALL IS DAMAGING

By reducing delivery distances, food miles and emissions through buying local and cooking from scratch; through eliminating environmentally damaging palm oil; and through using organic ingredients which are free of herbicides and harmful additives, View Café is not only keeping its books and business in balance, it is doing the same for nature too. The only visitor attraction in Scotland with the prestigious gold Food for Life Served Here award, View Café is practising what it preaches. It is raising the bar for others who want to reduce their personal and professional carbon footprint and be part of Scotland's good food nation.

**'With 75% of Scotland's land mass under agricultural production, the impact of what people eat and how it is farmed is massive. If everyone does a little thing, it can make a difference for nature.'**

**Douglas Rutherford,**  
Catering Manager, RSPB



Photo: Paul Ashcroft



# LOOKING AHEAD

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## DO YOU THINK GOOD FOOD SHOULD BE AVAILABLE TO EVERYONE? SO DO WE.

Sadly, there are thousands of people who simply aren't getting the nutritious food they need to thrive. That includes children in schools, and people in hospitals and care homes. And too much of the food we eat is still produced in a way that is damaging our natural world and does not benefit our economy in the way that it should. We know a long-term commitment to the Food for Life approach can bring about healthier people, a thriving economy and a greener environment.

From farm to fork, we can all work to improve the way our food is produced, procured and prepared. Through our Food for Life Scotland programme we want to make sure that as many people as possible have access to good food.

Scotland's food system is changing and, together with many others involved in the good food movement, we are shaping its future.

## WORK WITH US TO MAKE GOOD FOOD THE EASY CHOICE...

**LOCAL LEADERS** – We can help you develop good food programmes that support your local priorities and help you join up the key policy areas of health, education, environmental sustainability and economic development.

**SCHOOLS, HOSPITALS AND EARLY YEARS PROVIDERS** – Whether it's getting good food into the curriculum or on the menu our flexible framework can help you make positive changes in ways that work for you.

**FUNDERS** – Our programme is generously supported by Scottish Government. But there's more to be done. Third party funding allows us to extend the reach of our





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## AFTER TEN YEARS OF INVESTMENT AND SCALING

Food for Life Scotland has been running for five years. Long term investment in the Food for Life approach in other parts of the United Kingdom has shown that:

- ✓ Food for Life has potential to contribute to... helping 'close the gap' for disadvantaged children in terms of their health and academic attainment (Teeman et al, 2011).
- ✓ Free school meal take-up increased by an average of 13% points in Food for Life schools (Orme et al, 2011).
- ✓ Pupils in Food for Life schools reported consuming almost one third more fruit and vegetables than pupils in comparison schools and were twice as likely to eat 5 or more portions of fruit/veg per day; and 60% more likely to eat above the national average of 2.55 portions per day (Jones et al, 2015).
- ✓ 45% of parents reported eating more fruit and vegetables as a result of their engagement in Food for Life (Orme et al, 2011).



Photo: Nicola Bald



# THANK YOU

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**Thank you to all the cooks, caterers and teachers that have worked with us over the past few years to make good food a reality in schools, hospitals, care homes, workplaces and cities across Scotland.**

We would also like to thank the Scottish Government, Scottish local authorities and charitable trusts for supporting our work.

Finally, we would like to thank the many partner organisations and initiatives that have supported us in the development and delivery of Food for Life Scotland:

- ✓ APSE
- ✓ ASSIST
- ✓ Alzheimer Scotland
- ✓ Care Inspectorate
- ✓ Crofting Connections
- ✓ Dumfries House
- ✓ Edinburgh Health and
- ✓ Social Care Partnership
- ✓ Environmental Association of Universities and Colleges
- ✓ Edible Edinburgh
- ✓ Education Scotland
- ✓ Food Standards Scotland
- ✓ Food Train
- ✓ Forth Environment Link
- ✓ Forth Valley College
- ✓ Glasgow Food Policy Partnership
- ✓ Generations Working Together
- ✓ High 5 Highland
- ✓ James Hutton Institute
- ✓ Learning for Sustainability Scotland
- ✓ National Museum of Rural Life
- ✓ NHS Health Scotland – Healthy Living Award
- ✓ NHS Lothian
- ✓ NHS National Services Scotland
- ✓ Quality Meat Scotland
- ✓ Scotland Excel
- ✓ Scotland Food and Drink
- ✓ Scottish Business in the Community
- ✓ Scottish Food and Drink Federation
- ✓ Scottish Food Coalition
- ✓ Scottish Organic Milk Producers Association
- ✓ The Royal Highland Education Trust
- ✓ The Rowett Institute
- ✓ University of Edinburgh
- ✓ Zero Waste Scotland



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Where no citation, data is from Food for Life Scotland internal monitoring.







Look out for our **NEW Food  
for Life Served Here** logo.

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