



Spear House
51 Victoria Street
Bristol
BS1 6AD
11/12/23

Prime Minister Rishi Sunak
Prime Minister's Office
10 Downing Street
London
SW1A 2AA

Dear Prime Minister,

We are writing to ask for your support in ensuring British children eat well.

Learning to eat should be an adventure – joyful and challenging – but our children are increasingly being robbed of the experience. Many are growing up not knowing the tastes, textures, and smells of real food. Many will rarely feel fresh produce between their fingers. Many will enter adulthood only knowing the simplified and sweet flavours of ultra-processed products, leading to unhealthy choices and poorer health outcomes later in life.

Ultra-processed foods now make up roughly two-thirds of the average child's diet in the UK.

We believe a love of good food should be nurtured in children from the youngest age possible, and schools should play a starring role. By providing healthy and freshly prepared school meals, and by reconnecting children with food – through cooking and growing activities, visits to British farms, and sensory food education – schools can help turn the tide on the ultra-processed diet that is consuming our nation and burdening our NHS.

We urge you to embrace schools as part of the solution. Every school should be supported to provide freshly prepared meals, taking a 'whole school approach' to food education that includes direct sensory knowledge of real vegetables and fruits. We would welcome the opportunity to meet with you to discuss the simple steps government can take in delivering this ambition.

Yours faithfully,

Helen Browning, CEO, Soil Association
Jeanette Orrey, Co-Founder, Food for Life

Hugh Fearnley-Whittingstall, Chef and Author
Bee Wilson, Author and Co-Founder of TastEd
Yotam Ottolenghi, Chef and Restaurateur

Christina Adane, Social Campaigner and Activist

Thomasina Miers, Cook and Restaurateur

Kimberly Wilson, Chartered Psychologist and Author

Chris van Tulleken, Doctor and Author

Jason O'Rourke, Head Teacher, Washingborough Academy, Co-Founder of TastEd

Priscilla Jordan, Head Teacher, St Mary's Catholic Primary School

Sara Gray, Head Teacher, Long Whatton C of E Primary

Rosalind Hopkins, Head Teacher, Birch Wood School

Ruth Galpine, Director, Food for Life

Stephanie Slater, Founder and CEO, School Food Matters

Sue Pritchard, CEO, Food, Farming & Countryside Commission

Anna Taylor, Executive Director, Food Foundation

Dan Parker, CEO, Veg Power

Naomi Duncan, CEO, Chefs in Schools

Barbara Crowther, Children's Food Campaign Manager, Sustain

Vicky Sibson, Director, First Steps Nutrition Trust

Dolly van Tulleken, Director, Dolitics

Myles Bremner, Director, Bremner & Co

Baroness Rosie Boycott (cross-party)

Baroness Natalie Bennett (Green Party)