

## Foreword



It gives me great pleasure to welcome you to Scotland's first National Food and Drink Policy Conference.

Food and drink is one of the defining issues of the 21st century. Global population increases, our health challenges and the environmental impact of climate change mean that we need to take this agenda seriously. My vision sees us all working together – industry, academia, government, teachers, communities, the people of Scotland – to meet these challenges. Together we can make Scotland, and the world, a healthier, wealthier and more sustainable place.

It's over a year now since I presented to you our framework for action for Food and Drink in Scotland in Recipe for Success and what a year it's been!

Despite challenging global financial times, I have seen many successes, many challenges overcome and many opportunities taken. It never fails to amaze me the passion, dedication and enthusiasm I have seen from a huge number of people, from all walks of life, who have an interest in Scotland's food and drink future.

Last year I said we couldn't achieve all the things we said we would do by ourselves. I said it was a challenge that could only be fully delivered if taken up by a collective response from all those growing, making, buying or selling food and drink in Scotland.

I am both pleased and proud that many of you have picked up the baton and used Recipe for Success as a platform and catalyst to help us deliver our aspirations around food and drink.

We've captured some of what we have all been doing in the leaflets in this pack. These are a snapshot of the many achievements, but I know there is more to do.

Today, we are providing a unique opportunity to network, share future ambitions and debate further what you want for Scotland's future in food and drink.

I hope you enjoy the varied programme and the opportunities to have your say.

I know there will be much debate and many opinions and I look forward to hearing your views.



**Richard Lochhead, MSP**  
**Cabinet Secretary for Rural Affairs and the Environment**

# Supporting the Growth of our Food and Drink Industry

**Thriving food and drink businesses play a vital role in our economic success and future prosperity as a nation**

This is why we and our partners are doing everything to help Scottish food and drink businesses to compete successfully and grow.

Scotland Food & Drink the industry leadership body has produced an industry strategy which sets a target of £12.5 billion turnover for the sector by 2017, focussing on premium, provenance and health.



Source: Scotland Food & Drink

Ray Jones, chairman of Scotland Food & Drink said:

“We have set ourselves an ambitious target to grow our industry’s contribution to the economy. To achieve this we must collaborate because a united industry will result in an increase in both commercial value and reputation. Scotland already has an excellent name for producing high quality food and drink and it’s essential we build on this so we can compete effectively in a global market.”

**Here is some of what we and our partners have been doing to meet these targets**

We helped Scottish food and drink companies make inroads into new markets. In the past year over 180 companies have attended a total of 30 buyer briefings and meet-the-buyer events, resulting in 45 deals. Scottish food and drink products now enjoy new listings with companies such as Asda, David Sands, Peckhams, Haldanes, Dobbies, Harrods, Sodexo and Macdonald Hotels.

Highlands & Island Enterprise invested £2.2 million with 67 companies who are expected to generate £45 million gross value added over the next four years.

Scottish Enterprise has account managed over 200 food and drink companies a year, helping them to break into new markets, develop new products, build premium brands, find investment funding and improve the skills of their people.

Scottish Manufacturing Advisory Service has supported 74 food and drink business improvement projects, generating £12.8 million in added value.

### Connage Dairy

A traditional, family owned, fully organic dairy producing a range of cheeses and winners of Best Scottish Cheese and Best Traditional British Cheese at the British Cheese Awards this year (2010). They have been working with Highlands and Islands Enterprise as a company with growth potential. Connage attended a Scotland Food & Drink Access to Market event with Harrods in Inverness in November 2009 and have now been listed by Harrods.

Scotland Food & Drink recently launched a new food and drink industry information, intelligence and knowledge service. Its predecessor, the Scotland Food & Drink Information Service was run by Scottish Enterprise and Highlands & Islands Enterprise from 2003-2010 and helped generate an extra £3.5million turnover.



### Angus Soft Fruits

Markets £70 million of strawberries, raspberries, blackberries and blueberries, the majority of which are produced in Scotland by the producer organisation Angus Growers.

“Funding from the Scottish Government has been critical in allowing the business to invest in facilities to ensure that it has access to the correct markets.”

John Gray, Commercial Director

Over 7,700 jobs have been safeguarded or created through £34 million of awards to 174 businesses by Scottish Government support for food processing and marketing since 2007.

Since October 2008, over 173 participating companies and organisations have seen a 77% improvement in their access to local suppliers, and a 62% increase in new market penetration through the Cultivating Collaboration project, delivered by SAOS.





Scotland Development International has agreed an international market strategy with Scotland Food & Drink and key stakeholders. The initial priorities are North America, France, Spain, Italy, Belgium and Netherlands. Market Assessment work is being carried out in each of the above markets to identify the large scale economic opportunities at a sub-sector level taking into account Scotland's vision for food and drink.

### Summer Fancy Foods, New York – June 2010

SDI organised a Scotland Food & Drink Stand at Summer Fancy Foods in New York, North America's largest food and drink trade fair. Eight companies exhibited on the stand. An additional five companies participated in a number of retail store visits, a seminar on legal aspects of doing business in the USA hosted by a New York law firm and an overview of Walker's Shortbreads business in the US provided by Steve Dawson, CEO of Walkers (USA). SDI also hosted a reception in central New York which was attended by over 100 partner organisations, Globalscots, importers and retail buyers. Feedback included:

“ Potentially the best show we have ever done and I will keep you updated as the orders come in. ”

Lewis Maclean, Maclean's Highland Bakery (Source: SDI)



Source: Seafood Scotland



Source: Scotch Whisky Experience

With a range of public sector funding we established the Scotland Food & Drink Skills Academy with Abertay University. This serves as a national training hub. The first students are already studying and working towards a Scottish Fellowship in Food & Drink Leadership.

We are supporting the Scottish Food and Drink Federation to help around 3,000 school children across Scotland to learn about food and identify career opportunities in the food and drink industry.

In 2009, all the major retailers in Scotland signed the Scottish Retailers' Charter, which outlines how they will work with the Scottish Government. The Scottish Grocery Retailers' Forum meets regularly to discuss how its members can support our ambitions.

Scottish Enterprise supported 14 companies to develop as suppliers to UK retailers and foodservice organisations, resulting in £6 million of new sales. This programme will be expanded to support a further 48 companies by 2013. Scotland Food & Drink has confirmed a Supplier Development Programme with an individual retailer to launch in early 2011.



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# Healthier, Sustainable Choices

**Growing obesity. Climate change. Waste. Three burning issues that together beg the question: how do we feed ourselves in a way that's healthier, more sustainable and less harmful to the environment?**



## Healthier Choices

We have always promoted the long-term benefits of maintaining a healthy weight. Now we have gone a step further, with our Obesity Route Map. Led by the Deputy First Minister we are implementing actions to create a more fundamental shift in our society to support healthy choices and healthy weight.

We have been taking action to build a society that supports healthier options. There are too many to list but here are some.

In the last 3 years, schools across Scotland have been successfully implementing actions to support our groundbreaking Health Promotion and Nutrition (Scotland) Act 2007, helping our young to make healthier, sustainable choices.

We are ensuring that all hospital patients have the best diet for their needs through our £1.75 million funding along with our Nutritional Specifications and new database for Scottish Hospitals.

We have supported the Food Standards Agency Scotland in its wider UK work to advise food and drink manufacturers and catering companies to reduce the levels of saturated fats, sugar and salt in their products and provide information for consumers.

We've invested around £2 million to promote the healthy living award and to develop the healthy living award plus. The award is helping a wide range of businesses, from small independent outlets to large catering sites, to encourage people to make healthier choices from their menus. Today around 220,000 people are eating in a total of 652 healthy living award establishments on a daily basis. Settings include workplace canteens, community cafes, oil rigs and over 95% NHS restaurants.



Source: Healthy Living Award

### Baxters soup

How do you cut the salt level in a product without compromising the flavour? Baxters tackled this challenge with their soups by a process of gradual reduction over eight years. Today their soups contain roughly half the salt they used to. They're also free of artificial colour and flavourings, while the additive that makes table salt flow has been eliminated.

Increased consumer awareness of salt and additives has also been central to Baxters' new product development programme.

Source: Extracted from a case study from the Scottish Food and Drink Federation's manufacturing industry programme.



Source: Take Life On

In 2009/10 we invested £750,000 in our integrated Take Life On campaign aimed at communicating simple everyday changes to lifestyle, relating to diet and physical activity. Amongst those who were exposed to the campaign, 74% were motivated to make small healthy changes to their lifestyle. Our related partnership activity with a retailer resulted in a 23% (vol) uplift in healthy basket purchases.

We are making progress!

The Scottish Health survey has shown that the number of people classed as overweight in Scotland has fallen for the first time in 15 years. In addition, Scottish children are swapping junk food and sweets for healthy foods like fibre bread and oily fish and there has been a reduction in rates of obesity in boys.

## Environmental Sustainability

We've already cut greenhouse gas emissions by 21%. Now we've set ourselves the task of cutting them further still, by 42% by 2020, and 80% by 2050. These are the toughest climate change targets in the world and we expect all parts of the Scottish economy to meet them. Scotland setting a benchmark for international best practice is something to be proud of!

Our £27 million Climate Challenge Fund has helped over 250 communities reduce their emissions, saving an estimated 700,000 tonnes of CO<sub>2</sub>. That's the equivalent of taking 225,000 cars off Scotland's roads. Over half these projects have focused partly or wholly on food sustainability, representing £9 million in funding.



Source: Soil Association Scotland

With the EU, we're funding Glasgow Caledonian University's Sustainable Food & Drink programme which helps businesses improve their carbon footprints and green marketing credentials.

Food and Drink businesses and retailers across Scotland are tackling the issues of climate change and sustainability.

💬 *Our only chance of meeting the challenges set is if we co-ordinate our approach to sustainability across the whole industry. Whilst it will involve massive change, the benefits are plain. Strong environmental credentials will help us win customers and by meeting government green targets we'll safeguard the future of our raw materials and feed the economic sustainability of our businesses.* 💬

Paul McLaughlin, Chief Executive,  
Scotland Food & Drink

### Pinneys of Scotland

Pinneys supplies premium quality salmon and seafood products for the UK and European retail market. Following an extensive environmental audit, the company developed a carbon management programme. Their key achievements to-date include:

- 77% of waste diverted from landfill
- 5% increase in recycling between 2007/8 (over 6% of total waste recycled)
- 10% weight reduction across most product packaging
- 18% reduction in carbon footprint
- 11% reduction in electricity consumption from process redevelopments
- 31% reduction in waste per ton of finished product year on year
- 40% reduction in energy usage per cook (via temperature monitoring).

Source: Extracted from a case study from the Scottish Food and Drink Federation's manufacturing industry programme.



## Zero Waste

Scotland really can be a zero waste society. We are continuing to invest the £6 million we put in place in 2008 with Zero Waste Scotland for an ongoing programme of infrastructure improvement, including anaerobic digestion plants and in-vessel composters to treat food waste.

Next year we're planning legislation that will mean separate collections for food waste and other recyclables, as well as banning these materials from going to landfill.

Our Love Food Hate Waste programme is going from strength to strength. 57% of all Scots are now aware of the issue and 200,000 households are committed to reducing the amount of food they waste.



Source: Zero Waste Scotland

Eight food manufacturers recently made big savings with help from Scottish Enterprise and Zero Waste Scotland. Cuts in packaging and associated waste streams are expected to save them up to £670,000 annually, while their waste and related packaging is anticipated to fall by 1740 tonnes and their CO<sub>2</sub> emissions by 2700 tonnes.

## Health and Environmental sustainability

And finally, the picture is only complete when we look at health and environmental sustainability as related parts of the whole. We would like to encourage all to think of health and environmental sustainability jointly. We will publish our Framework to help people think through this set of complex challenges early next year.

We are making progress but this isn't a job for government on its own. We have many partners, large and small, all committed, as we are, to Scotland becoming a world leader in tackling these crucial challenges for our times. What part can you play?



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## Building on our reputation as a land of food and drink

Scotland has some of the best natural produce in the world. Our food and drink stands for quality, for beautiful unspoilt landscapes, clear air, pure water and all the traditions of good husbandry.



Source: Ralph A Stewart

It's no surprise then that we are dedicated to building Scotland's reputation as a land of food and drink. This year we are also celebrating the distinct role food and drink plays in Scotland's cultural identity and heritage.

### Promoting provenance and encouraging excellence

People are increasingly interested in where their food comes from, and our web-based toolkit, Provenance on a Plate, helps businesses explain this. Hotels, cafes and pubs using this toolkit are already seeing returns.

#### Fired Art

A bustling high street coffee shop in Fort William, Fired Art fronts a small craft and arts venue and provides catering for outdoor functions and festivals. Manager Julie Green said:

“ We used the Provenance on a Plate toolkit to launch a revised menu during Scottish Food and Drink Fortnight. We were delighted to find that items with local food origin declarations were responsible for a 10% increase in turnover.

We also found that staff enjoyed handling new products and learning new processes. Three local suppliers now feature regularly on our daily specials board and over 50% of our food expenditure now goes to Lochaber businesses. We also sell their products to customers, adding even more value to sales. That has to be good news for everyone! ”

The numerous awards our food and drink producers win, at home and abroad, are a fine testament to the quality of Scotland's natural larder and its provenance. The support we give the annual Scotland Food & Drink Excellence Awards, a calendar highlight for the Scottish food and drink industry, helps raise the profile and boost sales for winning companies.



We also made it easier for people to find out more about local food through the *Local Food Marketing Guide* in 2007 and the *Food Networks Guide* in 2009.

We also supported the production of *The Larder, The Guide to Scotland's Food and Drink* which reviews the best of Scottish produce.

## Delighting visitors

Visit Scotland has estimated that each year, visitors spend £700 million on food and drink in around 20,000 tourism outlets across Scotland.

We and our public sector partners are pulling together to help food and drink tourism businesses grow through increasing the use of the best produce Scotland has to offer. Between a new business support and advice project and resources such as 'At Your Service', a 'Taste for Events', 'Food and Drink Experience in Scotland' and 'Provenance on a Plate' tourism businesses are being given the tools to rise to the challenge of supporting Scotland as a Land of Food and Drink.

In its first ever worldwide study, the International Culinary Tourism Association researched food and drink at locations around the world this year. It declared Scotland as one of the most 'unique, memorable and interesting places for food and drink on the planet.'

These businesses also need skilled chefs so we want to make sure that more young people can receive the training they need to pursue a career in catering. To this end we've contributed to the development of the Scottish Culinary Academy.

We've also supported the Association of Scottish Visitor Attractions as it encourages their members to showcase Scottish food and drink and to launch the 2010 Heart of the Experience award for catering excellence at visitor attractions.



### Amber restaurant

Amber restaurant, located within the Scotch Whisky Experience, was created to provide visitors to the attraction the opportunity to enjoy excellent Scottish produce to match the regional flavours and breadth of offering of their core product; Scotch Whisky.

“With a keen eye for quality and attention to detail we have worked hard over the years to find the best locally based suppliers. Our team are encouraged to act on ideas and inspiration from our customers and this helps us create our menus.”

Wendy Neave, Restaurant & Events Manager, Amber Restaurant  
Winner of the Heart of Experience Award 2010



Source: Scotch Whisky Experience

### Around the globe

Scottish produce travels the world over, and we give our food and drink businesses all the help we can in their drive to increase their exports. For example, our recent support for trade delegations representing over 100 Scottish companies is expected to deliver up to £60 million in overseas sales.

We have also backed a marketing campaign to promote Label Rouge Scottish Salmon to European consumers. Figures show that 20 million fish have been sold since the original award of the Label Rouge, while sales of the premium product leapt 19% to record levels in 2009.

### Scottish farmed salmon

Scottish Farmed Salmon was the first fish, and the first non-French, product to be granted the prestigious Label Rouge accolade. Recently we supported a marketing campaign to further promote Label Rouge.

The First Minister, Alex Salmond, said:

“It’s an ideal time to launch a fresh campaign that can reach out to discerning chefs and consumers in France and beyond. The Scottish Government is very pleased to support this latest initiative which will showcase Scotland’s reputation for fine food and drink and secure Label Rouge Scottish Salmon’s continued place at the top table of world cuisine.”

Scotch Lamb has also been selected as one of the main ingredients for the Bocuse d'Or culinary grand prix in Lyon in January 2011 – the Olympics for the world's top chefs. This is a fantastic achievement and provides an opportunity to showcase Scottish produce on a global platform.

## Protecting the name

Our reputation as a land of food and drink is immensely valuable to us, and while we must do everything we can to promote it, we also have to take great care to protect it.

The EU's Protected Food Name scheme helps us do this. We have some of the largest protected name products in Europe with Scotch Beef and Scottish Farmed Salmon accounting for around £700 million in sales last year.

We are working with a number of companies to develop applications for other products and to raise awareness in the industry of how we can protect our food heritage through a range of seminars and activities.



Scotch Whisky secures 'GI' status in China

Source: Association of Scottish Visitors Attractions

Scotch whisky generates wealth both from exports and by attracting visitors. Our partners are working to ensure this iconic product is provided with the best possible legal protection in overseas markets.

We are also helping consumers to understand origin labelling on food products. The Food Standards Agency in Scotland helped support this aim by working with food producers, processors, enforcers and consumers to deliver the country of origin guide for consumers in Scotland.

Scotland has food and drink we can be proud of. Scotland is a Land of Food and Drink. The challenge is what can you do to make it even better?



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# Sustainable Food Procurement in the Public Sector

**In our National Food and Drink Policy we made it clear that food should not be considered as just another commodity to procure by the public sector.**

By its very nature it has the potential to influence our diet and therefore our health, our environment and our economy.



Source: Healthy Living Award

## **We are setting a Framework for opportunities**

Our Scottish Sustainable Procurement Action Plan shows in detail how sustainable procurement should be built into the public sector's corporate culture.

Our guidance for public bodies on their climate change duties, which include contributing towards emissions reduction, is currently out for consultation. It highlights the potential role of sustainable procurement, particularly for food, in a public bodies' response to the Climate Change duties.

There are clearer standards and expectations through the Food in Hospitals Report which lays down menu planning, food and nutrition standards for the NHS, while the Schools (Health Promotion and Nutrition) Act, 2007 sets out mandatory food and nutrition standards and advocates the procurement of sustainable food.

The Scottish Government Catering and Associated Service Framework Contract is leading by example in demonstrating how sustainable development can be supported when awarding food and drink procurement contracts.



Early in 2011 we will publish a guide 'Integrating Sustainable Development into the Public Procurement of Food and Drink Catering Services' which explains how working within procurement legislation public sector bodies can support the sustainable procurement of food.

## Some of what we and our partners are doing

We believe that small and medium sized businesses can make a big contribution to sustainable food procurement. Working within EU Regulations we are undertaking a wide range of actions to assist them.

“ I am very encouraged that through the work of the National Food and Drink Policy there is a clear focus on the important role of SMEs and that as a result there is now growing interest from food businesses in public contracts. ”

John McClelland, Public Procurement Reform Board  
and author of a *Review of Public Procurement in Scotland*



We have introduced six simple steps to help small and medium sized businesses tendering to the public sector.

“ National procurement continues to be very focused on supporting the removal of barriers to SMEs in the food industry, and to have an ongoing commitment to supporting and pursuing the sustainable agenda wherever possible. ”

Gavin Armstrong, Category Manager  
NHS Scotland National Procurement

We have established online information on public sector contracts via the free Public Contracts Scotland website. Food and drink companies can register on the site to receive e-mail alerts for upcoming public sector food and drink contracts.

“ The cross-government marketing of the portal has clearly led to us receiving a marked increase in expressions of interest, contract and tenders from companies who have not previously sought business. Our marketing and contact with potential suppliers is also benefiting. This increased competition is achieving better value for money for the public sector. ”

David Wares, Scottish Prison Services

With support from the Scottish Government, the Scottish Agricultural Organisation Society has published a guide for small and medium businesses covering all of the critical aspects of the public procurement tendering process. The Guide has been made available through the industry body Scotland Food & Drink.



“ The Guide has helped provide an invaluable insight into the tendering process and procedures on a practical level. The guide is a great source of assistance in demystifying the public sector contracts and how to tender successfully. ”

Alan Stevenson  
Scottish Agricultural Organisation Society

To improve the opportunity for smaller food producers specialising in a smaller range of products contracts are increasingly being advertised by a geographical area and/or by product where it will encourage greater interest and competition.

“ The butcher meats contract for local authorities was split into as many as 62 geographical permutations across Scotland and three separate product lots in order to encourage competition and SMEs to bid. In advance of this, meetings were held the length and breadth of Scotland to explain the tender process to interested suppliers. ”

Lesley Richard, Scotland Excel

### StirFresh

For Angus-based potato grower Andrew Stirling and his wife Anita, the decision to begin washing and packing their own produce and selling it direct to customers led to a business which today supplies 40 per cent of its turnover to the public sector. Today StirFresh supplies nearly 5,000 tonnes of produce each year, much of it destined for schools and hospitals all over Scotland. As well as potatoes, they now produce and process prepared fruit and vegetables, soup mixes and coleslaw.

“ Our business has changed and grown to meet this opportunity and we would encourage others to do the same. We are fully supportive of the drive to get more fresh and healthy produce into the public sector in Scotland. ”

Andrew Stirling, owner, Stirfresh

We have supported several pilot projects to examine the ability of SMEs to effectively and profitably supply public sector contracts.

We have also commissioned new research to look at the relative merits of Scottish public bodies buying food collaboratively on a geographical basis with Scotland.

Public sector procurement organisations are now holding many more meet-the-buyer events for small and medium businesses with the key objective of fostering a greater understanding of how to tender successfully for public sector food and drink contracts.

“ The various speakers helped to reassure us that the efforts involved in applying for public sector contracts are worthwhile and there is assistance for any companies that think this area of supply is only for the big guys. I was glad to have attended and it will help our business in the future. ”

Keith Whyte, Mitchells

An advice helpline is now accessible through Scotland Food & Drink and a wide range of helpful resources are on their website.



In public sector procurement the Scottish Government and many of its public sector partners are committed to driving change. From our many discussions, with a wide range of organisations, people are telling us that there are many opportunities which can be grasped while maintaining a sense of realism about today's economic climate.

Success means sustainable public sector food procurement becomes second nature and that our food and drink businesses use all their creativity and ambition in supplying our diverse public sector needs. We encourage you to contribute to this success.



The Scottish  
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# Secure and Resilient Food Systems

**We must have food to survive. It's one of our most basic needs and we have to keep its supply safe and sustainable.**



In Scotland, blessed with plentiful land, water and fine natural produce, our food is secure and everything this Government does will continue to make sure this remains the case.

We believe that maintaining our national capacity to produce food benefits the whole nation and the world at large. But we shouldn't lose sight of the fact that our supply of food and drink is reliant on highly complex domestic and global food chains, in a world facing increasing challenges.

We should also remember that Scotland has much to offer to help other nations secure their food supply.

## **Here are some figures that will help put the issues in context:**

- By 2030 the world will need 30% more fresh water and 50% more energy.
- By 2050 we'll need 70% more food for a world population of around 9 billion (currently 6.1 billion) – at a time when we're also managing and adapting to climate change.
- By 2030 world cereal production will need to increase by 50% and world meat production by 85% from 2000 figures.
- In the developing world, poor processing, storage and transport can result in as much as 37% of harvested food being lost before it's consumed.
- The UN's annual report on global food security confirms that more than 1 billion people – one-sixth of the world's population – are undernourished.
- An equal number, 1 billion people worldwide, are overweight, of whom 300 million are obese.
- People in the developing world can spend from 50-80% of their income on food.
- The average UK household expenditure on food is dropping – currently 9% as against 16% in 1984.

## Our sources of food

We're active on many fronts to ensure that Scotland plays its role in maintaining food security, both domestically and abroad.

Our land is vital to provision of food both for domestic use and as a trading partner. Our forthcoming Land Use Strategy, will help ensure the use of our land is optimised to support Scotland as a food secure country.

Our work in Europe on the reform of the Common Agricultural Policy, the actions we will take as a result of the Pack Inquiry, the support and technical advice we're providing to farmers in tackling climate change and the financial support we provide in general all make vital contributions and enhance Scotland's food supply.



In 2009, we supported Scotland's farmers with around £648 million to protect the environment, improve the welfare of our livestock, to sustain our rural communities and importantly, to maintain a national food producing capacity.

### Luffness Mains

A grant was recently given to a Rural Priorities-funded project which combines a range of farm, environmental and educational business. The brainchild of farmer Allan Stevenson, the Luffness Mains project includes new energy efficient farm buildings for grading, processing and cold storing potatoes and storing and drying grain. These buildings are 60% self-sufficient, using renewable energy from two on-farm wind turbines, and include a public room where visitors can learn about Linking Environment and Farming (LEAF).

Other developments on the farm include a mile of new hedgerows and the creation of species-rich grassland to improve local biodiversity, and water margins to prevent diffuse pollution. This new project supports key government priorities of business diversification, renewable energy, improving farmers' skills and enriching Scotland's biodiversity.



Fish is a vital food resource in tackling the challenges of a growing global population. It is also a vital part of Scotland's economy.

Aquaculture's potential is well recognised as a way to help ensure global future food security. It is the world's fastest growing food producing sector (6-8% per year over the past 10 years) and now accounts for over half of the world's fish supply for human consumption. It is also one of Scotland's unheralded success stories and already accounts for almost 40% by value of Scotland's food exports.

We will continue to address the successive failings of the Common Fisheries Policy in our work with the EU. In the meantime we are helping, through the European Fisheries Fund Programme, to support a sustainable future for fishing, aquaculture and fish processing sectors by providing around £86 million of assistance.



#### **Marine Stewardship Council certified haddock**

Scotland has long been associated with providing quality fish for the world's markets. On the first landings of Marine Stewardship Council (MSC) certified haddock into Peterhead, Mike Park, Chair of SFSAG said:

“ The Scottish industry has been involved in a number of initiatives to demonstrate its sustainability and today is a significant milestone, illustrating the progress that has been made in a relatively short period of time. Achieving MSC accreditation for North Sea haddock will enable the industry to prove its credentials to the supply chain, through a recognised and independently verified standard, and ensure that the top quality haddock landed by Scottish vessels is available to as many consumers as possible. ”

Scottish food and drink manufacturing is vital to Scotland's sustainable economic growth hence its ability to remain food secure. That's one of the reasons we are helping Scotland Food & Drink to achieve its target of £12.5 billion in turnover by 2017.



## Fair trade and international development

We can never expect to produce everything we eat here in Scotland, and we need to be aware of the conditions in which our imported food and drink are produced. Our groundbreaking work toward becoming one of the world's first Fair Trade Nations helps us to support the food security of those nations we trade with.

One of these nations is Malawi, where since 2005, we have provided investment of more than £13 million in a diverse range of sustainable projects.



Source: Janeemo

### JANEEMO

JANEEMO is an environmentally and economically sustainable initiative helping Malawian farmers generate income as well as providing renewable energy, food and natural medicines.

“We have always had Neem and Moringa trees here but didn't know a lot about them. JANEEMO staff said we could make soap with Jatropha oil and treat malaria with Neem, and taught us how to cook Moringa so we don't lose the nutrients.

After the training I had on using Moringa in porridge, tea and as relish, I made my decision to be a JANEEMO farmer. I have benefited most from Moringa. Altogether, I have made about 8500MK to date [60 US dollars].”

Ms Dolofe Nduna, Nyanggu village, Malawi

Food security in a time of climate change poses many challenges. The Scottish Government and its partners intend that Scotland will be at the forefront of tackling the issues, building on opportunities – ensuring we remain a food secure country and continue to strive to help others to be the same.



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# Ensuring food is available and affordable to all

**It's our profound belief that every single person in Scotland should be able to access healthy, affordable and sustainable food.**

We know poverty impacts on people's health and ability to buy healthy sustainable food. We are fighting poverty and deprivation as hard as we can, wherever we can.

Our three frameworks – Poverty and Income Inequality, Health Inequalities and the Early Years sets out our approach to tackle the long-standing drivers of deprivation in Scotland.

They explain how we've made the early years a national priority, and how we're focusing support and investment on deprived and vulnerable children and their families.



Source: Community Food and Health Scotland



## Social enterprise plays a vital role

We and our partners are proud to support Social Enterprises through our Enterprising Third Sector Action Plan and a range of business development support and financial investment. Recently we have helped nine food and drink social enterprises to develop their business with investment of £0.5 million.



Source: Aberdeen Foyer

### Foyer Restaurant & Gallery: A highly successful social enterprise

The Foyer Restaurant & Gallery is a contemporary, professional restaurant and art gallery in Aberdeen serving seasonal Scottish menus prepared with a modern light, vibrant touch.

Acknowledged as one of the best restaurants in Aberdeen, profit generated by the business supports the work of Aberdeen Foyer with vulnerable and disadvantaged people alleviating and preventing youth homelessness, helping people in the wider community into learning, training, employment and independent living.

Critical to Foyer's work is raising awareness, improving practical cooking skills, budgeting, improving understanding and access to healthy food choices, providing information, support and advice. 'Sorted in the Kitchen' is a cooking guide devised by the health team and Foyer tenants, covering menus, shopping lists and recipes for cooking healthy, appetising meals on a budget of £15 a week. This is now on sale and profits support Foyer Health.

“Many young people we work with are malnourished. Poor diet and limited access to healthy food is partly due to low income but also to lack of ability, confidence and motivation. Cooking sessions using 'Sorted in the Kitchen' and completing our Healthy Eating Workbook encourages young people to make simple and realistic changes towards a healthier lifestyle. Profits from our fabulous restaurant support this vital work.”

Lisa Duthie, Health Team Manager, Aberdeen Foyer



## Private sector partners

Our partnership with the private sector is important to our aims.

Throughout Scotland, 750 members of the Scottish Grocers Federation Healthyliving Programme are working to offer fresh produce and healthier food choices via local convenience stores and community food initiatives – especially in low-income areas. Latest figures show customers at these stores are eating around 25% more fruit and vegetables than they used to.

“ We appointed a ‘produce champion’, i.e. someone that regularly ensured that the fruit and vegetables were topped up and looking at their best. We increased our sales by 176%. ”

“ We sited a new ‘stand alone’ chilled unit at the front of the store and we increased our sales of fruit and vegetables by 82%. ”



Source: Scottish Grocers' Federation

## Helping the elderly

With our partners we are also helping the elderly living in the community to access affordable healthy food through our funding to support the expansion of the “Food Train” to West Lothian.

### The Food Train

The Food Train started rolling in Dumfries & Galloway in 1995. The founders realised that a regular delivery of groceries would help the elderly stay independent and welcome social contact and friendship, while reducing the burden on carers. Local shops and volunteers came together and teams began to deliver vital fresh groceries every week to frail and elderly people across the region.

Today, The Food Train continues to provide a vital service in Dumfries and Galloway and is now expanding their service across Scotland.

A unique relationship with grocery retailers has been a key factor in its success. Collectively, the retailers have put in thousands of man hours every year to help The Food Train customers.

“ The original vision of the food train founders was to enable older people to remain independent at home ensuring they get supplies of fresh groceries delivered weekly. Today, despite the internet, this service is needed more than ever. We remain committed to helping these vulnerable, elderly people access an affordable healthy diet. ”

Michelle McCrindle, Chief Executive, the Food Train

## Community support

Enabling communities to help each other is vital to our aims and we have supported Community Food and Health (Scotland) to help achieve this. Equally important it has enabled communities to help government deliver on its vision for food and drink in Scotland.

“ We have always attempted to not only give a hand to those using food to empower communities and tackle inequalities but also a voice. ”

William Gray, National Officer, Community Food and Health (Scotland)



Source: Soil Association Scotland

Projects worth over £2 million, supported through our Climate Challenge Fund, have helped 34 different communities across Scotland to reduce their Carbon footprint and access healthy food.

Our partners such as at Scottish Natural Heritage and the Forestry Commission Scotland have given advice and seed corn funding to support projects such as “grow your own” and other food growing projects that have had community benefits, environmental benefits enabling actions on the ground.

These are just some examples of the projects we and our partners fund to support those more vulnerable in our society access healthy, affordable food. We know there is much more to do, we can all contribute.



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# Food Education: Learning about our food from plough to plate

**Where does our food come from? How is it produced? How is it prepared? How does it affect our health? What impact does it have on the environment?**



Source: St Joesph's Primary School, East Dunbartonshire Council

It might surprise you to know that there are some children in Scotland who can't answer these questions.

The Scottish Government and its partners are determined that it shouldn't be like this.

## Food for thought

As part of our groundbreaking new Curriculum for Excellence, we're encouraging young people to acquire knowledge and skills to help them understand how food can affect everything around them.

We've provided additional funding to Learning and Teaching Scotland to help teachers make the most of 'Food' as a topic that can be studied across the whole curriculum.



### Montrose Academy in Angus have developed an inter-disciplinary project around food

An exciting new project involving teachers from across the school has led to food being a focus of interdisciplinary learning for 180 S1 pupils.

The pupils enjoyed investigating how strawberries are grown commercially and how fruit and vegetables are sourced by a commercial company.

The pupils considered how plants grow and how fruit is formed, explored different types of land use along with different types of soil and their properties.

They also looked at the Health and Safety implications of producing food for public consumption. With a focus on healthy eating they also created their own recipes using the fruit and vegetables.

“ The pupils and staff really enjoyed working on the project. Food was an ideal topic to use for interdisciplinary working as it allows so many of the experience and outcomes from the different curricular areas to link well together. ”

Mary Smith, Head of Science, Montrose Academy



Source: Montrose Academy

### Eco-Schools

Did you know that Scottish schools are Eco-Schools 'world leaders'? Thanks to Scottish Government-funding, Eco-Schools Scotland has amongst the highest level of school participation in the world!

Almost 98% of local authority schools in Scotland are now participating in the Eco-Schools programme, making a commitment to raise awareness of environmental and sustainable development issues and to keep improving their environmental performance.

Further Scottish Government support means that schools can now explore the connection between our food and the environment through a new Eco-Schools topic, Food & Environment to be launched early in 2011.

And that's not all! To hear what the young people themselves have to say, 30 secondary schools from across Scotland will participate in an Eco-Schools conference to debate food and the environment at the Scottish Parliament early next year.

“ Our new Eco-Schools Scotland food and the environment topic will enable more children and young people to really engage with issues such as growing and cooking their own food and recognising the importance of both locally and seasonally sourced food. ”

Kate Campbell, Manager, Eco-Schools Scotland

### Food from the land

For some young people this topic comes alive when they see first hand where their food is grown and reared. Through our award to the Royal Highland Education Trust thousands of children from schools throughout the country are visiting farms to learn for themselves the vital connection between the land and what they eat.



Source: Royal Highland Education Trust

Public funding is helping young people living in crofting communities to understand the part food from crofting can play in the 21st century diet and in encouraging people to return to more locally produced food through Crofting Connections.



Source: Seafood Scotland

### Food from the sea

Finally, let's not forget the abundance of food we get from the sea. We've been funding Seafood Scotland to introduce our young people to the idea of sustainable Scottish seafood species. They're learning about how the seafood chain works and how seafood can be part of a healthy diet.

“ We were really encouraged to see children trying seafood for the first time and smiling because they liked it! We showed them that fresh fish does not smell, that it is simple to prepare and cook, and is enjoyable to eat. Feedback always showed that we had changed pupils' perceptions of seafood. One boy from Troon raced home to ask his mum to buy mussels for tea, and when she refused because she did not like them, he used his own pocket money. What a result! ”

Nicki Holmyard, Communications and Public Relations  
Seafood Scotland

## Eating and cooking

With the help of our partners we are succeeding in helping more of Scotland's children enjoy a good, healthy, nutritious school meal. Uptake has risen particularly in primary schools where the number of pupils eating school meals is at a 10-year high!

The highly acclaimed Cooking Bus has helped children in schools throughout Scotland to learn about healthier eating, food safety, food waste and the importance of using local produce. With our funding since 2008, nearly 8,000 children, 900 teachers and over 320 volunteers have benefited.

## A future in food

With our funding, the Scottish Food and Drink Federation is helping young people to learn about food and career opportunities through real life experiences with the industry.



Source: Scottish Food and Drink Federation

“The Future in Food programme has been established to encourage young people to think about the food on their plates. How is it produced? Where did the ingredients come from? How does it get to consumers? What type of skills are required? and in doing so it has raised awareness of the many and varied opportunities available to anyone keen on a career in food.”

Flora McLean, Director  
Scottish Food and Drink Federation

We and our partners are helping make change happen, but there is more to do. All of us have vital roles to play in helping young Scots learn how food affects their lives, their communities, the environment, the economy and the wider world.



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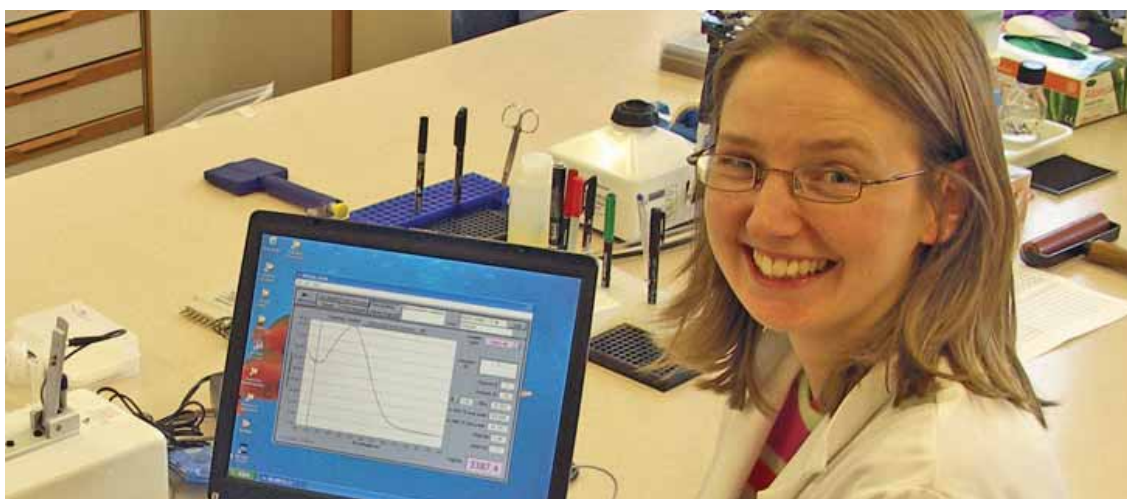
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## Underpinning our future work through research

**Scotland has a proud heritage of excellence in basic research through to applied research supporting innovative businesses and economic prosperity and to this day we have a science base which is amongst the world's best.**



Source: University of Aberdeen, Rowett Institute of Nutrition and Health

Our Research Institutes and Universities are world renowned for their expertise and are punching well above their weight on the impact of the research they produce. Agricultural, plant and animal sciences are amongst our leading performers.

We know science, innovation and technology are pivotal to the sustainable economic growth of our food and drink industry and in providing the evidence we need to tackle a whole range of challenges that face us today such as climate change, food security and obesity.

### Scottish Government supported research

Over the period 2006-2011 the Scottish Government has invested some £350 million to support our strategic research programme on a wide range of topics at our main Research Institutes. We are also one of the largest public funders of food and drink research in the UK.

“ Our approach to commissioning new strategic research programmes to deliver outcomes of relevance to the Scottish Government over the next 5 years, has been to seek to strengthen our research base through fostering collaborations between our research institutes as well as between institutes and universities. Of particular relevance are 2 Strategic Partnerships – on Food and Drink and on Animal Science – topics identified as areas with high potential to contribute to economic growth in Scotland, based on scientific excellence. ”

Professor Maggie Gill, Chief Scientific Adviser for Rural Affairs and the Environment

To help consolidate and strengthen our research base, two of these world-renowned institutes – the Scottish Crop Research Institute and the Macaulay Land Use Research Institute will join forces to form The James Hutton Institute – with significant research capacity in areas of food, land use and climate change.

The Scottish Crop Research Institute, Scotland's world-renowned centre for crop research in Dundee has used advances in science to produce the vast majority of the world's blackcurrant varieties. It is estimated that SCRI blackcurrants account for 95% of the UK crop and an astonishing 50% of the global blackcurrant crop.

Emerging and existing research is now indicating that components of blackcurrants can help in a number of health areas including cardiovascular disease, ageing, brain function, urinary tract health and vision.



Source: Scottish Crop Research Institute

We also fund research on fisheries, aquaculture and indirectly support the research of the Food Standards Agency Scotland and research at universities funded by the Scottish Funding Council.

We are supporting further research on food and drink through strategic partnership aimed at linking relevant expertise in Scottish Research Institutes with that of Scottish Universities.

We recently provided an additional £1.5 million in funding to enable Scotland's scientists to play their part in strengthening the evidence base on food security and climate change through a joint initiative with one of the UK's research councils.

## Science into innovation

There are excellent examples of where this research base has turned science into innovation and there are a number of initiatives to help businesses access relevant expertise in the Scottish research base.



Source: Scottish Crop Research Institute

### **Sirco™ – much more than just another fruit juice**

Provexis plc is a spin out company from one of Scotland's leading Research Institutes, the University of Aberdeen Rowett Institute of Nutrition and Health. Its success is based on turning research on the health benefits of tomatoes into innovation with the development of Fruitflow™, an extract rich in bioactives.

Fruitflow™ has been scientifically proven to reduce the risk of heart attack and stroke. It has been incorporated into a range of fruit juices called Sirco™, which are now available in many stores throughout the UK.

Fruitflow™ has the honour of being the first product, in all of Europe, to have its health claims approved by the European Food Safety Authority!

“ Thanks to the first class research we are the first to have our health claims approved in Europe. Its taken 10 years to get to this point and its not all been smooth sailing. We believe that working closely with research scientists is the key to truly innovative ideas. ”

Steve Morrison, Provexis

Scottish Government and Scottish Funding Council's support for Interface helps provide a matchmaking and advice service to connect businesses quickly and easily to world class expertise, knowledge and research facilities – available in all Scotland's Universities and Research Institutes. The Scottish Funding Council Innovation Voucher Scheme helps businesses offset the costs of a collaborative research projects.



### With Interface's help:

- The Scottish Crop Research Institute is working with Nairn's Oatcakes Ltd to reduce saturated fats and improve the shelf life of its products while still preserving the unique selling points – combined taste, flavour and nutritional value.
- The Department of Civil Engineering at the University of Strathclyde is helping Gill Orde in Catering Ltd with the development of an I.T. solution aimed at relieving some of the administrative burden of adhering to European food legislation.
- Sensory experts at the University of Abertay are working with Glenglassaugh Distillery to develop the spirits drink product range and increase its market potential.
- The Annandale Distillery Company Ltd is resurrecting a site closed in 1919 for whisky production. Academics at the University of Glasgow, University of Dundee and Glasgow Caledonian University helped bring meaning and value to the brand marketing using Scots language, Scottish migration patterns and design expertise.

Source: Interface

“Scotland is rightly famous for the quality of its food and drink, but there's a hidden success story too, about the science and innovation that supports this industry. Research and development play a vital role in helping our food and drink producers stay ahead of their competitors.”

Professor Anne Glover, Chief Scientist for Scotland



Source: Scottish Crop Research Institute

Highlands and Islands Enterprise have supported a £1.5 million project to enable 14 food and drink companies to work with the Massachusetts Institute of Technology.

Support from Scottish Enterprise, delivered through Scotland Food and Drink banner, has helped 76 companies in the last year alone, to develop new products and processes and leveraged almost £250,000 of additional public and private sector investment in new innovation products.

We said we would harness the skills of our outstanding science nation, we are and we will continue to do so.



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## Year of Food and Drink

**Scotland is a land of food and drink; a land rich in wonderful produce; a land of quality.**

Our produce is a massive draw for visitors and earns plaudits around the world.

When the International Culinary Tourism Association unveiled its first major report earlier this year, it cited Scotland as one of the planet's most "unique, memorable and interesting places" for food and drink!



Source: EventScotland

Since May 2010 all across Scotland we are celebrating 12 months of The Year of Food and Drink.

This Scottish Government initiative, working with EventScotland, VisitScotland, Scottish Enterprise and Scotland Food & Drink, is helping people the length and breadth of our country celebrate the wonderful food and drink Scotland possess. It highlights the distinct role that food and drink plays and will continue to play in shaping Scotland's cultural identity and heritage.

“Scotland has a fantastic natural larder and The Year of Food and Drink is an excellent opportunity to showcase this country's growing reputation as a world-class culinary destination. This campaign will also encourage people here in Scotland to experience the great produce on their doorstep.”

Mike Cantlay, Chair, Visit Scotland

The Year of Food and Drink is one of a number of special celebration years which will lead to 2014 when Scotland welcomes the world as it stages the Commonwealth Games, Ryder Cup and the second year of Homecoming.

This builds upon the hugely successful 2009 Year of Homecoming which attracted an additional 95,000 visitors to Scotland and generated £53.7 million in additional tourism revenue.

This year will enable us to use our growing reputation as a premier provider of iconic food and drink as an opportunity to extend and enhance the food and drink experience at events throughout the country and to spotlight the best produce and food experiences in Scotland.



*The Year of Food and Drink is an excellent platform to help us promote Scotland's outstanding produce both in the UK and across the world.*

Paul McLaughlin  
Chief Executive  
Scotland Food and Drink



Throughout the year the Scottish Government and its partners are delivering events and activities to showcase the best of authentic Scottish cuisine, such as Food and Drink Fortnight and the Food and Drink Excellence Awards – to encourage the use of fresh and seasonal produce.



### Food and Drink Fortnight

Over 130 national and international events of all types and sizes celebrated the nation's quality produce. Events included EatBute, The Dundee Flower and Food Festival, which featured celebrity and local chefs. We also had Savour the Flavours, a programme of 47 events celebrating the very best of Dumfries and Galloway's quality food and drink. In addition, the Eat Scottish pledge encouraged individuals to eat more Scottish products for a day, a week, or the entire Fortnight.

Visitors from home and abroad have so far enjoyed a diverse range of events and had the opportunity to eat and drink top-quality Scottish produce. Events have included the Big Tent, Festival in the Sky, Living Food at Cawdor Castle and the BBC Good Food Show.



### Royal Highland Show

The 2010 Royal Highland Show set a new attendance record in 2010 of 187,644 – an increase of more than 11,000 on last year's record of 176,522. The visits from the EU Agriculture Commissioner and Chairman of the European Parliament's Agricultural Committee underlined Scotland's reputation as a land of food and drink. Visitors had the opportunity to try and buy the best of Scottish produce in the food hall which hosted around 100 stands, over 60% of which were from Scotland and the cookery theatre allowed over 4,000 people to learn about preparing and cooking Scottish produce.



Source: EventScotland

Neil Anderson, The Transitional Steward of the Falkland Centre for Stewardship in Fife, venue for the three day Big Tent Festival, a celebration of music and local produce said

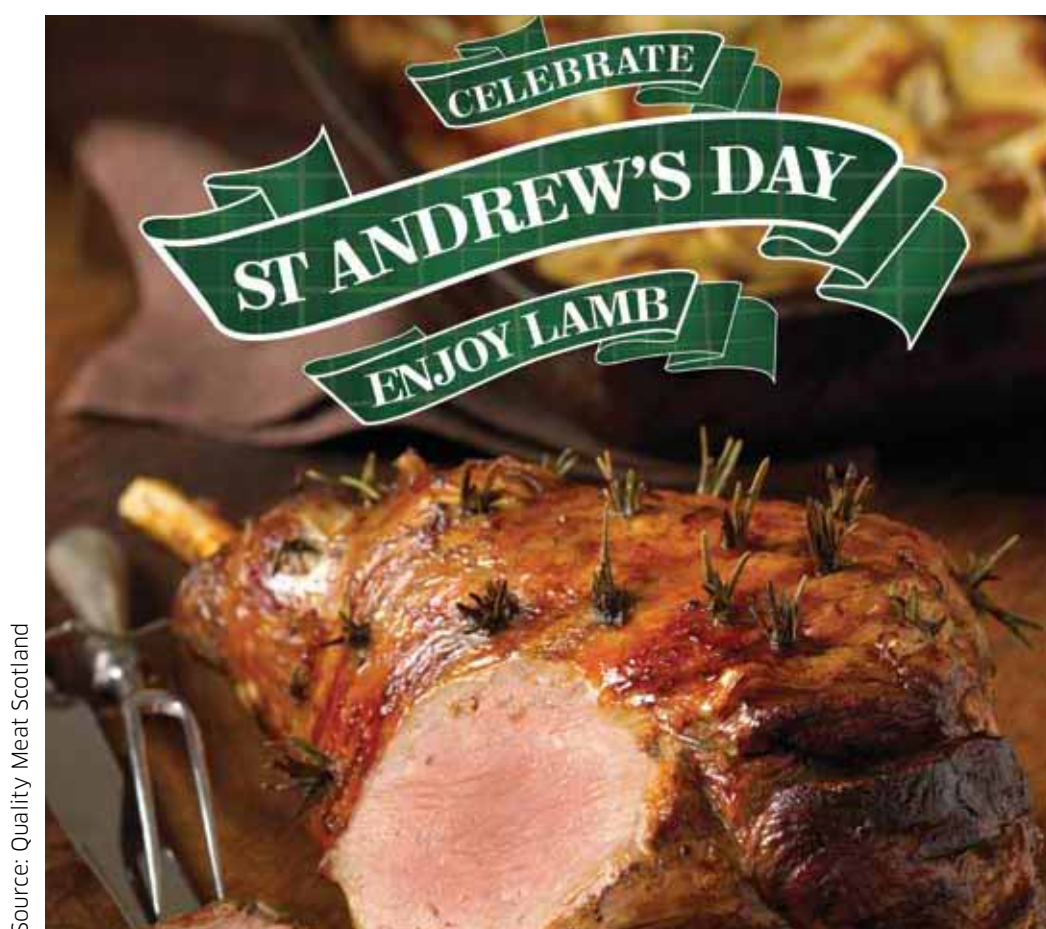
“ Having a dedicated campaign that just promotes food and drink is a great idea. The Big Tent Festival has been going for a number of years now and it's getting bigger and more popular every year. There's no doubt that some of our visitors may have been attracted by the fact that this is the Year of Food and Drink and this has given them the chance to explore a wide range of Scottish produce and hopefully encourage people to think more about their food choices. ”

Roisin Cameron, Events Manager at Mount Stuart which stages September's eatBute festival agreed

“ Local produce in Scotland hasn't really been showcased on this scale before, so it's a very important strategy for the whole country. ”

### Winter Festivals

Starting on St Andrew's Day and finishing on Burns' Night this series of events is a fantastic celebration to brighten up the darkest months of the year. This year to mark Scotland's Year of Food and Drink there is a particular focus on our authentic, top-quality produce with visitors invited to experience the real taste of Scotland. Highlights include the St Andrew's Day Borders Taste Awards, and events across the country to pay tribute to our national bard on Burns' Night on 25th January and enjoying our national dish. For more information and details of the full programme of events, see the VisitScotland website.



Source: Quality Meat Scotland

And there is more to come...



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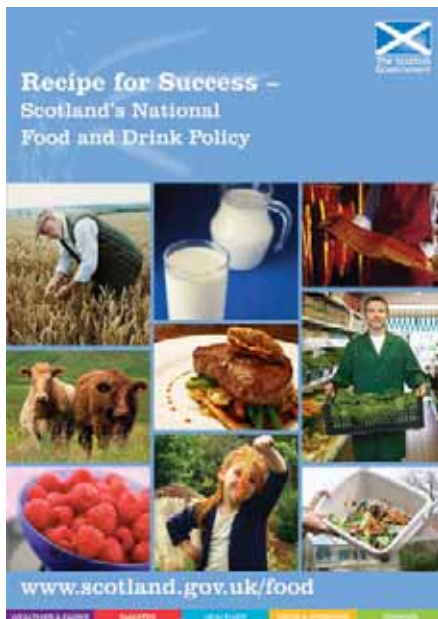
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## Monitoring our progress and measuring success

### The original Leadership Forum

The original Leadership Forum was successful in bringing together some of the many different perspectives on food and drink. The many discussions and debates they had and the evidence they gathered led to the 'The Leadership Forum Report' being published in June 2009.

Scotland's first National Food and Drink Policy, 'Recipe for Success', is based on the firm foundations of this work.



### The new Leadership Forum

Early in 2010 most of the members of the original Leadership Forum were joined by a range of other experts, from various backgrounds, to form a new Leadership Forum.

This group took the work of the original Forum to the next stage. After much discussion they developed logic models to clearly show how the actions we and our partners are undertaking, around food and drink in Scotland, link to outputs and outcomes we expect to achieve and the Indicators we will use to monitor progress. These can be found on our website.

Here is what some of the Leadership Forum have to say:

“ The work on the food and drink policy formulation and its programme of implementation were exemplary examples of all the stakeholders and government working to achieve a policy that embraced the need to improve our nation's health and the development of our commercial food and drink industry. In my experience this has been a unique and effective collaboration that has married, what at the outset seemed diametrically opposed objectives. All the participants in this learned what can be achieved through active listening and positive intent. The policy is richer and more relevant to our society and industry as a result. ”

Allan Burns, former Chairman of Scotland Food & Drink



“ There is much work to be done to make Scotland an exemplar for food and drink production, processing and dietary health. The work of the Leadership Forum gives direction, but everyone has a part to play in making it happen. ”

Prof Annie Anderson, Professor of Food Choice, University of Dundee

“ The breadth of the Forum’s ambitions made for exciting discussions about the information and research needed to deliver Scotland’s Food and Drink Policy. I felt that our work on key indicators was particularly demanding. ”

Peter Gregory, Chief Executive, Scottish Crop Research Institute



“ Food and how it is produced is central to our care for the environment and our relationships with both our fellow Scots and others in the global population. Food Policy sets the tone for the country we aspire Scotland to be. ”

Rev Prof Atkinson, Chair, Action of Churches Together in Scotland

“ It was a privilege and pleasure to have worked with colleagues from the range of sectors represented on the Forum. While sometimes there was tensions between different perspectives, debate was respectful and productive and what we have achieved has the potential to deliver progress based on the triple bottom line of the social, economic and environmental concerns and development; underpinned by individual and community health and well-being. No one sector or partner can do it all, together to the future! ”

Dave Simmers, Community Food Initiatives North East

Further information on all of this work can be found on our web site  
[www.scotland.gov.uk/Topics/Business-Industry/Food-Industry](http://www.scotland.gov.uk/Topics/Business-Industry/Food-Industry)



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