



How we can influence healthier dietary habits

Panel discussion | Q&A

This is the transcript from FoodCycle's thought-provoking panel discussion: how we can influence healthier dietary habits. Chaired by FoodCycle trustee, Frances Le Grys, the conversation brought together experts from across the food, drink, and charity sectors, all of whom shared invaluable insights into the challenges and opportunities.

The panel included, FoodCycle's CEO, Sophie Tebbetts, who was joined by Alex Beckett, Food and Drink Director, Mintel; Elaine Hindal, CEO, The British Nutrition Foundation and Hannah Cornick, Head of Sustainability and Social Impact, Danone UK & Ireland.

Introduction

Frances: Hello everyone. I think we'll start. Nice to meet you. My name's Frances Le Grys. I'm one of the trustees at FoodCycle. And on behalf of FoodCycle, I'm really pleased to welcome you to this event. I want to thank everyone for being here and for their engagement with us, whether that's support, current support, future support, hopefully, or whether you're just here out of curiosity, you're all very welcome.

I'm a keen volunteer at our projects and I would like to say to anyone, if you would like to deepen your engagement with us or just satisfy your curiosity a bit further, please, if you would like to come and see one of our projects working in action, just come and ask one of us at FoodCycle and we'll set it up because it really is helpful to see what we do and how we do it. I'll give you an insider tip, the after-school community dining event on the last night before the school holidays. It's not for the faint hearted.

We are proud to present our report, [Your Place at the Table and How Community Dining is Creating a Positive Impact on People and the Planet](#). And as we're going to see, our report shows how timely and crucial this discussion is. We're going to look at a lot of the figures and things, but the key figures that jump out are pretty stark. So less than 1 % of the UK population eats a healthy, balanced diet. That's going to include us. It's not them problem. It's an us problem. 7.2 million people in the UK are living in food insecure households and food waste

contributes 15 to 30 % of UK greenhouse gases. So, we've got to start looking at how we change that. The research that has been done highlights that a community dining model, such as the one that we use, is one solution that could support good health and also establish sustainable eating habits.

We're really fortunate that we've got a group of industry experts who are going to give us their views on what can be done, what we can do to help influence positive and sustainable dietary changes, because we are looking at the twin threats of escalating obesity and potential, probably actual, environmental crisis. So, what we're going to do in the next half hour or so is discuss the challenges then hopefully, panel, will also suggest some practical ideas and solutions about how we can influence behavioural change. And then we can consider also what we can learn from community dining. And then I hope our panel are going to go look into the future and tell us how things can be better. I'm delighted to introduce our panel because we've got a really great blend of expertise and viewpoints. Perhaps you'd like to tell us about your professional interest in healthy and sustainable eating habits.

Panellist introductions

Hannah Cornick: Yes, as Frances said, I work with Danone, a health-focused food and drink company, we have brands like Activia, Alpro, Actimel, Evian and Volvic water brands, but also lots of specialised medical and nutritional products. To ensure babies to healthy adults and many people in later life who might be experiencing malnutrition. And what really drives us is our mission to bring health through food to as many people as possible. We're proud to be certified as a B-corp. So that's very much about how you can work as a wider industry to make business a force for good. And I think our partnership that we have with FoodCycle, we've been working with them for over two years now, I think really brings to life actually how by working together across the business space, NGO space and wider, actually we can really help address some of the challenges that we see in helping everyone eat a healthy and sustainable diet.

Alex Beckett: Hi everybody, my name's Alex Beckett and yeah, I work here in Mintel. And I'm a global food and drink analyst. So, I look after our global food and drink clients. My day job is really with the soft drink clients around the world, but I've got my fingers in all kinds of pies. And my job today is really to share with you some of our latest consumer data around health and sustainability and some reality checks really. Unsurprisingly overnight, because of what happened over the pond, email box is besieged. I think the level of overwhelm that we're seeing with food companies and drink companies around the world at the moment absolutely mirrors the overwhelm we're seeing with consumers. These are really tough times, but there are opportunities and positivity as we know from what the amazing work that FoodCycle does. I was lucky myself to attend the Woolwich branch and see the great work they do there. So yeah, I'm going to be talking about the consumer trends today and thanks for coming along.

Sophie Tebbetts: Hi everyone, I'm Sophie and I'm CEO of FoodCycle. I'm very excited to be on a panel with so many brilliant minds to talk about something that we're really, really passionate about, which is nutritious food and sustainable diets. We bring people together over a gorgeous plate of food and we foster connections and also inspire behavioural change. We very much see the front line of what's affecting people who are living in food poverty and isolation. And as Alex mentioned, we see the hardship, but we also see the joy. And I think that's what's so important about what we do is actually how to make change and make a difference. There has to be light. And that's what we really advocate for.

Elaine Hindal: Thanks, Sophie. And I'm Elaine. I run the British Nutrition Foundation. My exposure to FoodCycle was going for Christmas lunch last year in Islington. And that experience has absolutely stayed with me. I'm such a convert to what you do. It's fantastic. The British Nutrition Foundation, if you don't know us, we're a small charity. Our purpose is to help prevent diet related ill-health through evidence-based nutrition science. So, most of my team are nutrition scientists, but we have a small team of ex-teachers as well who run our education programme, Feed A Fact of Life. Coming to this issue, it's so relevant to us. Our science program has four strands. The first of those is nutritional vulnerabilities. And so often when we're talking about diet related ill health, we will talk about obesity, type 2 diabetes, cardiovascular disease. But we're also interested in the long-term impacts of chronic nutritional deficiency. And that's really important when we think about long term health inequalities. The other three strands of our science program are sustainable diets. Obviously, this fits perfectly well with that. The impact of food processing and health, again, so relevant to this agenda. And the fourth is how to maintain a healthy weight and looking at the long-term impacts of weight loss drugs and medication. And that's a new science strand for us. So, our partnership with FoodCycle absolutely fits our science agenda.

Panel discussion

Frances: I'm going to start off by asking why are healthy, sustainable dietary habits important? Why can't we all sit on the sofa and eat chocolate hobnobs to our hearts content? I'm sorry, that's just me, I think, actually. And I think I'd like to start off with Elaine by asking what some of the key research findings are that support the need for healthy, sustainable dietary habits.

Elaine: Thank you. Well, the evidence base around what are called HFSS foods, those foods that are high in saturated fat, sugar and salt is decades old now. We have an enormous amount of data to say why those foods, when we rely on them as a significant part of our diet, are associated with ill health. And when I talk about ill health, again, it's not just obesity. Sometimes we overlook the impact of underweight and nutritional deficiency, but also type 2 diabetes, cardiovascular disease, some types of cancer. And particularly when we look at, when I talk about nutritional deficiencies, it's things like fibre. So, we tend to associate fibre, for example, with healthy bowel function, but it's also really important to healthy gut microbiome. And it's associated with a number of different types of ill health. What we also see in the data is a very stark social gradient to ill health and diet. So, people living in poorer communities are much less likely to be able to afford a healthy diet and have access to things like a large supermarket to be able to access online deliveries and to have at hand shops that sell healthy and sustainable food. The sustainability aspect, more and more we are working at the intersection of nutrition and sustainability. And Frances mentioned that a significant proportion of greenhouse gases in the UK between 15 and 30%, depending on what you look at, of greenhouse gas emissions are associated with food production.

And in that context, food waste is an absolutely key issue. How do we address food surplus and get food to the right people at the right time? So, the evidence base around diet and disease is enormous. One in eight deaths in the UK are associated with poor diet. But the cost of that is huge, estimated at £56 billion a year, £6.5 billion associated with costs in the NHS alone.

So, can we afford to continue to have ill health through diet? It's not just the human impact anymore. It's also thinking about the economic wellbeing and people's health and wellbeing and mental health is important too, if that helps. Just in terms of context.

Frances: Thank you. That's really helpful in setting the scene for the discussion we want to have.

So, Hannah, I'm going to ask you why promoting healthy and sustainable diets should act as a priority in today's society and what you do at Danone?

Hannah: Yes, I mean really happy to kind of comment it from a business perspective and why actually it's not just a societal issue but also a business priority as well and I mentioned that health is at the heart of Danone's mission. We were actually founded back in 1919 in Barcelona and our founder at the time, Isaac Carasso, basically was looking around him and looking at the nutritional deficiencies that he saw in the local population, particularly children, and saw nutritious yogurt as a way of addressing that.

And actually, you know, it's really shocking that today we're still seeing some of those nutritional deficiencies even here in the UK and Ireland. And, you know, for example, I think 90 % of people aren't getting enough fibre. We know that in children in particular, around 50 % don't get enough vitamin D. So, you know, we really see actually a role through our products to be able to address those challenges of both under nutrition and over consumption as well. So, we've very consciously reshaped our portfolio over several decades, actually, you know, selling off categories that might be considered less healthy, like pizza and beer that we used to own, to really focus on actually healthy products. And now over 98 % of our portfolio here in the UK and Ireland are classified as not high in fat, salt and sugar. And we're really actively looking as well at where our products can make a kind of difference from a positive perspective to people's health. So, for example, launching yogurts that have added fibre to them or our Actimel yoghurt drink actually fortifying them with vitamin D. So, we do really see a role that food businesses can play. And also, we see it as a business opportunity. We actually recognize that consumers want help to live healthier lives. So actually, there's a business opportunity there. And I think you're absolutely right Elaine to kind of pick up on that link between health and sustainability. It's something we've been very conscious of for several years. We actually have a sort of approach at Danone that we call One Planet, One Health, which really recognizes that for us to deliver our health mission, we are really reliant on nature. All of our ingredients come from nature, and we absolutely need to protect it. And we're already seeing the impacts of climate change on our supply chain. It's not a sort of future resilience issue. Already in the last few years, the droughts and floods that we've seen across Europe have actually been impacting agricultural yields, which obviously then impacts the price we would pay, for example, as a food buyer.

This is a real business issue, I think, as well as societal issue. It was quite interesting. We were involved in a report last year that was developed by Ernst & Young, the IGD and WRAP, that was looking at how the UK food system can transition to net zero by 2050. And actually, that found that even with the huge efforts to decarbonize the food production system, actually, if we don't change diets and also address waste, that we won't be able to get there.

I think that's why we see it as really critical to work collaboratively with other organisations to address some of these challenges. And we're really pleased to be able to support the publication of this report because I think it really helps to shine a light on what are those challenges that people are facing, particularly vulnerable groups that FoodCycle work with, to actually eating a healthy diet. So how can we shift from that 1 % to hopefully closer to the 100%?

So, I'm really, you know, I think some of the findings of this report that, I know Sophie will talk more about can really maybe help us understand actually what some of the things that can overcome those barriers.

Frances: That's really helpful. You've all touched on my next question effectively for you. But it would be interesting if you just expand on a bit because my question is going to be what challenges do businesses face when trying to balance commercial success with promoting sustainable and nutritious challenges? You know, you need us to want to your products effectively. So, what are those challenges out there, for you as a business?

Hannah: I mean, there's definitely, I think, a need to take consumers with us on that journey. I mean, I think a really great example is when we think about reformulation of something like sugar reduction, which is something we're very actively working on. If we do that too quickly and that impacts the taste of our products, people aren't going to buy them. They're just going to switch into less healthy alternatives. So, we've been working over many years to sort of gradually reduce sugar in our portfolio. Since 2015, for example, in our yogurts, we've reduced sugar by 20%.

But we need to do that gradually and absolutely need to prioritise taste because that's really important to consumers. I think the other thing is about how you make healthy or sustainable products attractive. I think a really interesting example is around plant-based alternatives. So, as I mentioned, we own the Alpro brand, which in many ways I think was sort of pioneer for dairy alternatives in the plant-based space you know, making them mainstream. And I think what we've really realized is that, yes, there's always going to be a kind of percentage of the population who will buy into the fact that, you know, it's better for the planet. But actually, what really motivates people is taste and health. So, you know, we've really been looking at how we can really celebrate the kind of taste of those plant-based ingredients, not just as an alternative to cow's milk and the kind of individual benefits they bring. And I think, you know, really thinking about how we can bring those health benefits out a lot more, because I think if we can make these things exciting, appealing, tasty, that's what's really going to get people buying into them.

Frances: That's really interesting. Thank you very much. I agree with you about taste being a big motivator because just knowing it's good for you is never going to be enough to make you pick it off the shelf, is it? So, think we're all going to agree here about the importance of healthy, sustainable diets. I don't think anyone's going to be pushing back on that. But I think it's interesting to look at what are the challenges to people in achieving this and how we can overcome these challenges and actually get people to make the change. So, I think this is a big one for you, Alex. This feels like your specialist area. bit. So, I think, you know, the question is, are consumers willing to change their habits towards healthier eating? And what are the obstacles in shifting behaviour?

Alex: Absolutely, they're willing. It's just not as easy as that as we all know. So as the market research guy, I'm going to fire a load of stats at you. You know, that's what Mintel does after all. I think the first thing to bear in mind is that we're living in something of a mental health crisis at the moment. And that's, I think that has to frame everything. So, our data shows that 68 % of Brits actually say they are mentally healthy right now. 16 % say they're mentally unhealthy. But that 16 % jumps to 24 % of those with finances that are tight. So, they're basically making ends meet, but just about but it jumps to 42 % of those who are struggling right now with their bills. And we all know what's happening with the cost-of-living crisis. It's going on and on and on. And your report highlights that the challenges we're looking at absolutely are still affordability,

accessibility to these big stores, like you say. If you've just got a little corner shop, what's in there? We all know what's in there. What should be in there? These food deserts.

But I think the bigger thing is this sense of overwhelm as I touched on right just earlier. There's a lack of trust. There's a real lack of trust and consumers are being told to eat this, eat that. know, we're living in this time of permacrisis and they're struggling to really prioritise what they should be buying and what's best for them, what's best for the planet. There's the time factor as well. So, 44%, 44 % of UK 16 to 44s say it's too time consuming to follow a healthy lifestyle. I think that's really high. And that's younger people, know, this is really high. So, it's this perception that there are these barriers. And yeah, because we're living in these tough times, comfort food is so appealing. So, what have we got? We've got 70%, seven in 10 UK 16 to 44s again say that feeling stressed prompts them to reach for this comfort food and drink. And what I think is really interesting is that people learnt to cope with COVID and lockdown by that feeling of it's okay to have the odd treat, know, it helps you get through the day. And we're still living with a lot of the challenges that came with that, the cost of living and the sense of overwhelming mental health are still there.

So, the other big thing I think is really fascinating that we're seeing at the moment, and you touched on is fortification. The fact that we've just got this quick fix mindset at the moment out there. More food and drink launches launched in the UK over the past year, according to our data with an added protein or added vitamin fortified claim, than at any time in history.

And there's a lot happening there with breakfast cereals, obviously nutritional shakes are taking up more shelf space than we've seen before. But everyone's fortifying. Why? Because companies seem to know that it conveys value for money. People want that quick fix. They're willing to suspend disbelief that this will fill that gap. If they're not going to have a load of fresh produce or whole foods, let's have something that's fortified. Positively, our data shows that more consumers do know now that added fibre, fibre equals satiety, protein equals satiety. But their recognition that fibre equals satiety and filling up has really increased over recent years. So, fibre's actually finally not very sexy compared to protein, is really having its moment more. So messaging is getting through, and I think that's really positive and we're seeing more foods coming through, ready meals being fortified with lentils and plant-based, fantastic. But vitamins, minerals, supplements, My God. As I was preparing for this last night, my laptop, my nine-year-old came along and he said, what are you looking at? That looks great. What is it? Can we buy those sweets? They weren't sweets on my screens. It was the Trolls multi vitamins. For kids, right? Character licensing is flooding VMS (vitamins, minerals, supplements). 19 % of all vitamins mineral supplements launches in the UK over the past year, were gummies. There's a big blurring between, yeah, gummies, sweet filled with Maltitol, filled with artificial sweeteners, a lot of glucose, it tastes good. Yes, they've got those fortified claims, but my word, is that really what we want? The point is though, and I'm gonna stop talking a bit, there's so many challenges, but it's the fact that it's empathy. This is my big point today. We need empathy for the people that can't afford or can't access this sort of food that they know they should be eating, that they're told they should be eating from social media. That jar, that little tub of vitamins is going to stop a lot of people feeling guilty when they put it on the kitchen table at night. Whatever they've served their kids, we need to be we need to empathize with the fact that people are really struggling out there. And that does a job during this mental health crisis.

Frances: Can I just pick up on one or ask you a question based on a couple of things you said? Do you see erosion of skills as being a problem as well? So, you've said that time is an issue.

And you've also said that people love fortified food. Are those proxies for the fact that people don't know how to do it themselves?

Alex: I think a little bit I mean, again, trended data shows that people's ability to scratch cook and time to scratch cook has actually increased since COVID. More males are happy to be in the kitchen now and have built a bit of, you know, they're now able to make a lasagna where they didn't know before, that kind of thing. Again, one of the kind of payoffs of COVID. But yeah, time, stress, money, especially among the less affluent, where time is so much more precious, you're concerned about the energy. Remember we spoke about it before, like people come into FoodCycle drinking so many cups of tea because they were scared to use the kettle at home.

Frances: Which is interesting. So, when I volunteer at projects, the people doing the cooking are not my demographic, they're 25-year-olds, and they're really infused. And I sort of went into this thinking, well, of course, no one knows how to cook anymore, because they don't have grandmothers who taught them how to do it. No, everybody cooking is fabulous, innovative, knows what to do with a vegetable. So, I just wondered if we've got small group here or whether that's a...

Alex: Absolutely. know, cooking is... Look what's happening on apps. You know, you got my six-year-old knows how to make a sushi wrap because of the game on a smartphone when she nicks it. So that relationship with food, technology is a positive thing. I mean, there's a lot of negative things with technology, but it's, think this is one of the solutions we need to look at as well. With empathy, relatability, think more creatively about these solutions and how to bridge that trust gap and that making cooking a bit more easily and entertaining really and fun. Sorry one last point, weight loss drugs. Need to touch on that. We know there's a lot of challenges around weight loss drugs in NHS. says it will be about 12 years before there's any chance of them rolling out here. People are being prescribed them at the moment a little bit, but 46 % of UK under 35s are interested in using injectable weight loss drugs. 46%. They didn't have to agree with that statement. They could have said neither agree nor disagree. They could have disagreed. They agreed with that statement. And that was a consumer base of 2000 people. This is, we're talking this it's staggering quick fix mindset.

Elaine: Can I just say something about skill. Sure. think it's really interesting that, your six-year-old is using an app in our schools' program. What we see is there is a lot of interest and more interest from boys than girls in food education, which is really interesting. But there are two real barriers. One is schools getting rid of their kitchens. The other is the cost of ingredients for food education. And in Scotland, you don't pay for your ingredients for a practical cookery lesson. In England and Wales, you do. And that can be an absolute barrier to children engaging. What we hear anecdotally from teachers is absenteeism on the day that practical cookery is being done. So FoodCycle going into schools, I couldn't support it more and how we can link that to food education schools and practical cookery to help promote those skills.

Sophie: I agree. We've definitely seen that in our school's impact survey that parents were saying actually they were so grateful for the service because they were no longer having to borrow money for food to feed their children, which is in 2025 is quite a stark thing to be facing.

Frances: That's really interesting, Sophie, because I was going to come on to you and sort of say from your experience, what are the barriers which sort of preventing communities and people who come to our projects? What are the barriers preventing them accessing nutritious food? And then sort of a look at how we overcome those barriers. Perhaps you could talk about, you

know, the barriers from accessing on a community level and then just sort of touch on the differences with the school's project.

Sophie: Yeah, absolutely. mean, I think it's touching upon what Alex said about sort of the overwhelm and mental health crisis that our guests face. I think there's sometimes a myth that people don't know what healthy food is. I don't think that is the case I think people are very well educated. But choice and experimentation in food is a privilege. And when you're on a really tight budget,

If you know what is going to feed your family, what's going to feed yourself and you know you like it, because again, it's all food should be joyous. It should be tasty. That's what we want it to be. You're not going to experiment because if you experiment and you don't like it, you don't have the resource to then have something else. So, it's a big risk to do that at home. And then in terms of the sense of own overwhelm, I always kind of use the toast analogy, which I shouldn't admit to, but I know when I have a really busy day at work. I have, you know, rushed home, done the kids, it comes to my dinner, and I think, do you know I'll just have a bit of toast because actually the mental capacity of opening that fridge, looking at that cupboard, putting something together, that's a lot. And I have a quiet nice life in terms of things that are going on. So, if you add in financial pressures, if you add in ill health, if you add in mental health pressures, actually that expectation to then do something that is another mental load. That's another thing for you to have to decipher and to fix.

And then the ability to cook at home. We had some really stark survey results back from our November survey where 40 % of our guests don't actually use or have access to an oven. So even their ability to make something. So that's why our projects are so, so crucial because that could be their only hot meal that week because they actually don't have the provisions at home to do so. So, there's lots and lots of barriers, but I think where it comes back to the opportunities is thinking about that trust actually.

So, what we do at FoodCycle, is we welcome someone through the doors. We're really pleased to see them. There are no questions asked. We're not asking you to prove your need. You're not having to have any type of referral. Everybody is welcome. Genuinely, everyone is welcome because it's a community event. We're all about breaking down that stigma of actually crossing that threshold and coming in. But then we have really smart, amazing volunteers.

We have around over 8,000 people every week who give back to their communities and they're really into food. And we give them nutritional training and they sit down, and they eat with our guests, and they have a chat. And I think it's that trusted partners and how you get that information and how you bring those conversations. So, you've got a plate full of chickpeas and lentils and you're thinking, heck, what is that? We can have a talk about that and we can say, oh actually, know, it's really good if you add a bit of carrots and celery in this and you can, you know, make it into a ragu or you can, you know, or you can make a lentil dish of dal and these are the spices. So actually, that engagement and that invitation to talk about food and have a trusted welcoming chat, we really see that behavioural change. And that's what was also showed in the BNF report as well. So, there's a concept called the Combi model, which is capacity, opportunity and motivation, which leads to behavioural change. And what we do is we facilitate that capacity and opportunity by being there every single week, being open, being welcoming, giving them food to try for free. There is no financial requirement there. And then actually being fun and engaging. I can't stress enough what we do. And I think what's so crucial is that social side with people we want to engage. And actually, you know, if you're trying to try

something new, or you're wanting to do something, you're going to do it if it's easy, and it's fun. And so that's what we try and emulate at FoodCycle.

Frances: I think that's really interesting, the point you made about experimentation with food being a privilege. And that's something that we're picking up a lot from the school's project in particular, is people saying this is de-risking getting my child to try something new. This is, I am not investing in this economically or emotionally. I mean, I'm sure we've all had the time of making stuff for the children and you're just like, yeah, no thanks. (Sophie: Every week at my house.) And that's something where we see a lot of. I think the other point is probably worth making, it makes it sound like our food is very worthy when we talk about plates of chickpeas and lentils and getting people to get, but there is always a pudding, which is virtually always an apple crumble or sponge, always custard. actually, but that comes back to the fact it's always a fruit that we have in surplus crumbled and given some custard or whatever. But that comes back to the we are giving people something comfortable and something that they that they know something about. Do you want to just touch a little bit more on the school's thing because it is so interesting as to what we're trying to achieve?

Sophie: Yeah, absolutely. I think we're trying to do a number of things within schools, which is basically taking the model that we've been doing for the past 15 years in community dining, which is bringing communities together and using that community engagement piece to inspire change. So, we were like, oh, we're really good at this. How do we do more? Because we always want to do more at FoodCycle. So, we've looked at schools and the key there is that we're focusing on families and children because a lot of the families that were coming to our existing projects. So, we served 11 and a half thousand community meals to children last year in just our normal existing projects. Parents were telling us; I'm skipping meals so I can feed my children. And we also had a fantastic research report from the Food Foundation, which I cannot stop thinking about saying that, you know, our counterparts in Europe children, they are three centimetres taller because of poor nutrition. So, we really could see something that we could give as a tangible result into kind of making a difference there. And what we're seeing is not only that we're engaging with families who are in desperate need. So, we would definitely, we're going into schools with high levels of deprivation in terms of pupil premiums. So that's, you have to earn under seven and a half thousand pounds to be qualified for free school meals as a family. So, the bar is really, really low. There are lot of families that don't reach that threshold but are still in desperate need. So, we're going into schools with making it a family session because we want a stress-free, pleasant environment. I know personally having two small children and thinking I'm quite a foodie that the stress of trying to put food into their mouths, gummies I have resorted to, I have to admit, in terms of I need you to have the nutrition that you want.

That can be quite a high stress environment, but that also creates negative connotations around food and eating. And actually, if we can create environments where parents and children can sit in a relaxed space, parents relax, children relax, everyone is happier to try things. And also, parents are worried about that waste because they haven't spent the evening cooking. A lot of parents say, it's a night off from cooking, it's fabulous. But also, what it is, is a night for them to enjoy food and enjoy nutrition and ask questions around it.

Frances: Yeah, thank you very much. I'm going to move on to the future. I want us to talk about what the future looks like, and can we do better? So, I'm going to ask each of our panellists that if you could change one thing about how society approaches food and nutrition, what would it be? And I'm going to give you a follow up question about how we, who we should look to or how

we look to support that change. But let's, let's say what's the one thing you want to change. I'm going to start with you, Elaine.

Elaine: My goodness, that's such a difficult question. I think one of the things that, when we talk about people making better choices around food and being educated around food, those choices just aren't possible in the food environment that we live in. So really thinking hard, and we hope the new national food strategy will do this, to look about what's our vision for the food environment, and particularly in the out of home sector. As a charity, we work with a number of organizations in that space.

It's now a quarter of all of our calories are eaten in the out of home. And you are more likely to have a meal that is twice the energy, twice the calories that you would have if that comparable meal was made at home. So, suppose if I waved my magic wand, it would be how do we change the food environment, particularly in the out of home space and thinking about how organisations, businesses, local authorities, public health could come together around the out of home space. That would be my dream.

Frances: Do you want to touch a bit on food policy and how that could help us?

Elaine: Well, think we've got, you know, we have regulations around those HFSS foods. We will see more restrictions coming in around that in October, which we absolutely welcome. Asking organisations like Danone and other companies to report on their data in terms of what their portfolio looks like and how those changes over time.

It's hugely important and at the BNF we'd like that report to be mandatory. So, thinking about how we can use those levers are really important. And that may influence reformulation, may incentivise reformulation. We've talked about reformulation as well. That's really key. So how can we provide products that don't require behaviour change but that are healthier and more nutritious in themselves? think that's key.

Frances: So, behaviour change by Stealth. And has the putting calories on menus had an effect?

Elaine: You know, we haven't seen, when we've talked to organisations in that space, I think there are some groups of people who will look at those calories and maybe make a different choice. But for the majority, I think people feel, particularly in the current climate, if you're going out to eat and it's expensive, you want to be able to feel like you can indulge. And I know, you're going to go on to ask the other panellists. I just wanted to say a little bit about the impact of FoodCycle. Though what we have seen is FoodCycle is changing behaviour. People are eating more fruit and vegetables, greater diversity of fruit and vegetables are more likely to try them to cook at home, being inspired by their experience. So, you know, part of the future, think, of FoodCycle is its changing behaviours and can really contribute to a changing landscape.

Frances: Music to our ears. Honestly, we didn't even get her to say that that wasn't part of our briefing. So, the mic has come to you. So, if you could change one thing about how society approaches food and nutrition, what's it going to be?

Sophie: I think for me, we talk about food poverty, but food poverty is poverty. It's a wider entrenched thing. So, we have to look at the wider sort of systematic change that we want to make. In the last 20 years, we have seen our poverty rates in the UK carry on going down. We haven't seen an uplift. So that's a really long time that we've seen as a nation, the effects of poverty and therefore food poverty and food insecurity. So that's quite a big magic wand raise

there. But I also think what we really advocate and believe in is it's the social side of food that is so, so important. So, when we're talking about diet and when we're talking about sustainable diets and behavioural change. We can't separate it from the people that are eating it. We've got amazing science and academics information, but it is that culture around food, is that sharing, is that ability to connect, I really think is what makes the difference. So, I would love to see much more of an emphasis when we're talking about food strategies, about that social side and social connection in terms of inspiring change.

Frances: So, my sort of sort of sub question was who we should look to support that change. Who is that? Where is that coming from? You want to see emphasis on the social side of eating, but where's that emphasis going to come from?

Sophie: I think it comes from all of us. So, from a very sort of societal level, we often say in the UK that we don't have that culture of eating together. We have Gabrielle from the Italian embassy, there's very much the culture there in terms of eating together and lovely long lunches. But actually, we do, we do have that. In essence, we have loads of community centres and village halls and post-World War II, we had these community dining spaces that were current. We do have that. We love a long street party, you know. So, it's actually for us as individuals, I think it's looking at that culture and looking at that space and how we get comfortable with sharing meals and making that more part of our day. I think it's definitely looking at policy. We have to invest in the infrastructure to enable stuff like this to happen. And also, it's, we have so many brilliant people like BNF, like lots of other charities working in that food space. It's working collaboratively and sharing all that insight to make positive change.

Frances: Thank you. So, if you pass the baton to Alex. Alex, if you could change one thing about how society approaches food and nutrition.

Alex: Yeah, I think it's really profound point about it might seem simplistic, but the creation of a space is just so important right now. But for me, bit left field, but I just think role models, people are yearning for heroes right now. There's such a culture of alienation and disillusionment, especially among younger people.

Where are the big role models? You know how effective they can be as FoodCycle's amazing hosts (volunteers) can be, but I think, yeah, that and kind of more creativity around food education. If it's relatable for kids, then it's going to be relatable for parents and older people. And I think we can harness this young, very activist young generation that's coming through, which are more ethical than older generations and probably angrier and more frustrated and we can channel that. But we need creativity and it's fun. Anyone heard of belly bugs? You have, yeah. Just the most amazing idea. So, belly bugs is this education platform kicked off about two years ago. And basically, it's this guy, a professor, and he's working with Tim Spector on this. And the whole point is that he's written books and everything and it's on online games, but you treat your gut flora like a pet. It's phenomenal and it's effective and how creative is that? It's amazing and it works. So yeah, that's my magic wand.

Frances: I'm sort of weighing up two things that you said. You said that there's yearning for heroes and I get that people want role models, but you also said earlier that there's a distrust in what people is being told and a distrust in authority. Are we looking for these heroes to become authoritative or what?

Alex: Credibility counts. Yeah, absolutely. Yeah, what I'm seeing is the Andrew Tates of the world are having such a huge impact on young male dietary habits right now. (Frances Andrew Tate is

even affecting people's diet). That manosphere. absolutely. Young male 16 to 24s are so much more likely to claim they're eating healthily than young female 16 to 24s. I haven't got the stats on that notepad, but it's stark and it's about extreme protein. It's that what we're seeing online. I'm sure we've all seen adolescence. But that is really risky. yet that just shows people, youth young men are looking for role models, someone who claims to understand them. You saw what happened with prime hydration. There can be mobilization if the right credible figures are there. The right, yeah, absolutely.

Frances: Can you give us some hope?

Alex: What's the time? Belly Bugs' hope. No, Belly Bugs' hope. FoodCycle, what you're doing with legumes, canned legumes, you know. Yeah.

Frances: Do consumer trends show a shift towards healthier and more sustainable diets? Are there other green shoots?

Alex: yeah, absolutely. Yeah, it fell off this past year. It fell off this past year, but it had been increasing each year. The share of Britons who claimed they are eating most or some of the time, there's an increase there. Obviously, it's different for different demographics. But people are more nutritionally aware. again, you know, it's Gen Z, it's under 34s. It's this young group who are unwilling to tolerate what we're seeing in terms of poverty, want to do something about it. And digital activism.

Frances: If you can take one thing about how society approaches food and nutrition, what's the with your vision?

Hannah: I think for us it's around kind of a more joined up and holistic approach to nutrition that kind of looks both at over nutrition and under nutrition and also at the kind of health and environmental impacts. And I think, know, as Elaine was saying, I think we feel hopeful that, you know, that in the national food strategy that the government is working on at the moment that, you know, hopefully they will start to look at it in that more holistic way. You know, they've said they're going to be looking at health and environmental impacts, economic impacts and food security. you know, I guess watch this space, but we're certainly going to be engaging very actively with that. And know, I actually very much calling for what Elaine was saying, you know, we actually really believe that, for example, mandatory reporting and having a very clear definition of what is healthy and, you know, based on foods that are high fat and salt and sugar. So those existing frameworks that we have, we don't need to invent new frameworks that actually that can really help create that level playing field and give businesses the incentive. We know that we're not necessarily the typical food and drink business. And we'd like more businesses to of join us on that journey. And actually, think having that information out there in the public domain puts that pressure on and hopefully also gives recognition to businesses who are making those efforts to make their products healthier and more sustainable.

So yeah, I think government can play a really key role, obviously, you we still have a responsibility as well as business. But I think actually, if we can have that right operating environment, so that all the sorts of organisations that are here today that are all trying to, you know, improve the food system, have the right structure to work in, I think that will really help.

Frances: Yeah, I think that's very interesting. because my sort of follow up question was, who should we look to to support that change? And I think we're getting a strong message that government policy is really important to be supportive of this. But I like what you said about

more businesses need to be in on this and doing the sort of thing you're doing, particularly when we talked earlier about taste being a motivator. I imagine if you're doing healthy, nutritious yogurts that have got some fibre added to them, you know, against the ones that have got a lot of fruit and fruit derivations and flavourings and colourings in them, you know, you're going to be in an unequal playing field. So, I imagine you are set, sorry, I think what you are saying is that you need to create a market in a competitive market in healthier foods?

Hannah: Yeah, absolutely. mean, think that, you know, consumers will vote with their feet, won't they? The market will vote for its feet. So, you I think it's about having that level playing field. But I guess, you know, probably the other thing I would say in terms of what I would look to the future, it's obviously, you know, in an ideal world, we wouldn't need organizations like FoodCycle. But actually, until then, I think, you know, what we'd really love to make sure is that more and more communities can benefit from the amazing model that FoodCycle offer. So, I mean, any sort of potential partners out there in the audience, I guess, just really wanted to encourage you to have a chat to one of the food cycle team after stay and find out the ways that you can get involved. Because I think it's been incredible to see the journey you've been on since we've been working together in terms of how much you've scaled. I think you're now in over 100 projects around the country. So, you know, it really shows that the model works and that the need is there. And I think there's a huge opportunity to support, you know, whether that's financially, whether that's through volunteers. You know, what we've been trying to do as well is use our nutrition expertise as well that we have in our business. So, we work, for example, with FoodCycle to create some training resources for their volunteers and also a guide for you, your guests that also helps to kind of show how you can eat healthily and affordably sorry, healthily and sustainably on a budget so that it's affordable. I think, you know, there is so much opportunity for us all to work together on this. And yeah, think FoodCycle are doing a brilliant job of kind of convening people around those challenges, both social and environmental ones.

Frances: We need to take people who come to our projects on journey with us and it's really helpful to help people help us with that journey. I'm going to say thank you to the panel, but I'm not letting you stand down because I'd like to take some questions from floor.

Q&A With Audience

Tommy: I'm Tommy Layton, I'm the press officer and I do all the comms, internal, external at New Covent Garden Market for the Market Authority. Thank you for that panel that was really, really interesting and enlightening and so different to a lot of the panels that I've watched over 30 years in this industry. I think a bit like as Hannah was saying with Danone, know, our market, we've got probably 98 % of our products too are completely healthy. So, we don't have too much to reproach ourselves for. But there are over a hundred companies doing that. from my point of view, from the market authority, it's quite difficult to bring all those companies together on the same page and support something like FoodCycle for instance, who are also tenants of the market, by the way. So, what I wanted to ask really was, how do you think that we can help? How do you think that wholesalers can help with this? Considering they work ridiculous hours through the night, they are completely unseen by most people. 85 % of everything that we sell through the market goes into the food service sector, so the out of home sector. All of that is healthy.

We just don't get, see, so a national food strategy, nobody talks about the wholesale markets in that really. That's not because we're not interested, it's just because we've been taken out of

that picture. That's another slight, that's another angle. But, you know, how do you think we can support what you're doing?

Frances: I think there's a question for Elaine and a question for Sophie. I think the question for Elaine is how do we bring wholesalers into the nutritional chain effectively? And then I think the question for Sophie is sounds like there's some veg-stirring fruit being offered. Yay.

Elaine: I think the wholesale sector is really interesting. And particularly, I don't know if you supply small stores, but one of the real challenges that we've heard from small retailers around fruit and veg is that it will go off. And if I look at what somebody like Booker has done, for example, which is have a mixed veg or a mixed fruit package. So, there's, you you're not buying four apples, you're buying one apple, pear.... I know that might be expensive to put together, but that idea that you can sort of instil variety and people feel that it's not likely to go off quite as quickly is really important. I think innovation in how, you know, the kind of deals that you put together for small retailers, the kind of way fruit and veg are packaged. But so often if you go into, you know, I'm from Carlisle, if you go into a small corner shop in Carlisle, you're not going to get a whole lot of fruit and veg, you're going to get a lot of cigarettes, alcohol and crisps.

And so how do we help those retailers feel that fruit and veg isn't a risk? You know that they can buy it in small quantities and if it sells, can refill quite quickly and easily. I think that's a really, you know, that's ripe for innovation for small retailers.

Sophie: Yeah, and I suppose in terms of the context of how do you kind of unite all those amazing businesses who are doing brilliant things, I suppose, again, it falls back into the essence of community, what you have and the power that you have is a really strong community of businesses who are really knowledgeable about their produce. So many moons ago, I used to work in catering and I used to frequent markets at silly hours to pick up fruit and veg and when you go and you speak to the market holders and you see what they're producing, they know all the seasonality, they know kind of their origins, they know their products really well. So, I think it's actually making sure that the expertise that you have in that history can be highlighted because I think it is a really important voice. So, if we can help promote that, we absolutely will. But I think in essence, that's your strongest selling point is your knowledge of that healthy products and it's a bit like FoodCycle. When you come to us, you see the magic. When you go to the market, you see the magic of the food and it's the people, it's the people that is going to make the difference there, I think.

Tommy: Going back to the community aspects of it, absolutely right. Yeah, we've got a great community. We do a lot of work with charity anyway, as a bunch of traders, but as a joint market thing, there isn't really that yet.

Sophie: So, I've had another spark. There's the Sustainable Restaurant Association. So, if that's a core supplier for yours, I think engagement within that body, because that's a lot of forward-thinking restaurants looking at their sustainability and the produce. And that could be a really nice link. **(Tommy)** Absolutely.

Frances: Thanks for your question, Tommy. We've got any more questions?

Sophie (audience): Hi, I'm Sophie. I am a registered nutritionist specializing in public health. I work for a school food charity called Chefs in Schools, which you may have heard of and great to hear about the work you guys were already doing in schools. And it's also why I've heard of belly bugs. But yes, so one of the biggest, but I mean, I know this is kind of more about

influencing people at an individual level, but one of the biggest barriers we have with working with schools is getting the SLT, the senior leadership on board. So, I guess my question is how we influence at a higher level to get the decision makers to see the importance of that good school world, good food culture anywhere in any kind of sector, especially in schools. Because you talked about cutting food education funding. I had a call with a chef the other day, literally yesterday morning, who was distraught because he was so passionate and had been previously doing food education in schools and they just completely cut it because of budget cuts. And it's almost like they kind of just ignore the benefits of what they can see happening in the children.

Frances: I think again, these are probably questions for Elaine and for Sophie. I know Elaine, that you do a lot of work with schools and Sophie, guess with us, it's yours is structured because yours is sort of curriculum based and ours is non-structured. So perhaps Elaine, you could sort of talk about your experience.

Elaine: Yeah, we see that. We see that all the time. And it's so disheartening, isn't it? was in an academy school the other day. We had no food education whatsoever. And you know, it does sort of send a message about how important this is. We're hopeful that the curriculum review that's happening right now, we're hopeful that what we've been trying to advocate for is how do you put food into geography? How do you put food into chemistry? How do you put food into maths? Because it lends itself so beautifully to all of those other subjects. But at the same time, we're also seeing more children doing a food GCSE than ever before. And we don't have an A level in England, so there's no progression. And then we see that at the university end where there are fewer people applying for food science and food technology degrees than there were before. So, I think that's a real gap in our education provision. But advocating, finding creative ways to put food into other subjects is something I'm absolutely passionate about. I'd love to see the curriculum review promote that more.

Frances: So, Sophie, have you seen resistance in schools?

Sophie: Well, we've sort of gone again, I'm going to bang on about the people angle in terms of that's how we've gone in it. So, one of the questions that we ask and what we're hoping is actually building community. So, one thing that we saw when we were exploring this move into schools was actually that the school used to be a trusted centre where families and where that was the hub that was your social hub of community. Covid happened. lots of things changed in terms of people's opinions of school, the trust in school went down and you see that in student attendance. massively dropped. So, what we offer when we approach schools is we actually say, well, let us build your community back. Let's make positive experiences in the school space, not necessarily connected about school. So, you start having, oh, I'm in the school hall, this feels nice, maybe other things in school feels nice. And we build that trust by that. you sort of... going around the back door and what we saw in terms of asking the families who engaged coming to our meals, they said that they were more likely to engage in other school initiatives since coming to FoodCycle, which is a massive win for that senior leadership team because they're wanting those children, they're wanting those families, particularly families who aren't engaging with them, who they have can give more support. I think that's been a really effective statistic and case studies to show with management teams in terms of engaging people in.

Frances: It's really helpful. Thanks for your question, Sophie. That's really sparked some good discussion. Is Jake here? Oh, you're going to ask us question about the role of data and innovation in supporting sustainable diets or something along those lines, I think, which

sounded like a really interesting angle. So perhaps you could introduce yourself and then ask the actual question rather than my bad summary.

Jake: Absolutely. Thank you, guys, so much for the talk. I'm Jake, one of the founders at Remy, where we've built an app which uses AI to help people reduce their household food waste. Across these last couple of years, within our journey, we've spoken to loads of different organizations who have all told us that there seems to be a real lack of data when it comes to what people are actually doing with their ingredients in their kitchens.

The result of this is it's really it will it hinders organizations abilities to create data driven nutrition and sustainability strategies. So, my question is, have you seen any recent innovations or solutions which can help to fill this this data gap?

Frances: I'm looking at you, Alex. And Jake, just to be clear, I think this is what I heard from Sophie. So, Remy, you can point it at your fridge, take a photo, point your app at your fridge. It has a look, and it tells you what you can make from what's in your fridge. How cool is that?

Jake: So yeah, we can show you from your phone what's in your kitchen, when it's going to expire, the meals you can make with your ingredients. And then if you're missing anything, you can order it through the app. So, you can take a picture of your fridge, or we can connect to your loyalty card at Tesco's and automatically populate your kitchen based on what you've recently purchased.

Frances: That's gone from slightly interesting, well, very interesting, like sinister. But no, I've heard from the team about that. And I mean, it is interesting because when I've been at projects, one time I was there early and they were just putting into chat Gpt what all the ingredients they had were and saying, you know, what can we make with this? And I just wonder what you're seeing about the use of the use of AI in supporting the trends.

Alex: Yeah, mean, AI is a gigantic topic. It's not single thing. It's not. No, but I think that's what you the magic of what you're doing is that it's seamless and people just need its convenience, it's quality. They have to be the outcomes. And I think the seamless nature of that is absolutely what people will relate to right now when the time is precious. And there is increased trust in AI if there's a tangible benefit to your life. But no. Yeah, I haven't seen any data. It's really difficult privacy wise to get that data. We do know people are stocking up more on ambient goods and they tend to still gather dust, but it's fascinating since COVID people do have a big stock of ambient goods, tinned goods, and that's only going to increase, I think, in times of uncertainty. Fantastic with what you're doing with the fridge as well, because people...

Yeah, they need ideas, and technology can really help in that sense. Yeah, but I think you're trailblazing there to be honest. I've not had anything like that. So fantastic.

Frances: Well, I've got two more questions. Go on. We're going to do it.

Ellie: Hi, I'm Ellie. I'm a freelance dietitian and I am working with brands and hospitality to help make things healthier and also a nutrition advisor with Remy and working with Jake. I am interested in talking about consumer trust and how we can influence healthier dietary habits. I think health claims are an area that are so challenging, and people are looking for that quick fix and they look for the protein on the yoghurt or the drink and they then go for that option. It might not necessarily be the healthiest thing that they could have chosen, but it's really difficult to put a health claim on an actual healthy food and a lot of those yogurts will say gut health on them but it's actually the calcium within that product not the fibre that is enabling you to make that

claim. It's probably a question for Elaine, is there any work in that health claim space that could help us to actually promote healthier food in the way to give consumers the information that they need for those products?

Elaine: I think it's a double-edged sword actually because we talk to a lot of companies who would like to make claims and there are some claims we would like to be able to make on fibre, for example, but the claim we can make on fibre is very much limited to healthy bowel function, which isn't the most motivating claim that we'd like to make. So, it's a double-edged sword, I think. And the protein claim is massively overused. And that's because that's what companies can claim. I'd rather be claiming on other things but Hannah, think it's also very interesting your views on this.

Hannah: We can't claim to be the expert within Danone on health claims, but you know it's something we spend a lot of time talking about because we know that we've got products that you know present real benefits for people but actually quite limited in what we can say. We also see other organizations being very honest you know maybe willing to take some of those risks, that as a larger organization you can't on health claims. you we do feel like there are areas where actually we probably need more science and evidence to back things up. But, you know, there is a real benefit in being able to communicate some of those to consumers. I think, you know, in general, there is a lot of confusion out there about what is healthy. And I think the media doesn't help that. You know, I think we've seen a lot of that over the last few years. So, know, that's why we really go back to some of those very established science backed frameworks like, fat, salt, sugar, etcetera. And you're having very clear nutritional labelling and information for people. But yeah, I think if we can unlock some of those claims, it will really tap into things that we know people are looking for.

Alex: And people do follow up on QR codes. They do. They are doing that more, especially young people. So yeah, verification, credibility. People are so much more inquisitive now and interrogative in COVID. Everyone's more of a researcher, everyone, because of the state of distrust. So, yeah. FAQs are the most important part of the website, I think. That's my opinion. That's not Mintel. My hunch.

Frances: I had one more question, at the front.

Catherine: Hi, I'm Catherine Markwell. I am from the University of Leeds. Yes, I had a question because when I teach students about food insecurity, you know you put up the government measure and it all looks like the picture's fine. You know, that was only brought in in 2019. But when you look at the charitable third sector, you can see this increase in demand. So, I was wondering as part of the national strategy and advocating for change, perhaps we need to change the measure as part of that. I was wondering people's thoughts on what's missing from the measure.

Sophie: Yeah, I think I'll start and then I'll pass around. We've definitely seen a year-on-year increase. So, from last year, we've seen a 30 % increase of guests attending our projects on a just a very local level. We also see the need is far more acute. than it has been. I've been with FoodCycle for the past eight years and the instances that we're dealing with and the wider things that our guests are facing in terms of why we're helping with signposting and where they're struggling, that's becoming harder and harder. We have people who, this is their only hot meal this week. We have people who have telling us, saying that if we didn't exist, they would starve. There are some really stark things.

I think the one that really hit home with me was that 11 % of our guests are borrowing money for food. That's to feed themselves. So that's something that everyone has to do every single day. The fact that you were going into debt and having to borrow money to feed yourself is staggering. And so, we are definitely seeing that. And that's where I think the role of charities you're right, especially frontline service delivery charities like us, is how do we take that information and how do we take that data and give it to people who are campaigning and policy in the government who can kind of make the differences that we want to see.

Audience question: What strikes me is that consumers and people are generally much more receptive to negative nutrition messaging and that's why some of the misinformation you see online is often quite appealing or at least attention grabbing for consumers. And I think the question I have is, you mentioned at the start around 1 % of in the UK only eat the Eat Well Guide. So actually, the messaging is sometimes not that exciting, you know, increase your fruit and veg, reduce your HFS products. How do companies like the known break through some of this more engaging nutrition messaging? do companies like us break through some of this more negative misinformation online and share some of the basics, you know, around the Eat Well Guide and some of these simpler messaging and make it attractive to consumers to combat misinformation?

Hannah: One of the things that I think is really interesting, I've seen lots of people celebrating beans a lot more recently, which I think is a really great example of where that, you know, one of those foods and, you know, that hits that sweet spot between being healthy, sustainable, affordable, etcetera. So, I think that there are examples out there where we can kind of make things a bit sexier, a bit more exciting. You know, I know that's what we try and do through our Alpro brand, you know, bring a bit of the love to some of those products that might not have seemed that exciting.

So, you know, for me, yeah, I think it is perhaps there's obviously a science angle as well, but I think it's all about like making things exciting, attractive, desirable, you know, I'm sure influencers play a role as well in that. But yeah, Elaine, interested to hear your thoughts.

Elaine: I think that the retailers have a huge role to play. And if you look what Lidl have been doing in terms of investing, they're above the line marketing spend in fresh produce. I think that's really interesting. And I do think, I mean, there's so many negative messages, but people are really curious. I mean, when we look at our website, people are scrolling, more than they have been before. Topics like food and range and food and mental health are really increasing. Food and cognitive health and dementia, again, a growing topic for us. So, I think there is more and more interest. So, there's a, I think we need to see this, but I think we can open this up to more information. I do think the retailers can play a huge role. What happens in store with retail media is really important to you. And of course, they're online offering. So, I think they're a huge help.

Alex: It depends on who the message is coming from. Yeah. With which demographic you're trying to target. The Rashford (Marcus Rashford) effect is incredible. that's a really strong. Yeah. Yeah. Massive lesson. Yeah. For everything. You find that right role model.

Frances: Yeah, that's a point you've made, which has resonated with me very clearly, that we need our heroes, and they need to be the right people, that credibility in this bigger life point as well. But anyway, I think that's a really good point at which to sort of wrap up the discussion. I think what I'd say is that what we've heard is this is all really important. And also, we're hearing

it's not easy. The reason for inadequate diets. I think we all know it's multifactorial and when things are multifactorial we're not going to find a single solution to it but what we're looking for probably is a larger number of good inroads into the problem and I think we've heard some really good sort of ideas for inroads as well and with my FoodCycle flag waving I'd say that community dining is definitely you know one of those. I'm going to leave it to Sophie to say a bit more about that and to say a little bit more about FoodCycle but before I do, I'd like to thank panellists for their really thoughtful and interesting contributions. And I'd like to thank all of you on your own behalf, but I'd also like to thank you on behalf of the respective organizations for the help and support that they give to us. And please know that we're very grateful for that. So, Sophie, would you like to wrap up?

Sophie: Absolutely. So, I would echo thank you so much for such an engaging talk. It's so lovely to be surrounded by so many smart, intelligent people working in the food sector because this is what it's about, it's bringing different communities together, different ideas and having inspiring conversations. A big thank you to Frances as well for being an excellent compare and sticking to time so beautifully which is amazing and not an easy feat at all. I also want to say thank you to you for coming today, this is kind of a new thing that we're doing in terms of panel talks and discussions. And it's so lovely to have so many engaged people, knowledgeable people working in the sector. And hopefully we can continue these conversations afterwards. I also want to say thank you to Mintel again for hosting us. What a gorgeous venue. And another special thank you to Danone for commissioning this piece of research. It's so lovely to come back and point out another body of evidence of why we think community dining is so brilliant. So please, as kind of to echo Francis at the beginning of this, come to our project. We're in over a hundred locations all over England and Wales. I always wax lyrical about it, but it really is magical when you come see it. So come eat with our guests and see the difference it can make. And thank you very much.

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