

# **Systems approach - Theory into Practice**

**Wageningen University, 5<sup>th</sup> September**

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# NATIONAL FOOD STRATEGY

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INDEPENDENT LEAD, NATIONAL FOOD STRATEGY



*“As well as keeping us alive and healthy, food plays a central role in our culture and our national life. The threats from climate change, loss of biodiversity and the need to deliver safe and affordable food gives rise to new challenges we must address.*

*As we leave the EU and seek to capitalise on the opportunities this can provide for the UK’s farmers and food producers, we have the chance to reshape our food system from farm to fork to ensure it is ready to deal with these 21st century pressures.*

No part of our economy matters more than food. It is vital for life, and for pleasure. It shapes our sense of family, community and nation, cooking and

## **Terms of Reference**

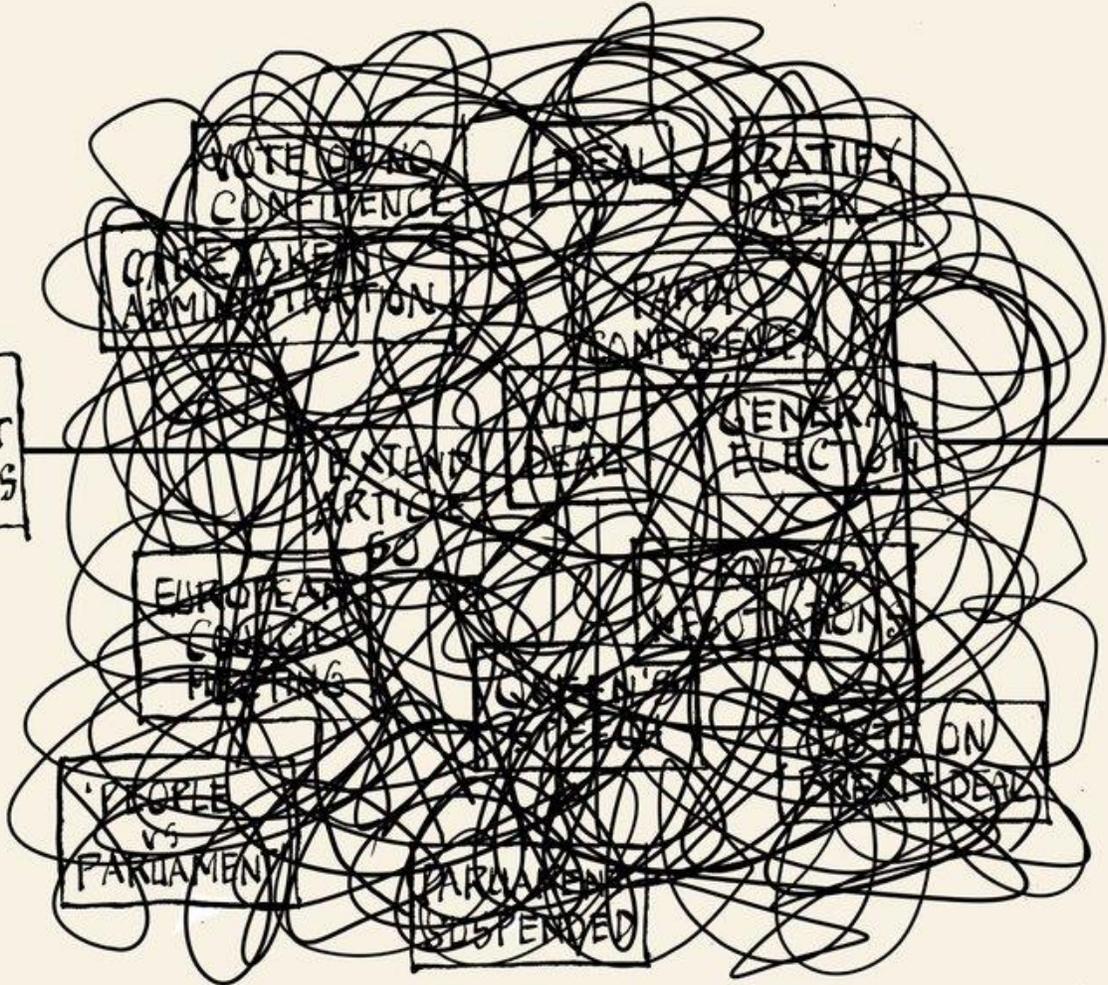
The National Food Strategy will build on the work underway in the Agriculture Bill, the Environment Bill, the Fisheries Bill, the Industrial Strategy and the Childhood Obesity Plan. It is intended to be an overarching strategy for government, designed to ensure that our food system:

- delivers safe, healthy, affordable food; regardless of where people live or how much they ear
- is robust in the face of future shocks
- restores and enhances the natural environment for the next generation in this country
- is built upon a resilient, sustainable and humane agriculture sector
- is a thriving contributor to our urban and rural economies, delivering well paid jobs and supporting innovative producers and manufacturers across the country
- delivers all this in an efficient and cost effective way

# YOUR SIMPLE GUIDE TO WHAT HAPPENS NEXT

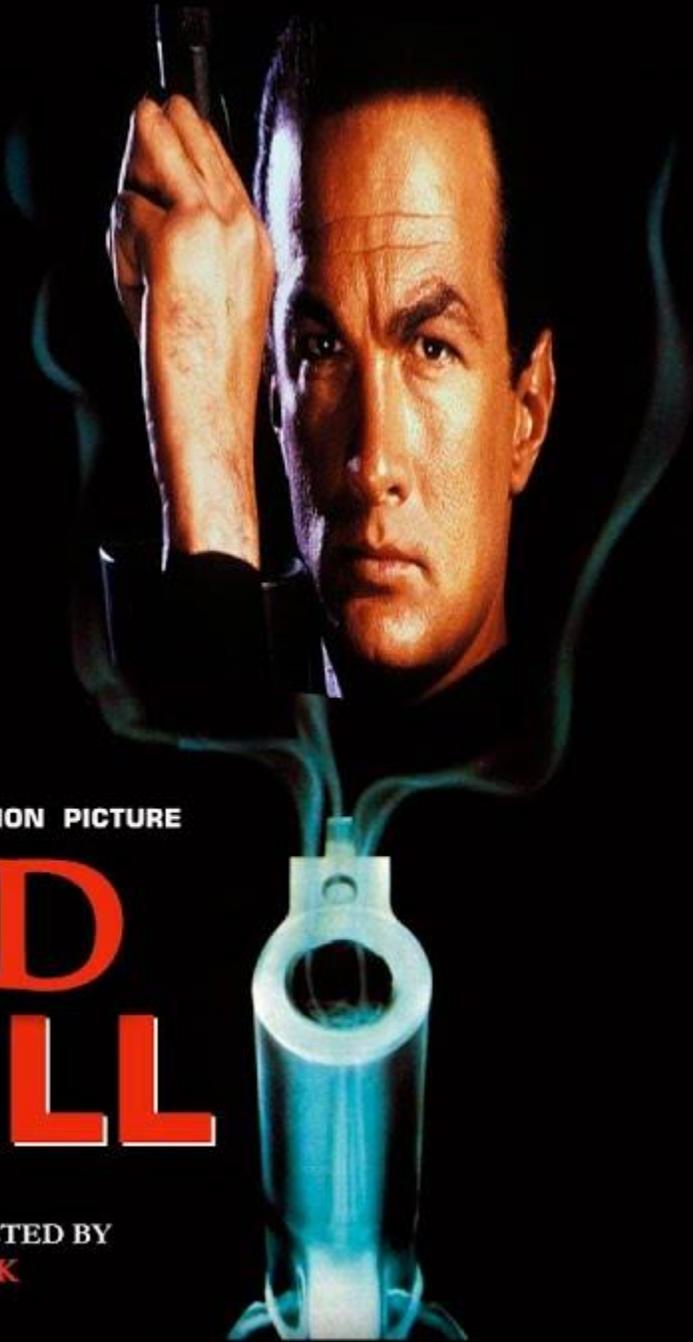
BREXIT  
CRISIS

Sept 3  
PARLIAMENT  
RECONVENES



BREXIT  
CRISIS

ADAM S 19  
30.08

A man with a serious expression is shown from the chest up, holding a handgun. A bright blue, glowing energy effect emanates from the barrel of the gun, extending upwards and around the man's head. The background is dark.

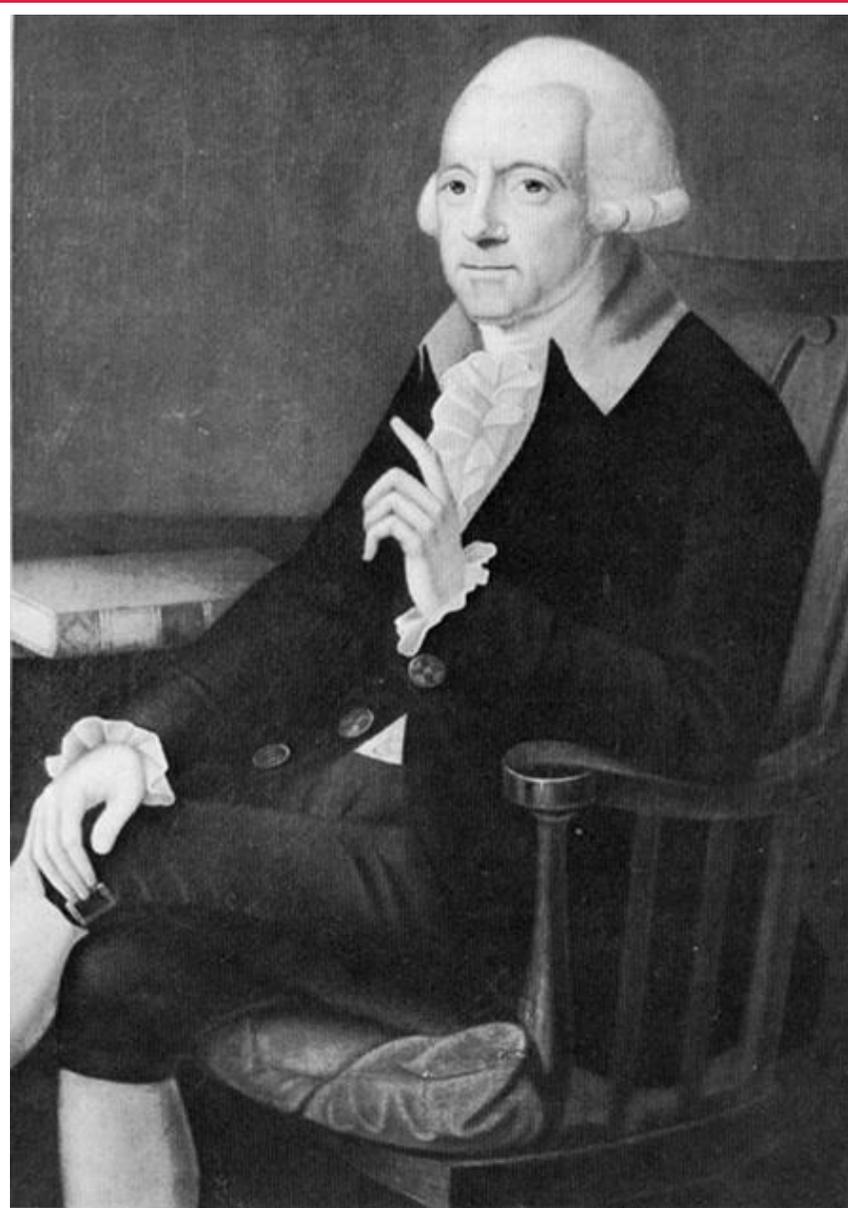
ORIGINAL SCORE FROM THE MOTION PICTURE

# HARD TO KILL

MUSIC COMPOSED AND CONDUCTED BY  
DAVID MICHAEL FRANK

## Analytic Approach





“Virtue is more to be feared than vice, because its excesses are not subject to the regulation of conscience.”

- *Adam Smith*

‘Unmatched’  
NEW YORK TIMES

‘Necessary’  
BOSTON GLOBE

CHARLES C. MANN

# THE WIZARD AND THE PROPHET

Two Groundbreaking Scientists and their  
Conflicting Visions of the Future of Our Planet

‘Compelling’  
WASHINGTON POST

‘Indispensable’  
WALL STREET JOURNAL

“Both men are dead now, but their disciples have continued the hostilities. Indeed, the dispute between Wizards and Prophets has, if anything, become more vehement.

Wizards view the Prophets’ emphasis on cutting back as intellectually dishonest, indifferent to the poor, even racist (because most of the world’s hungry are non-Caucasian). Following Vogt, they say, is a path toward regression, narrowness, and global poverty.

Prophets sneer that the Wizards’ faith in human resourcefulness is unthinking, scientifically ignorant, even driven by greed (because remaining within ecological limits will cut into corporate profits). Following Borlaug, they say, at best postpones an inevitable day of reckoning—it is a recipe for what activists have come to describe as “ecocide.”

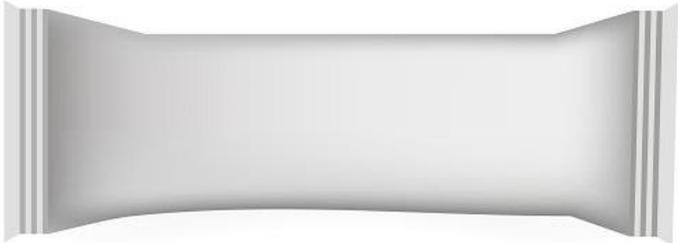
As the name-calling has escalated, conversations about the environment have increasingly become dialogues of the deaf.

Which might be all right, if we weren’t discussing the fate of our children.”

## Guiding Principles

- Collaborative and open
- Evidence-based
- System Approach
- Flexible

# Values matter



## Generating ideas and bringing people together to create change



**Engaging with  
businesses, civil  
society, experts and  
policy makers**

Fact finding visits

Meetings and  
speaking events

Launching a Call for  
Evidence

Consulting our  
Advisory Group &  
the Food and Drink  
Sector Council

Working with  
Parliamentarians

Focus groups –  
bringing industry  
and expert groups  
together



**Food system  
discussions**

Town Hall meetings

Local discussion  
groups

Providing  
materials to  
enable people to  
host their own  
conversations



**Testing our ideas with  
citizens across the  
nation**

Citizens' Assemblies

A Young Persons'  
Assembly

**Feeding ideas back in to the  
team through a platform on  
our website**



## Theory into Practice

1. Re-humanise the debate
2. Values matter: Not everything can be mathematically calculated
3. Citizens lead the change alongside government

**Thank You**

**NationalFoodStrategy.Org**