

Systems approach - Theory into Practice

Wageningen University, 5th September

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NATIONAL FOOD STRATEGY

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“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 eating.

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

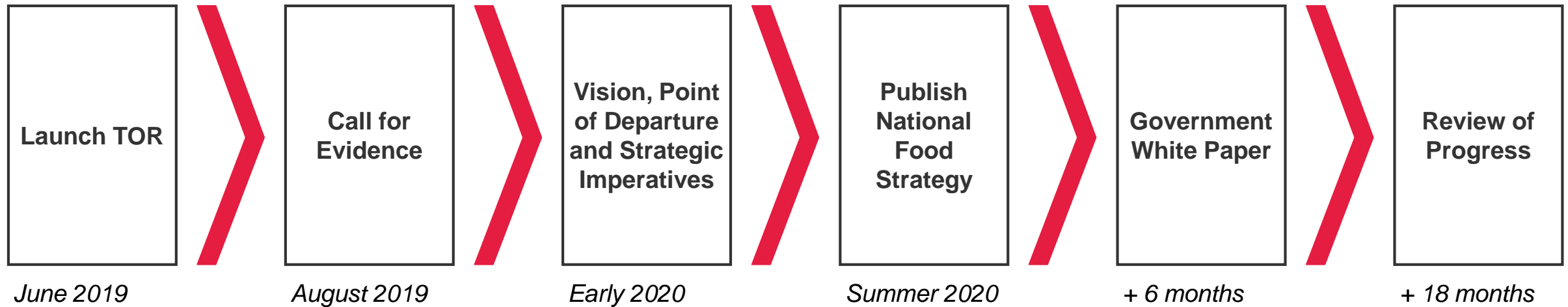
A movie poster for the film 'Hard to Kill'. The background is black. In the upper right, a close-up of Steven Seagal's face is shown, looking intensely at the viewer. He is holding a handgun, which is the central focus of the image. The gun is a semi-automatic handgun, and a bright blue flame or smoke effect is coming out of the barrel, extending downwards. The title 'HARD TO KILL' is written in large, bold, red letters with a white outline. Above the title, in smaller white capital letters, is the text 'ORIGINAL SCORE FROM THE MOTION PICTURE'. Below the title, in smaller white capital letters, is the text 'MUSIC COMPOSED AND CONDUCTED BY', followed by 'DAVID MICHAEL FRANK' in red capital letters.

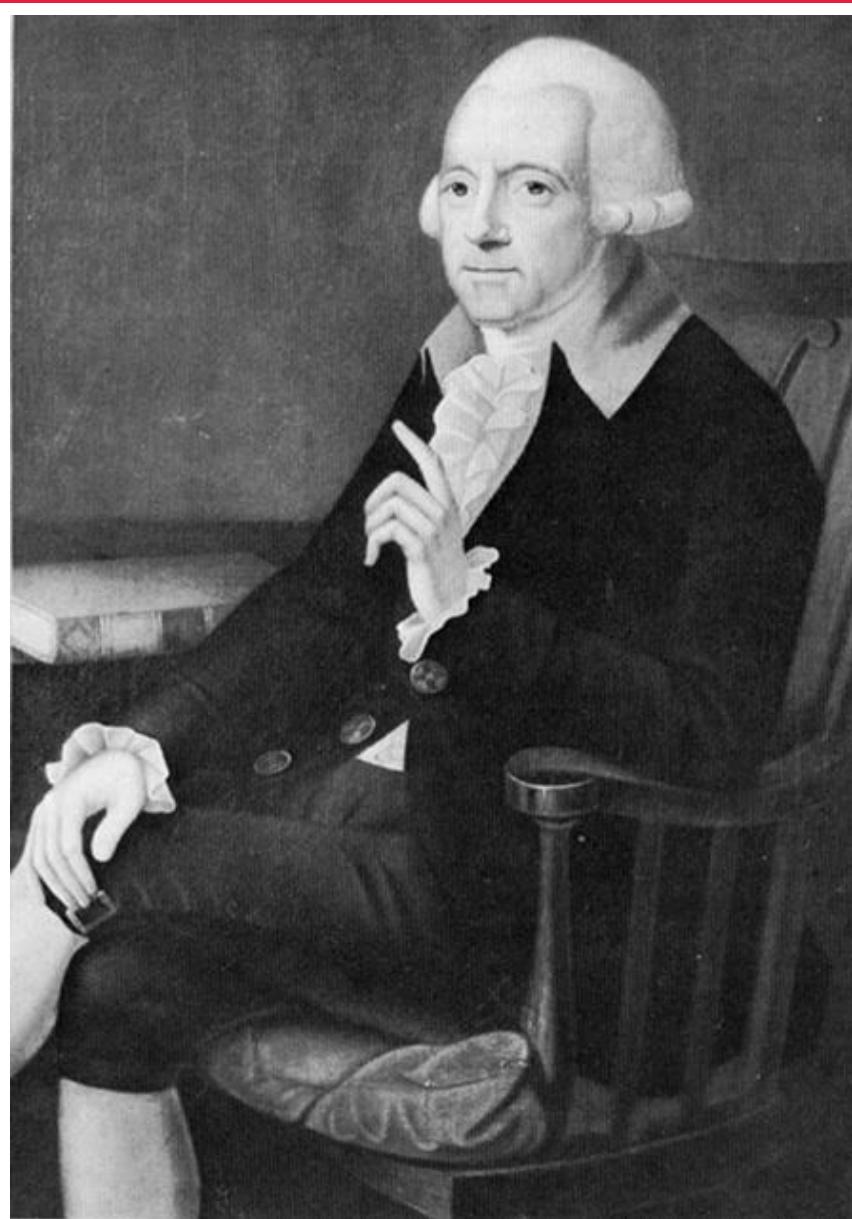
ORIGINAL SCORE FROM THE MOTION PICTURE

HARD TO KILL

MUSIC COMPOSED AND CONDUCTED BY
DAVID MICHAEL FRANK

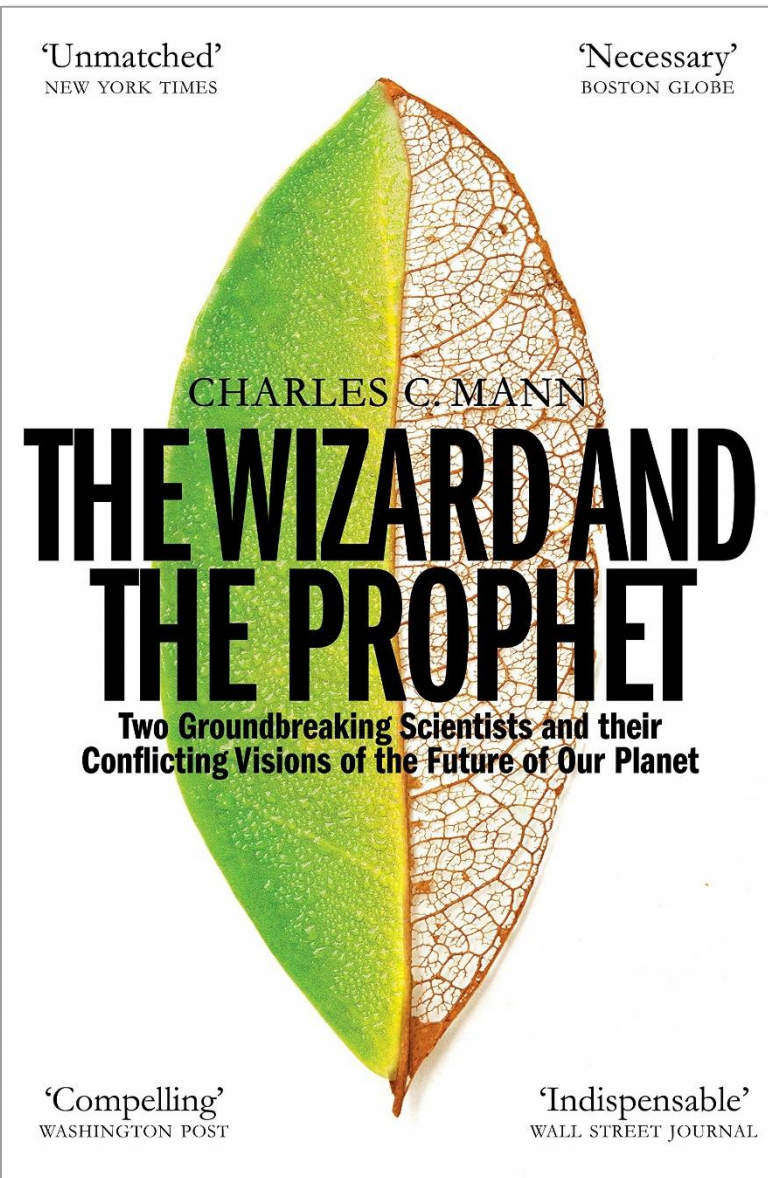
Analytic Approach





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

- *Adam Smith*



“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.”

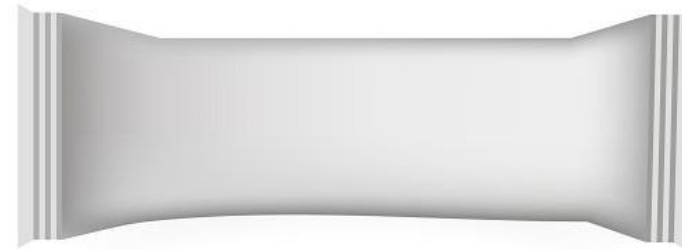
As the name-calling has escalated, conversations about the environment have increasingly become dialogues of the deaf.

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