

YOUTH ADVISORY BOARD

# WHY FOOD MATTERS



JANUARY 2023

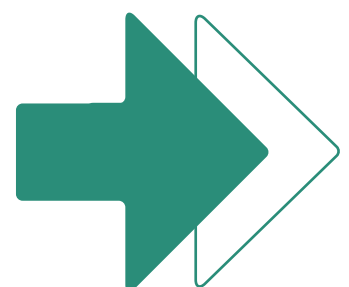




**THE YOUTH ADVISORY BOARD IS MADE UP OF SEVENTEEN SCHOOL-AGED CHILDREN FROM ALL OVER THE UK WHO BELIEVE IN THE FUTURE FOOD MOVEMENT VISION AND MEET MONTHLY TO DISCUSS AND ADVISE ON THE FUTURE OF FOOD AS THEY SEE IT. THEY DISCUSS ISSUES SUCH AS PACKAGING, BIODIVERSITY, NET ZERO AND GREENWASHING.**

As one of the largest emitting sectors, the food industry's opportunity to deliver on ambitious climate transition plans presents exciting careers for young people. The FFM Youth Advisory Board will bring together the future generation and the food industry to explore what young people think food businesses need to do to tackle the climate crisis, and help the food industry better manage its impact and produce climate-smart food.

Young people are worried about the future and are looking to leaders of industry to use their power for good. The Youth Advisory Board gives young people a voice on the issues affecting the food system in today's world. It allows our Business Members to hear from and connect directly with young people, providing them with ideas and insights to inspire them and challenges to make them think differently.





## WHAT ARE THE MAIN FACTORS THAT FOOD BUSINESSES SHOULD FOCUS ON TO BE MORE SUCCESSFUL?

The Youth Advisory Board have been surveying their peers (aged 11-15) to establish which three areas young people believe should be prioritised by food businesses. The survey was echoed with 100 senior leaders within the food industry.

Both young people and business leaders ranked food quality in their top 3 priorities. Business leaders uniformly ranked value for money and food safety in their top three, whilst young people's answers were more spread out with similar results for food safety, efficiency, innovation, accessible nutrition for all, value for money for customers, staff/employee wellbeing, business performance and positive impact on climate.

When asked what future employees expected from working in the food industry, in addition to answers including comments about 'fair pay' and 'good working conditions', with a sense of being valued and being treated as equals, respondents expected that their company would have a positive impact on society and the world.

### 64%

OF THE YOUTH ADVISORY BOARD HAVE MADE CHANGES TO THEIR DIETS IN THE LAST TWELVE MONTHS AS A RESULT OF CLIMATE CHANGE.

"I've been learning quite a lot of facts and information about climate change.

In an Asian family, we eat quite a lot meat. But, I have changed my diet to eat more vegetables and slightly less meat."

Alina



### 48%

OF STUDENTS SURVEYED RANKED FOOD QUALITY IN THEIR TOP 3 MOST IMPORTANT AREAS FOR FOOD BUSINESSES TO FOCUS ON.

### 1/3

OF STUDENTS THINK THAT HAVING A POSITIVE IMPACT ON THE ENVIRONMENT SHOULD BE ONE OF A FOOD BUSINESSES TOP THREE PRIORITIES.

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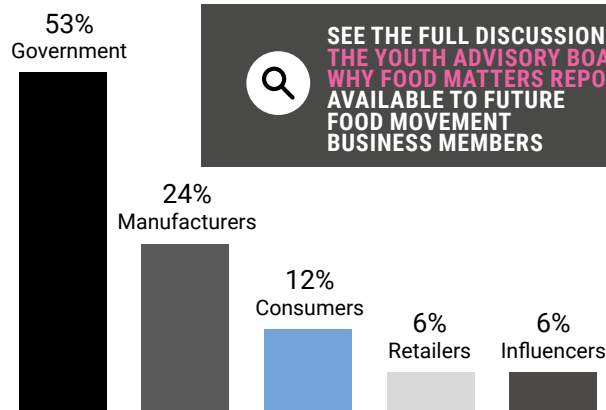
"It's hard for young people to think about what they're eating.

Especially at schools, because you've got to eat what you are given."

PHOEBE



WHO'S RESPONSIBILITY IS IT TO LEAD THE CHANGE ON CLIMATE CHANGE IN THE FOOD INDUSTRY?



SEE THE FULL DISCUSSION ON THE YOUTH ADVISORY BOARD: WHY FOOD MATTERS REPORT. AVAILABLE TO FUTURE FOOD MOVEMENT BUSINESS MEMBERS