

WHAT DO UK BUSINESS LEADERS THINK IT WILL TAKE TO SHIFT THE INDUSTRY ON SUSTAINABLE DIETS?



Nearly 400 people joined on 20/9/23 to discuss sustainable diets at Future Food Movement as part of The Climate Group's Climate Week NYC, one of the most significant global climate events uniting the most influential leaders in climate action.

With our planet and human health facing severe challenges and continued missed leadership opportunities from the Government (shown at peak levels very recently), the food industry must become a central voice for progress in global climate discussions. Not just because it is the right thing to do but because our entire food system's resilience depends on it.

We need everyone working in food to start to advocate for change.

Thank you to Mike Barry and our brilliant panel, a unique group of business leaders and experts from influential parts of the industry, for giving us their time and advocacy to discuss sustainable diets' challenges and opportunities.

From the impact of marketing on food choices to the importance of collaboration and policy changes, there was explicit agreement on the urgent need for a shift towards healthier and more sustainable eating habits.

We discussed the influence of our environments on food choices, the critical role of businesses, how we need to give sustainable and healthy products time, decarbonising supply chains, and how transitioning to sustainable farming practices is a complex challenge that requires collaboration among all stakeholders.

These crunchy conversations can be uncomfortable, but that is where we can find genuinely thought-provoking insights to stimulate change.

Happy reading,

Kate Cawley, Founder,
Veris Strategies and
Future Food Movement



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SHIFTING THE INDUSTRY ON SUSTAINABLE DIETS

Shifting our current food system to one centred on more sustainable diets is critical if we're to ensure the health of people and planet. Bold action from the food industry will be pivotal to this transformation.

Put simply, a sustainable diet is one that delivers nutrition, security and health for all people, while having low environmental impacts and respecting biodiversity in nature.

But right now, the world is facing a double burden challenge, with undernutrition and obesity co-existing even in countries like the UK. Meanwhile, our consumption and production patterns are destroying the natural systems we rely on to produce our food.

This doesn't have to be inevitable. By addressing the affordability and accessibility of more sustainable products

– alongside the food environments in which they're presented – we can completely reorientate the food system and deliver major, lasting benefits to people and planet.

The food industry clearly has a significant role to play here, but what needs to happen to drive collective change? How do we approach the difficult conversations? How do we bypass the traditional sustainability siloes to bring in as many diverse voices, perspectives and shared experiences as possible? And how can we embrace vulnerability to develop radical new ideas and solutions?

THE FAO DEFINITION OF SUSTAINABLE DIETS IS UNIVERSALLY ACCEPTED AS THE GLOBAL 'BEST PRACTICE' DEFINITION.:

FAO, 2010, Sustainable Diets and Biodiversity.

"Sustainable diets are those diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources."

This Future Food Movement panel brought together voices from across the industry during Climate Week NYC to give a fresh perspective on this challenge. Our panel, hosted by FFM's Business Transformation Coach Mike Barry, included:



MIKE BARRY
Future Food Movement &
Director Mike Barry Eco Ltd



WILL JENNINGS
General Manager,
UK Rabobank



LORNA SCHNEIDER
Chief Quality & Sustainability
Officer, Hilton Foods



RANJIT SINGH
Founder and President
2 Sisters Food Group



JAMES TOOP
Chief Executive,
Bite Back 2030



ALI MORPETH
Future Food Movement
Sustainable Diets Coach



JON DAVIES
Managing Director
Levy UK & Ireland



GUY STUART
Director of Technical, Agriculture
& Sustainability Co-op Food



AUDIENCE QUESTION:

WHAT DOES A LONG-TERM SUSTAINABLE DIET LOOK LIKE?



“A sustainable diet is one that delivers nutrition, security and health for all people, while keeping environmental impacts low and respecting biodiversity in nature. On a plate, this would be primarily composed of plants – things like fruit, vegetables, pulses, whole grains and seeds, moderate amounts of animal proteins and minimal products high in fat, salt and sugar.”

ALI MORPETH Future Food Movement Sustainable Diets Coach

AUDIENCE QUESTION:



HOW DO WE BEST ENGAGE PEOPLE ABOUT THE IMPORTANCE OF SUSTAINABLE DIETS?

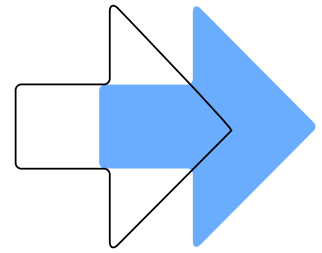
“The world at the moment faces what we call the Double Burden Challenge, which is where we have both undernutrition and obesity coexisting, even in countries like the UK.

We’ve got amazing leadership happening at city levels, so places like Leeds and Birmingham have introduced their own food policies because the UK government isn’t going fast enough or further enough, and actually 80% of people live in cities.

So you can start to see that changing food environments isn’t just about what’s happening in the retail environment. We need to think much more broadly about all the different touch points in which people are coming into contact with food and how different policy levers can work within those different settings.”

ALI MORPETH Future Food Movement Sustainable Diets Coach

KEY TAKEAWAYS



01 WE NEED TO CHANGE OUR FOOD ENVIRONMENTS

What we eat is heavily influenced by what's available and affordable, and especially by the way it's marketed. People are bombarded with food advertising and messaging, with junk food often the cheapest option. As one panellist noted, if you're hungry and on-the-go, would you rather spend £1 on fruit or on a pack of six donuts which has been heavily advertised and made to look especially appetising? This then creates a cycle, where more money is spent on unhealthy food which creates profits that are then funnelled back into promoting unhealthy products.

While education will play a critical role in encouraging healthy and sustainable diets, we can't rely on "winning hearts and minds" to make the transition. We can't expect consumers to make healthy and sustainable choices when they're surrounded by an environment that promotes the opposite. We need to put healthy and sustainable food in the spotlight and make it the obvious choice.



GUY STUART
Director of Technical,
Agriculture & Sustainability
Co-op Food

"Influencing consumers comes down to three things. One, the products themselves. If they taste great, people will step into that world. Two, promotional strategy and pricing. Healthier products need to be accessible. And three, education and understanding how to encourage consumers to make better choices."

AUDIENCE QUESTION:

HOW CAN FOOD ENVIRONMENTS BE RESHAPED TO SUPPORT SUSTAINABLE DIETS?

"Choice editing has faced criticism, but it could be the future. Consumers will purchase products that are better positioned and offer better value. We need healthier products that stay on shelf for longer that taste great - and this is a call out to suppliers. Products must taste brilliant to combat food waste. Retailers cannot afford to keep products on shelves with high wastage rates, as it's wrong. If the products are great, we will back them and place them in the right place."

GUY STUART Director of Technical, Agriculture & Sustainability, Co-op Food

KEY TAKEAWAYS

02 BLAME IS PREVENTING CONSTRUCTIVE DISCUSSION

Throughout the session, panellists frequently acknowledged that there's no 'silver bullet answer' to the challenges faced by the food industry, but that finding solutions is often hampered by a lack of trust and collaboration.

One panellist noted that all too often, specific sectors of the food industry are singled-out or demonised for the challenges we collectively face, but this narrative only hampers progress. A particular issue here, they said, is that it's very rare to "get the full value chain in the same room at the same time", so it's easy to divide and blame.

It's not up to any single individual, company or food category to solve these issues. Instead, we need everyone to step forward and engage in active, constructive discussion – with trust and transparency – because every part of the food value chain has a role to play in this conversation.



RANJIT SINGH
Founder and President
2 Sisters Food Group

"You have to put aside the commercials. If you're doing the right thing, you'll deliver the right commercials."



AUDIENCE QUESTION:

WHAT MORE COULD GOVERNMENTS DO TO INCENTIVISE THE NATION TO EAT MORE SUSTAINABLE DIETS?



"Regulate unhealthy tactics such as junk food marketing as this creates an environment where everywhere you look is unhealthy food and it's normalised. Mandate companies to report on healthier sales - this is transparent, simple and will drive activity through the business and to investors. Tax unhealthy food - double benefit here as it will accelerate reformulation and revenue generated can be used to subsidise healthier food."

JAMES TOOP Chief Executive, Bite Back 2030

KEY TAKEAWAYS

03 GIVE CONSUMERS A FAIR AND EQUAL CHOICE, NOT THE BURDEN OF RESPONSIBILITY

The panellists agreed that it's unreasonable to expect consumers to drive the food system transition through radical changes to their diets and purchasing habits. Food companies therefore have a key role in guiding them towards better choices by offering equivalent or better alternatives.

This largely includes measures such as range diversification and reformulating existing products, so consumers aren't faced with an either/or choice. Several panel members discussed their organisation's activities in this area, which ranged from adding vegetables to mince, to creating 50/50 burgers with oyster mushrooms and beef that looks and tastes like a 'regular' burger. As one panellist said, "We can't just push the choice on the consumer and say, 'It's your responsibility to choose better'."

Such activities should be underpinned by new approaches to long-term sales metrics. For example, including sustainable products in promotional pricing – even if that means narrower profit margins in the short term. Another panellist highlighted the tendency for retailers to remove healthy items from their shelves because they don't immediately sell as well as their unhealthy counterparts, and are therefore too quickly deemed a commercial flop. "We need to give these products more time for the dietary transition and shift to actually happen," they said.

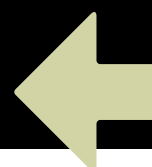


AUDIENCE QUESTION:

**HOW CAN BUSINESSES
MAKE SURE THAT
SUSTAINABLE DIETS
ARE A KEY PRIORITY
AND NOT SOMETHING
TO PUT OFF FOR
ANOTHER DAY?**

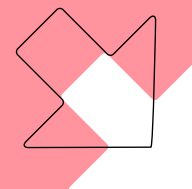
"Businesses need to start at the top. And they need to understand the whole supply chain. Sustainable diets will be the only currency we'll use in business in 20 years. It's not going to be about price. It's going to be about impact."

RANJIT SINGH Founder and President 2 Sisters Food Group



KEY TAKEAWAYS

04 'OTHERING' SUSTAINABLE FOOD CREATES BARRIERS TO UPTAKE



Encouraging consumers to make more sustainable choices means normalising healthy foods. As one panellist noted, people want healthier options but won't always choose something markedly 'different' to their usual selection.

One panellist has seen success by positioning their 50/50 burger as their signature offering, while another highlighted the work that New York City has done in hospitals, simply by reordering their menus to put plant-forward meals at the top.

However, another participant did highlight the fact that while vegan or vegetarian options may represent a more sustainable choice, they're not always the healthiest option, with a lot of vegan cheeses being highly processed and calorific. As such, we need to be mindful about the way seemingly 'healthier' choices are presented.

AUDIENCE QUESTION:

IS THE ROLE OF FOODSERVICE AND HOSPITALITY SOMETIMES FORGOTTEN IN POSITIVELY INFLUENCING CUSTOMERS?

"We feed thousands, if not millions of people every year. A lot of people will come to our events and say, I want a burger. If we market something as vegetarian, healthy or vegan, a large proportion of people won't buy it. So we tried a 50% oyster mushroom, 50% high quality sustainable red meat burger and made that our signature burger, at the top of the menu. That's how we're creating products that still look, feel and taste exactly as our customers expect them, but are still made with fresh produce."

JON DAVIES Managing Director, Levy UK & Ireland



KEY TAKEAWAYS

05 MEAT IS NOT INHERENTLY BAD

Meat continues to prove a divisive topic, but most panellists agreed that completely eliminating animal protein is unrealistic, and we should be focused on 'less and better meat', ensuring that the meat we do consume is as sustainably produced as possible. This means working with the whole supply chain to reduce its impacts, as well as promoting an attitude change among consumers. One panel member described how they use meat as a garnish in their meals, rather than making meat the central focus of the dish.



LORNA SCHNEIDER
 Chief Quality & Sustainability
 Officer, Hilton Foods

"There will always be a demand for meat so it's about making it as sustainable and natural as possible, so it represents a healthy option that's nutritious and has less of an impact on the planet."

AUDIENCE QUESTION:

HOW CAN SUBSIDIES FOR UNHEALTHY FOOD BE REDIRECTED TO HEALTHY PLANT BASED FOODS?

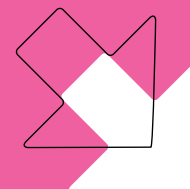


"Subsidies are horribly complex things; they come in subtle and often unintended form. Their purpose isn't always well understood either; often they're not meant to have the unintended consequences they have but it's a reality that the food system is fantastically complex and whenever you intervene in a complex system without perfect understanding or control then you risk a butterfly effect. Subsidies are, crudely, either carrot or stick. We need a mix of both: inducements to act, for example, capital relief, tax relief, government procurement prioritisation set against levies, restrictions, penalties and so on. But we cannot demonise one section or the other; animal protein has a place in the same way plastic and global trade do. We need a responsible balance, not distortions."

WILL JENNINGS General Manager, UK Rabobank

KEY TAKEAWAYS

06 YOUNG PEOPLE ARE LOOKING TO INDUSTRY LEADERS FOR CHANGE



Healthy and sustainable diets are a key concern for young people, but their food environments don't reflect this, with the spaces they frequent – public transport, social media, streaming services – full of adverts for cheap, unhealthy junk food. For young people – who often have limited means – these products are more accessible and affordable than the healthier options they want.

Young people are more clued up about sustainability issues than any generation before them, and they're making their attitudes known. Research consistently demonstrates how younger generations will not buy from or even work for businesses that don't align with their beliefs. They expect business leaders and governments to act in their interests, and food is no exception.



AUDIENCE QUESTION:



CONSUMER LED OR DO IT BY STEALTH?

"I don't like the word stealth, I prefer by companies showing leadership. Consumers want food to be healthy - but it's very hard to buy healthily when the signals (price, access, marketing) all point to unhealthy food. We need companies to step up and show visible leadership to put health and sustainability first - by doing that profits will follow as we saw with Levy."

JAMES TOOP Chief Executive, Bite Back 2030

KEY TAKEAWAYS

07 WE NEED MORE FOCUS ON FARMERS

Farmers are a critical component of the food value chain, but they are often overlooked. The vast majority want to adopt more sustainable practices, but are hindered by a number of obstacles. Key challenges cited included a lack of joined up support, a lack of financing, a lack of relevant knowledge and skills, unreasonable production demands and difficulties around long contracts.

One panellist noted that while they've seen many large companies make significant commitments to regenerative food practices, they're yet to see the "hard evidence" of support for farmers to make this transition. Another observed that there are "far too many middle companies" involved in the value chain which means farmers are often an afterthought.



WILL JENNINGS
General Manager,
UK Rabobank



"The UK agriculture and food sector is almost too efficient at what it does. It's almost too good at delivering on its established metrics. There is no reason at all why one of the most efficient farming markets on earth cannot properly, profitably and usefully produce what's required for good security and good nutrition in our food supply chain."

AUDIENCE QUESTION:

WHAT DO YOU FEEL THE INDUSTRY CAN DO TO BUILD DEMAND FOR HEALTHY, SUSTAINABLE DIETS TO SUPPORT THE DIRECTION FARMERS NEED TO GO IN?

"We are very reliant on farmers and they need support from each part of the supply chain, including consumers, ourselves and manufacturers, retailers, to support them transitioning to a more sustainable future. Ultimately, whether it's for a burger or any other product, it all starts with the same raw materials. It's not just the top tier that can be the most sustainable; as the industry progresses, all tiers can offer more sustainable products."

LORNA SCHNEIDER Chief Quality & Sustainability Officer, Hilton Foods

KEY TAKEAWAYS

08 WE MUST RECOGNISE THE REAL VALUE OF FOOD

This summer's food shortages saw increased market speculation. While many of these shortages were driven by trade issues resulting from the war in Ukraine or adverse weather events (which, as climate change worsens, we can expect more of). Contract arrangements also played a key role.

As one panellist noted, farmers will produce what the market requires, and will produce to the extent a market is available for them. As such, the market needs to be free, fair and given support and enablement through legislation and protection. However, it must also recognise the value of food beyond financial metrics, in terms of social and environmental impacts. Once the market is able to account for this value, we can scale up sustainable practices that guard against these shocks.



JON DAVIES
Managing Director
Levy UK & Ireland

Levy

"I've yet to meet a farmer who doesn't want to treat their animals or their land in a more sustainable way. They just need support from the industry and from people like me. I guarantee that I will continue to support them over the good times and the bad times over a multi-year period, which guarantees volume. The more volume we shift into, the cheaper those products will become, because they can then grow at scale. It really is a volume game. It's as simple as that."

AUDIENCE QUESTION:

CAN SUSTAINABLE DIETS BE AFFORDABLE TO THE MAJORITY OF UK POPULATION? WHAT'S THE ROLE OF UK GOVERNMENT HERE?

"In time yes but not at the moment as our system is out of balance. We need to rebalance the system away from unhealthy to healthy. Unhealthy is being sold as it's cheaper, at scale and the profit model drives it - we need regulation to shift the market and to start the shift towards healthy as the norm. When that gains momentum, scale will grow and production prices will fall, and the system will tip the other way."

JAMES TOOP Chief Executive, Bite Back 2030

KEY TAKEAWAYS

09 PUSH FOR POLICY

Policy works if it's implemented properly. The sugar tax, for example, has done a great job of encouraging businesses to reformulate their products. The TFL Advertising Restrictions Policy, meanwhile, has had a proven impact on consumer diets, with research indicating it has helped reduce household consumption by around 1,000 calories a week.

But while there are many other solutions ready to go – such as policies around HFSS foods and 'BOGOF' deals – implementation is slow, spotty and inconsistent. A lack of robust governance across the board means some spaces – including the cities of Leeds and Birmingham – have introduced their own food policies because the UK government isn't going fast enough or further enough. This, one panellist said, is down to exceptional leadership in these places – leadership that we need at a national level.

A large proportion of the food sector wants bold action from government, however as one panel member noted, there are still many that are privately lobbying against such changes. We need our voices to speak to government more loudly and clearly than theirs.



ALI MORPETH
 Future Food Movement
 Sustainable Diets Coach

"What's available, affordable, accessible, and how it's marketed really does influence what we eat. And these factors are determined largely by governments and business – they're outside of the control of the individual. Shifting diets is not just going to be a question of winning hearts and minds. It really does rely on changing our food environments to put healthy and sustainable food in the spotlight and make it the obvious choice."

AUDIENCE QUESTION:

HOW CAN ORDINARY PEOPLE BE LEVERS FOR INDUSTRY CHANGE AND HOW CAN WE ADVOCATE FOR ACTION WITH ELECTED REPS?

"Every single person has their sphere of control and influence. What they do as individuals; as consumers, as parents, partners, business owners, employees, leaders. Those micro local actions might seem insignificant; they are not. We have to build personal habits with those habits and behaviours and decisions going on to impact those around us. There is no force as powerful as compounding over the long term and it's over the long term that this really matters. We have to stop thinking in short term big-bang silver bullet headlines and start effecting sustainable change. Those choices affect supply, support the right businesses/producers and drive adjustment. That advocacy creates social change. Use your position to control what you can; however large or small."

WILL JENNINGS General Manager, UK Rabobank

KEY TAKEAWAYS

10 SUSTAINABILITY NEEDS TO REMAIN A BUSINESS IMPERATIVE

The food industry can only enact real change if sustainability is thoroughly embedded in its DNA. This means companies must be proactive in their own drives toward Net Zero, and in creating a clear strategy that everyone within an organisation can buy into, regardless of department or position. All business activities, whether operational, financial or charitable, must be undertaken with sustainability at the core.

The ripple effect of this shouldn't be underestimated. As one panellist noted, if employees are proud of the company they work for, they'll share its efforts with friends, family and peers, thereby amplifying the sustainability conversation. The same applies to activities undertaken within local communities. Businesses must act as a force for good, therefore augmenting sustainability as a social norm.

"It's clear that food systems transformation work will be needed, and climate education will be key to this transition. Literacy, knowledge, upskilling, leadership – these are the foundation pillars on which these shifts will be built. Without this, food companies will struggle to unlock the level of talent and innovation required to accelerate tomorrow's solutions."

KATE CAWLEY
Founder, Veris Strategies and
Future Food Movement



JAMES TOOP
Chief Executive,
Bite Back 2030



"There's an opportunity now for leaders in the food industry to decide which side of history they want to be on. Young people are looking at you, and they're looking at the leadership decisions you make to see where they want to take their businesses, and ultimately determine who will thrive and succeed in the future."

AUDIENCE QUESTION:

HOW DO WE OVERCOME THE DISCONNECT THAT BUSINESSES SAY CONSUMERS DON'T WANT CHANGE, BUT CONSUMERS WANT BUSINESSES TO LEAD?

"Supply and demand is never as simple as push or pull; it's a very subtle dynamic of influences and trial and error, in both directions. Generally I would say business has the bigger short term power and can trigger immediate action but only the consumer can sustain long term change through willing choice. To that end, business has to be brave and innovative, providing breakthrough products and seize underlying (at times subconscious) demand. Storytelling is critical as this isn't just about a good offering, it's changing mindsets and thinking. Strong, consistent, clear narratives that expose myths and deliver education are so important in driving decision making."

WILL JENNINGS General Manager, UK Rabobank



WHAT'S THE ONE THING OUR SPEAKERS WOULD LIKE YOU, THE READER, TO DO:



"There's something of a myth that NGOs and businesses don't like each other, but we agree about a lot. The most powerful government engagement I've seen is when businesses and NGOs lobby government together. So let's work together."

JAMES TOOP Chief Executive, Bite Back 2030

"The one thing we all have in common is that we share this planet, so why are we turning this into a political debate? Sustainability should be a no-brainer. Individually, we can't change the world, but we can control what we're in charge of, so put people and planet at the centre of what you do. This is what we do at Levy, and we're now recording the highest profit ever."

JON DAVIES Managing Director, Levy UK & Ireland



"Stop being pulled and start pushing. Lead. Set the standards. Disrupt the market. Create a system that actually delivers and create a legacy that the next generation will be proud of."

RANJIT SINGH Founder and President, 2 Sisters Food Group

"Collaboration here is absolutely key. The whole food supply chain needs to adapt to a new way of working and everyone – consumers, retailers, suppliers, government – needs to work together on that."

LORNA SCHNEIDER Chief Quality & Sustainability Officer, Hilton Foods

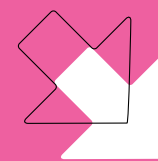


"I want businesses to put their names out there and actively ask government for the implementation of the policies they've agreed to. It's in all of our best interests – if we don't put planet first then we don't have people or profit."

ALI MORPETH Future Food Movement Sustainable Diets Coach



WHAT'S THE ONE THING OUR SPEAKERS WOULD LIKE YOU, THE READER, TO DO:



"We're a cooperating and campaigning organisation, but ultimately this is about action. Let's all just get on with it. We know the right things to do, and if we start doing them, we'll be moving together in the right direction."

GUY STUART Director of Technical, Agriculture & Sustainability Co-op Food



"Act. The food story is at the root of everything we need to get right. We can all control the choices that we make, so we all need to make the best choices for people and planet. We will all be worse off if we don't."

WILL JENNINGS General Manager, UK Rabobank

**JOIN
OUR
TASKFORCE**

IF YOU'D LIKE TO BE PART OF OUR UPCOMING INTERGENERATIONAL TASKFORCE ON SUSTAINABLE DIETS, THEN PLEASE EMAIL OUR TEAM AND WE'LL ADD YOU TO THE LIST AND SEND OVER HOW TO JOIN.

Get in touch ffm@veris-strategies.co.uk

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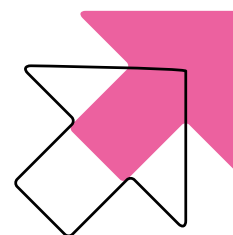


If you haven't already become a member, join the Movement to unlock access to our community benefits, events, and upskilling opportunities. Find out more [here](#) or [email](#) our membership team for a call.

WHAT CAN YOU DO TO TAKE ACTION?

FOR THE
WORLD

JOIN FUTURE FOOD MOVEMENT



If you haven't already become a member, join the Movement to unlock access to our community benefits, events, and upskilling opportunities.

It was clear from the conversation what the risks of inaction on sustainable diets will be, but there is no reason to delay. Sustainable diets offer a huge commercial opportunity, as outlined by Co-op in the session. As industry giants like 2SFG and Hilton Foods are already taking proactive steps in this direction, you must ask yourself: can you afford to be left behind?

Business Membership is open to businesses of all sizes, from Micro to Extra Large. It allows you and your colleagues to become part of a dynamic and diverse community of individuals passionate about food and with fire in their bellies to be part of the solution to the dual health and climate crisis. Join forces with fellow changemakers, coaches, and trailblazers, there's so much happening, and you can be a vital part of the solution.

Businesses that join before the end of September will receive complimentary access to our next Sustainable Nutrition masterclass led by our brilliant coaches [Ali Morpeth](#) and [Mary Purdy](#). You can find out more [here](#) and [email the membership team](#) to sign up.

SUSTAINABLE DIETS UPSKILLING

Already a member?

The co-benefits from a climate and health perspective that sustainable diets can deliver are huge, not to mention the huge commercial opportunity – Future Food Movement is the food industry's Climate Partner in this.

Our sustainable diets upskilling solutions will support you and your teams, from Masterclasses to our Food Systems Advanced Accelerator Programme.

View the solutions [here](#) or email the upskilling team to schedule a call.





A LEADERSHIP ROUNDTABLE BY FUTURE FOOD MOVEMENT

**We would like to say a huge thank you for the support
from our contributors and speakers:**

Mike Barry (Future Food Movement Business Transformation Coach and Director, MikeBarryEco), **Will Jennings** (General Manager UK, Rabobank), **Ranjit Singh** (President and Founder, 2 Sisters Food Group), **Lorna Schneider** (Chief Quality and Sustainability Officer, Hilton Foods), **Guy Stuart** (Director of Technical, Agriculture and Sustainability, Co-op Food), **Ali Morpeth** (Future Food Movement Sustainable Diets Coach & Registered Nutritionist), **Jon Davies** (Managing Director, Levy UK & Ireland), **James Toop** (Chief Executive, Bite Back 2030).

Future Food Movement is the food industry's Climate Partner, a diverse business membership community radically upskilling and supporting anyone in food to accelerate climate action and to prepare for the sustainable food transformation.

Future Food Movement provides the tools that businesses need to support their Boards, Leadership Teams, Managers and Frontline Workers to go beyond Net Zero target setting - making Every Job a Climate Job.