

KEY TAKEAWAYS: SEPTEMBER COMMUNITY HUDDLE

OPPORTUNITIES FOR BUSINESSES TO LEAD IN SUSTAINABLE AND HEALTHY FOOD CHOICES

Retailers and food businesses have a critical role in shaping the future of food.

With 67% of people in the UK living with obesity and the poorest fifth of UK households needing to spend 43% of their disposable income on food to meet the cost of the Government-recommended healthy diet.

The demand for healthier and more sustainable food options is urgent. Businesses across the retail supply chain are uniquely positioned to make a significant impact (Future Food Movement is working with leading organisations this September to explore market solutions - [join us](#)).

On 5th September 2024, Future Food Movement gathered with Sainsbury's, leading academics from FIO Food and a leading nutritionist to discuss the strategies that are enabling customers to make healthier, more sustainable choices.

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THE PRESENTATION

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Working within a food system that includes stakeholders from production, processing, sales, consumption, and waste management is complex. Each organisation in the system has different priorities, so finding common goals that deliver for people, the planet and the bottom line can be challenging. We know this is not just a challenge for us but for every food business.



Nilani Sritharan, Group Head
of Healthy & Sustainable
Diets, Sainsbury's
Sainsbury's

Sainsbury's



Food Insecurity in people living
with Obesity
Improving sustainable and healthier food
choices in the retail FOOD environment

KEY INSIGHTS AND ACTIONS FOR FUTURE FOOD MOVEMENT MEMBERS:

COLLABORATE ACROSS THE SUPPLY CHAIN:

Take collaborative and inclusive approaches to designing, implementing, and evaluating strategies for change that include all stakeholders in the supply chain.

What can you do? Partner with suppliers to source ingredients that are both sustainable and nutritious.

ADOPT A WHOLE SYSTEMS APPROACH:

Food systems are complex and dynamic, often unpredictable because of local, national or external geopolitical and environmental factors.

What can you do? Work in partnership with multiple organisations to make the most of combined resources, expertise, and knowledge to deliver change.

INVEST IN RESEARCH AND LONG-TERM FUNDING:

Support research that provides robust evidence for policy changes and helps avoid unintended consequences.

What can you do? Allocate a portion of your ESG budget to fund research on sustainable food systems, or collaborate with academic institutions on relevant studies.



One of the most important aspects of this research is the role of co-production and collaboration between academia, industry, and consumers. By working closely with retailers like Sainsbury's and directly engaging people with lived experiences of food insecurity and obesity, we gain access to invaluable data and insights that we wouldn't have otherwise. This partnership allows us to take a more holistic approach to understanding consumer behavior and develop real-world, actionable solutions that can help drive meaningful change in both health and sustainability within the food system.



Professor Alex Johnstone,
Professor of Human Nutrition,
The University of Aberdeen,
Rowett Institute



I'd love to hear any ideas on potential leverage points where we can bridge the gap between affordability and health. How can we deliver affordability interventions that meet consumer needs while being viable for businesses? How can we meet in the middle to support healthier and more sustainable food choices?



Professor Charlotte
Hardman, Professor of
Psychology of Eating
Behaviour in the
Department of
Psychology, Institute of
Population Health,
University of Liverpool

KEY INSIGHTS AND ACTIONS FOR FUTURE FOOD MOVEMENT MEMBERS:



While HFSS products had higher greenhouse gas emissions, non-HFSS options were often more sustainable and less expensive.

This challenges the idea that healthier, eco-friendly foods are always pricier. By using SKU-level data, we can better understand the interplay between health, sustainability, and cost, and see how sales volumes, not just carbon footprints, drive the environmental impact of food products.



Professor Michelle Morris, Professor of Data Science for Food in the School of Food Science and Nutrition at the University of Leeds and a Turing Fellow

PROMOTE POSITIVE MESSAGING:

Ensure that all food-related policies and communications focus on health and well-being, rather than solely on illness and body weight and start now by ending HFSS advertising and focusing marketing efforts on promoting healthy foods, following the lead of leading retailers.

What can you do? Update your marketing and product labelling to highlight the health benefits of your offerings, focusing on overall well-being.

IMPROVE THE HEALTH OF PRODUCT PORTFOLIOS:



Use a government endorsed nutrient profile model (NPM) to assess and report the nutritional quality of food and beverage portfolios, to inform how to reformulate products, and to inspire product innovation programmes.

What can you do? Establish a proportional healthier sales target now and act on existing voluntary reformulation targets to systematically improve the nutritional quality of products.



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 really does rely on changing our food environments to put healthy and sustainable food in the spotlight and make it the obvious choice."



Ali Morpeth, Future Food Movement Registered Nutrition and HSD coach.

NEXT STEPS

Taking these steps not only contributes to a healthier and more sustainable food system but also positions your business as a leader in an increasingly conscious market. Consumers are more likely to support brands that demonstrate a commitment to these values.

01 JOIN THE CONVERSATION

Participate in upcoming programmes and events with the Future Food Movement network to stay ahead of trends and collaborate on solutions.

02 SHARE YOUR SUCCESS

If you implement any of these strategies, we'd love to hear about your experiences and outcomes. This can help others in the industry learn and adapt.

03 STAY CONNECTED

Sign up for FIO newsletters by contacting Dr Marta Lonnie at marta.lonnie3@abdn.ac.uk.

TURN THIS INSIGHT INTO ACTION

JOIN OUR ACCELERATOR PROGRAMME ON THE FUTURE OF FOOD WITH LEADING FOOD BUSINESSES TO EXPLORE MARKET SOLUTIONS

HEALTHY SUSTAINABLE DIETS ACCELERATOR

19TH SEPTEMBER

THIS PROGRAMME GIVES A FRAMEWORK TO:

- Future-proof strategic business planning
- Influence sustainable growth strategies
- Pro-actively supports HSD targets

[BOOK NOW](#)

FURTHER READING

These recommendations were developed during the FIO Food Stakeholder Impact Group workshops with input from diverse stakeholders, including patient and public involvement (PPI) advocates.

Lonnie, M., Crabtree, D., & Johnstone, A. on behalf of the FIO Food Team (2024). *Tackling dietary inequalities in the UK food system: An exploration of stakeholders' experiences to deliver national recommendations for policy and health care practitioners (a framework for action)*. Available from <https://osf.io/evc9y>.

Follow us on X: @FIOFOOD

HOW CAN YOU TURN THIS INSIGHT INTO ACTION?

DO YOUR COLLEAGUES HAVE THE
TOOLS TO DELIVER ON THE HEALTHY
SUSTAINABLE DIETS (HSD) OPPORTUNITY?

HEALTHY SUSTAINABLE DIETS ACCELERATOR

19TH SEPTEMBER

This 7 week accelerator is designed to empower leaders of the future with food systems knowledge and how to support the shift to healthy sustainable diets with integrity.

THIS PROGRAMME GIVES A FRAMEWORK TO:

- Future-proof strategic business planning
- Influence sustainable growth strategies
- Pro-actively support customers with their HSD targets

£2000
PP+VAT

25% DISCOUNT
AVAILABLE FOR BUSINESS MEMBERS

THE SUSTAINABILITY ACCELERATOR

4TH OCTOBER

This 6 week accelerator is designed to empower leaders of the future with not only the foundational knowledge, but the confidence to challenge and create change with a new community of allies behind them.

THIS PROGRAMME GIVES A FRAMEWORK FOR:

- Helping non-technical food professionals navigate an uncertain and complex world
- Building connections and a new network
- Growing confidence and capacity to plug into change and relook at business as usual
- Developing climate-first leadership.

£2000
PP+VAT

25% DISCOUNT
AVAILABLE FOR BUSINESS MEMBERS

Book now: [Carly Davies](#) Business Community Manager, Future Food Movement

