



# FOOD SYSTEM TRANSFORMATION: THE YEAR AHEAD

## OUR SPEAKERS



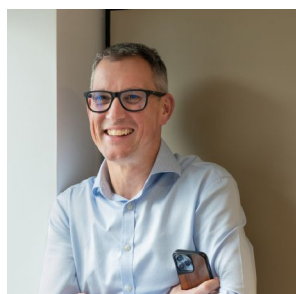
**Sarah Bradbury**   
CEO, IGD

"Really think about what you're doing. Does it actually drive competitive advantage or is doing it with other people going to take you faster together?"



**Dr Ceris Jones**   
Climate Change Adviser, NFU

"Put adapting to climate change on a par with reducing emissions."



**Philip Gibson**   
Founder, Reverberate / Twig

"Make trust a cornerstone of your strategy in 2025. And to do that, think about how you build values into it alongside facts."



**Lucy Noad**  
Regenerative Dairy Farmer & FFM  
Farmer Advisory Board

"Focus on measurable outcomes. Farmers need clarity on your expectations, how you'll support us, and assurance of long-term commitment to shared goals over the next five to ten years."

### IS YOUR TEAM READY TO LEAD ON CLIMATE?

The food industry needs future leaders equipped to tackle critical climate challenges. Our [Sustainability Accelerator](#) provides the foundational knowledge, confidence, and networks to transform sustainability into a competitive advantage and drive long-term growth.



### THE SUSTAINABILITY ACCELERATOR

[SIGN UP HERE](#)



I find it so useful to gain firsthand insights from industry leaders and to understand the interconnected challenges and solutions across the supply chain. It really helps me align with industry trends and priorities.

Technical Director from the FFM network

## THE BIG THEMES

**“As we face the realities of climate change, we must place adaptation on equal footing with mitigation. The future of agriculture depends on our ability to embrace change, enhance resilience and work collaboratively across the supply chain.”**



## 2 Trust Building

Trust is the food industry's most valuable intangible asset, yet challenges persist in both consumer and supply chain trust. Without trust, we cannot unlock the bravery or empower change agents to drive progress. Building trust requires moving beyond facts and science, focusing instead on demonstrating values alignment, which is three to five times more powerful. By fostering long-term partnerships, supporting farmers and engaging consumers authentically, the industry can drive innovation and ensure a sustainable, resilient future.

**“With the change in government comes a unique opportunity for the food industry to engage proactively in shaping policies that drive sustainability. By collaborating with policymakers, we can ensure that our collective efforts align with a bold vision for a healthier, fairer and more sustainable food system.”**



## 1 Adaptation to Climate Change

The food industry must urgently adapt to climate change by addressing threats to production and supply chains through emissions reduction, adaptation strategies and long-term farmer support. 2024 has brought significant political, economic and geopolitical uncertainty, amplifying challenges for the food supply chain. The "post-climate change world" is marked by daily climate disruptions, while a "post-truth society" complicates communication and trust-building with consumers. These intertwined challenges underscore the urgency for the food industry to take decisive action to ensure resilience and sustainability.

**“In a world where trust is paramount, the food industry must shift from facts to the 'why' behind actions. Aligning values with consumers and showing genuine care for their concerns builds trust, driving meaningful change and sustainability.”**



## 3 Long-term Relationships and Collaboration

Integrating ESG into procurement will align values, build trust and drive sustainable transformation. While industry leaders increasingly prioritise collective action over competition, clear communication and alignment across all levels are essential to avoid disconnects. Addressing both supply-side innovations and demand-side consumer behaviour is vital, with a shared vision of sustainable consumption framed positively to highlight abundance and choice.

### Case Study - Building trust

Dairy farmer Lucy Noad transformed her Wiltshire farm by embracing regenerative practices focused on animal welfare, biodiversity and soil health. Through transparency, community engagement and storytelling on social media, she effectively communicates the "why" behind sustainable farming, building trust and consumer connection. Lucy shared that 50 people visited her farm to watch milking, highlighting a huge spike in interest post-Bovaer, demonstrating how much consumers value trust. By collaborating with other farmers to share knowledge, Lucy inspires broader adoption of sustainable practices.



Lucy Noad next to Woodhouse Farm's new vending machine (Image: Golden Hooves)

### ONE TO WATCH

#### FarmersGuardian™

##### Change of direction benefits Wiltshire dairy farm

A radical change in the approach to milk production has greatly improved quality of life for the Noad family. Wendy Short finds out more

[READ MORE](#)

## WHAT CAN YOU DO NOW?

### 3 WAYS TO MAKE AN IMPACT

### 1 Integrate Adaptation Strategies into Sustainability Goals

The food industry must adopt a holistic approach to sustainability, combining emissions reduction, climate adaptation, and innovation to build resilience.

### 2 Enhance Transparency & Communication

The food industry must rebuild trust by communicating values and motivations behind sustainable practices through authentic storytelling.

### 3 Build Collaborative Partnerships

The food industry must build long-term, collaborative relationships across the supply chain to tackle shared challenges like sustainability and climate change.