



FOOD SYSTEM TRANSFORMATION: HEALTH

OUR SPEAKERS



Alice Ritchie

Head of Healthy & Sustainable Diets

We need industry-wide collaboration across the UK supply chain instead of relying on competition law or waiting for government intervention to level the playing field. Only collective action can ensure meaningful, long-term change.



Anna Jackson

Farmer Advisory Board Member

Eat a balanced diet - don't stop eating meat so we can build a circular system, reducing external inputs. Farmers need incentives to grow diverse, high-quality food and the supply chain needs to give us clear information and support.



Anna Taylor

Executive Director

Look to Lidl for inspiration - set clear product health targets and prioritise disclosure. If you're already taking action, join us in urging the government to make this mandatory. Momentum is building, and collective action will drive this. Let's keep the pressure on.



Elaine Hindal

CEO

Combining data with senior-level health responsibility is crucial - please take that away. For those in the Out of Home sector, let's talk. This sector plays a vital role in shaping our food environment and influencing diets, and we need real change.



Fran Haycock

Head of Sustainability

Businesses must identify and pull the right levers - like taste, price and other key factors - while building honest conversations with retailers and customers. Bring products that offer solutions, iterate based on feedback and if initial efforts fall short, keep going!



IS YOUR TEAM READY TO LEAD ON HEALTH & CLIMATE?

This Healthy Sustainable Diets Accelerator programme is designed to empower leaders of the future with food systems knowledge and how to support the shift to healthy sustainable diets with integrity.



HEALTHY SUSTAINABLE DIETS ACCELERATOR

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This event was truly unmissable. An inspiring, thought-provoking conversation that left me feeling energised. The discussions on farming, beans and global flavours were particularly insightful. It was a space where real collaboration happened, from policy to investment to consumer trends. Huge thanks to FFM for bringing together such a brilliant mix of voices - essential for driving change in food, health and sustainability!"

Chief Commercial Officer
from the FFM Network

THE BIG THEMES

“We work with the UK Investor Coalition on Food Policy, a group recognising the environmental and health risks embedded in the food system. These investors drive change by advocating for regulation and backing businesses committed to health and sustainability - key to creating a thriving, responsible food industry.”



1

Driving Change: A Collective Effort

Retailers, manufacturers, out-of-home, farmers and investors must unite to push health and sustainability forward. Farmers are ready to grow diverse, sustainable crops but need fair pay and incentives. Retailers and manufacturers must prioritise sourcing and marketing these products to boost demand. Investors play a crucial role - backing businesses committed to health and sustainability and pushing for regulatory change. Collaboration is key to building a resilient food system that supports farmers, promotes healthier choices and benefits everyone.

2

The Power of Data in Driving Health and Sustainability

Tracking health and sustainability metrics is crucial for accountability and progress. Companies must set clear targets, measuring not just sales but also the nutritional quality of products - fat, sugar, salt and fibre levels. Key data points include nutrient profiling, sales trends, consumer behaviour, affordability and sustainability impact. Unlike retail, the Out of Home sector seems to lack defined targets, presenting a major opportunity for menu development, product promotion and portion control. Data drives reformulation and strategic decisions, shaping a healthier food environment.

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We are on track to reach our target of 65% healthy product sales by the end of the year, up from 58%. This progress is entirely data-driven—giving our commercial teams clear health KPIs alongside commercial metrics has driven significant reformulation across both branded and own-brand products.



3

Celebrating Taste to Inspire Healthier Eating

Encouraging citizens to embrace healthier food choices starts with making them delicious, accessible and affordable. Packaging, price, cooking demos, community programmes and positive messaging can shift mindsets and boost demand for nutritious foods like beans and pulses or for categories like frozen. The consumption of beans is low and flat across all socioeconomic groups, representing an opportunity. By framing healthy food as delicious, joyful and exciting, we can shift mindsets, boost demand and build a more sustainable, health-focused food culture.

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What are the levers that we need to pull? Taste, price and more - who's pulling what lever and having those open conversations and coming to the table with solutions and options for retailers or customers. If they don't go anywhere this time, try again, and keep going.



Case Study - Farming the Healthy Food we need

Anna Jackson, a passionate farmer on our Farmer Advisory Board, is committed to regenerative agriculture, reducing chemical reliance and diversifying crops. She grows beans and oats together “boats” - to support soil health naturally and has experimented with quinoa, but market barriers and low pricing make scaling up difficult. Working with Wildfarmed, she sees collaboration with retailers, investors and policymakers as essential. “We need your support to make it work...”



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You can't underestimate the power of price. Making healthier foods more accessible means making them affordable - if they're too expensive, people simply won't try them. Consumer education plays a crucial role, but healthier options should be seen as an opportunity, not a burden. The focus must be on positive nutrition and better formulation.



WHAT CAN YOU DO NOW?

3 WAYS TO MAKE AN IMPACT

1

Collaboration is Key

Farmers, retailers, out of home, manufacturers and investors must work together to drive sustainability. Farmers need fair pay and incentives to grow diverse, sustainable crops.

2

Data Powers Change

Tracking health and sustainability metrics - from nutrient profiling to affordability - drives reformulation, transparency and progress across the food industry.

3

Taste and Price Matter

Healthier food must be delicious, accessible and affordable. Consumers won't switch if pricing and marketing don't support positive nutrition.