

**Minutes of the Cross Party Group on Food held on June 20<sup>th</sup> 2012 in  
Committee Room 5 of the Scottish Parliament**

**Present**

Jim Hume	MSP (Chair)
Patrick Harvie	MSP
John Scott	MSP
Nigel Don	MSP
Mary Lawton	SFDF
Moira Stalker	SFDF
Leaghann Watson	SFDF
Chris Peace	SFDF
Sue Rawcliffe	CFHS
John Drummond	SGF
Patricia McCartney	Healthyliving award
Maggie Gordon	DGFC
Graeme Findlay	SQA
Nicki Holmyard,	Seafood Scotland
Christine Fraser,	Food Training Scotland
Laura Stewart,	Soil Association
Lizanne Conway	NHS Health Scotland
Brian McLeish	Scottish Enterprise
Ian Shankland	Lanarkshire CFHP
Dr Pieter van de Graaf	Scottish Government
Lorna Murray	FSAS
Wendy Wrieden	Robert Gordon University
Graham Walker	REHIS
Alison Hardaker	Scottish Government
Pamela Rodway	Soil Association
Emma Witney	Federation of City Farms/Community Gdns

**1. Apologies for Absence**

Anna Whyte, Alan Clarke, Ian Shearer, Stephen Hutt, Vivien Collie, Sarah Deas, Dave Simmers, Dr Sue Bird, Julian Mercer, William Fergusson, Lewis MacDonald, Maggie McGinley, Romana Howells, James Wildgoose, Wendy Barrie, Frances Birch, Elaine Bannerman, Brian Ratcliffe, Amanda Fox, Daniel Gotts, Jim Crooks, James Withers, Vivien Collie, Nic Wheeler, Cathy Higginson, Uel Morton, James Graham, Frances Gallagher, Romana Howells, Eve Keepax, Paul Wheelhouse, Aileen McLeod, Douglas Scott, Kirsty Rimmer, Claire Hislop, Fiona Bayne, Moyra Burns, Michael Craig, Mary Cursiter, Peter Faassen de Heer, Graeme Findlay, Rob Gibson, Jim Hume, Siobhan Mathers, Sarah McDaid, Kelvin Thomson, Jon Wilkon

**2. Minutes of the Last Meeting**

These were approved.

### **3. Matters Arising**

No matters arising, however thanks were extended to Kirsty Rimmer for her work in her previous role.

### **4. Election of Officers**

Mary Lawton brought forward the motion for all officers to be reappointed with, which was seconded by Nicki Holmyard. The committee expressed their thanks to Kirsty Rimmer for her work as Joint Secretary.

### **5. Healthy Business**

#### ***Healthy Living Programme***

John Drummond (JD) Chief Executive Scottish Grocers Federation reviewed the SGF Healthy Living Programme. In 2004 Robert Wiseman had approached the Scottish Executive (now the Scottish Government) wanting to do “something” to make Scotland healthier and to increase the milk sales. They devised a plan to work alongside convenience stores wanting to improve their offerings and promotions of fresh fruit and milk.

The remit was to work with convenience retailers in Scotland to improve their range of healthier options at affordable prices with focus on low income areas. A pilot scheme was launched and from that it was noted there were benefits to the retailer as sales rose, not only of the products on offer but of related products e.g. bottled water., Over time improvements to the scheme were made and more companies and areas joined., Point of sale and marketing materials were developed and stores were encouraged to display products in an engaging way to encourage impulse buys. Subsidized chill cabinets were also introduced.

Results to date were:

- Over 1,100 Retailers
- 70% within low-income areas
- All 32 Local Authorities are participating

The programme is now developing new seasonal and event point of sale material. They are also trying to extend the programme with the introduction of new products such as porridge and yoghurt. SGF has carried out consumer evaluation that demonstrate sales have risen and the trend among consumers is moving towards buying and consuming more fruit but not 5-a-day yet.

Some results from a recent promotion under the Healthy Living banner were as follows:

Increased range of Healthier For You category:

- Chilled juice +73%
- Water +600%

- Milk +40%
- Bread +50%
- Healthier yoghurt +43%

The winter event saw sales increase as follows from some of the retailer participants:

- Water 2lt +54%
- Carrots, Cauliflower and Broccoli +240%
- 1% Milk +33%
- Porridge +35%
- Frozen veg mix +31%
- 50/50 bread +113%
- Fish +51%

These were sample results from selected retailers.

SGF aims to engage cash and carries and use leafleting to encourage more convenience stores to join the scheme. SGF have also produced a staff training programme to assist retailers by providing product advice and instruction. The programme has been recognised out side Scotland with countries such as Denmark and Western Australia showing an interest in the programme.

Moving forward the future of the programme will include:

- Business Plan
- Increase Retailer Participation
- Development of Sustainable Point-of-Sale and Equipment
- Healthier Meal Deals for School Pupils
- Extensive use of SG Branding opportunities
- Regional Workshops
- Trade Press coverage
- More Supplier Involvement

Currently work is ongoing to refresh branding, once approved there will be regional workshops.

### ***healthy Living Award***

Patricia McCartney (PM), Acting Development Coordinator of the healthy living Award spoke to the group about the award. She explained the governance structure, with a funding mechanism via the Scottish Government. The award is currently managed and housed by Consumer Focus Scotland. PM advised there are a team of 8 staff and a project board, stakeholder group and an appeals board all working together to ensure the success of this award. PM explained the healthy living award is a national award for caterers across Scotland, making it easier for people to eat healthily when eating out, their

logo is an apple “the sign of healthier food”. PM informed the aim of the award was to:

- 1) *Making the menu generally healthier*  
Caterers must make the food served generally healthier by making broad changes to how food is prepared
- 2) *Helping customers make informed choices*  
Caterers must use appropriate marketing and promotion to support healthier eating

PM explained to be eligible for the award; the caterer must be committed to providing and supporting healthier eating, as expressed through:

- the menu;
- the way in which food is prepared (including cooking methods and ingredients);
- the marketing and promotional activities that are used and
- the way in which food is presented and sold.

If the caterer is eligible then to achieve the award then they must:

- 1) keep the level of fats and oils to a minimum in the food they serve (in particular, saturated fats) by using less in preparation and by using products that contain less fat & oil;
- 2) keep the level of salt to a minimum in the food they serve, by using less in preparation and by using products that contain less salt;
- 3) keep the level of sugar to a minimum in the food they serve, by using less in preparation and by using products that contain less sugar;
- 4) make fruit and vegetables clearly available;
- 5) make starchy foods the main part of most meals;
- 6) provide healthy and nutritious food for children (in places where children are served);
- 7) make sure that 50% of the food served meets specific healthy living criteria; and
- 8) have an appropriate sales promotion and marketing strategy which works alongside the general principles of the Healthyliving award and supports healthier eating.

PM stated that in practice this is applied to all ingredients, bought in products, the way in which the food is prepared and cooked, and all the sections of the menu, the front of house products and the promotional materials used.

The current target groups for the award are all catering establishments; however the award does place emphasis on those places where people eat regularly such as:

- the workplace;
- NHS;
- further and higher education;
- the high street;

- family eateries;
- community and voluntary sector;
- prisons.

PM explained the process of applying for the award. Establishments can apply on line or by post and must complete a self assessment and then this will be verified by an assessment inspection.

PM brought the groups attention to the healthyliving Award *Plus*. For establishments to be awarded this they must:

- Have 70% healthyliving choices on their menu;
- Marketing and promotion should be mindful of:
  - Confectionery
  - Savoury snacks
  - Fizzy drinks
- Be committed to healthy eating having held standard award for a full term (2 years).

PM showcased the numbers involved in the award, showing how through this award over 200,000 people in Scotland may be making healthier daily choices:

- > 2500 businesses registered ;
- 1700+ awards achieved to date;
- 650+ current awards;
- >200,000 people a day eat in establishments that currently hold the award;
- 100+ HLA *plus* awards.

Due to EU regulation PM advised the apple logo will no longer be used on menus or points of sale to identify healthier items and dishes or items can no longer be described as being healthy, healthier,-or good for you. This change took effect from January 2012. The award still requires that 50% of the food items served is healthyliving items and establishments will continue to make healthyliving items available.

Therefore the healthyliving award continues to be the sign of healthier food, and its benefits remain unchanged. Customers know that the food served is always made with their health in mind. Caterers can continue to display the healthyliving award logo in their premises to let customers know that they hold the award or are working towards it. They just need to make sure it is not displayed alongside any particular food items.

The healthyliving award has been promoted, through advertising in the press, producing case studies, outdoor advertising and photo calls, along with social media.

Going forward PM advised that the target market for the healthyliving award would be the contract catering sector, working with local authorities, the NHS,

further and higher education as well as food service outlets on the high street. There were also opportunities with tourism and the commonwealth games.

The healthyliving award also linked with other awards such as Eat Safe, Businesses that achieve Eat Safe automatically satisfy the food safety component of the healthyliving award. For Healthy Working Lives, achieving the healthyliving award satisfies the practical nutrition criteria for their Award.

PM advised that this all “feeds” into food policy, as the healthyliving award has been part of the following:

- Food in Schools;
- SHCA (1997 – 2004) – overt sponsorship in schools (GCC Fuel Zones);
- SCC Food in Schools conference and report;
- Scottish Executive expert panel on school meals;
- Hungry for Success. A whole school approach to school meals in Scotland;
- Schools (Health Promotion and Nutrition) (Scotland) Act 2007;
- Working with the NHS (2008 – present);
- Key indicator in Preventing Obesity Route Map (2011);
- Food in Prisons (2012).

For more information on the healthyliving award she recommended visiting [www.healthylivingaward.co.uk](http://www.healthylivingaward.co.uk).

### ***Open Debate***

**Jim Hume (MSP)** asked what the main driver was behind the creation of the Healthy Living Programme.

**John Drummond JD (Scottish Grocers Federation)** It was partly due to Robert Wiseman wishing to link their products with health and health benefits. Links were also established with Gillian Kynoch and the programme developed for convenience retailers with the aim of targeting low income areas. Retailers also saw this as an opportunity to develop their fruit and vegetable offering. Subsequent consumer demand has been an additional benefit to retailers.

**Dr Pieter van de Graaf (Scottish Government)** asked SGF on what basis they selected products.

**JD** said we are working with the FSAS to develop guidelines to identify products and product groups and are currently awaiting a definitive list from FSAS.

**Laura Stewart (Soil Association)** asked if there were any plans for sustainability of sourcing products for both awards.

**JB** our members rely on wholesale, it is difficult but they are trying.

**Laura Stewart (Soil Association)** replied they were happy to offer any help that is required.

**Patricia McCartney (PM)** said the award related to national standards and set criteria, sustainability was not included and so it was up to individual caterer although some did grow their own.

**Laura Stewart (Soil Association)** recommended the Food for Life Catering award as an addition as this included sustainability.

**Emma Whitney (Federation of City Farms & Community Gardens)** noted that's sales of bottled water increase during promotion. She suggested that we should be promoting tap water as this is more sustainable?

**JD** said that obviously they were looking at sales but noted that they were encouraging people not to buy fizzy drinks.

**PM** said that one criterion for them was that water must always be on the menu and must always be available. This can be bottled or tap water.

**Ian Shankland (Lanarkshire Community Food and Health Partnership)** advised that he had viewed the training provided by SGF and it was an excellent resource that was used in his area. .

He also asked whether the increase in fruit and vegetables sales had followed through to consumption.

**JD replied that he didn't** know specifically as the consumption data was incidental, but had been advised that this is still at 2/3 of the 5 a day per day. I think our retailers will be keen to support stocking and selling local produce.

**Christine Fraser (Food Training Scotland and healthyliving award assessor)** said that the CPG members would benefit from receiving their newsletter (Coretalk) by email which contains a lot of information and tip about making food healthier.

**Mary Lawton (SFDF) and PM** agreed to circulate details to the Group.

ACTION: PM/ML

If you would like to be added to the mailing list to receive the healthyliving quarterly newsletter (Coretalk), please subscribe **here**.

For more details on the award visit: [www.healthylivingaward.co.uk](http://www.healthylivingaward.co.uk)  
or: [www.facebook.com/HealthyLivingAward](https://www.facebook.com/HealthyLivingAward)

JH said he would send on to all MSPs.

ACTION: JH

**Nigel Don (MSP) asked** looking further ahead how will the awards would get the healthy eating message to the general public and the harder to reach groups.

**JD** acknowledged this point and agreed. He stated that SGF was relying on the FSAS for guidance, so we can then speak to suppliers. They have had problems for example highlighting porridges as a healthier product and then the supplier introducing porridge with syrup. He felt there was still along way to go in encouraging a healthy balanced diet but wouldn't like to see a convenience store without, crisps or confectionery. The point was the need to offer choice and allow consumers to make an informed choice assuming they have received the appropriate information and education.

**PM** said the healthyliving award is very much about choice as 50% of the menu's range was "healthier". It may be a good thing the logo had gone from the menus as it provided an opportunity to educate all catering staff about what the healthier changes actually meant and they could then pass the information on to consumers. Therefore the message should be filtering through.

**Lorna Murray (FSAS)** stated that they were working on an Eatwell week using the Eatwell plate which is based on scientific research. The Eatwell week is hoping to take education to the next level and currently volunteers were following a set weekly menu that has been developed to provide full nutrients. They were also considering how best to inform the consumer maybe via a phone app.

She also reminded the Group about the FSAS front of pack labelling consultation, asking people to submit their views.

**Nicki Holmyard (Seafood Scotland)** asked, where the healthyliving award stood on seafood and whether omega 3 and fish were included in the criteria?

**PM** replied that oily fish featured on the healthyliving *Plus* award, -there must be one portion of oily fish on the menu at least once per week for the Plus award.

**JD** said for the SGF programme there were no specific criteria in their scheme but there maybe potential.

**Maggie Gordon (Dumfries and Galloway Food Co-operative)** asked what their thoughts were on including processed food as these are often low fat but high sugar.

**PM** stated that they had a specification on the amounts of sugar, fat and salt for bought in products and they checked items against that. For example, for yoghurt they checked the amount of sugar and fat and if it was over the

agreed specification per 100 grams or per portion size if the pot is bigger than 100g then award holders must offer a yoghurt that meets the set criteria it.

**JD** pointed the group towards the Scottish Government's Food Implementation Group (set up under the Obesity Route map) reformulation and the work being undertaken to reformulate processed foods.

**Mary Lawton (SFDF)** said the SFDF was managing a reformulation programme for SMEs that was funded by the Scottish Government She asked Chris Peace to say a few words.

**Chris Peace (SFDF)** gave a summary of his role and progress to date. The SFDF Reformulation Programme was a Scottish Government Health funded project that was coming to the conclusion of its pilot year. The aim was to engage with Scottish based food SMEs to help reformulate products for health by reducing salt, fat, saturated fat and sugar. Up to ten days of free hands on advice were available. In the first 9 months over 80 organisations had been contacted 62 of which are food businesses. There were 17 active clients engaged with the programme, 10 of which were having detailed support. CP noted that working with businesses to make processed food healthier was quite a difficult challenge. It was looking positive that the pilot programme would progress into subsequent years of funding of the Reformulation Programme.

**JH asked** PM, to clarify how there are over 2500 business registered for the award, with 1700 plus awards achieved to date but only 650 plus current award holders?

**PM** said some sites have found it doesn't work for them. There have also been many closures due to the economic climate for example RBS has pulled all its catering. Some small businesses have failed the criteria or have not maintained the award. They did try to get companies to reapply. She also noted that other sites were they are on their 3<sup>rd</sup> or 4<sup>th</sup> term with the award (a term being two years).

**Christine Fraser (Food Training Scotland)** asked whether people also have to comply with environmental health checklist to hold the award,

**PM** said yes so we they did lose people that way also. She said the award was also keen to work in and extend its reach in areas of high deprivation.

**Wendy Wrieden (Robert Gordon University)** asked that since the EU legislation has killed off the apple, whether there were any other implications on other health and nutrition claims?

**Lorna Murray (FSA)** There are EU regulations regarding labelling, the labels must be trustworthy must state how much meat is in a pie for example,

providence must be correct and you must not make health claims you can not back up, however some people do manage to get around this.

**JD** said this covers labels of any description and points of sale material.

JH asked PM if all funding was in place or if they needed any help from the CPG

**PM** confirmed all funding for the healthyliving award was in place for the next 3 years.

## **6. Any other business**

No other business

## **7. Date of the Next Meeting**

This would be September 25<sup>th</sup> at 5.30pm. Please note the planned meeting on "Co-operative Solutions - rooting businesses, driving growth and benefiting communities" is now rescheduled for January 2013.