

Public Food

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Scottish Government Food, Drink and Rural Communities



*European Network for
Rural Development*

National Food and Drink Policy Recipe for Success

The cover features the Scottish Government logo in the top right corner. The title 'Recipe for Success - Scotland's National Food and Drink Policy' is centered in the upper half. Below the title is a collage of nine images: a farmer in a field, a glass of milk, a salmon, a chef with a tray, two cows, a plate of food, a child eating a carrot, a bowl of raspberries, and a person holding a white bin. At the bottom, the website www.scotland.gov.uk/food is displayed, followed by five colored boxes with the following text: WEALTHIER & FAIRER (purple), SMARTER (red), HEALTHIER (blue), SAFER & STRONGER (orange), and GREENER (green).

A Holistic and Cross Cutting Food Policy

Recipe for Success –
Scotland's National
Food and Drink Policy

The Scottish
Government

www.scotland.gov.uk/food

WEALTHIER & FAIRER SMARTER HEALTHIER SAFER & STRONGER GREENER

HEALTH
EDUCATION
ECONOMY
ENVIRONMENT
AFFORDABLE
SECURITY
PUBLIC FOOD

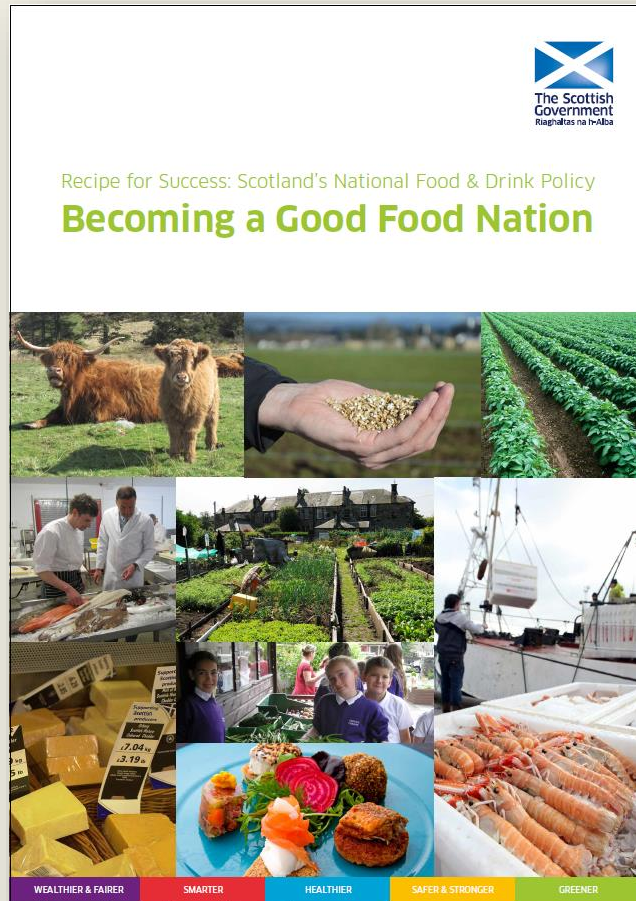
A SUCCESSFUL POLICY INITIATIVE

- **A record turnover of £14.3 billion in 2013**, up £550 million on the year before and a **24% increase** since 2008;
- Between 2007/14 **57% growth exports** exceeded years earl,;
- A **35% rise** between 2007 and 2015 **in retail sales** in the UK;
- **A step change in collaborative working** both within the sector and between industry and the public sector;
- **An explosion in the local food movement**
- **Invested £4M to deliver** a wide range of **Food Education** opportunities between 2010-16;
- **Some progress in relation to diet**, including reformulation of products.



The Next Phase

An evolving and progressive Food and Drink Policy endorsed by the Scottish Cabinet.



A 2025 Vision for Scotland to become ...

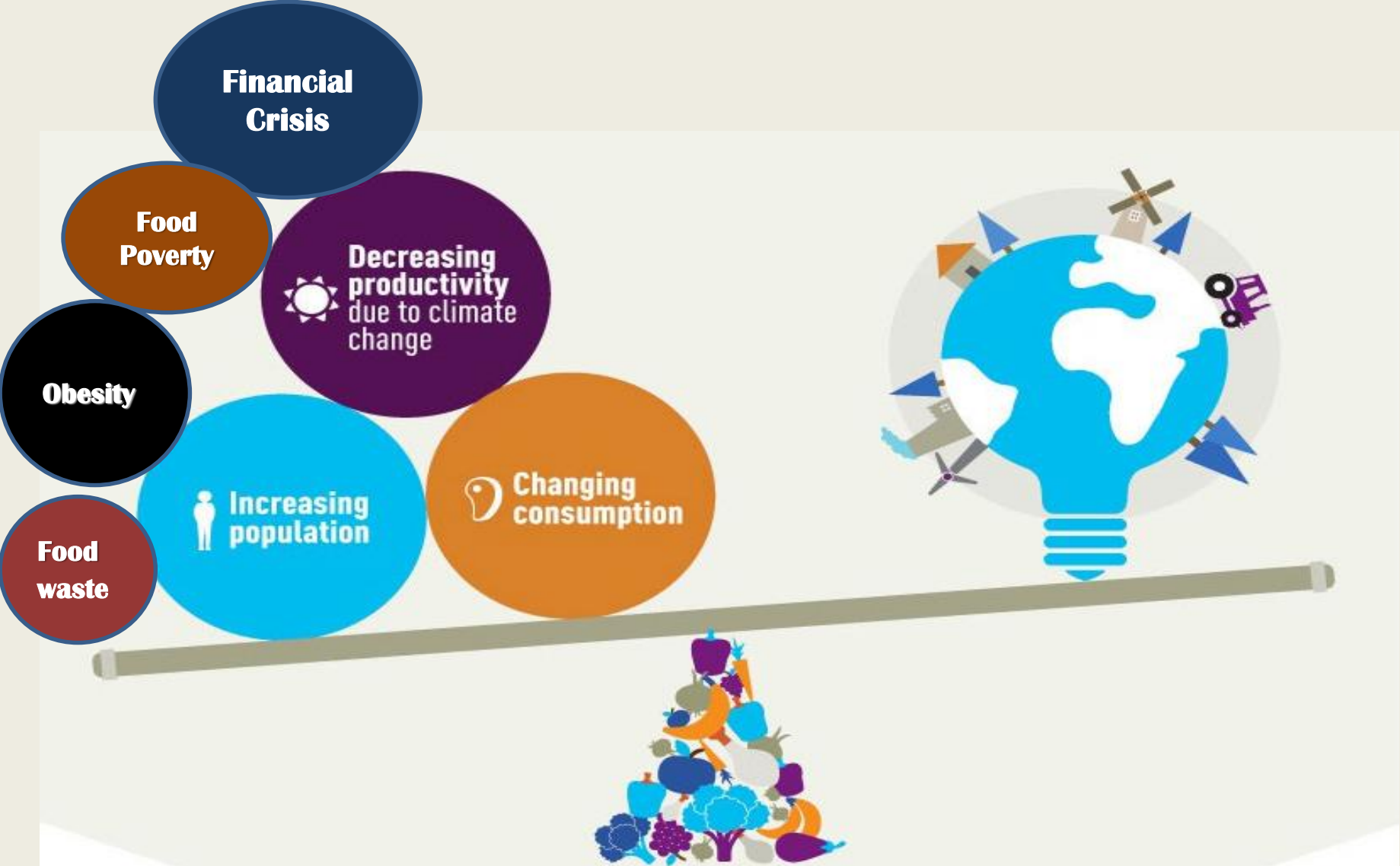
A Good Food Nation

- “...people from **every walk of life**, will take pride and pleasure in the food served in Scotland.”
- “...food exports will attract overseas visitors and the **quality** of the food we serve will become one of the **key reasons to travel to Scotland.**”
- “Scottish **suppliers will have developed their offerings** so that local increasingly equals fresh, healthy, and environmentally-sound.”
- “...**dietary-related diseases will have begun to decline** as will the environmental impact, locally and worldwide, of our food consumption.”
- “The food industry will be a **thriving well-known feature** of local and national economies...”

Our Vision

By 2025, people from every walk of life, will take pride and pleasure in the food served day by day in Scotland. An increase in Scottish food exports will attract overseas visitors and the quality of the food we serve will become one of the key reasons to travel to Scotland. Everyone will know what constitutes good food and why. All players in Scottish life – from schools to hospitals, retailers, restaurants and food manufacturers – will be committed to serving such food. Its ready availability will have contributed to improvements in children’s wellbeing and hence outcomes. Scottish suppliers will have developed their offering so that local increasingly equals fresh, healthy and environmentally sound. The most intractable dietary-related diseases will have begun to decline as will the environmental impact locally and worldwide, of our food consumption. The food industry will be a thriving well-known feature of local and national economies, with each part of Scotland rightly proud of its culinary heritage, past and present.

CHALLENGES FOR THE FOOD SYSTEM



**The strategy in Scotland
was to
join up the food agenda with
what makes sense
in others agendas too...**

**That Food and Drink is central
to Scotland's Economy, Society,
and Environment**

PUBLIC FOOD

BARRIERS AND OPPORTUNITIES

**SUPPLY AND
PROCUREMENT ISSUES**

SCOTLAND 2014 REVIEW OF PUBLIC FOOD EXPENDITURE

TOTAL EXPENDITURE

2007-8	£129M
2012-13	£150 M

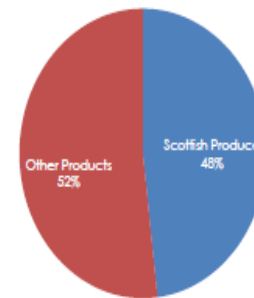
SCOTTISH PRODUCE

2007-8	34%
2012-13	48%

scottish produce

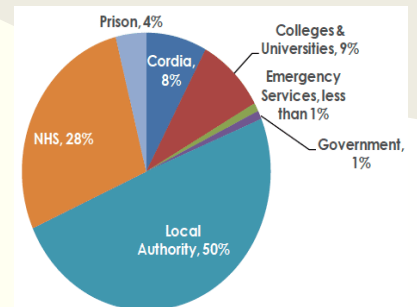
interviewees were asked to estimate the volume of products purchased of Scottish and Non-Scottish origin.

fig 1.5 Estimated spend by origin

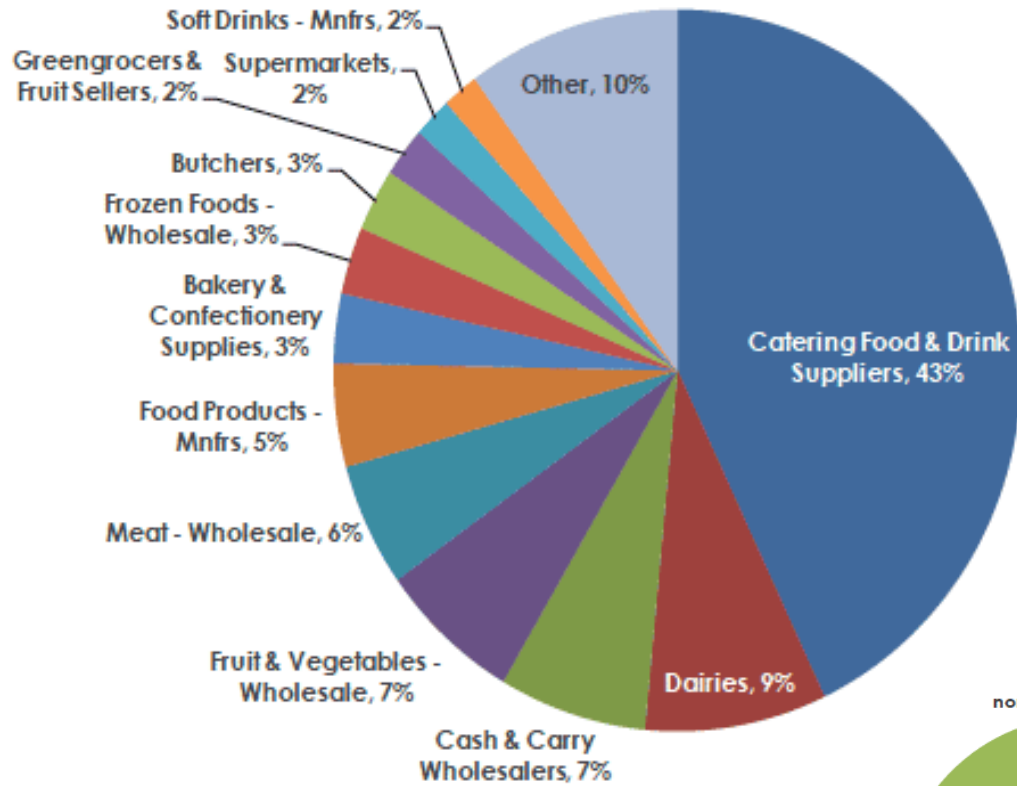


SME's

interviewees were asked to estimate their food and drink spend by turnover with Small Medium Enterprises.

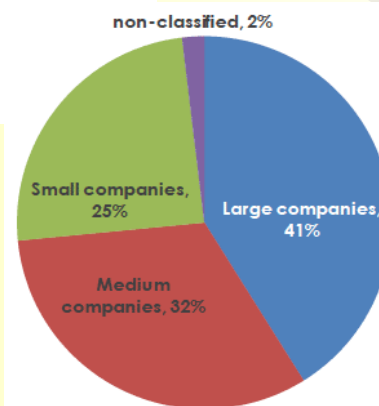


EXPENDITURE PATTERN



Scottish based suppliers represent 78% of the total and account for 64% of expenditure.

Large foodservice companies for 43% of all purchases.



PROCUREMENT REFORM (SCOTLAND) ACT, 2014

1

- **PUBLIC PROCUREMENT PROCESSES ARE....**
- **STREAMLINED, STANDARDISED AND BUSINESS FRIENDLY**

2

- **MAKING IT EASIER FOR BUSINESS and 3rd SECTOR TO ACCESS PUBLIC CONTRACT OPPORTUNITIES**

3

- **SMARTER USE OF PUBLIC PROCUREMENT TO ENCOURAGE INNOVATION & GROWTH**

4

- **TAKE FULL ACCOUNT OF SOCIAL & ENVIRONMENTAL SUSTAINABILITY ISSUES**

PUBLIC FOOD PART I

STRATEGIES, CONTEXT, ISSUES & SCALE

DIRECTION OF TRAVEL



Private or Public Sector

The Top 3 foodservice challenges

1. Sustainability

2. Economic Challenges

3. Healthier Eating

- The majority of foodservice consultants believe that hospitality businesses are only 'paying lip service to sustainability', forecasting that **this issue will have the greatest impact on the sector in the near future.**



HOW INFLUENTIAL IS PUBLIC FOOD IN THE MARKET ?

- Grocery retail sales in Scotland

12 BILLION EURO

- Expenditure on food and drink by the public sector in Scotland for 2012/13 of...

£150 MILLION EURO.



Good Governance is recognising the diverse impacts of food
on society now, and for the future.

*Public Food should
be EXEMPLARY*



EAST AYRSHIRE SCHOOL FOOD

- 30% Organic
- 50% Local Produce
- 75% Unprocessed

It provides a Framework
For Systemic Change &
Enhanced Reputation



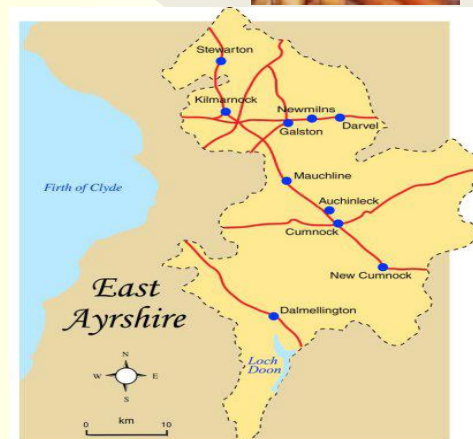
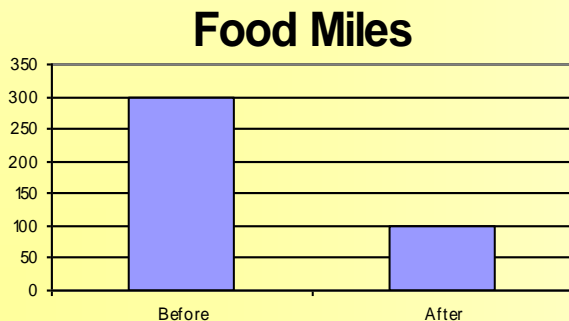
LOCAL CONTRACTS

CONTRACT LOTS BY FOOD PRODUCT CATEGORY- NOT BUNDLED
REINVESTING 500,00 EURO IN THE REGION

Radius of 40 Miles

- Afton Glen Farm Meats
- Ferguson Baker
- Peroni Fresh Fish
- Clyde Organics
- Corrie Mains Farm
- Dunlop Dairy
- Green City Wholefoods
- AA Spittal

- New Cumnock
- Kilmarnock
- Girvan
- Lanark
- Mauchline
- Dunlop
- Glasgow
- Auchinleck



EAST AYSHIRE MARKETING PLAN LINKING LOCAL PRODUCERS, SCHOOLS AND THE COMMUNITY

DUNLOP DAIRY
Natural Handmade from

“Hope you like our Cheese”

Jane Hamilton
Dunlop Dairy on West Clerkland Farm and Dunlop Primary School

TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting their cheese from Jane's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

A school meal. It's the best deal.

East Ayrshire hungry success

JOIN OUR CATERING TEAM AND HELP MAKE HEALTHY, LOCALLY PRODUCED SCHOOL MEALS. PLEASE CALL OUR RECRUITMENT HOTLINE 01863 855571

“Hope you like our Fruit & Veg”

Jonathon & Alexandra Jones
Stair Organic Growers, Tarbolton and Ochiltree Primary School

TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting it's fruit & veg from Jonathon & Alexandra's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

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“Hope you like our Milk”

Joanne Cuthbertson,
West Tannacrieff Farm and Loudoun Academy

TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting their fresh milk from Joanne's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

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What should interest local authorities? **Carbon Reduction**




- **LOCAL FOOD**



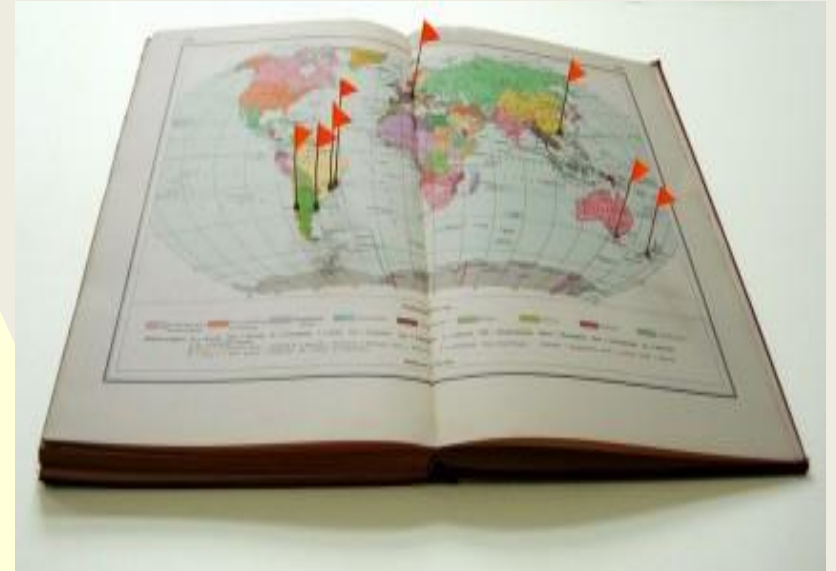
- **ONE SCHOOL**



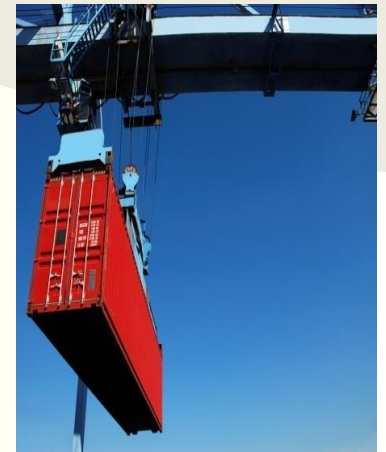
- **ONE YEAR**



- **Reduction of
37.7 Tonnes
CO2**



**TRANSPORT
FOOD
MILES**



What should interest local authorities?

SOCIAL RETURN ON INVESTMENT STUDY

£1 expenditure

by the

council

benefits the

Region by

£3



MEASURING

Food for Life

School Meals in

East Ayrshire

- **Health outcomes**
- **Economic outcomes**
- **Environmental outcomes**
- **Other outcomes**

**A
FORWARD
LOOK**

Corporate Commitment

**Food has emerged
as a key issue for a
region's economic
prosperity, resilience
and health.**

Procurement Processes

**Essential for price,
fairness,
transparency and
as a safeguard
against corruption.**

Competitive Tendering

**Aim is to increase
competition *and*
secure food
resilience - *using
the public pound.***

Capacity Building

**More meaningful
supplier
engagement -
builds
confidence.**

Business Friendly Procurement

**How contracts
are configured,
must suit
producers and
SMEs.**

Building Credibility

**A key success
factor for SMEs...**

**Good financial
and food safety
systems.**

Building Credibility

- **Knowledge public sector;**
- **Sustainability as a win win**
- **Knowledge of different routes to market;**
- **Pricing & competitiveness;**
- **The capacity to deliver.**

Due Diligence in Public Contracts

**Tender ready SMEs who
have supply chain
competencies, backed
by accredited standards
of production.**

Risk & Opportunity

**Public contracts
are a major
risk for SMEs, as
well as
opportunity.**

Economies of Scale

**Regional
procurement -
collaboration
between public
bodies?**

Look Beyond Schools and Hospitals

**Public Food is
anywhere there is
Government
funding.**

**Or indeed a service used by
significant numbers of people.**

Challenge

What good

Country / Regional

performance

could look like.

In Summary

BARRIERS and OPPORTUNITIES

The Opportunity

- Public sector **contracts are stable, payment is secure and the demand is more predictable** than offered by other business opportunities.

However....

- Public Sector contracts are regarded as **onerous to complete and low margin;**
- This means engaging suppliers and working with them is **unlikely to happen by chance;**
- It requires willingness and **cooperation;**
- Business could be at risk if the contract is subsequently lost.

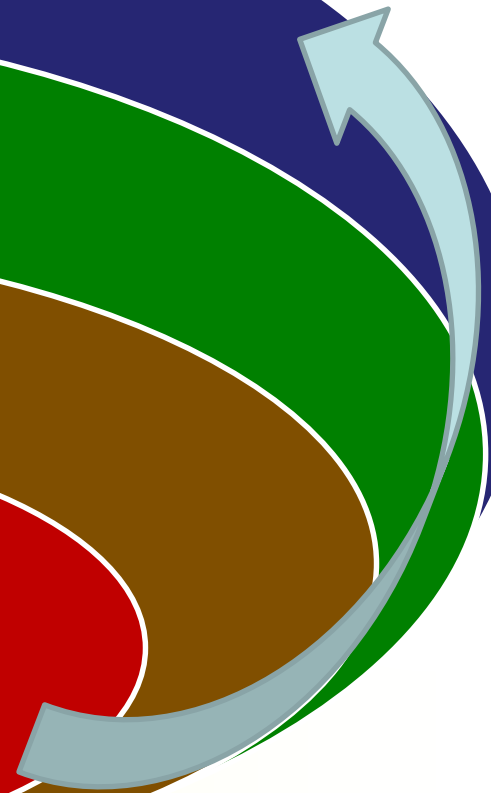
VALUING PUBLIC PROCUREMENT REQUIRES

**CAPACITY
& A COMPETITIVE
MARKET**

**INDUSTRY & PUBLIC
PROCUREMENT
KNOWLEDGE**

**PROPERLY FUNDED
BUDGETS &
MECHANISMS**

**GOVERNMENT
LEADERSHIP
SUPPORTED BY
CONSUMER DEMAND**



WORKING WITH AND ENCOURAGING SMALL BUSINESSES

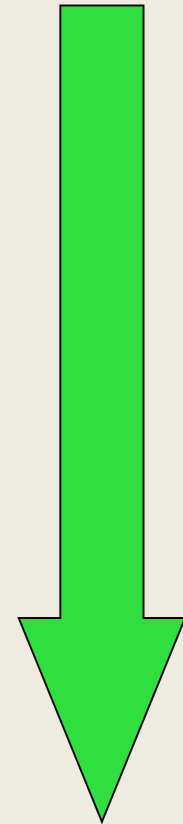
ROUTES TO MARKET

- FARM GATE
- MAIL ORDER & INTERNET
- BOX SCHEMES
- FARM SHOP
- RETAIL & HOSPITALITY
- TOURISM OUTLETS
- WHOLESALE
- MULTIPLES & SUPERMARKET
- PUBLIC SECTOR

**MARGINS -
REDUCE**



**VOLUMES +
INCREASE**



PUBLIC FOOD IS ABOUT...

**Social Justice
access and a right
to good food and
nutrition.**

Promoting Greener, Environmental & Waste Strategies

Trusted Food for Authenticity and Provenance

Resilient Future

Creating Knowledgeable Consumers

|

Good Public Food

means a

**Multiple Dividend
for Society!**

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