



# **sustain** Annual Conference

**Keeping food on the political plate**

**Conference Programme**

**9 December 2021**



## Chair's Welcome

I am delighted to welcome you to **Sustain's Annual Conference 2021: Keeping food on the political plate**. This event is the perfect opportunity for us to come together as an alliance and a sector to put pressure on the Government to transform our food system and establish a Food Bill.

Henry Dimbleby's National Food Strategy, published in the summer of 2021, was ground-breaking – the latest and arguably greatest effort to put food policy on the political plate. It is now time for the Government to respond with similar energy to deliver the sort of accountability, powers, resources, and legislation needed to capitalise on the momentum generated by the strategy.

A Food Bill would bring food policy making into a coherent, integrated whole, coordinated across government. As underpinned by my [latest blog](#), it has the potential to deliver solutions to the problems we face in our food system; from supporting high-welfare and climate-friendly produce through procurement reform, to creating the conditions for business and investors to be more transparent.

We've seen progress in the devolved nations, so we know it can be done. The time has come to say "enough is enough"- we need the rules of the game to change.

It is my pleasure to introduce a fantastic line-up of speakers from across the sector, who will be sharing their expert insights into this event. I would like to thank you all for attending and your continued support of Sustain in the last year.

A handwritten signature in black ink, reading 'Kath Dalmeny'.

Kath Dalmeny

Chief Executive, Sustain

## Housekeeping

The event will take place on Zoom and a link will be sent to delegates prior to the start. We encourage attendees to download the Zoom desktop app.

Please note that this event will be recorded, and attendees will receive the recording link after the event. The chat box and Q&A will also be downloaded.

## Chatbox

We ask that attendees use the chat box for introductions, discussion, and networking.

All enquires that are not direct questions for the speakers, such as the raising of technical issues or interaction with other delegates, should be posted via the chat box.

## Q&A

The Zoom Q&A feature, at the bottom of your Zoom window, allows attendees to ask questions to the speakers during the conference.

As time permits, the chair and speakers will pick as many questions to answer live as possible. Questions that are “liked” are automatically sorted by their number. You can “like” any question by clicking on the thumb icon below it.

Please note that unanswered questions will be wiped from the Q&A box before the next session. All questions will then be anonymised and collated after the event.

Please keep your questions brief and indicate if your question is aimed at a particular speaker.

Please note that Sustain reserves the right to dismiss any questions that are deemed inappropriate or offensive.

## Twitter

Use the hashtag #Sustain2021, #FoodBill and follow us on @UKSustain

## Stay in touch

Join the [Sustain newsletter](#) to keep in touch with our work throughout the year.

## Conference Programme

Time	Speakers	Twitter handles
14:00-14:10	<b>Chair Opening Remarks</b> <b>Kath Dalmeny</b> , CEO, Sustain	@kath_dalmeny
14:10-14:30	<b>Panel: Building the case for dynamic procurement and serving better food in our public sector</b>	
	<b>Chair: Stephanie Slater</b> , School Food Matters <b>Rob Percival</b> , Soil Association <b>Greg Parsons</b> , South West Food Hub <b>Claudia Tarry</b> , Friends of the Earth <ul style="list-style-type: none"> <li>We will make the case for legally enforceable buying standards in the public sector in order to serve better British food in our schools, hospitals and armed forces.</li> <li>We will explore how dynamic procurement could be the perfect solution to many of the issues in our food system, and how these systems have coped with global supply chain pressures this year.</li> </ul>	@sfmtweet @Rob_Percival_ of @soilassociation Greg Parsons of @swfoodhub @friends_earth
14:30-14:55	<b>Panel: Proposals for food governance and reporting</b>	
	<b>Chair: Professor Mike Rayner</b> , University of Oxford <b>Katie Pettifer</b> , Food Standards Agency <b>Paul Irwin-Rhodes</b> , Greggs <b>Will Nicholson</b> , Food Foundation <b>Kelly Parsons</b> , University of Hertfordshire <ul style="list-style-type: none"> <li>Exploring the food governance proposals in the National Food Strategy and how mandatory business reporting could work in practice.</li> </ul>	@MikeRayner @foodgov @GreggsOfficial @Food_Foundation @thefoodrules
14:55-15:20	<b>The political year ahead: Exploring the solutions to keep food issues on the political plate(2 minute pitches)</b>	
	<b>Chair: Kath Dalmeny</b> , Sustain <ol style="list-style-type: none"> <li>Agroecology - <b>Jyoti Fernandes</b>, Landworkers' Alliance</li> <li>Supply Chains - <b>Vicki Hird</b>, Sustain</li> <li>Core standards and trade - <b>Angela Francis</b>, WWF</li> <li>Universal Free School Meals - <b>Kate Anstey</b>, Child Poverty Action Group</li> <li>Salt and sugar tax - <b>Barbara Crowther</b>, Sustain's Children's Food Campaign</li> <li>Less and better meat - <b>Ruth Westcott</b>, Sustain</li> <li>Gene Editing - <b>Liz O'Neill</b>, GM Freeze</li> </ol>	@fernandes_jyoti of @LandworkersUK @vickihird @angelafrancisuk of @wwf_uk @kate_CPAG of @CPAGUK @childrensfood @ruthisOnfire @GMFreeze

15:20-15:30	<b>Break</b> Keep the conversation going on twitter via @UKSustain, #Sustain2021 and #FoodBill	
15:30-16:00	<b>Panel: Food legislation in the devolved nations</b>	
	<b>Chair: Ben Reynolds</b> , Sustain <b>Pete Ritchie</b> , Nourish Scotland <b>Peter Fox MS OBE</b> , Welsh Assembly (Senedd) <b>Michele Shirlow MBE</b> , Food NI <ul style="list-style-type: none"> <li>Discussing what we can learn from legislative advances made in the devolved nations that might make the case in England.</li> </ul>	@BenTrelawney @forgetfulfarmer of @nourishscotland @PeterFox61 @Food_NI
16:00-16:45	<b>Keynote Panel: Discussing the next steps Parliament should take to deliver a transformative food system</b>	
	<b>Chair: Baroness Rosie Boycott</b> , House of Lords <b>Neil Parish MP</b> , Chair of the EFRA Committee (Conservative) <b>Daniel Zeichner MP</b> , Shadow EFRA Minister (Labour) <b>Deidre Brock MP</b> , SNP EFRA spokesperson (SNP) <ul style="list-style-type: none"> <li>Discussion about the Government's forthcoming White Paper and how to build a cross parliamentary consensus for a food system that delivers the sort of accountability, powers, resources and legislation needed to capitalize on the momentum generated by the National Food Strategy.</li> </ul>	@RosieBoycott @neil_parish @DanielZeichner @DeidreBrock



# Speaker Biographies



## **Kath Dalmeny**

### **Chief Executive, Sustain**

Kath is Chief Executive of Sustain: The alliance for better food and farming, since 2016 leading the alliance's response to Brexit and its profound implications for healthy and sustainable food, farming and fishing and developing the Campaign for a Better Food Britain.

During the Covid-19 coronavirus pandemic in 2020, Kath has been the alliance lead on Food and Vulnerability, serving on numerous liaison and coordination groups to support the emergency food response at local and national level. She was instrumental with the Good Law Project and Doughty Street Chambers in launching a judicial review of the government's approach to children's holiday hunger during Covid-19.



## **Stephanie Slater**

### **Chief Executive, School Food Matters**

Stephanie Slater is Founder and Chief Executive at School Food Matters. After 20 years working in film production she set up the charity after successfully campaigning to improve the food at her children's primary school.

In 2012 was invited to join the School Food Plan's expert panel, tasked by the Department of Education to create an action plan to help head teachers improve school food. Stephanie is vice-chair of Sustain, a trustee of Alexandra Rose Charity and a member of the London Food Board.



## **Greg Parsons**

### **Co-Founder, South West Food Hub**

Greg's Parsons 35-year career in food and drink has spanned all corners of the sector from hospitality, marketing brands and production and to farming, working for the likes of Whitbread, Unilever and Dairy Crest before joining the boardrooms of SME's. Greg founded Somerset Larder, a collaboration of SME food and drink suppliers who started feeding workers at Hinkley Point in September 2014 spending over £5 million PA with local suppliers.

Greg also set up food supply collaborations in Cheshire and South West England and is working with Larder Cymru to open up more public sector opportunities for Welsh suppliers. As Co-Founder of The South West Food Hub, Greg has most recently helped the setting up of a new social enterprise focussed on implementing Dynamic Food Procurement in the UK.



## **Rob Percival**

### **Head of Food Policy, Soil Association**

Rob Percival is Head of Food Policy at the Soil Association. He leads the organisations advocacy and campaigns for healthy and sustainable diets, with a focus on intensive poultry farming, issues associated with animal feed, and ultra-processed foods.

He also works with the Food for Life programme, lobbying government to improve public procurement policy for schools and hospitals.



## **Claudia Tarry**

### **Friends of the Earth**

Claudia Tarry is an experienced animal welfare, meat reduction and vegan campaigner who previously managed the Meat Free Monday campaign and launched Humane Society International's Forward Food plant-based culinary workshop programme. She has been working with Friends of the Earth on development of its new sustainable catering accreditation scheme, Kale Yeah! Kitchens, which encourages caters to serve less and better meat.



## **Professor Mike Rayner**

### **Professor of Population Health, University of Oxford**

Mike Rayner is the Director of the British Heart Foundation Centre on Population Approaches for Non-Communicable Disease Prevention. His research interests are in public health promotion, including food labelling, food marketing, food taxes and the relationship between a healthy diet and sustainable diet

Mike Rayner is also the chair of Sustain, the alliance for better food and farming in the UK, and Chair of its Children's Food Campaign in the UK. He is a trustee of the UK Health Forum, Chair of the Nutrition Expert Group for the European Heart Network and a member of the Scientific Advisory Panel of the International Obesity Task Force.



## **Katie Pettifer**

### **Strategy Director, Food Standards Agency**

Katie Pettifer is the Strategy Director at the Food Standards Agency. She is responsible for the FSA's strategy, legal, communications and governance work, and for the FSA's "Achieving Business Compliance" programme which is developing smarter ways to regulate the food system for the future.

Katie joined the FSA in July, having previously spent four years as the Public Policy Director at Ofcom, the UK's communications regulator. Before that, she worked in a range of civil service policy roles, covering areas such as the criminal justice system and the Northern Ireland political process.



## **Paul Irwin-Rhodes**

### **Head of Sustainability, Greggs**

Paul is the Head of Sustainability and SHE for Greggs and was heavily involved in the design and delivery of the 'Greggs Pledge', their latest sustainability strategy. As part of their longer term net zero ambition, Paul is currently focussing on their scope 3 analysis and the setting of an SBT to support.





## **Dr Kelly Parsons**

### **Research Fellow, University of Hertfordshire**

Dr Kelly Parsons is a food policy and governance research fellow at the University of Hertfordshire. Her research focus is food systems policies, policymaking processes and governance structures, at global, EU, national and local levels. Kelly has a particular interest in exploring connections in the food system, and efforts to create more integrated and coherent food policy.

She produced the first mapping of government food policy, and is author of a series of accessible briefs on food systems, integrated food policy, policy coherence, and food governance, and 'Connecting Food Systems for Co-Benefits'. She is a European Commission-appointed expert, and has acted as advisor on several food systems research projects. She has a PhD in food policy and a Masters in food and nutrition policy, from the Centre for Food Policy at City, University of London. Before becoming a researcher Kelly worked in food civil society, and as a journalist.



## **Will Nicholson**

### **Project Lead - Investor Metrics, Food Foundation**

Will Nicholson is leading the Food Foundation Plating Up Progress work on food industry metrics for sustainable and healthy diets and the multi-partner initiative to further their uptake with investors and businesses.



## **Jyoti Fernandes**

### **Campaigns and Policy Coordinator, Landworkers' Alliance**

Jyoti is an agroecological smallholder farmer based in Dorset, UK. The farm runs a micro dairy and produces a wide range of products from cheese and meats to cider, juice and preserves.

The farm is part of a local smallholders cooperative that shares collective processing facilities and markets the products of the members' smallholdings collectively. Jyoti coordinates the Policy, Lobbying and Campaigning work of the LWA.



## **Vicki Hird**

### **Head of Sustainable Farming, Sustain**

Vicki Hird MSc FRES is an award-winning expert, author, strategist and senior manager who has been working on environment, food and farming issues for over 30 years. As part-time Head of Sustainable Farming at Sustain, Vicki manages the farm team, policy, research and related campaigning and provides comment and guidance on these issues.

Vicki's new book: Rebugging the Planet, published on 16 September 2021, is a homage to insects and other invertebrates, why they are so essential to our ecosystem and what we can do to help them.



## **Angela Francis**

### **Chief Advisor, Economics and Economic Development, WWF-UK**

Francis is Chief Advisor, Economics and Economic Development at WWF, providing economic advice across the climate, food and nature programs as well as leading on trade and industrial policy for a green transition. She is a member of UCL's Green Innovation Policy Commission and IPPR's Environmental Justice Commission.



## **Kate Anstey**

### **Project Lead (UK cost of the School Day), Child Poverty Action Group (CPAG)**

Kate works for the Child Poverty Action Group (CPAG) with a particular focus on understanding the impact of child poverty on education and children's experiences of schooling. Kate oversees research carried out across Great Britain, looking at the best ways to make school life better for children and young people living in low income households. She's been with CPAG since 2018.



## **Barbara Crowther**

### **Campaign Coordinator, Children's Food Campaign, Sustain**

Barbara joined Sustain in 2018 and manages the Children's Food Campaign, which champions children's rights, parent power and government action to improve the food environment children grow up in. This includes campaigning for tighter regulations of junk food marketing to children, better school food and reducing children's consumption of sugary or unhealthy food.

Barbara worked for over 13 years for the Fairtrade Foundation as Director of Policy & Public Affairs, leading the organisation's communications, public campaigning, policy and research to make trade work better for farmers and workers in Africa, Asia, Latin America and the Caribbean.



## **Ruth Westcott**

### **Campaign Coordinator, Climate Change and Nature, Sustain**

Ruth co-ordinates Sustain's work on the Climate and Nature Emergency and on Sustainable Fishing, working to make food a central part of policies to tackle the climate and nature emergency at a local and national level; also to encourage businesses to adopt a fully sustainable fish policy, and thereby help transform the way the world's oceans are fished.

Ruth has led campaigns at Sustain for over seven years, joining from the Marine Stewardship Council. She is a graduate of the University of Oxford and Imperial College, London, where she was awarded the Fishmongers' Company Scholarship.



## **Liz O'Neil**

### **Director, GM Freeze**

Liz O'Neill is the Director of GM Freeze, the UK umbrella campaign challenging the use of genetic modification in food and farming. A comms expert and veteran environmental campaigner with a Biochemistry degree, her work focuses on preventing a corporate-led, high-tech takeover of our food system.



## **Ben Reynolds**

### **Deputy Chief Executive, Sustain**

Since joining Sustain in 2004, Ben has helped launch the Food Power network and was a founding member of the Sustainable Food Cities network. Most recently he came up with the 50 Fountains Challenge (run in partnership with Refill), born out of the Sugar Smart campaign which he developed with the Jamie Oliver Food Foundation.

He worked with Jamie Oliver's team to get the government to adopt a sugary drinks tax, and set up the award winning Children's Health Fund which piloted the levy with restaurants.



## **Pete Ritchie**

### **Director, Nourish Scotland**

Pete Ritchie is Director of Nourish Scotland and also runs an organic farm in the Scottish Borders. Pete chairs Scottish Environment Link's food and farming group and is a member of the Scottish Government's advisory board on post-CAP farm support.



## **Peter Fox OBE MS**

### **Member of the Senedd**

Peter Fox is the Member of the Senedd for Monmouth and the Welsh Conservative's Shadow Minister for Finance. His 13-year term as Leader of Monmouthshire County Council also saw him play an instrumental role in negotiating and securing the UK's biggest city deal - worth £1.3 billion - for the Cardiff Capital Region, for which he was subsequently awarded an OBE. Mr Fox is also a livestock farmer in Monmouthshire.

In November 2021, Peter's proposal to introduce a new Food (Wales) Bill gained support in the Senedd.





## **Michele Shirlow MBE**

### **Chief Executive of FoodNI and Board Member TourismNI**

Michele is the driver behind Food NI, the membership organisation designed to connect the supply chain through a positive promotional message about Northern Ireland's food and drink.

FoodNI is a membership organisation designed to connect the supply chain through a positive promotional message about Northern Ireland's food and drink. Starting 11 years ago with 6 companies Food NI now represents 450 members who work collectively to ensure the success of the industry and build upon the outputs of Year of Food and Drink 2016. Winner of World's Best Food Destination at World travel market in 2018, and a driver behind Taste the Island, FoodNI's vision is to build a profile as a sustainable food and drink region.



## **Baroness Rosie Boycott**

### **Crossbench peer, House of Lords**

Baroness Rosie Boycott is a journalist and publisher. She has edited national newspapers and in 2008 was appointed as the Chair of London Food Board to advise the Mayor of London to help improve Londoners' access to healthy, locally produced and affordable food. This role evolved in 2016 when Rosie was asked to lead the development of a new London Food Strategy which was to help the food system to work better to meet the needs of everyone who lives and works in London.

Rosie is a member of the Food, Poverty, Health and Environment Committee in the House of Lords. She also chairs Veg Power and is a trustee for Food Foundation, Feeding Britain, The Hay Festival and is a patron for School Food Matters.

She writes regularly and speaks all over the world about the role of cities in the food chain and the importance of food in improving health. Since becoming a member of the House of Lords in 2018, she continues to speak about the importance of food in tackling childhood obesity, improving health and putting an end to hunger.



## **Neil Parish MP**

### **Chair of the EFRA Committee, Conservative MP for Tiverton and Honiton**

Neil Parish has been the Member of Parliament for the constituency of Tiverton and Honiton in Devon since May 2010.

Before entering politics, Neil was a farmer in his native Somerset and still lives on the family farm to this day. Prior to entering Parliament, Neil was a Member of the European Parliament for the South West of England and a local councillor.

Neil has served continuously on the Environment, Food and Rural Affairs (EFRA) Select Committee since he was first elected, and as of 2015 was elected Chair of the Committee.



## **Daniel Zeichner MP**

### **Shadow Minister for Food, Farming and Fisheries, Labour MP for Cambridge**

Daniel Zeichner is MP for Cambridge and Labour's Shadow Minister for Food, Farming and Fisheries. Environment Minister. He is also chair of the All-Party Universities Group.

Life-long environmentalist Daniel, has backed the school climate strikers and is an executive member of Labour's national environmental campaign group (SERA), making the case for a shift to a greener tax policy. He is a member of Greenpeace, and he has brought leaders on divestment to speak in Cambridge. He is also a bee fan – he is a passionate Species Champion for the Ruderal Bumblebee, and he campaigns to stop bee-killing pesticides.

Daniel cares about social justice and he is a recognised Living Wage Foundation Parliamentary Champion. He has worked closely with students on the Cambridge University Living Wage campaign and with councillors to make Cambridge a proud Living Wage City.



## **Deidre Brock MP**

### **SNP spokesperson for Environment and Rural Affairs, Scottish National Party MP for Edinburgh North and Leith**

Deidre is MP for Edinburgh North & Leith and SNP Westminster Spokesperson for Environment, Food and Rural Affairs & COP26. She has served on the Scottish Affairs Committee since 2017.

Prior to becoming an MP, she was a City of Edinburgh councillor and Depute Lord Provost, and worked at the Scottish Parliament. She grew up in Western Australia and made Scotland her permanent home in 1996.