

Across parties and postcodes: the public backs government action on food

New polling reveals strong public support for action on food, timed to coincide with the first anniversary of the Good Food Cycle and the publication of the Citizen Advisory Council's (CAC) report *From the Ground Up*.

The findings show public views align closely with the CAC's recommendations: devolve power and money to build local food infrastructure, support farmers to be paid fairly, reform procurement so schools and hospitals prioritise local, healthy food, and set a clear direction for the future food system.

People don't think things are working now

Fewer than

1 in 10 (7%)



think the food system works
well and should be left as it is

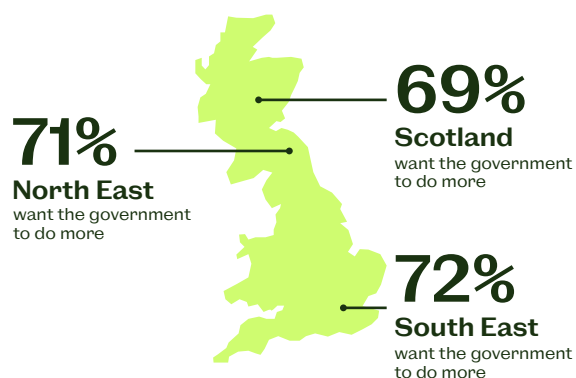
More than

2 in 3 (69%)



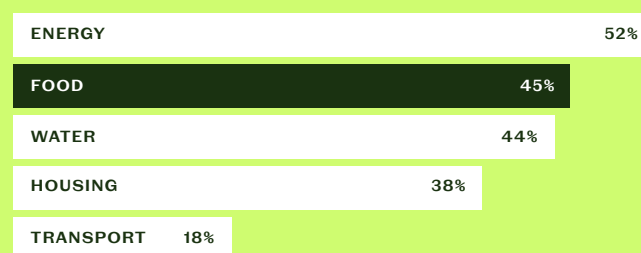
say the government
should do more to
make sure food is healthy

This desire for government action
is consistent across the country



45%

say food should be a top priority
for the government only lower than
energy at 52%. Food comes ahead
of water, housing and transport.



71%

said they would feel more positively about
a politician who was speaking about more
food being grown in their area

This breaks down as:



Green Party

76%



Labour

80%



71%



Liberal
Democrats

70%



Conservatives

76%

They care about healthy affordable food

More than

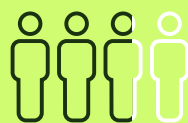
9 in 10 (93%)



Nearly everyone (93%) sees the connection between food and health

Nearly

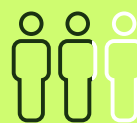
3 in 4 (71%)



say everyone having enough affordable healthy food is what matters most in the food system

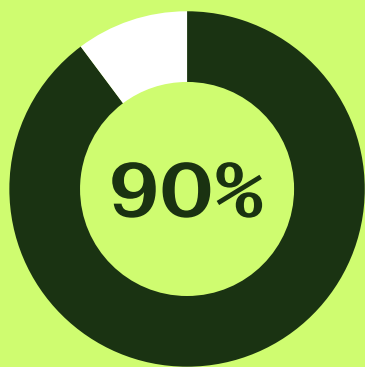
Nearly

2 in 3 (65%)

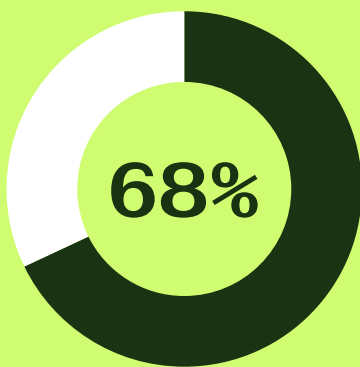


refuse to accept eating healthily is only for the wealthy saying government should ensure people are able to eat healthy foods, regardless of income

They put fairness & environmental issues at the heart of food



90% say farmers deserve a fair price that covers the real cost of producing food



68% want food produced sustainably even if it costs slightly more

They do not trust information from food advertisers

2 in 3 (66%)



do not trust information from food advertisers. Nearly half (45%) do not trust what is printed on packaging and 55% do not trust big food brands. By contrast, nearly everyone (90%) trust farmers, 89% trust local green grocers.

They see good food as an investment in the country's future

4 in 5 (80%)



say money spent on children eating healthy food will prevent illness and reduce costs in the long run

They see it making their communities better places to live

4 in 5 (81%)



believe a thriving food culture is important to Britain