

# Citizen Manifesto

## Testing, testing, 123

Citizens involved in The Food Conversation developed manifestos to tell decision makers about what they *really* want from food. We are working with them to analyse all 40 manifestos developed across the country, pulling out the asks they agree on, in a National Citizen Manifesto, to be launched in 2025.

For now, here is an early preview of the top five messages citizens want decision makers to hear:

- 1 Lead and collaborate**

Embed cabinet-level leadership and cross-departmental working, coordinating food policy across all four nations. Use inclusive processes like the Food Conversation to involve citizens, farmers, and others, in finding practical solutions to make a good food system work for everybody.
- 2 Create a healthy food environment**
  - a. Make healthy food easily affordable for all
  - b. Restrict and phase out UPFs
  - c. Ban junk food advertising to children (across all platforms – not just TV)
- 3 Strengthen standards and protections**

Make food in schools and hospitals locally sourced and healthy, tackle food waste, limit excessive packaging.
- 4 Make food and farming fair**

Rebalance power between corporations and supermarkets, farmers, and citizens. Prioritise supporting farmers transitioning to more sustainable practices.
- 5 Connect communities**

Invest in local food and local food plans. Create food hubs for communities to meet and have more fresh local produce.