

# Election Briefing

June 2024

## FIRST 100 DAYS

We have been listening to citizens, to farmers, to campaigners, to progressive businesses and, together, we are calling on a new government to act; to prioritise effective leadership and joined up action to enable us all to play our part in making food fair for all.

### Key priorities:

Make food systems reform a cross-cutting issue to showcase new ways of working in government

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Create a Food Systems Minister to oversee reforms

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Undertake a rapid review of food policy ideas to determine what needs implementing now

## Make Food Fair

Food matters, to everyone, everywhere. From farm to fork, it is central to the everyday economy, and to a resilient and prosperous future. For decades, governments have underestimated their crucial role to protect and improve health, the climate, nature and the economy.

As the country prepares for an election, this could be a watershed moment to tackle the way we grow, make and eat food. A new government will have the opportunity to make food fair – for family farmers, food enterprises, and everyday people – with real value for citizens and the economy.

The consensus is clear.

### Establish clear leadership and a focus on joined up delivery

- A Food Systems Minister with cross-department responsibility
- Legally binding food systems targets
- Mandatory public reporting to assess progress

### Make healthy food everyone's business

- Universal free and healthy school meals
- Robust mandatory nutrition and sustainability standards for all public procurement
- Extend taxation on unhealthy food and invest in the availability of healthy food
- Ban junk food advertising across all platforms
- Clearer labelling on provenance and health

### Enable farming to be a force for change

- Align and enhance ELMS and other finance to help majority of farms transition towards more sustainable, regenerative practices
- Tougher regulation to ensure high standards, and fair dealing between retailers, intermediaries and farmers (including wider remit for Groceries Code Adjudicator)
- Coherent trade policy (ensuring high environmental, animal health and welfare standards on imports)
- Ambitious horticultural strategy (connecting expanded production, consumption, and public health)

### Ensure the countryside works for all

- Publish a Multifunctional Land Use Framework that works across sectors & departments using land and supports local



decision making, with a national body to lead and coordinate data and monitor progress towards government targets

- Establish a national Nature Service, as a movement which builds skills and jobs for nature, and improves access to the countryside
- Invest in delivering more affordable and sustainable rural housing by supporting a national network of rural housing enablers

This coherent set of interdependent proposals reflects the common ground backed by citizens, farmers, businesses, environmental and health campaigners alike.

**Find out more at [ffcc.co.uk/make-food-fair](https://ffcc.co.uk/make-food-fair)**