

Response to Cabinet Report – Towards a Strategy for the 21st Century

www.cabinetoffice.gov.uk/strategy/work_areas/food_policy.aspx

Statement from Gloucestershire Food Vision

8th July 2008

Gloucestershire Food Vision welcomes yesterday's report from the cabinet office and is delighted to see that it endorses the concept of an integrated food policy. This is something that Gloucestershire Food Vision has been striving for in the county for the last five years.

An integrated food policy is not achieved without its challenges as Food Vision knows well. However, by uniting all relevant local organisations since its launch in 2003, Food Vision has added value to and inspired numerous food strategies among those working in industry, health, education, access and procurement.

At the Gloucestershire Ambassadors dinner in 2006, Rob Rees, food policy director for Gloucestershire Food Vision, called for the integration of a food policy that embraced social, cultural, political, environmental, educational and economic need. Two years later, this is now a national aspiration. Gloucestershire looks forward to sharing its experiences with Government.

Many of the recommendations in the report are underway or being developed here in Gloucestershire. We will however explore gaps in our Vision that the report lists and will address these as we continually refresh our action plan, in particular:

- We will respond to the needs of consumers in such tough economic times to empower them with distinct information to help budget for, prepare and eat a wholesome diet.
- We will look at ensuring our food enforcement teams protect customers when eating out.
- We will develop projects with local caterers that give customers healthier choices when eating out
- We will continue to enhance our relationships with government departments at all levels, the private sector, Primary Care Trust, voluntary and community sectors and the consumer
- We will continue to innovate, challenge policies and be ahead of the game in what we do

Ends

Food Vision is managed by Gloucestershire First, the countywide economic partnership established to develop the economic wellbeing of Gloucestershire. By bringing together partners in the field of economic development, including local authorities, the South West RDA and the private sector, it provides an overall strategic plan for the county. For further information on Food Vision, please contact Adrian Jevans on 01242 864199 adrian.jevans@glosfirst.co.uk

Released on behalf of Rob Rees, MBE, Food Vision food policy director, by Tony Haynes Eastwood Public
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