

**SCOTLAND'S NATIONAL
FOOD AND DRINK POLICY**

*Public Food as an
Opportunity*

European Network Rural Development Seminar

**Implementation of the
Rural Development Programme**

June 2015

BARRIERS and OPPORTUNITIES

The Proposition

- The challenge for the Public sector is to **increase its business with Food and Drink SMEs in Scotland** and adapt contracts to encourage participation;
- Along with **competitive pricing**, achieving Sustainable Procurement is **a key objective**;
- Businesses need to take time to **understand the key features** of this.

The Opportunity

- Public sector **contracts are stable, payment is secure and the demand is more predictable** than offered by other business opportunities.

However....

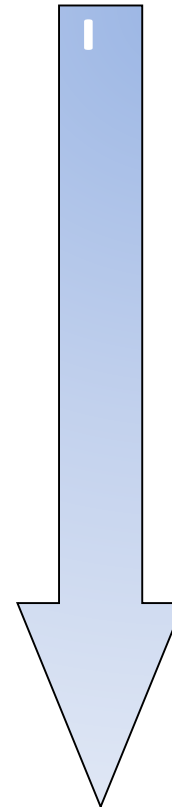
- Public Sector contracts are regarded as **onerous to complete and low margin**;
- This means engaging suppliers and working with them is **unlikely to happen by chance**;
- It requires willingness and **cooperation**;
- Business could be at risk if the contract is subsequently lost.

SUPPLY CHAIN OPPORTUNITIES

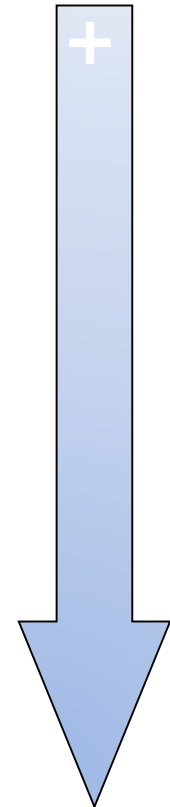
ROUTES TO MARKET

- **FARM GATE**
- **MAIL ORDER & INTERNET**
- **BOX SCHEMES**
- **FARM SHOP**
- **RETAIL & HOSPITALITY**
- **TOURISM OUTLETS**
- **WHOLESALE**
- **MULTIPLES & SUPERMARKET**
- **PUBLIC SECTOR**

**MARGINS
REDUCE**



**VOLUMES
INCREASE**



Expenditure on Public Food



The European Market of Social Foodservices 73.6 billion Euro /Year 21.0 billion/Year Meals served

EAST EUROPE	Million Meals				% penetration of the Market				Turnover (million €)		
	2006	2007	2008	2010	2006	2007	2008	2010	2006	2007	2008
Cyprus	0,4	0,5	0,7	1,0	0,7	0,8	1,2	1,7	1,8	2,6	3,8
Czech Republic	118	125	131	140	16,3	17,2	18,2	19,7	194	209	225
Estonia	9,5	10,5	11,0	13,0	14,3	16,2	16,9	20,0	11	12,5	13,5
Hungary	139	143	145	152	19,0	19,7	20,1	21,3	155	162	170
Latvia	2,2	2,5	3,0	3,5	2,2	2,6	3,1	3,7	3	3,5	4,5
Lithuania	4,0	4,5	5,0	6,0	2,5	2,9	3,3	4,1	4	4,7	5,5
Malta	3,8	4,1	4,4	5,0	28,1	29,5	30,6	33,3	11	12	13
Poland	44	52	60	75	2,5	3,0	3,4	4,3	85,7	103,7	122,7
Slovakia	19	21	24	30	7,9	8,9	10,4	13,0	30,5	35	41
Slovenia	15	17	19	22	14,3	16,2	19,6	22,4	44	51	59
TOTAL EAST EUROPE	355	380	404	448	9,0	9,6	10,3	11,6	540	596	658
TOTAL Contracted	5 550	5 770	6 040	6 500	26,2	27,2	28,5	31,0	22 347	23 603	24 623
TOTAL Self-Operated	15 650	15 430	15 120	14 500	73,8	72,8	71,5	69,0	49 053	49 597	48 977
TOTAL Social Foodservice	21 200	21 200	21 160	21 000	100	100	100	100	71 400	73 200	73 600

Source: GIRA FOODSERVICE

EAST AYRSHIRE CASE STUDY



- Mix Rural and Urban
- Population 120,000
- Area 1,262 square km
- Not affluent – both urban and rural deprivation
- An ambitious Council
- Enhancing its reputation to address population decline
- Food and Social Justice

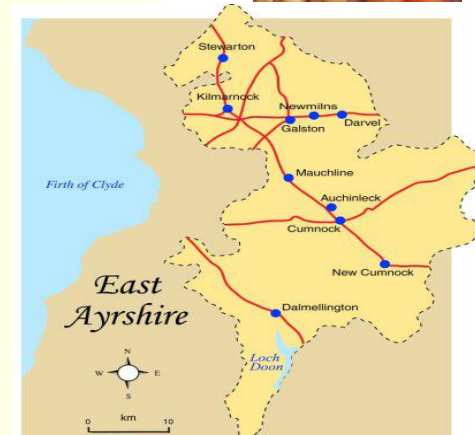
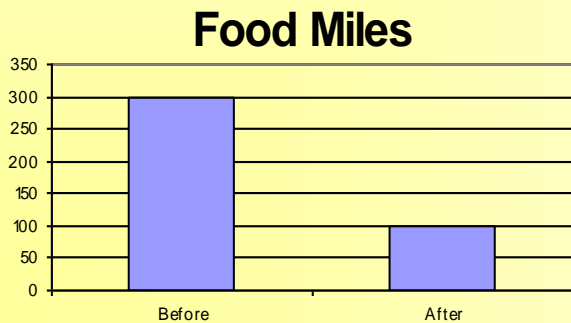
LOCAL CONTRACTS

CONTRACT LOTS BY FOOD PRODUCT CATEGORY- NOT BUNDLED

Radius of 40 Miles

- Afton Glen Farm Meats
- Ferguson Baker
- Peroni Fresh Fish
- Clyde Organics
- Corrie Mains Farm
- Dunlop Dairy
- Green City Wholefoods
- Stair Organics

- New Cumnock
- Kilmarnock
- Girvan
- Lanark
- Mauchline
- Dunlop
- Glasgow
- Stair





East Ayrshire
COUNCIL

EAST AYRSHIRE SCHOOL FOOD

- **30% Organic**
- **50% Local Produce**
- **75% Unprocessed**

It provides a Framework
For Systemic Change &
Enhanced Reputation



PROCUREMENT STRATEGY

- **Began as a small pilot Project 2004 – 1 school;**
- **Pilot experiment, extended to 40 primary schools, 5 nurseries, 1 secondary school.**
- **Full EU Procurement process: 2005, 2008, 2012;**
- **Divison of food unto 9 lots in order to facilitate competition by SMEs suppliers;**
- **Evaluation based on 50% price and 50% quality:**
-
- **£400,000 of contracts awarded to local /rural SMEs (2012);**
- **Tender requirements explained to interested businesses**
- **Effective communication with all stakeholders of the aims to be achieved through school food.**

THE IMPACT

Independent Research

ADAS for the Scottish Executive



▪ PARENTS

95% support because it keeps money in the community

80% better for the environment

77% a good use of the public purse

▪ PUPILS

88% say they like fresher food

67% and think that meals taste better

91% say it's better for the environment

▪ CATERING STAFF

Appreciate working with quality produce & local suppliers

▪ TEACHERS

Positive about educational benefits and quality

▪ PRODUCERS

79% welcome the opportunity

Pride in Community Involvement & secure contracts

What should interest local authorities? **Carbon Reduction**



• **LOCAL FOOD**

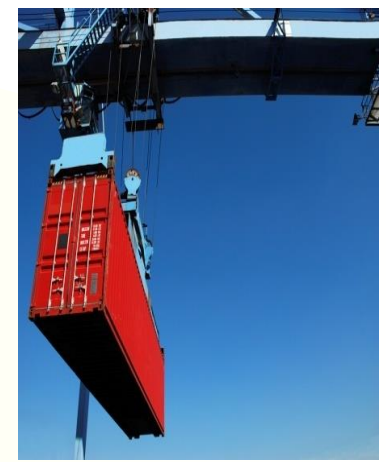
• **ONE SCHOOL**

• **ONE YEAR**

• **Reduction of
37.7 Tonnes
CO2**



**TRANSPORT
FOOD
MILES**



What should interest local authorities?

SOCIAL RETURN ON INVESTMENT STUDY

£1 expenditure
by the
council
benefits the
economy by
£3



MEASURING

Food for Life

School Meals in

East Ayrshire

- Health outcomes
- Economic outcomes
- Environmental outcomes
- Other outcomes

What else should interest local authorities?

CORPORATE REPUTATION

School food is a highly visible Local Authority service.

PARENT SURVEY

95% keeps money in the community

80% better for the environment

77% a good use of the public purse



INFORMING OUR CONSUMERS....

LINKING LOCAL PRODUCERS, WITH SCHOOLS AND COMMUNITY

DUNLOP DAIRY
Natural
Handmade
from

“Hope you like our Cheese”

Jane Hamilton
Dunlop Dairy on West Clerkland Farm
and Dunlop Primary School

TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting their cheese from Jane's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

**A school meal.
It's the best deal.**

East Ayrshire hungry success
making a difference

JOIN OUR CATERING TEAM AND HELP MAKE HEALTHY, LOCALLY PRODUCED SCHOOL MEALS. PLEASE CALL OUR RECRUITMENT HOTLINE 01563 858571

“Hope you like our Fruit & Veg”

Jonathon & Alexandra Jones
Stair Organic Growers, Tarbolton
and Ochiltree Primary School

TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting it's fruit & veg from Jonathon & Alexandra's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

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“Hope you like our Milk”

Joanne Cuthbertson,
West Tannacrieff Farm
and Loudoun Academy

TAKE A FRESH LOOK AT SCHOOL MEALS

There's a good chance that your local school is getting their fresh milk from Joanne's farm or one just like it. We're using as much fresh, local produce as we can in all our school meals, and it's increasing all the time. We're offering more choice, with lunch, deli, diner and café options. And we've reduced the queues, so pupils won't have to wait so long to enjoy good, nutritious food, freshly prepared.

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How a Public Body Procures Food

is a

**Test of its commitment to
Sustainable Development**

PUBLIC FOOD AS A CATALYST

Opportunities for Rural Development Programmes

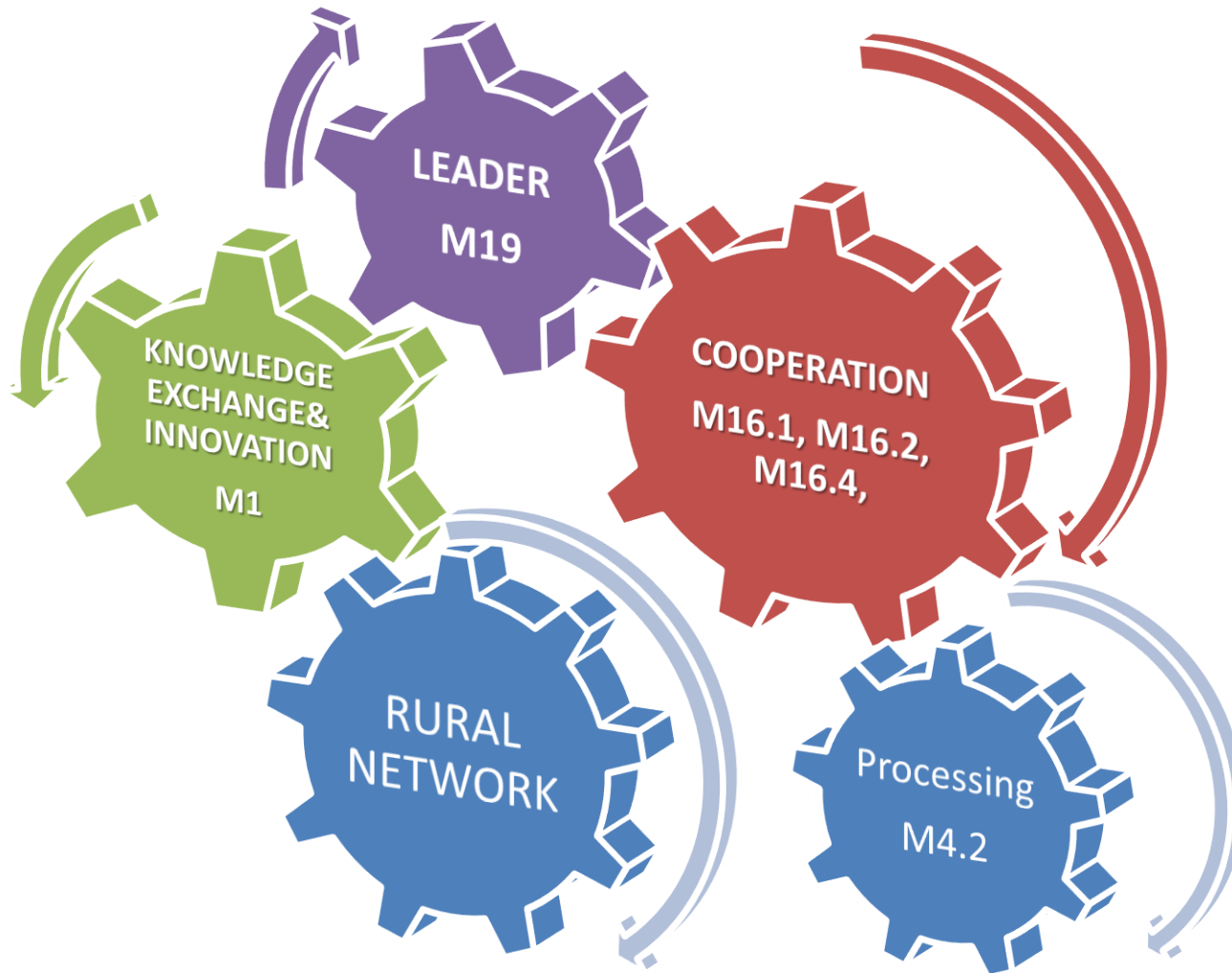
The what we want....

- An innovative supply chain with greater capacity, & resilience
- More Competitive SMEs
- Lower carbon footprint – through supply chain, incl. transport.
- Generating local jobs, higher skilled workforce
- Wider Community benefits – e.g. access to good food.
- Individual & collective behaviour Change
- Ethical public procurement

How we get there....?

- Becoming a Good Food Nation: strategic influencer & stakeholder driven offering coherence.
- Build on existing initiatives – bring them together, through networking.
- Smarter ways of supporting Regional/Geographical buying across range of public sector types.
- Building toolkit for producer accreditations and supplier development

Rural Development Programme – a lubricant perhaps?



- 
- **Alistair Prior**
 - **Robin Gourlay**

The Scottish Government
Food, Drink and Rural Communities

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