

ENABLING AND ENCOURAGING PEOPLE TO EAT A HEALTHY, SUSTAINABLE DIET

90% of people say that eating healthily is important to them, but only 14% of us eat the recommended 5 portions of fruit and vegetables a day. The best way to help us eat healthy food is through:

- Education – learning about how food is produced, where it comes from, and how to grow and cook it. Preparing and cooking food is already on the school curriculum, and we can all learn more about food - at home and in our communities.
- Making it easier to eat healthy food, especially for those on low incomes: for example Change4Life's *Convenience Store Project*, gives local convenience stores 'fresh fruit and

veg makeovers'. These have already seen sales of fruit and vegetables increase by an average of 40% when they were first tried out in the North East of England. To help those on the lowest incomes improve their diet, Healthy Start gives around 450,000 families vouchers to buy healthy food.

Internationally we are committed to achieving the Millennium Development Goal of halving the proportion of underweight children in the world by 2015 (from the 1990 level). The UK overseas aid budget is rising and we are supporting many practical programmes on the ground.



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We want more people to know about how and where their food is grown, and to grow some of it themselves.

We will expand the *Growing Schools Programme* to enable another 65,000 pupils, parents and staff to gain hands-on experience of growing food, and will help make more land for growing available to communities, for instance by developing 'meanwhile leases' (which let people use temporarily vacant land).

We aim to define what a 'sustainable diet' is so that we can give consumers clear, consistent advice and information. It would be easy to just pick one thing to measure, like 'carbon footprint' but this could make matters worse if we

started reducing one environmental impact in ways that increased other problems. We also need to look at greenhouse gas emissions, water use, animal welfare and how food bought in the UK can support both UK farming, and communities in developing countries. We will give clear information to consumers through the Food Standards Agency's *eatwell* website, bringing together advice on healthy eating and sustainability.

Government plans to lead by example by serving healthy, sustainable food in the public sector. The *Healthier Food Mark* will provide an incentive for healthier and more sustainable food to be offered.



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