



Institute <sup>for</sup>  
European  
Environmental  
Policy **UK**

## **IEEP UK Webinar**

European Food Strategies:  
What can England learn as the  
Government develops its new  
strategy?



**Chair**

**Sheila Dillon**

*BBC Radio 4*



# Agenda

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**Insights on food strategies across Europe**

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**Panel discussion and Q&A**

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**Updates on the English Food Strategy Process**

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# Stephanie Wunder

*Agora Agriculture*



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# European Food Strategies – what can England learn as the Government develops its new food strategy?

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Stephanie Wunder, Agora Agriculture

24.March 2025, IEEP UK webinar

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# Content

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- Background of upcoming policy brief about integrated food policies
  - Findings of national food policy review across Europe with a focus on demand-side policies
  - Role and approaches of national food strategies
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# **Background of upcoming policy brief about integrated food policies**

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# Background: Policy brief about integrated food policies

Soon to be published policy brief **“Towards integrated food policies in the European Union. Country case studies and the role of the EU”**

→ encourage nat. governments to develop and enhance integrated food policies

A collaboration of 11 partners from academia and think tanks, providing country insights, led by Agora Agriculture and IDDRI

<b>Denmark</b>	Concito	<b>Spain</b>	B3C (Basque Center for Climate Change)
<b>Finland</b>	Demos Helsinki	<b>Sweden</b>	SEI (Stockholm Environment Institute)
<b>France</b>	Iddri	<b>The Netherlands</b>	Wageningen University & Research
<b>Germany</b>	Agora Agriculture	<b>Non-EU</b>	
<b>Poland</b>	Green Economy Institute	<b>Switzerland</b>	ETH Zurich
<b>Portugal</b>	University of Evora	<b>The UK</b>	IEEP-UK



## Approach of the study

- A (grey and scientific) **literature review** on food policy, demand-side interventions, policy gaps, assessment of EU and national policies
- **Good practice examples** and lessons learned from **11 European case studies**:
  - **diversity of policies addressing the demand side/food environment**: e.g. public food procurement requirements, free school meals, 0% tax on fruit and veg, junk food ban in schools, sugar tax, milk bars, food aid and alternatives, reform of dietary guidelines
  - But also a look towards **governance, institutions, processes**: public private partnership for food waste reduction, citizen councils, community approach, processes to set up food strategies

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# **Findings of national food policy review across Europe**

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# Current status of food policy integration in Europe – key findings

1. A more **integrated approach to food policy** connecting different policy areas (health, environment, agriculture etc.) and policy levels **is still not common but gains traction**
2. **Demand-side policies remain underexplored**, but can significantly advance sustainability objectives
3. **Policies promoting fair food environments have significant potential** to create effective and equitable demand-side incentives
4. **Promising good practice approaches** exist in many member states
5. **National food strategies** can facilitate better integration of food policies

# Food environments influencing food consumption

## Availability physical environment

- offer in retail, restaurants and canteens
- product (re)formulation



## Affordability economic environment

- prices and taxes
- subsidies and incentives, e.g. for school food, promotion of fruit and vegetables, food aid etc.



## Appeal socio-cultural environment

- marketing and advertisement
- campaigns, mobilizing opinion leaders



## Information cognitive environment

- information and education
- product information/labelling,
- training, building food competences in schools, reforming dietary guidelines etc.



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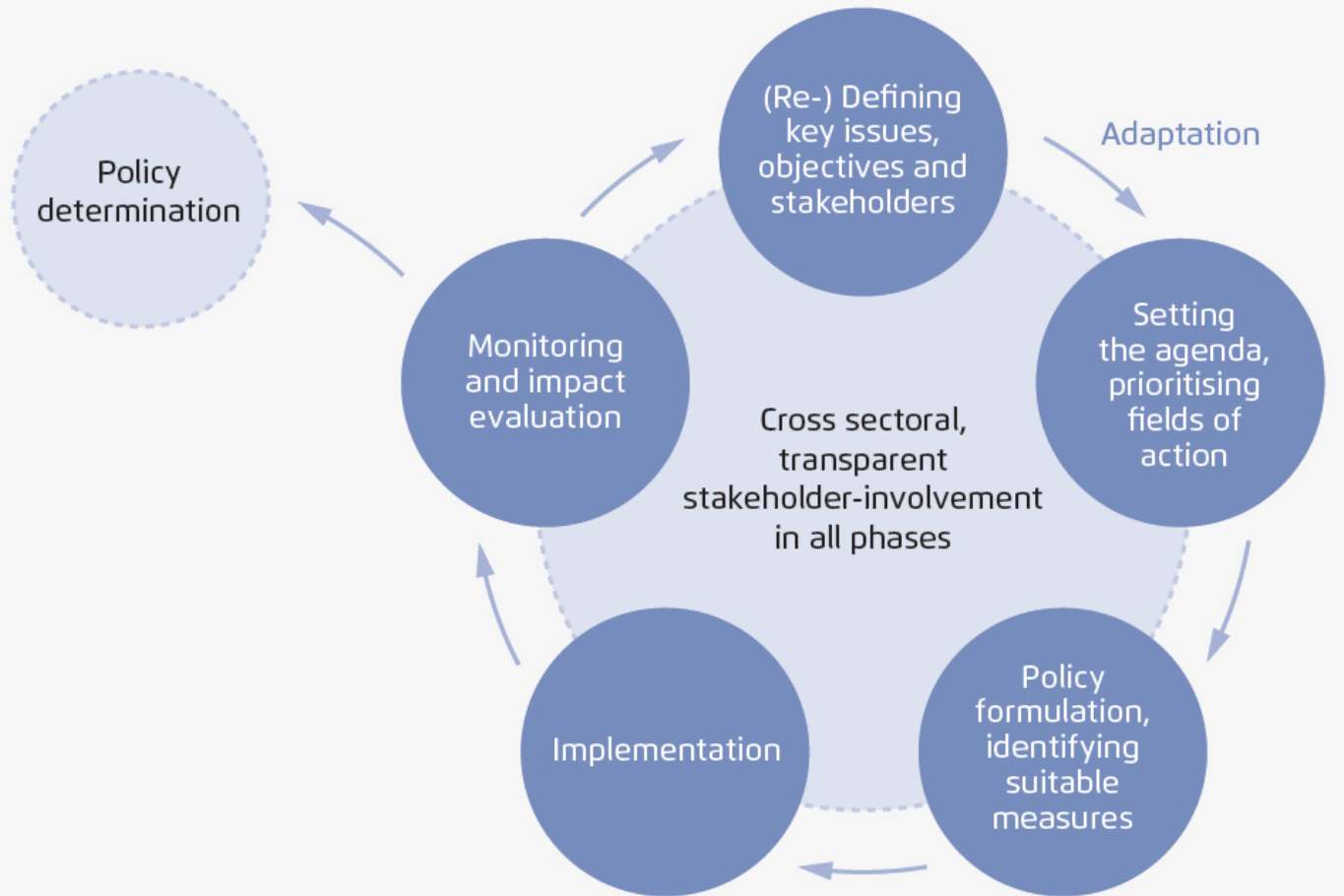
# **Role of national food strategies**

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# Review of food strategies in Europe

- **vary considerably** in terms of proposed policies, focus within the food system, ambition, impact and overall comprehensiveness
- Developing a national food strategy **can help setting up the needed stakeholder exchange**, collection of information to understand problems and opportunities of the food system, **set up coherent policy mix**
- So far **often lack appropriate implementation** measures and do not consistently follow an integrated approach. Also often lack of funding, quantified objectives and measuring, follow up process to review/adapt, legally binding measures
- **food policy coherence and progress are not contingent on a formal food strategy** (Denmark as example), but a helpful tool

# Key elements in the development of food strategies



- Ensure that demand side measures are taken that support the development of **fair food environments**
- Ensure **implementation** – particular focus on appropriate financing, changing legal frameworks where needed and necessary, continuous monitoring and adaptation of measures
- Start **pilot projects** in parallel to the development a full food strategy



# Charlie Brocard

*IDDRI*



# Food policies in France

A state of play

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Charlie Brocard, Food and Lifestyles Research Fellow, IDDRI

*March 24, 2025*

**Since 2004, advancing sustainability at different scales and in different sectors**

- Agriculture and Food
- Mobility
- Climate and energy
- Biodiversity
- Oceans
- Lifestyles
- International governance
- Decarbonisation pathways in the Global South

**‘Lifestyle in transition’ programme**

Focused on a household level, social approach to practices changes

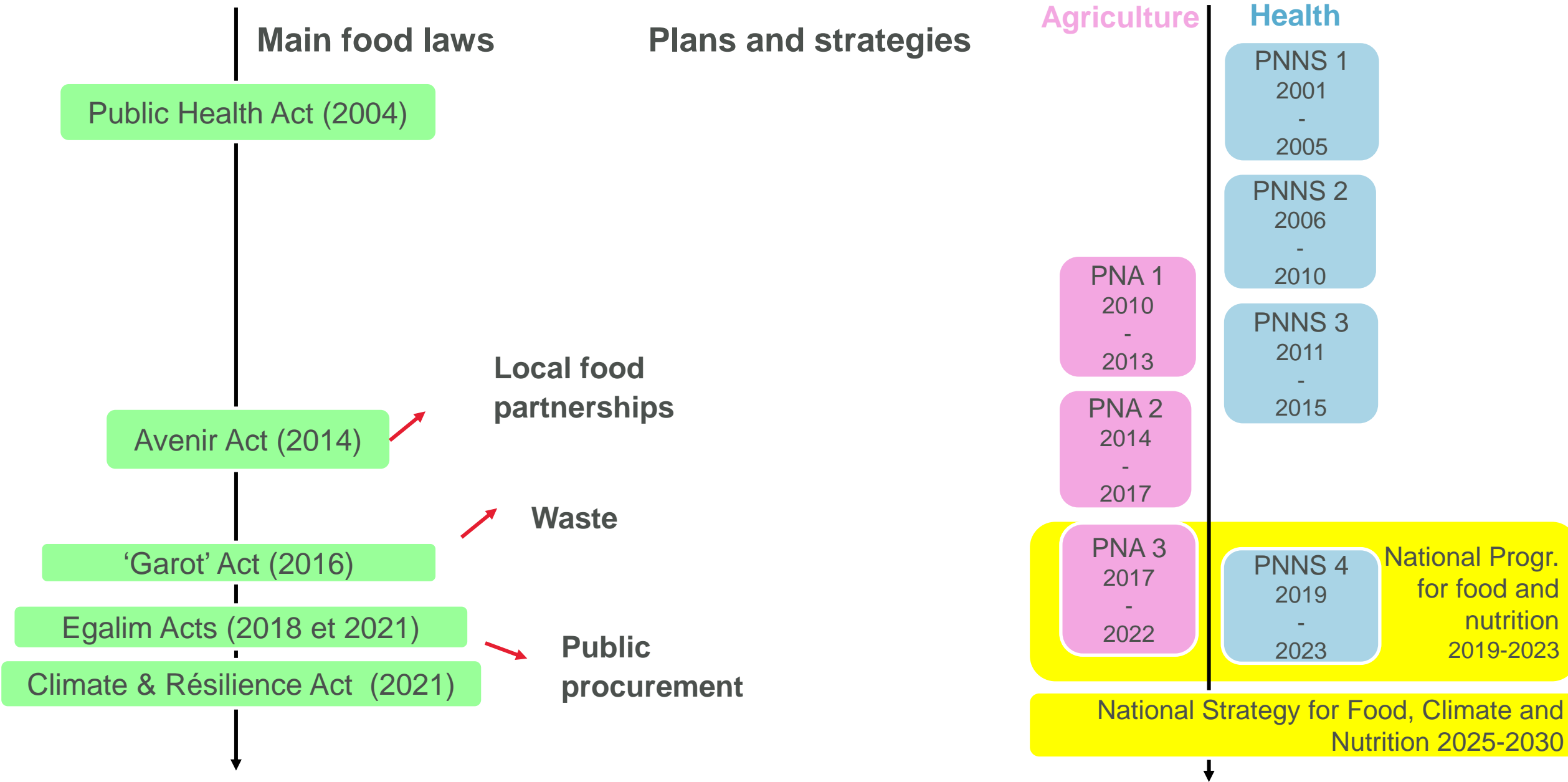
Connected to a macro-level reflection: what social contract for a sustainable society?

**Food at IDDDRI**

A just food transition from the farm to the fork.

Our workstreams

- Social stratification and food practices
- Public policies (EU, FR)
- Prospective scenarios
- Cost of food and transition
- Retail sector



**State and government**

Ministry for Agriculture

Ministry for Health

Ministry for Ecological Transition

Agencies

Ministry for Solidarity

Secretariat General for Ecological Planning

**Consultative bodies**

National Council for Food (CNA)

General Conference for Health (CFS)

National Council for Ecological Transition (CNTE)

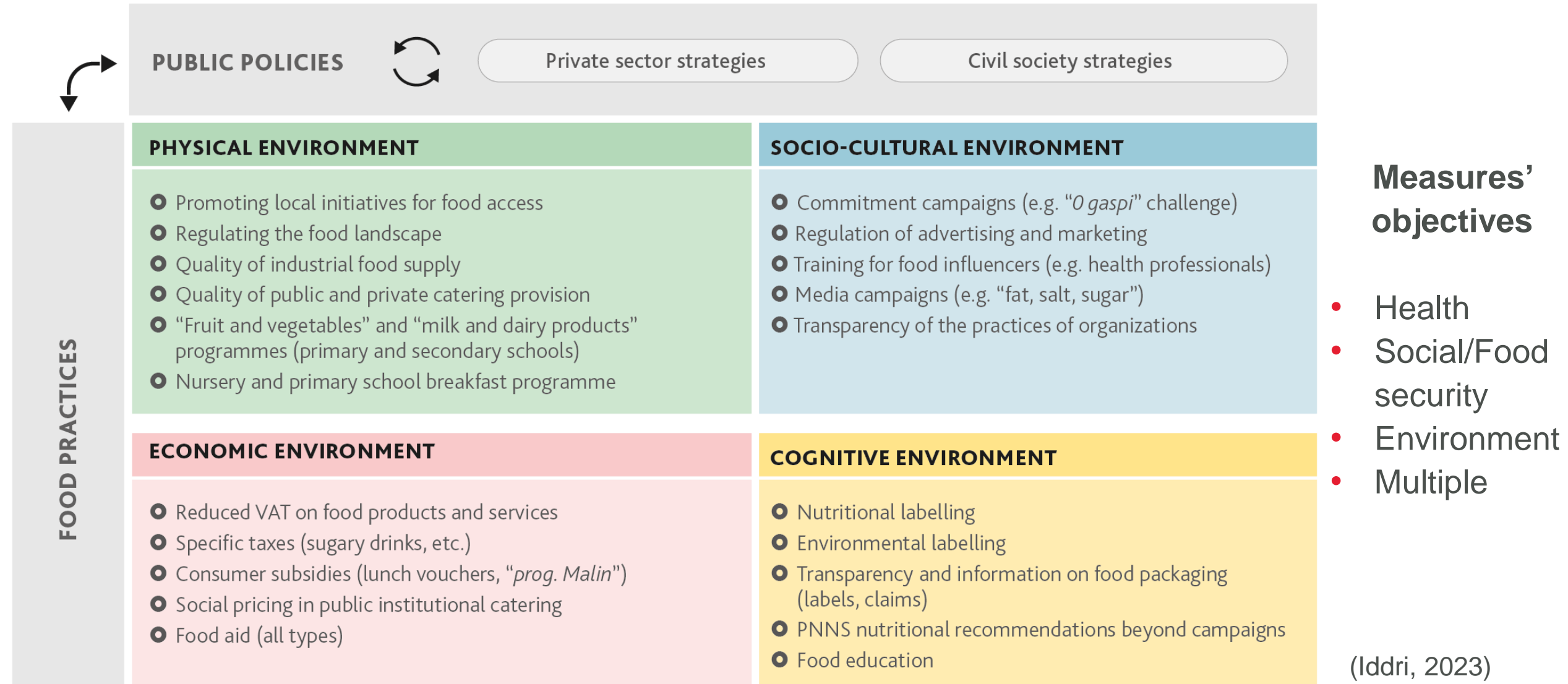
National Council on Poverty and Exclusion (CNLE)

**Local actors**

Local authorities

State bodies at territorial level

**FIGURE 3.** The food environment framework and the 21 types of intervention



## More sustainable meals in foodservice

- **More plant-based:** after a voluntary experiment, the **weekly vegetarian meal** became mandatory for schools in 2021; daily option for State and university canteens from 2023
- **More « quality » foods: objective of 50% of “quality foods” including 20% organic** in public procurement from 2022 and private food service in 2025
- **Less waste and plastics**

National  
guidelines

Voluntary  
reporting  
platform

Funding for 1€  
meal as  
incentive

## Greening and providing alternatives to food aid

- Obligation to donate meals / unsold food to charities
- EUR 90 million Fund for greening food aid and developing local experiments



## Ongoing process around the SNANC, National Strategy for Food, Nutrition and Climate

- Announced in 2021, should have been published in 2023
- Political turmoil / uncertainty 2023-2024
- A leaked version in Nov. 2024
- In March 2025: will be put in consultation, for adoption in Sept. 2025 (?)

## Lessons learnt from French case

- New actors within the administration can play a positive role
- Temporary tests can be a strategic first step
- Setting objectives provides an incentive to act, that should be met with adequate means
- Pacts and voluntary commitment can lead the way

Merci !

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# Eduardo Montero

*CECU – Consumers and Users  
Federation*





# Recent Spanish Food Policies

What does a Consumers and Users Organisation think about?

Ver más 

# Who we are?

The **Federation of Consumers and Users CECU** is a democratic, progressive, pluralist and independent organisation founded in 1983.

We are pioneers in the field of consumer affairs because of our work from a **broader perspective** than that of contracting goods or services, contributing to **new connections** between consumption and the environment, food safety, Corporate Social Responsibility, access to justice, fair trade and solidarity, preferential attention to the **defence of the most vulnerable groups** and the protection of personal data.

# Our (food) goal

Making access to healthy, sustainable and fair food easier for all people.

Moving responsibility:  
people > industry, retailers and governments

## What do we do?

1. Public advocacy & campaigns
2. Political advocacy
3. Working on alliance

(dialogue, dialogue, dialogue)

# What are our references?

Spanish Agency for Food Safety and Nutrition

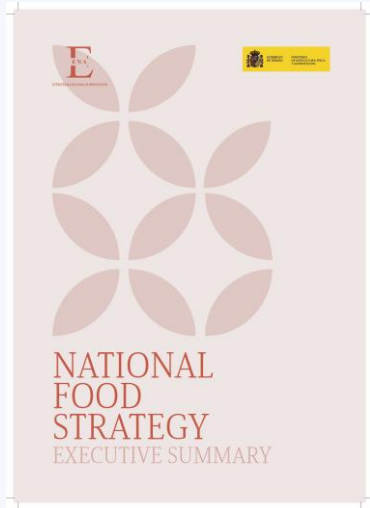
Ministry of Agriculture, Fisheries and Food

## Nutritional recommendations for healthy and sustainable diets

## Annual Food Consumption Report

> 190 kg/year	----- vegetables -----	- 4 x	49 kg/year
> 140 kg/year	----- fruits -----	- 2 x	78 kg/year
> 11,5 kg/year	----- pulses -----	- 3,5 x	3,26 kg/year
< 17 kg/year	----- meat -----	+ 2,5 x	41 kg/year
+ - 21 kg/year	----- fish -----		19 kg/year
occasional	----- sweets -----	!!!	5,51 kg/year





## Spanish Food Strategy [\(link\)](#)



### Objective

Building a sustainable food system in Spain and in Europe to achieve open strategic autonomy.



### Timing

13/01/2024  
21/01/2025



### Regulation

- Ensuring strategic food supply
- Promoting sustainability of food system
- Defining a comprehensive, sustainable and competitive food system
- Strengthening rural and coastal areas
- Encouraging healthy, high-quality food habits for the population
- Driving innovation and technology
- Encouraging transparency and accesibility of food information



### Our opinion

- Unclear development or next steps
- No specific funding
- Focused on production, not on consumption
- Lack of strategy to healthy and sustainable transition
- No protection to more vulnerable consumers/producers
- Lack of responsibility to mid-chain stakeholders
- Lack of dialogue between stakeholders



## Food Chain Law [\(link\)](#)



### Objective

Increasing the efficiency and competitiveness of the agri-food sector  
 Reducing the imbalance in trade relations between different operators  
 X Controlling unfair benefits and extra-costs for consumers



### Timing

02/08/2013  
 15/12/2021



### Regulation

Food contracts > Price above cost of production  
 Unfair commercial practices  
 Code of Good Commercial Practices in Food Procurement  
 Food Chain Observatory  
 Infringements and sanctions  
 Improving the backbone of the food supply chain  
 Implementing Authority: Food Information and Control Agency



### Our opinion *(discussed with farmers orgs)*

No public costs indicators are available.  
 Registration of contracts to facilitate ex-officio control  
 Public procurements: 30% of fresh, local, organic food  
 Chain Prices Information System + Unfair benefits  
 Higher sanctions & more publicity / € → injured  
 Make direct selling easier (similar to France)  
 Better coordination between public administrations



# Prevention of food waste and losses law



## Objective

Reducing waste and losses generation in all the food chain



## Timing

Discussion starts on: 2021  
 Approved: 20/03/2025 (not published)

*still under analysis !!*

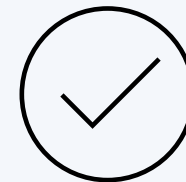


## Regulation

All actors in food chain, also primary sector is included  
 Food loss and food waste prevention plan  
 Level of priorities: 1 Prevention, 2 Processing > human, 3 Donation  
 Retail: donate surplus food is mandatory  
 Consumers: right to take leftovers from restaurants at no extra cost  
 Public admin: publishing data / more innovation and awareness / promoting imperfect food in supermarkets (+ local, seasonal, organic)



## Our opinion



Retail: mandatory imperfect + bulk and no multi-packing  
 Consumer: better info  
 Public admin: mandatory measure and publish ALL waste  
 Budget, support tolos and follow-up



# School canteens regulation



## Objective

Healthier and more sustainable food on school environments



## Timing

First proposal: 2022  
under discussion



## Regulation (minister's latest comments)

Fruit and vegetables: at least: 45% seasonal / 1 fruit every day  
Organic: at least 5% of Budget  
Ultra-processed and high-calorie: limited  
Meat and fish: good quality  
Pulses: increase the quantity  
Short circuits: will be promoted



## Our opinion

Fruit and vegetables: 70% seasonal / more vegetables  
Organic: at least 10%, transition to 20%  
What does it means limited?  
Meat: less and better / Fish: better  
Pulses: at least 3 per week (promote PDO/PGI and org)  
Short circuits + school kitchens + more budget + free

**Mandatory?  
or  
Recommendations?**



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# Panel discussion and Q&A



**Stephanie Wunder**



**Pete Ritchie**



**Charlie Brocard**



**Eduardo Montero**



**Ben Reynolds**

# Rachel Fisher

*Defra*



# Thank you for joining!



We would be grateful to  
receive your feedback on this  
webinar

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