

MAYOR OF LONDON

A young girl with colorful braids is drinking water from a glass. She is wearing a pink quilted jacket and blue floral patterned pants. In the background, another child is eating at a table with a blue plate of food. The table is covered with a white floral tablecloth.

THE LONDON FOOD STRATEGY

HEALTHY AND SUSTAINABLE FOOD FOR LONDON

COPYRIGHT

**Greater London Authority
December 2018**

Published by
Greater London Authority
City Hall
The Queen's Walk
More London
London SE1 2AA

www.london.gov.uk

enquiries 020 7983 4000

Copies of this report are available
from www.london.gov.uk

All images are © Greater London Authority unless otherwise stated.

Cover photo taken at this nursery is run by childcare group the London Early Years Foundation.

Images of this nursery also appear on pages 11 and 25.

The top right hand photo on page 34 showing a woman breastfeeding is © RÅN studio

Contents

Mayor’s foreword	5
Introduction	7
Background	9
Our Definition of Good Food	10
Executive Summary	11
1- Good Food at Home, and Reducing Food Insecurity	17
2- Good Food Economy, Shopping and Eating Out	23
3- Good Food in Community Settings and Public Institutions	31
4- Good Food for Pregnancy and Childhood	35
5- Good Food Growing, Community Gardening and Urban Farming	43
6- Good Food for the Environment	49
Annex 1: Glossary A - Z	55
Annex 2: Food that is good for people and the planet	61
Annex 3: The London Food Board	63



Mayor's foreword

Food helps to make London such an exciting city. Our restaurants, markets and street food are a snapshot of vibrant, multicultural communities. And we have every cuisine from around the world - something of which we should all be proud.

Food is also a key part of my social fairness and economic equality agenda as it affects the health, happiness and prosperity of us all.

I want every Londoner to have access to healthy, affordable, good food - regardless of where they live, their personal circumstances or income. Yet this is sadly not the case at present. Despite living in a prosperous city, many Londoners still have to rely on foodbanks. London also has one of the highest rates of childhood obesity in Europe. That's why I'm taking bold steps to reduce children's and families' exposure to junk food advertising across the transport network in London.

As Mayor, I want to put good food at the heart of London's approach to healthy living and to create a sustainable food system. I also want to equip Londoners with the skills they need to pursue rewarding, interesting jobs in our booming food sector – one that contributes almost £20bn to London's economy and accounts for over 10 per cent of jobs in our city.

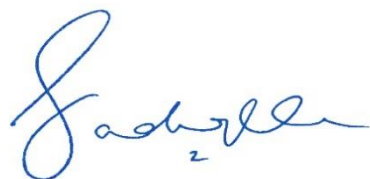
Our food system is complex. It is based on 'just in time' supply chains and relies heavily on global trade agreements and access to skills, particularly from EU countries. Any change to this system could have a huge impact on London. This London Food Strategy is being published in a time of great uncertainty, with the details of Brexit still not agreed. The London Resilience Forum is working hard to ensure disruption is minimised, but this can't be done in isolation. That's why I'm calling on the Government to ensure that the impact of Brexit on food is fully considered and that measures are put in place to protect this delicate and complicated system.

Food is now being used by Mayors around the world to promote solutions to some of the biggest challenges facing their cities - and I'm pleased that our city is a part of this movement.

Good food strategies can improve people's lives in many ways, from addressing the rise of diet-related diseases to supporting start-ups and building stronger communities. Food can bring high streets back to life, protect the environment, boost tourism and attract inward investment. Emerging food technologies can also give us fresh ways to solve London's evolving food needs.

We should be proud of the excellent and diverse food on offer in London. For too long, people's perception of food in our city hasn't matched the reality. So I want us to celebrate the world-class fare cooked by Londoners of all backgrounds, and share our passion for food in our homes, communities, restaurants and markets.

I would like to thank all those who contributed to this strategy, with a special thanks to Claire Pritchard and Rosie Boycott, the current and previous chairs of the London Food Board, and all board members for their hard work and passion about food in London.

A handwritten signature in blue ink, appearing to read 'Sadiq Khan', with a small number '2' written below the 'h'.

Sadiq Khan
Mayor of London

Introduction



Food is vital to sustain life, but food is also much more than just a meal. It connects everything we do as a society, it affects the environment, it drives our economy, affects our health and it is a central part of our cultural life. How our food system works and what Londoners eat is crucial in helping London to be a better place to live, work and visit.

Our food system is complex and remarkable and while it is full of benefits, there are also many challenges; child obesity is rising, Londoners' reliance on foodbanks is increasing and global Greenhouse Gas emissions (GHGs) from food production are contributing to London's poor air quality.

The London Food Strategy sets out our thinking and provides a framework to help all Londoners, London boroughs and the partners we work with adapt our city's food system to meet the challenges that lie ahead.

Everyone in London can do something to improve food – at home, at work, in businesses, institutions and through local policies. This strategy sets out what the Mayor will do to deliver and support change. Not everything that can be done to improve our food system is within the Mayor's powers, so we also set out priorities that will need to be led by external partners.

Cities and Mayors have the chance to transform food systems for the benefit of citizens and the environment. London is recognised for its leadership in international food networks. In 2017, the Greater London Authority (GLA) and the London Food Board received a Silver Award from the Sustainable Food Cities Network. Our consultation on the draft of this strategy elicited positive international responses, including from New York City and Toronto, themselves world leaders in urban food policy. We are a key partner in the C40 Cities Food System Network and the Milan Urban Food Policy Pact. We use these networks to help us learn more all the time, to help London continue to be a leader in green food jobs, skills and education.

We will work for a brighter future for all Londoners, with healthier lives, better jobs, thriving producers, a cleaner environment and more enjoyable social connections. We will continue to learn, and to make food better for all Londoners.

This London Food Strategy is a call to action. Let's work together to show what good food can do.



Claire Pritchard

Chair - London Food Board

Background

Development of the London Food Strategy

The London Food Strategy has been developed by the Greater London Authority (GLA) on behalf of the Mayor of London and in partnership with the London Food Board¹. To ensure the strategy is robust and reflects the needs of all Londoners, a full consultation process was undertaken in summer 2018. A draft version of the strategy was published for an eight-week period and almost 150 organisations and thousands of members of the public responded. The final London Food Strategy has taken all responses into account.

Structure of the London Food Strategy

The London Food Strategy begins by setting out our definition of good food. It is then structured into six key settings. Under each of these settings, several actions are included. These are divided into; what the Mayor will do to deliver change, what the Mayor will do to support change, and priorities to be led by external partners. Actions that all Londoners can take to improve good food in London are also included.

There are three annexes to the London Food Strategy: a glossary; a list of initiatives to be promoted by the London Food Board; and an overview of the London Food Board.

Cross-cutting issues and actions

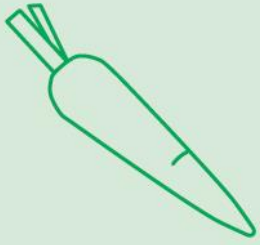
It is important that the London Food Strategy is read as a whole document. The strategy does not repeat actions across chapters, but it is recognised that many of the actions are relevant to more than one chapter and each chapter interlinks with the others.

Links to other Mayoral strategies

The London Food Strategy aims to ensure all Londoners have access to healthy and sustainable food. To help to embed this in London policy, the positive role that food can play in everyone's lives has been integrated across the full range of Mayoral strategies. These strategies include the draft New London Plan, the London Health Inequalities Strategy, the Mayor's Economic Development Strategy, the London Environment Strategy, the Mayor's Transport Strategy, Culture for All Londoners Strategy, the Mayor's Skills for Londoners Strategy, the Mayor's Vision for a Diverse and Inclusive City, a Tourism Vision for London, and a Vision for London as a 24-Hour City. Several actions in the London Food Strategy complement those in other strategies, and officers will work together across policy areas to maximise opportunities for good food.

¹ See Annex 3 for an overview of the London Food Board

Our definition of good food



Healthy, nutritious food for all cultures and needs

it includes fruit, vegetables, pulses and wholegrain foods; less saturated fat, salt, sugar and fewer unnecessary additives; healthier cooking oils; appropriate portion sizes; and easy-to-understand nutrition and calorie information.

Fair, inclusive and accessible

so that disadvantaged and vulnerable people enjoy the benefits of eating well. It promotes decent working conditions and fair treatment of food producers and suppliers. It champions the London Living Wage and the Mayor's Good Work Standard and Fairtrade, which build momentum towards a fairer and more inclusive London.

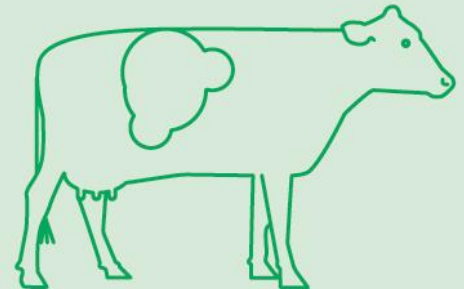


Skilled and profitable

supporting entrepreneurs, social enterprises and workers to grow, distribute, process, cook, trade and serve good food. It encourages people and businesses to buy from smaller, local and varied enterprises to diversify the supply chain to help newcomers enter the market.

Planet-friendly and humane

promoting optimum standards of animal feeding practices; supporting farmers who raise livestock to demonstrably higher standards of environmental protection and animal welfare such as LEAF-Marque, RSPCA Assured and Organic; use of less but better-quality meat; and promotion of plant-based foods.



Sustainably produced

and prioritising British and seasonal food, including food local to London that meets higher ethical and environmental standards, reducing greenhouse gas emissions; antibiotic use in animals, and artificial inputs such as pesticides.

Safe

with good traceability and safe handling throughout the food chain.



Celebrated

by engaging all Londoners in the enjoyable pursuits of food shopping, growing, cooking and eating together.

Executive Summary

1. GOOD FOOD AT HOME, AND REDUCING FOOD INSECURITY

What we cook and eat at home has a big impact on our health and wellbeing. Yet many Londoners are not able to eat well at home. Poverty and inequality can play a part in this. That's why we must address the causes of poverty and inequality. This includes promoting the London Living Wage and developing long-term solutions to the issue of household food insecurity. This strategy outlines how we plan to support boroughs to develop and put in place Good Food Retail Plans. We will learn from boroughs' Food Poverty Action Plans and ensure that children from low-income families have access to healthy food during school holidays.

2. GOOD FOOD ECONOMY, SHOPPING, AND EATING OUT

Many Londoners find it hard to find healthy food when eating out and shopping. This is especially true for night-time and shift workers when the options for a healthy meal can be even more limited.

London's obesity problem is made worse by a food environment that bombards people with marketing and promotion of less healthy foods. This can be a real issue in attempts to help children avoid being overweight or obese. The Mayor wants to promote the role that food can play in making streets healthy places, with more healthy food options and good food businesses.

The Mayor will do all he can to help tackle child obesity. As part of this he will introduce advertising restrictions across TfL's advertising estate to reduce exposure to advertisements for foods and non-alcoholic drinks which are high in fat, sugar and salt. These restrictions and additional measures to promote healthy eating will help to achieve a healthier balance of promotional messages about foods and drinks seen by children and their families as part of London's response to the rising epidemic of child obesity.

The food sector is a great route to work and skills development. There are more and more ways for entrepreneurs to enter the sector – from street food through to community growing. But food businesses in London are facing challenges. Brexit negotiations could threaten both supply chains and access to skills. The Mayor will use a range of schemes to promote values-driven food businesses and social enterprises. This will help support food businesses to grow and access the skills and training the sector needs.

3. GOOD FOOD IN COMMUNITY SETTINGS AND PUBLIC INSTITUTIONS

Many Londoners spend a lot of time in community settings. Food can be a great way of bringing people together and reducing social isolation. Institutions like the GLA, councils, public services, schools, hospitals, cultural and tourist attractions and health and social care providers buy and serve food to Londoners. As such, all have a role to play in leading by example in showing people what good food is. Through better food procurement, small businesses and local producers can help people eat healthier food with better animal welfare and environmental standards. This will be good for London's economy too.

4. GOOD FOOD FOR PREGNANCY AND CHILDHOOD

Good food is an essential part of health and wellbeing at all stages of life. It can help reduce the health inequalities between London's communities.

London has the highest level of child obesity in England. Children growing up in the poorest parts of the city are twice as likely to leave primary school obese as their peers in the richest areas. The food environment that surrounds London's children makes this issue worse.

We need to reverse this trend in child obesity. The Mayor has convened London's Child Obesity Taskforce to lead city-wide action to reduce child obesity and related inequalities. His aim is to reduce children's exposure to junk food including by restricting advertising and helping boroughs to produce Good Food Retail Plans. He has also put forward proposals to restrict new takeaways opening within 400m of schools. Finally, he will help takeaways to improve the food they serve by making simple and healthy changes through the Healthier Catering Commitment.

Breastfeeding has a huge number of benefits for both babies and mothers, but breastfeeding rates in London are low. The Mayor recognises that normalising breastfeeding is a key way to increase breastfeeding rates here. The food children eat in early years settings and at school can help them develop healthy food habits for life. The Mayor will continue to improve London children's health and support healthier habits through his Healthy Schools London and Healthy Early Years London programmes.

5. GOOD FOOD GROWING, COMMUNITY GARDENS AND URBAN FARMING

In the last decade, London has become host to an increasing number of food growing spaces. As a result, more people than ever now engage with them.

We cannot overstate how important food growing in community gardens, allotments, schools, urban farms and other spaces in London is. It has so many benefits. Food growing is a great way to bring communities together. It can also help individuals make new friends and feel less isolated, make areas safer, and boost people's physical and mental health and wellbeing. Urban food growing has many environmental benefits too. This includes adding to London's green infrastructure and providing habitat for London's biodiversity. More food growing will also help the Mayor meet his commitment to make London a National Park City.

Urban farming and food growing projects also help to create social enterprises. This boosts local economies and provides jobs, volunteering opportunities, training and apprenticeships.

The Mayor will work with local councils, private sector partners and food growing charities to support urban farming. He will help Londoners access community gardens to realise the many benefits of food growing for both communities and individuals.

6. GOOD FOOD FOR THE ENVIRONMENT

What we eat, how we produce it, consume it and dispose of it, has huge impacts on the environment. It is estimated that food and drink accounts for almost 10 per cent of London's total consumption-based Greenhouse Gas (GHG) emissions. This is mainly because of the type of food eaten and the way it is farmed. This also has a big impact on

our soils, biodiversity, and water quality. With London's population still rising, it is vital that we adapt the food system and our diets to mitigate the impacts of this increase.

The way the food system works has a major influence on London's air quality. We must work to achieve a more efficient and consolidated transport network around food supply and food shopping. The food system is complex and vulnerable. Our food supply depends on many sources and processes. We need to learn more about how to make our food system more resilient.

As the London Environment Strategy highlights, for every two tonnes of food eaten in the UK, another tonne is wasted. Most of this ends up in landfill or is incinerated. The Mayor will take bold actions to address food waste in London.

London is also a part of international food policy networks. As such, the Mayor will work with other cities and partners to promote healthier and more sustainable food choices and eating behaviours.

A Snapshot of London Food

All facts and figures in this document were correct as of December 2018.

Around **80 per cent of women in the UK start to breastfeed their babies** but only around **one-third of babies are exclusively breastfed by 6-8 weeks.**⁷

Over **38 per cent of London's 10-11-year olds are overweight or obese** compared to **34 per cent NATIONALLY.**⁸

Children growing up in the **most deprived areas** of London are **TWICE AS LIKELY to leave primary school OBESE** as those in the least deprived areas.⁹

In the last decade **more than 2,700 new food growing spaces have been set up** as part of Capital Growth.

Over 200,000 Londoners are involved in food growing.¹⁰

It is estimated that **food and drink accounts for almost 10 per cent of London's total consumption-based Greenhouse Gas (GHG) emissions.**¹¹

For every **two tonnes of food eaten in the UK, another tonne is wasted.**¹²

⁷ <https://www.gov.uk/government/statistics/breastfeeding-at-6-to-8-weeks-after-birth-2017-to-2018-quarterly-data>

⁸ National Childhood Measurement Programme 2016-17

⁹ National Childhood Measurement Programme 2016-17

¹⁰ <http://www.capitalgrowth.org/>

¹¹ BSI/GLA (2014) Application of PAS 2070 – London, United Kingdom: An assessment of greenhouse gas emissions of a city.

¹² London Environment Strategy, 2018

A Snapshot of London Food

All facts and figures in this document were correct as of December 2018.

More than 2.3 million Londoners live below the poverty line.¹

In 2017 / 18, the Trussell Trust gave out **134,244 emergency food packages to people IN CRISIS** in London.²

33 per cent of adults in London **HAVE SKIPPED MEALS to save money so that their children can eat.**

Over 1,500 in London are accredited **London Living Wage employers.**

The food sector contributes nearly **£20 billion per year to the London economy** and London exports **more than £2.9 billion worth of food and drink goods annually.**

The Food Sector accounted for **10.5 per cent of employee jobs** in London in 2016.³

The number of takeaways in London **increased** from 4,100 in 2010 **to 5,335 in 2018.**

Food imports from the EU constitute about 31 per cent of the UK's food supply.⁴

Around 35 per cent of food manufacturing workers and 30 per cent of workers in London's hospitality sector COME FROM THE EU.⁵

Evidence suggests that **THE MORE children are exposed to advertising of less healthy food, THE HIGHER the risk of INCREASING their consumption of those foods and of becoming OVERWEIGHT or OBESE.**⁶

¹ GLA Poverty in London, Intelligence Unit 2017

² <https://www.trusselltrust.org/2017/11/07/foodbank-demand-soars-across-uk/>

³ GLA (2018) London's sectors.

⁴ Lang, Millstone & Marsden (2017), "A Food Brexit: time to get real"

⁵ Lang, Millstone & Marsden (2017), "A Food Brexit: time to get real"

⁶ Junk food marketing and childhood obesity: The evidence. Obesity Health Alliance. 2018



1- Good Food at Home, and Reducing Food Insecurity

Aim

Help to ensure all Londoners can eat well at home and tackle rising levels of household food insecurity



The Mayor is committed to do all he can so that all Londoners can eat well and are able to enjoy food security for themselves and their family. Most of us eat the majority of our food at home. What we cook and eat at home therefore profoundly affects our health and well-being. For most Londoners, an efficient and sophisticated food system works well all the time, at least on the surface. Highly-efficient supply chains mean there is nearly always plenty of food in markets and shops and a bewildering breadth of choice.

Yet many Londoners are not able to eat well at home, in part because of issues relating to poverty and inequality. More than 2.3 million Londoners live below the poverty line² and many people do not have shops in their area that sell enough affordable, healthy food. London should be a zero-hunger city, yet some Londoners' reliance on foodbanks shows no sign of reducing, and this needs to be addressed. Welfare changes and benefits sanctions are the main reason people visit foodbanks for emergency food provision and in 2017/18, the Trussell Trust gave out 134,244 emergency food packages to people in crisis in London³. Many more people are vulnerable than is shown by foodbank usage, and Trussell Trust are not the only foodbank provider. We should not accept foodbanks as a fact of life in London. Similarly, we need to avoid surplus food being diverted to people in need being seen as a permanent solution to food poverty. We want to eliminate food poverty, not institutionalise it.

Food insecurity is when an individual or household has insufficient or insecure access to food due to resource constraints. Food insecurity takes myriad forms in people's lives and can occur in a variety of scenarios: from those suffering destitution and absolute poverty, through to working families struggling with low or unpredictable incomes.

One in five parents in London have skipped meals so that their children can eat and eight per cent of parents say their children have had to miss meals because they cannot afford to buy food. 60 per cent of Londoners say they have bought cheaper food than they normally would to save money in the last year⁴.

There are many Londoners whose long working hours, lack of resources, or lack of pre-disposition to cook mean that children survive on fast food outlets. Visible food insecurity can make young people vulnerable to exploitation.

Children who receive free school meals are at risk of having too little food during school holidays, and teachers have reported that hungry children fall behind their peers in terms of academic and social development. Some of London's poorest children, including asylum seekers and undocumented children, are ineligible for free school meals and only receive them at the discretion and expense of individual schools.

People out of work (or in insecure, poorly-paid work) who struggle to make ends meet are often forced to resort to less healthy food; and isolated older people are often unable to prepare healthy meals without help. The lack of meals-on-wheels provision at borough level is exacerbating that situation – but good social enterprise models are emerging that can help alleviate that problem. Councils could be supported to look at social and wellbeing promoting alternatives to meals-on-wheels services that have in many places been decommissioned due to financial restraints.

Food insecurity can be triggered by a crisis in financial or personal circumstances but may also be a long-term experience of consistently not being able to access a healthy diet or afford to eat well. This can be even more the case for marginalised groups such as older

² Poverty in London, GLA Intelligence Unit 2017

³<https://www.trusselltrust.org/2017/11/07/foodbank-demand-soars-across-uk/>

⁴ YouGov 2017

people, homeless people, disabled people, asylum seekers, unemployed people, teenagers and young adults. For all these groups, and others, food plays a vital role in avoiding isolation and building communities.

Ensuring physical as well as financial access to good food is also critical to help address food insecurity, which is why this chapter links into Chapter 2, and Chapter 3, emphasising the importance of meals provided in community settings and public institutions.

Food education and skills remain a crucially-important part of how we help Londoners to eat better at home, and schools have an important role to play in helping children and their families to improve their skills and food knowledge.

Household food insecurity and malnutrition need a structural and economically-viable long-term solution. We have supported 10 boroughs to develop their own Food Poverty Action Plans and will work to develop long-term such solutions as part of our desire to reduce and prevent food poverty, not accommodate it.

Language around “healthy choices” too often blames people for things that are not their fault. That is why we need to emphasise that it is the food environment in which people live and are surrounded by that needs to change.

To cultivate an environment which enables individuals to access and eat healthy food at home, we will work with agencies, institutions and funders to help prioritise significant and joined-up action to improve household food security and to reduce hunger.

Good food at home and reducing food insecurity – what you can do

Sign up to a local community cookery course.



For better health, and lower environmental impact, consider reducing your consumption of meat and eat more fruit and more vegetable-based meals.



Cook more from scratch and reduce the number of takeaways you buy.



Buy more seasonal food.



Set up, or join, local food partnerships in your area to help bring people together to make food healthier for everyone.



Find out how to volunteer at a local foodbank, food redistribution charity or for a project providing children with school holiday meals.



Campaign for employers to pay the London Living Wage

What the Mayor will do to deliver change

1. Reduce school holiday hunger in London by improving provision of holiday food for children from low-income families, through the Mayor's Fund for London scheme Kitchen Social, which will engage 50,000 children and young people in London by 2020⁵.
2. Undertake research to measure household food insecurity in London, to support the development of long-term solutions to its causes and impacts.
3. Promote much higher numbers of employers paying the London Living Wage⁶, recognising that food poverty is partly due to low income.

What the Mayor will do to support change

1. Encourage London boroughs to consider building the rights of all citizens to be able to eat well into their local health and wellbeing strategies or equivalent, and our collective right to a fair and sustainable food system.
2. Work with key agencies, institutions and funders to help prioritise and join up action to reduce food insecurity and hunger, including piloting work with schools to tackle child poverty.
3. Continue to publicise the benefits of Food Poverty Action Plans funded by the GLA and developed by London boroughs, to help tackle food insecurity at a local level, helping build local capacity to reduce and combat it, including through local food partnerships.
4. Champion the importance of good food for older people by encouraging better coordination and collaboration between local authorities, to maximise the role of good food in relieving the burden of malnutrition and social isolation on the NHS.
5. Support the annual publication of the Beyond the Food Bank report⁷ to help reduce Londoners' reliance on foodbanks and help local authorities make progress against a wide range of food poverty indicators.
6. Champion business support to food entrepreneurs and start-ups, and support London's markets to increase their supply of fresh, local and seasonal produce to meet all Londoners' cultural needs through the London Markets Board.
7. Encourage London boroughs to develop Good Food Retail Plans, sign up to the Local Government Declaration on Sugar Reduction and Healthier Food and lead a Sugar Smart campaign to help people eat more healthily and make food in their area better for businesses and residents.

⁵<http://www.mayorsfundforlondon.org.uk/programme/kitchen-social/>

⁶ <https://www.london.gov.uk/what-we-do/business-and-economy/london-living-wage>

⁷ <https://www.sustainweb.org/foodpoverty/profile/>

Not everything that can be done to improve good food at home is within the Mayor's powers, but we will work with partners to achieve more.

Priorities to be led by external partners

1. Partners should promote community food initiatives, such as those run by Good Food in Greenwich⁸ and others, empowering people to participate in activities that improve wellbeing, celebrate London's food cultures and increase access to healthy food, including amongst vulnerable groups such as older people.
2. Businesses should ensure their pay, employment conditions, job security and working practices help to protect and improve the household food security and health of their employees. They should consider signing up to the Mayor's Good Work Standard, recognising and promoting good practice in the workplace.
3. Businesses should consider paying the London Living Wage, offering flexible working arrangements for people with families and those caring for older or disabled family members, and improving contracts and job security.
4. Businesses should donate more surplus food to food redistribution charities or provide financial donations or sponsorship to school holiday hunger programmes such as Kitchen Social.
5. Partners should continue to support organisations using surplus food to provide emergency food for people in need and help groups providing frontline services. However, it is important to target a decline in need for such services and not treat food banks as a long-term solution to food poverty.
6. To help people learn more about healthy food and how to cook it, every London borough should have at least one community food hub based at an existing community centre / school / children's centre (ideally one per key area of deprivation). This could include a community café and kitchen where programmes such as cookery clubs, holiday meals, lunch clubs and FareShare pantries are accommodated, increasing knowledge and skills as well as supporting and serving disadvantaged communities.
7. Schools should identify and support children and families living with food poverty with any available local authority support. This could be via cooking classes with parents, identifying children who may need support for holiday hunger projects, schemes to share unused food from school meals with families, delivering education about food waste and best before and use by dates and review of food technology offer in secondary schools.

⁸ <http://www.goodfoodingreenwich.org/what-can-i-do-individual-or-family/>

2- Good Food Economy, Shopping and Eating Out

Aim

Support good food businesses to improve London's food environment and make healthy, affordable options more widely available to Londoners



London is home to thousands of food businesses; growers, producers, processors, manufacturers, cafes, restaurants, caterers and retailers – from national companies and restaurant chains, to chef-led restaurants, local pubs, entrepreneurial start-ups and micro-enterprises, as well as fast-emerging technology businesses, creating their own opportunities and challenges. The Mayor is proud of London's amazing range of food and wants businesses within the food sector to thrive. We will continue to promote the excellence and variety of London's food.

However, many Londoners of all ages find the food environment when eating out and shopping for food unhelpful, as healthy food is often unavailable. London's obesity problem is compounded by a food environment that bombards Londoners with marketing and promotion of less healthy food. One quarter of takeaways in the UK are located within a five-minute walk of a school and there is a clear link between deprivation and the number of takeaways in an area, with the poorest areas of the country having far more takeaways than the richest areas⁹. Studies have shown that the development of children's food preferences and behaviours are influenced by marketing of less healthy food and current evidence provides a compelling case that marketing of less healthy food and child obesity are causally related¹⁰.

In 2017 key players in the advertising industry introduced voluntary restrictions on billboard and poster advertising of high fat, salt and sugar (HFSS) products within 100 metres of schools. This includes the current contract providers for Transport for London's (TfL) network of advertising assets at bus stops and stations. But we want to do more across the GLA to stop children being exposed to adverts for less healthy products. TfL's advertising estate makes up 40 per cent of London's out-of-home advertising by revenue. The Mayor will use every means at his disposal that will help tackle child obesity. That is why he consulted on a ban on advertising of food and drink¹¹ that is less healthy¹² across the TfL estate. There was overwhelming support from Londoners for this proposal and the Mayor has now set out plans to introduce advertising restrictions across TfL's advertising estate. The Mayor will now work with industry and public health bodies to implement these plans and ensure the proposals are delivered, reviewed and evaluated effectively.

These restrictions and additional measures to promote healthy eating will help to achieve a healthier balance of promotional messages about foods and drinks seen by children and their families and represent the largest intervention of its type in any city in the world. They will transform the exposure that children have to less healthy food advertising on their journeys to school and within their local communities and reduce exposure of family members or carers responsible for purchasing food and drink on behalf of children.

Findings from the Great Weight Debate 2017¹³ and YouGov polls for the GLA¹⁴ show that Londoners want the Mayor and partners to act. 62 per cent of Londoners believe having healthier and cheaper food options on London's high streets would have the biggest impact on improving healthy eating in the capital¹⁵. Local convenience stores have a crucial role to play in increasing access to healthy food, but they face a number of challenges, including the obvious need to be profitable. Some boroughs have done excellent work developing Good Food Retail Plans, and we will support more of that work.

⁹ <https://publichealthmatters.blog.gov.uk/2016/10/21/obesity-and-the-environment-the-impact-of-fast-food/>

¹⁰ Norman J, Kelly B, Boyland E, McMahon AT (2016). Marketing and Advertising on Food Behaviours: Evaluating the Evidence for a Causal Relationship. *Current Nutrition Reports*, 5(3): 139-149

¹¹ This ban would exclude alcohol

¹² 'Healthy' as defined under the Food Standards Agency Nutrient Profiling Model - <https://www.gov.uk/government/publications/the-nutrient-profiling-model>

¹³ <https://healthylondon.org/greatweightdebate/resource/great-weight-debate-stage-1-report/>

¹⁴ YouGov 2017

¹⁵ YouGov 2017

The food sector is a great route to employment and skills development, with a growing range of options for entrepreneurs looking to enter the sector – from street food through to food growing.

The Mayor recognises the importance of good food retail. He will fund boroughs to produce Good Food Retail Plans, which will improve access to healthy and affordable food, especially in areas that need it most. He will aim to increase the availability and consumption of vegetables across the city, through London's status as a 'Veg City'¹⁶, part of the Food Foundation's 'Peas Please' initiative¹⁷.

The Mayor will also support the Consumer Goods Forum's Collaboration for Healthier Lives Initiative, to be piloted in Lambeth and Southwark. This will bring retailers and manufacturers together to help customers understand, find and choose healthier food options in stores. We want this pilot to help transform the way food works in London, with its positive impacts being replicated by partners all over the capital.

There is potential for the development of community food hubs with wraparound services for education, training, affordable workspace and social enterprise, such as will be provided in the new Food Exchange at New Covent Garden Market. These services can help people develop their own ideas into viable businesses and support diverse, ethical and sustainable food suppliers, helping people to enjoy good food, with producers and entrepreneurs making a decent livelihood. We know, too, that affordability of workspace and retail units remains a challenge that must be worked on in partnership. Part of the solution may be to explore the costs and benefits which could be derived from greater integration and co-location of the food and culinary knowledge base with producers and entrepreneurs.

New technologies such as online delivery platforms have an important role to play as they change the way people buy food. Such innovation should not be at the expense of health, social and environmental progress.

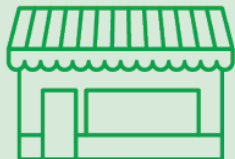
This strategy is published against a backdrop of fast-moving Brexit negotiations. The Mayor understands that food businesses in London are facing challenges, not least in the context of Brexit negotiations. Brexit may present profound challenges to our food system and the people who work in the food and hospitality sector, which is already facing a skills crisis. If Brexit were to result in new regulatory barriers, tariff barriers, or lengthy customs delays for UK/EU trade in food, imports could significantly rise in price, or possibly not be available at all. Around 35 per cent of UK food manufacturing workers come from the EU, as do 30 per cent of workers in London's hospitality sector¹⁸. The Mayor has consistently called on the Government to provide a cast-iron guarantee to EU nationals that they are welcome to stay in the UK after Brexit.

The Mayor has asked the London Resilience Forum to establish the impact of various Brexit scenarios including a no-deal Brexit. This includes the potential impacts on the availability of food for Londoners. With 30% of the UK's food being imported from the EU and a further 11% being imported under an EU trade deal, the Forum's early work has indicated there may be a risk of disruption to London's food supply if the UK were to leave the EU in a no-deal scenario. Furthermore, the UK's departure from the EU at the end of March 2019 would coincide with a time of the year when the UK will rely on peak import levels of fresh food with retailers preparing for the high demands of the Easter holiday period.

¹⁶ <https://foodfoundation.org.uk/what-is-a-veg-city/>

¹⁷ <https://foodfoundation.org.uk/peasplease/>

¹⁸ Lang, Millstone & Marsden (2017), "A Food Brexit: time to get real"

Good food shopping and eating out – what you can do

Try supporting independent local shops, and local pubs, use street- and farmers' markets and local fruit and vegetable box schemes more.



If you are eligible for Healthy Start vouchers, ask your health visitor about applying for these and using them to support your family to eat well.



Look for businesses that have accreditations such as Sugar Smart and the Healthier Catering Commitment.



Look for healthier options on menus.



Ask the businesses you use if they pay staff the London Living Wage and if the staff receive all the tips.

What the Mayor will do to deliver change

1. Introduce advertising restrictions across TfL's advertising estate to reduce exposure to advertisements for foods and non-alcoholic drinks which are high in fat, sugar and salt. These restrictions and additional measures to promote healthy eating will help to achieve a healthier balance of promotional messages about foods and drinks seen by children and their families as part of London's response to the rising epidemic of child obesity.
2. Fund the development of Good Food Retail Plans by London boroughs, to improve access to healthy and affordable food, and make food better for businesses and residents.
3. Support and promote values-driven food businesses and social enterprises, especially those serving disadvantaged communities, through the Urban Food Awards, funding support through Crowdfund London and the Good Growth Fund, signposting businesses to support and advice via the London Growth Hub and exploring sector-specific support such as through food hubs like the Food Exchange at New Covent Garden Market.
4. In light of potential challenges posed by Brexit, champion a flexible approach to migration to make sure the food and hospitality sectors can meet demand, innovate and continue to grow to ensure a strong food economy.
5. Enhance London's reputation as a world-leading food destination, to help food play a key role in our tourist economy through London's official promotion agency, London and Partners.
6. Continue to work with business to find solutions to the challenges that Brexit poses and work to enhance London's reputation as a world-leading food destination, to help food play a key role in our tourist economy.
7. Work with partners to improve access to apprenticeship levy funding for small and medium businesses across the food sector.
8. Promote London's status as a 'Veg City' and support the Food Foundation's 'Peas Please' initiative to help increase the availability and consumption of vegetables, particularly for low income households.

What the Mayor will do to support change

1. Continue to work in partnership with local authorities to deliver the Healthier Catering Commitment, which supports hot food takeaways to make simple, healthy improvements to their food.
2. Support collaborative pilots at local authority level with major retailers, manufacturers, the NHS, Public Health England, local partners and local government to promote healthy products across major retailers and achieve a lasting switch from less healthy foods to healthier alternatives.
3. Use devolution of adult skills funding and employment services support to London from 2019-20 to better support education and skills providers to deliver the relevant skills that the food and hospitality industries need to be competitive. Continue to work with employers to develop diversity in high-quality apprenticeships.

4. Work with the Consumer Goods Forum on the 'Collaboration for Healthier Lives'¹⁹, connecting this initiative with local partners in Lambeth and Southwark, and sharing best practice and learning across London.
5. Support local authorities and businesses to help staff eat healthy, sustainable food in the workplace. They will be encouraged to consider Public Health England guidance on catering standards for employers²⁰, adopt and promote the Healthy Workplace Charter²¹ and strive for Food for Life Served Here accreditation.
6. Promote the role that food can play in making streets healthy places, where people are surrounded by more healthy food and good food businesses, and are not bombarded by marketing and promotion of less healthy food.

Not everything that can be done to improve good food outside the home is within the Mayor's powers, but we can work with partners to achieve more.

Priorities to be led by external partners

1. Retailers and restaurants should promote more sustainable options to give Londoners more opportunities to reduce their reliance on meat and increase their intake of fruit and vegetables, by signing up to initiatives such as Sugar Smart²² and Peas Please²³.
2. Business organisations should promote the range and excellence of careers available in the food and hospitality sectors.
3. Local authorities which have not already done so should form local food partnerships and join the Sustainable Food Cities network to share best practice with other UK cities on healthy, sustainable food priorities.
4. Public Health England and other partners should continue to work with hot food takeaways, pubs, cash-and-carry operators and convenience stores to improve access to healthier, affordable food.
5. The London Economic Action Partnership (LEAP) should continue to signpost food businesses to business support and development opportunities through the London Growth Hub and Advance London.

¹⁹ <https://www.theconsumergoodsforum.com/initiatives/health-wellness/key-projects/collaboration-for-healthier-lives/>

²⁰ <https://www.gov.uk/government/publications/healthier-and-more-sustainable-catering-a-toolkit-for-serving-food-to-adults>

²¹ <https://www.london.gov.uk/what-we-do/health/healthy-workplace-charter>

²² <https://www.sugarsmartuk.org/>

²³ <https://foodfoundation.org.uk/peasplease/>



3- Good Food in Community Settings and Public Institutions

Aim

Work with public sector partners to improve their food procurement for the communities they serve



Local authorities, the GLA, public services, schools, hospitals, tourist attractions and health and social care settings all have a crucial role to play in buying and serving better food – especially to help vulnerable people and improve prospects for people living on a low income.

Better food procurement by public and private sectors can boost the economy by helping small businesses and producers, make it easier for people to eat healthily, and support high-welfare, environmentally-sound food production.

Food has a crucial role to play in improving social integration, reducing isolation and loneliness and improving the health and well-being of Londoners. This is particularly important to groups at risk of marginalisation, including older people, people with disabilities, different cultural groups, homeless people, migrants with insecure status as well as others.

Many Londoners spend time at local community centres and leisure centres, which can help to lower food insecurity and can help celebrate and build inclusive communities. Places like these have a role to play in leading, educating and inspiring people to enjoy good food together, as well as creating a more socially-integrated city. They have an important role to play offering a welcoming environment to support parents to feed their children, including breastfeeding. Other settings have an important role to play too, such as care homes and prisons.

This strategy encourages and supports relevant community centres, leisure facilities and visitor attractions as well as their local authorities, landlords or businesses, to play their role in creating and promoting a healthy and sustainable food environment. They can do this by participating in low- or no-cost schemes such as the Healthier Catering Commitment and Sugar Smart and celebrating their achievements. Larger groups, such as leisure centre chains, should also consider working towards a Food for Life Served Here Award and implementing a healthier food and drink vending policy.

Employers should play a greater role in influencing what we eat, including for employees who regularly work during the night, increasing our understanding of how good food can promote health and well-being and the sustainability of the food system.

Free drinking water helps budget-conscious Londoners and brings health benefits compared to drinking sugary soft drinks. The Mayor has announced plans to deliver in partnership the roll-out of more than 100 water fountains by 2021 to boost drinking water infrastructure across London.

Free drinking water should be widely available in all local authority-owned buildings and London boroughs should identify locations for free drinking water fountains during the local planning process. These locations should include areas with high levels of pedestrian activity, such as town centres and shopping centres, as well as areas of the public realm used for play, exercise and relaxing, such as cultural venues, parks and squares. The ongoing management and maintenance of facilities should be secured and agreed at planning stage to ensure long-term provision is achievable.

Good food in public institutions and community settings – what you can do



Look for food that is accredited by initiatives such as Food for Life Served Here, Fairtrade, Sustainable Fish Cities and Good Farm Animal Welfare.



Support food initiatives in the community that reduce isolation among vulnerable groups.

What the Mayor will do to deliver change

1. Develop work to understand and improve the availability of healthy, affordable food for people who work at night. They often have some of the worst access to good food and may suffer health consequences as a result – as highlighted in the Mayor's Vision for London as a 24-hour City.
2. Promote healthy, sustainable food in the GLA Group through the food it sells in staff restaurants, supporting initiatives such as Food for Life Served Here, Fairtrade, Peas Please, Sustainable Fish Cities and Good Farm Animal Welfare and RSPCA Assured.
3. Continue to encourage employers to help staff eat healthy food, improve event catering for health and sustainability and use their influence to encourage others to follow their lead.
4. Provide funding for a programme to reduce single-use plastics that supports a water refill scheme, so that Londoners can reuse bottles to top up free tap water from local shops and businesses. Lead by example across the GLA group by phasing out unnecessary use of single-use plastics, for example removing single-use bottles and cups and improving access to tap water on all GLA premises.
5. Install up to 20 drinking water fountains in London in 2018, and in partnership with Thames Water, deliver the roll-out of more than 100 water fountains by 2021 to boost drinking water infrastructure across London.

What the Mayor will do to support change

1. Through the London Food Board and its Boroughs Working Group, continue to help boroughs learn from each other and share best practice on how to develop and implement healthy food policies across public sector settings.
2. Through the London Food Board, help to take work forward on the food needs of vulnerable groups who wish to live independently. This will include exploring the potential for partnering on social enterprise models to help local authorities provide access to affordable, healthy food in the home and community.
3. Encourage London boroughs to work in partnership with the third sector and others to reduce social isolation amongst older citizens and disabled people through communal food opportunities.
4. Create a welcoming environment where women who wish to breastfeed in public institutions and community settings, staff and visitors alike, can do so.

Not everything that can be done to improve good food in public institutions and community settings is within the Mayor's powers, but we can work with partners to achieve more.

Priorities to be led by external partners

1. Local authorities should use the massive potential of improved public food procurement to increase the provision of fresh, healthy meals across public sector settings by promoting and joining collaborative tendering contracts, such as Procurement Across London. These settings are extremely varied, and consideration should be given to those less-often considered, such as care homes and prisons.
2. Partners should support DEFRA to improve procurement standards through their framework, 'A Plan for Public Procurement: Food and Catering: Balanced scorecard for public food procurement'²⁴.
3. Working with Public Health England, NHS England, NHS Improvement (NHSI) and the GLA, London's hospitals should buy and promote healthy and sustainable food for patients, hospital visitors and NHS staff.
4. Local authorities should combat social isolation by working with third sector organisations to offer communal eating opportunities to vulnerable groups.
5. Businesses should make healthy food options available 24 hours a day, including to help shift workers who may be at risk of being unable to access a healthy diet whilst at work.

²⁴ <https://www.gov.uk/government/publications/a-plan-for-public-procurement-food-and-catering-the-balanced-scorecard>

4- Good Food for Pregnancy and Childhood

Aim

Use good food to help give Londoners the best possible start to life



London's maternity services, health and social care sector, children's centres, early years' settings and primary and secondary schools have a crucial role to play in improving London's food. They can promote and support breastfeeding, and introduce infants, children, new families and carers to good, healthy food. Children growing food and receiving good food education will give them an appreciation of eating well. Good food also improves children's oral health, which is an increasing problem, with a quarter of children having tooth decay when they start school²⁵.

In maternity and early years settings, supporting good maternal health is fundamental to positive pregnancy outcomes, healthy infants and young children. Practical nutritional advice for families planning a pregnancy and for pregnant women is essential. Healthy Start vouchers²⁶ give vital financial support to low-income families, but uptake varies considerably, and many eligible parents do not claim them or have problems applying. Increasing uptake would improve the nutritional health of pregnant women and new families on low incomes, and boost London's economy by up to £5.6 million a year²⁷.

Breastfeeding protects babies against infection and makes them less likely to be overweight or obese later in life. Breastfeeding is cheaper than infant formula feeding and there are environmental benefits in reduced infant formula use. Around 80 per cent of women in the UK start to breastfeed their babies but only around one-third of babies are exclusively breastfed by 6-8 weeks.²⁸ The Mayor recognises that breastfeeding can come with challenges and some families need extra support to start and sustain it. Normalising breastfeeding and supporting women who wish to do so is a crucial step in increasing breastfeeding rates in London. The Mayor will take a number of actions to protect, support and promote breastfeeding including working in partnership with TfL to ensure those feeding their infants are supported to do so whilst using London's transport network. This will not only support breastfeeding, but will also support those wishing to feed their infants however they choose on the transport network, which can be problematic.

London has the highest level of child obesity in England. Over 38 per cent of London's 10-11-year olds are overweight or obese compared to 34 per cent nationally²⁹. Children growing up in the most deprived areas of London are twice as likely to leave primary school obese as those in the least deprived areas³⁰.

Child obesity damages lives, widens inequalities, drains NHS resources and harms London's economic prospects. The Mayor has convened London's Child Obesity Taskforce to speed up action across the city. The Taskforce has committed to halve by 2030 the percentage of London's children who are overweight at the start of primary school, and obese at the end of primary school, and to reduce the obesity gap between the richest and poorest areas. This ambitious plan will be achieved through a whole-system approach and with the support of a range of local, regional and national partners.

The food environment that children live in, including around their schools, plays a huge role in influencing food choices. The Mayor will aim to reduce children's exposure to junk food through advertising restrictions, supporting boroughs to produce Good Food Retail Plans, proposals to restrict new hot food takeaways opening within 400 metres of schools, and supporting existing takeaways to improve the food they serve by making simple changes through the Healthier Catering Commitment³¹. The Mayor will also use the London Health

²⁵ <https://www.gov.uk/government/publications/health-matters-child-dental-health/health-matters-child-dental-health>

²⁶ <https://www.healthystart.nhs.uk/>

²⁷ https://www.sustainweb.org/news/oct18_healthystartlondon/

²⁸ <https://www.gov.uk/government/statistics/breastfeeding-at-6-to-8-weeks-after-birth-2017-to-2018-quarterly-data>

²⁹ National Childhood Measurement Programme 2016-17

³⁰ National Childhood Measurement Programme 2016-17

³¹ <https://alehm.org.uk/services/healthier-catering-commitment/>

and Social Care Devolution Agreement³² to support the creation of ‘health super zones’ around schools, particularly in deprived areas.

Schools and childcare settings such as nurseries and childminders have a key role to play helping children develop healthy food habits. The Mayor will promote the benefits of free school meals, encourage water-only primary schools and lobby Government on child obesity and School Food Standards. He will continue to improve children’s health through his Healthy Schools London³³ and Healthy Early Years London programmes³⁴.

Positive change is also happening through partners’ initiatives such as Sugar Smart UK, Peas Please and the Local Government Declaration on Sugar Reduction and Healthier Food. However, more can and will be done to improve the diets of pregnant mothers, children and families.

³² https://www.england.nhs.uk/london/wp-content/uploads/sites/8/2017/11/171115_Signed-Memorandum-of-Understanding-Report-VF.pdf

³³ <http://www.healthyschools.london.gov.uk/>

³⁴ <https://www.london.gov.uk/what-we-do/health/healthy-early-years-london>

Good Food for Pregnancy and Childhood – what you can do



If you are eligible for Healthy Start vouchers ask your health visitor, midwife or GP about applying for them to support your family to eat well.



Encourage your child's nursery or childminder to work towards a Healthy Early Years London Award and to comply with the Voluntary Food and Drink Guidelines for Early Years Settings in England.



Encourage your local school to work towards a Healthy Schools London and/or Food for Life Award and introduce whole-school food policies.



Take an interest in the food your child eats at school, encourage your child's school to become 'water-only' and if eligible, apply for free school meals.

What the Mayor will do to deliver change

1. Convene London's Child Obesity Taskforce to lead action to halve by 2030 the percentage of London's children who are overweight at the start of primary school, and obese at the end of primary school, and to reduce the gap between the richest and poorest areas.
2. Implement new planning policies including a proposed restriction on new hot food takeaways opening within 400 metres of existing or proposed primary or secondary schools; and new hot food takeaways being required to achieve, and operate in compliance with, the Healthier Catering Commitment, to help reduce child obesity.

3. Support the Healthy Schools London programme and the Healthy Early Years London programme to help schools and early years settings provide healthier food and reduce health inequalities.
4. Work in partnership with Transport for London to ensure those feeding their infants are supported to do so whilst using London's transport network.

What the Mayor will do to support change

1. Work with partners to increase London uptake of Healthy Start vouchers to 80 per cent of eligibility, and encourage more retailers - including markets and convenience stores - to accept the vouchers.
2. Increase rates of breastfeeding, working towards making London a 'Baby-Friendly' city, making the GLA Group more breastfeeding-friendly and encouraging boroughs to become UNICEF UK Baby-Friendly Initiative-accredited in maternity and community services. Support women returning to work with facilities at City Hall and across the GLA Group to breastfeed, express and store breastmilk.
3. Work with Public Health England to increase the number of water-only primary schools in London.
4. Work with partners to lobby Government to provide universal free school meals for all to help tackle child obesity and food insecurity and produce further guidance to support all schools to implement the School Food Standards.
5. Work with partners to lobby Government to help achieve a reduction in child obesity by building on the recommendations of the National Childhood Obesity Plan and going further to make the food industry reduce salt, sugar and fat levels in food.

Not everything that can be done to improve good food in pregnancy and childhood is within the Mayor's powers, but we can work with partners to achieve more.

Priorities to be led by external partners

1. Local authorities and third sector organisations should help early years providers meet the Voluntary Food and Drink Guidelines for Early Years Settings in England, and to work towards a Healthy Early Years London award.
2. Third sector organisations should work with local authorities and schools to increase uptake of free school meals and consider extending eligibility to more families finding it hard to make ends meet.
3. Schools, governors and educational charities should recommend OFSTED adopt food as a key indicator of schools' and early years settings' performance. This will help ensure that schools and early years settings are incentivised to provide healthy food and help build food into the curriculum. Governors should also seek evidence that their school is complying with the School Food Standards.
4. Local authorities and third sector organisations should help school leadership teams adopt whole-school food policies to improve food culture, recognised and structured by working towards a Healthy Schools London Award and/or a Food for Life Schools

Award. This should cover school meals, drinking water, breakfast clubs, lunch boxes, food and health education, food growing and other elements as appropriate.

5. Third sector organisations should work with GPs, dentists, maternity services, children's centres and health visitors to support eating well in pregnancy, providing practical food and nutrition resources accessible by health professionals and women in the community.
6. Local authorities should protect and make better use of children's centres to help address food insecurity and healthy eating including through promoting Healthy Start voucher uptake, providing good food education, and income maximisation, debt and employment advice.
7. As highlighted in the Mayor's Health Inequalities Strategy, partners should address inequalities in child oral health in London, promoting the importance to children of regular dentist visits.
8. Local Authorities should support the London Health and Social Care Devolution Agreement to create health super zones around schools.



5- Good Food Growing, Community Gardening and Urban Farming

Aim

Promote the multiple benefits of food growing for individuals and communities



Food growing in community gardens, allotments, schools, urban farms and other spaces in London is vitally important. Food growing can bring communities together, help people make friends and feel less isolated, make areas safer, and improve people's physical and mental health and wellbeing. Involving children in food growing can encourage them to eat more fruit and vegetables. Urban food growing has many environmental benefits including contributing to London's green infrastructure and providing diverse habitat for London's biodiversity, including pollinators. It also contributes to helping make London a National Park City.

Urban farming and food growing projects create social enterprises, boost local economies and provide jobs, training and apprenticeships, as well as thousands of volunteering opportunities which can help Londoners develop skills and lead to employment. There are examples of this all over the capital, including Forty Hall Farm, Organiclea, Growing Communities Dagenham Farm, Sutton Community Farm, London Grown, Cultivate London and many others. It is important that space for food growing is incorporated into new developments and provided in green spaces and the public realm to enable this sector to continue to flourish. The Mayor has a role to play in supporting bids to the Good Growth Fund which invest in the urban farming sector. He will also support London's food growers by buying and serving more food at City Hall and across the GLA group from local food producers, and integrating more SME food producers into GLA Group and public sector contracts.

London has one of the most vibrant urban food growing networks in the world. In the last decade more than 2,700 new food growing spaces have been set up as part of the Capital Growth network, with over 200,000 Londoners involved so far³⁵. These spaces (which are in addition to hundreds of other allotments across London³⁶) cover more than 79 hectares and are an important part of London's green infrastructure. Growing spaces are in schools, housing estates and parks and on the peri-urban fringe. They support people to engage with nature, regenerate public land that might otherwise be neglected and produce locally grown food.

Much of London's green belt is intensively farmed – producing crops not directly related to London's food supply. However, the green belt provides many opportunities for farming and local food production. The Mayor's London Environment Strategy includes policies and proposals to ensure London's green spaces are managed as a multifunctional green infrastructure, and food growing can be one of the benefits of that approach.

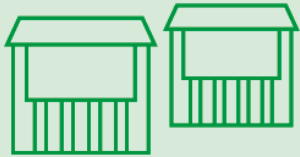
Social prescribing can help people find ways to improve their health and wellbeing by linking them up with what's going on in their local area. Food growing should play a key part in this and the Mayor will encourage referrals to community food growing schemes through his Vision for Social Prescribing.

Food growing that aims to enhance the environment through practices such as growing organically and incorporating areas for biodiversity is encouraged and supported.

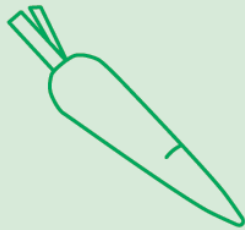
By working with local authorities, private sector partners and food growing charities, the Mayor will support urban farming, encourage community growing spaces and protect allotments. He will help Londoners access community gardens so that the multiple benefits of food growing for all Londoners are realised.

³⁵ <http://www.capitalgrowth.org/>

³⁶ <https://data.london.gov.uk/dataset/allotment-locations>

Good food growing – what you can do

Support urban farms and growing spaces by buying from local box schemes and farmers' markets.



Try growing your own food.



Ask your school to sign up to the Food Growing Schools London scheme, or link with other school food growing initiatives.



Get involved in local food growing through initiatives like Capital Growth.

What the Mayor will do to deliver change

1. Use the new London Plan to encourage boroughs to; highlight the importance of including food growing spaces in new developments and as meanwhile use on vacant or under-used sites, encourage provision of space for community gardens, and protect existing allotment sites.
2. Continue to support the Capital Growth programme and other food growing networks to promote the health, economic, environmental and community benefits of food growing.
3. Promote the contribution that food growing plays in providing skills which can increase job creation in the food sector, such as via Sustain's Roots to Work programme.
4. Develop a vision for social prescribing in London which will explore the potential for health care professionals to increase the number of social prescriptions for fruit and vegetables and referrals to community food growing schemes, using food to improve Londoners' physical and mental well-being.

What the Mayor will do to support change

1. Through the new London Plan, encourage innovative ways to deliver small-scale food growing, such as green roofs and walls, using under-used spaces and incorporating spaces for food growing in community settings.
2. Work with initiatives that develop training programmes to support people to set up food-growing enterprises.
3. Through the London Food Board, work with partners to explore the potential to integrate more SME food producers into GLA Group and public sector contracts.
4. Work with organisations to develop bids to the Good Growth Fund to invest in the emerging nature-friendly farming sector, in order to help London become a leader in green circular economy jobs.

Not everything that can be done to improve good food growing is within the Mayor's powers, but we can work with partners to achieve more.

Priorities to be led by external partners

1. Local authorities and partners should continue to promote planting of fruit and nut trees in parks, green spaces and institutional grounds, inspired by the Regent's Park Allotment, Growing Communities' Dagenham Farm and others across London.
2. Local authorities should support and encourage food growing projects within London's Green Belt where appropriate.
3. Businesses and local authorities should consider how to link with local food growers, so they can sell their produce.
4. Businesses should sign up to growing projects such as Capital Growth which provide access to land and opportunities to fund projects.

5. GPs, healthcare commissioners and healthcare providers should consider the benefits of social prescribing – referring patients with mental and physical health needs to sociable food growing activities in London’s community food growing spaces.
6. Local authorities should ensure that information on the availability of allotment spaces in their borough is on their websites, to ensure all vacant spaces are allocated.
7. Those involved in establishing, running and maintaining food growing spaces should ensure they minimise impacts on the environment and encourage biodiversity by following nature-friendly practices.



6- Good Food for the Environment

Aim

Reduce the environmental impact of our food system by making it more efficient, more sustainable and less wasteful



It is estimated that food and drink accounts for almost 10 per cent of London's total consumption-based Greenhouse Gas (GHG) emissions, mainly because of the type of food eaten and way it is farmed³⁷. This also has a significant impact on our soils, biodiversity, and water quality. London's population is projected to increase by 70,000 every year, reaching 10.8 million in 2041³⁸, so it is essential that the food system and our diets are adapted to mitigate the impact of this increase on climate change and on soils, biodiversity and water quality.

Londoners can reduce the impact of their food consumption by making changes to what they eat. Reductions in our carbon footprint could be made by encouraging a food system based on more local, seasonal, sustainably-produced food. For example, adoption of PHE Eatwell Guide standards would lead to a 30 per cent reduction in consumption-related GHG emissions.³⁹ The Mayor will play his part in this by promoting sustainably, ethically and locally sourced food across the GLA Group and encouraging others to do so.

The whole food supply chain impacts the environment from production to transportation to packaging and the unused food that is thrown away. The food system is also a major determinant of London's air quality and the Mayor will work with others to achieve a more efficient and consolidated transport network related to food supply and food shopping.

London's food supply depends on a vast set of interactions⁴⁰ including global sourcing, just-in-time supply chains and a reliance on other sectors such as transport systems and trade routes working optimally. Increasing the amount of local, sustainable food we buy can play a key role in reducing vulnerability to future shocks or changes to international trade arrangements⁴¹. The Mayor is working with the London Resilience Forum to investigate the potential impacts of Brexit on London's complex food system and develop a response, but national Government needs to do more.

Climate change means weather-related shocks are increasing, and future harvest failures are likely to be more frequent, with a knock-on impact on food supply and prices. We need to do more to increase our food system's resilience, recognising that multiple parties have responsibility for planning for such events. The Mayor is working with the London Climate Change Partnership and others to measure the resilience of London's food system and develop ways to increase this resilience.

The Mayor will take bold action to address food waste in London. As well as working to reduce single-use plastic packaging waste he will be a key partner to the Courtauld Commitment 2025, an ambitious voluntary agreement which sets a target of 20 per cent per person reduction in food and drink waste, and associated GHG emissions, by 2025.

He has committed to go further and join other leaders from across governments, businesses, international organisations, research institutions, farmer groups, and civil society to become a 'Champion 12.3'⁴², dedicated to inspiring ambition and mobilising action toward achieving UN Sustainable Development Goal (SDG) 12.3, cutting by half global retail and consumer food waste, and reducing food losses along production and supply chains by 2030.

All efforts should be made to prevent food waste and follow the principles of the waste hierarchy, under which disposal of food waste is a last resort. Work piloted with the support

³⁷ BSI/GLA (2014) *Application of PAS 2070 – London, United Kingdom: An assessment of greenhouse gas emissions of a city.*

³⁸ Population statistic from Draft *London Plan*

³⁹ <https://www.gov.uk/government/publications/the-eatwell-guide>

⁴⁰ Tim Lang, Erik Millstone and Terry Marsden, 2017, *A Food Brexit – Time to Get Real*, A Brexit Briefing.

⁴¹ Tim Lang, Erik Millstone, Tony Lewis & Terry Marsden, July 2018, *Feeding Britain: Food Security after Brexit*. Food Research Collaboration: An Initiative for the Centre for Food Policy.

⁴² <https://champions123.org/target-12-3/>

of the GLA and partners through projects such as TRiFOCAL⁴³ and FoodSave⁴⁴ helped pioneering food businesses contribute to a low carbon circular economy. The Mayor is also committed to increasing recycling rates for inedible food waste. Through his London Environment Strategy's minimum level of service, local authorities are required to collect household food waste separately by 2020.

There are great opportunities to embrace emerging technologies. Food is a key part of London's emerging low-carbon circular economy, and through procurement, consumption, food growing, and innovation London has the potential to improve its food system. These changes could generate an additional £2-4bn GDP per year by 2036⁴⁵.

As part of the international food policy networks to which London belongs, the Mayor will work with the C40 Cities Food Systems Network and others to launch pilot projects aimed at promoting healthier and more sustainable food systems. This will meet multiple goals including diversifying available food choices; raising awareness among food providers and consumers of the importance of choosing more sustainable options; and generating evidence of what works well so that cities around the world can learn from each other.

⁴³ http://www.wrap.org.uk/TRiFOCAL_PR

⁴⁴ <http://www.foodsave.org/>

⁴⁵ https://www.lwarb.gov.uk/wp-content/uploads/2015/12/LWARB-circular-economy-report_web_09.12.15.pdf

Good food for the environment – what you can do



Reduce your edible food waste as much as possible by making changes such as those in Love Food Hate Waste⁵²



If you have a food waste collection, make sure you use it for all your inedible food waste



Buy and eat sustainably^[1] and locally produced food as far as possible and encourage others to do the same

What the Mayor will do to deliver change

1. As set out in the London Environment Strategy, set a 50 per cent reduction of food waste target by 2030 and become a Champion of Sustainable Development Goal 12.3.
2. Work with the Waste and Resources Action Programme (WRAP) and London Waste and Recycling Board to promote the Courtauld 2025 commitment which sets a 20 per cent per head reduction target to reduce food and drink waste by 2025.
3. Lead by example by promoting the use of sustainably and ethically-sourced food across the GLA group, helping to reduce the contribution of food to climate change.
4. Reduce single-use plastic packaging waste including by encouraging the use of reusable water bottles and more widespread provision of free drinking water across London.
5. Through the London Waste & Recycling Board, deliver Recycle for London, Love Food Hate Waste and TRiFOCAL behaviour change campaigns, sharing best practice from the FoodSave programme from 2018.
6. Support businesses to scale up or adopt circular economy business models through the Advance London Programme and other investment programmes.

7. Lead the debate on how to promote a more efficient and low-carbon food transport network via the Mayor's Transport Strategy.

What the Mayor will do to support change

1. Support food outlets and retailers that consider the impacts of the food they sell and minimise food waste, such as members of the Sustainable Restaurant Association⁴⁶.
2. Tackle the contribution of food to climate change and the impacts on soil, biodiversity and water by encouraging London public sector institutions to use more plant-based, seasonal, organic, and locally-sourced foods with minimal artificial inputs.
3. In line with the London Environment Strategy, encourage local authorities to offer better waste recycling services across London, including separate food waste collections, to help meet the 65 per cent overall municipal waste recycling target by 2030.
4. Work with the London Climate Change Partnership and other partners to measure the resilience of London's food system and devise cross-sector policies to increase that resilience.

Not everything that can be done to improve good food in the environment is within the Mayor's powers, but we can work with partners to achieve more.

Priorities to be led by external partners

1. Local authorities and businesses should work with the London Waste and Recycling Board (LWARB), Resource London, waste authorities and others to support programmes including Love Food Hate Waste and TRiFOCAL. This will help Londoners and businesses reduce food waste in line with SDG 12.3, ensuring food waste, whether edible or inedible, is diverted to useful purpose, in line with the Food Waste Hierarchy⁴⁷.
2. Local authorities and businesses should use food's role as a key part of the circular economy to increase the value of food waste and food surplus through new technology, to improve redistribution to those in need, recognising that redistribution is not a long-term solution to food insecurity.
3. Businesses, local authorities and other public sector bodies should increase the amount of local, seasonal and sustainable food they buy, and measure their progress at providing a better balance of plant-based food compared to meat and dairy.

⁴⁶ <https://thesra.org/>

⁴⁷ http://www.wrap.org.uk/sites/files/wrap/image/Food_and_Drink_hierarchy.jpg

Annex 1: Glossary A - Z

Boroughs

Usually used to refer to all 32 London boroughs and the City of London. The boroughs are the principal local authorities in London and are responsible for running most local services in their areas, such as schools, social services, waste collection and roads.

Child Obesity

A condition in which a child has an abnormally high amount of body fat. It is measured by comparing a child's Body Mass Index (BMI) with the population average, taking into account the child's age, sex and height.

Circular economy

An economic model in which resources are kept in use at the highest level possible for as long as possible in order to maximise value and reduce waste, moving away from the traditional linear economic model of 'make, use, dispose'.

C40 Cities Food System Network

A network that works in conjunction with the EAT Initiative to help member cities develop sustainable practices that result in carbon reductions, enhanced climate resilience and greater health equity and sustainability across four key areas: food procurement, food production, food distribution and food waste.

Climate change

A large-scale, long-term shift in the planet's weather patterns or average temperatures. Characterised by higher temperatures, sea level rise, changing rainfall, and more frequent and severe extreme weather.

Consumption-related greenhouse gas emissions

Consumption-based global greenhouse gas emissions include direct and life cycle greenhouse gas emissions for all goods and services consumed by residents of a city.

Diversity

Recognising, respecting and valuing a wide set of differences and understanding that the opportunities we get are impacted by characteristics beyond those protected by legislation like class, family background, political views, union membership etc.

Early years

The period from a child's birth through to the age of five years old.

Early years settings

Establishments which offer provision to the 0-5 age group; e.g. childminders, crèches, nurseries, children's centres, nursery schools and schools with nurseries.

Food insecurity

The state of a person or household being, or at risk of being, without reliable access to a sufficient quantity of affordable, nutritious food.

Food system

A catch-all term for the way food works for Londoners and businesses. It includes the contribution of food businesses to London's economy, the role of the built food environment which Londoners experience (e.g. lack of access to healthy food, widely visible unhealthy advertising, London's varied food cultures), and the contribution of food to Londoners' health, amongst many other things.

Good Growth Fund

The Mayor's £70 million regeneration programme to support growth and community development in London. Working with the London Economic Action Partnership (LEAP), the fund supports innovative best practice regeneration activities.

Good Work Standard

The Mayor's vision for a new compact, or agreement, with London's employers. It aims to promote fair pay, excellent working conditions, diversity and inclusion, good work-life balance, health and wellbeing, opportunities for professional development and lifelong learning, and employee voice and representation in London's workplaces.

Greater London

The geographical area encompassed by the 32 London boroughs and the City of London.

Greater London Authority (GLA)

The top-tier administrative body for Greater London, consisting of a directly elected executive Mayor of London and an elected 25-member London Assembly with scrutiny powers.

Greenhouse gas (GHG)

Any gas that induces the greenhouse effect, trapping heat within the atmosphere that would normally be lost to space, resulting in an increase in average atmospheric temperatures, contributing to climate change. Examples include carbon dioxide, methane and nitrous oxides.

Green infrastructure

The network of parks, green spaces, gardens, woodlands, rivers and wetlands (as well as features such as street trees and green roofs) that is planned, designed and managed to: promote healthier living; lessen the impacts of climate change; improve air quality and water quality; encourage walking and cycling; store carbon; and, improve biodiversity and ecological resilience.

Green spaces

Areas of vegetated land, such as parks, gardens, cemeteries, allotments and sports fields, which may or may not be publicly accessible. Together, these spaces help to form London's green infrastructure space network.

Health inequalities

Health inequalities are systematic, avoidable and unfair differences in mental or physical health between groups of people. These differences affect how long people live in good health and are mostly a result of differences in people's homes, education and childhood experiences, their environments, their jobs and employment prospects, their access to good public services and their habits.

Healthy Early Years London (HEYL)

An awards scheme funded by the Mayor of London that supports and recognises early years setting achievements in child health, wellbeing and readiness for school.

Healthy Schools London (HSL)

An awards scheme funded by the Mayor of London that supports and recognises school achievements in pupil health and wellbeing. HSL focuses on the whole child and gives schools a framework for their activity with pupils, staff and the wider community. HSL promotes a whole school approach across four themes: healthy eating, physical activity, emotional health & wellbeing and Personal Social Health Education (PSHE)
www.healthyschools.london.gov.uk/

HFSS Foods

HFSS products are food and soft drink products that are high in fat, salt or sugar as identified by the Department of Health's nutrient profiling model.

Kitchen Social

An initiative delivered by the Mayor's Fund for London which aims to support 330 community organisations across London develop a healthy food and social development offer during the school holidays to combat hunger during the school holidays and social isolation.

LEAP / London Economic Action Partnership

The Local Enterprise Partnership for London. Local Enterprise Partnerships are voluntary partnerships between the public and private sector set up in 2011 by the Government to help to determine local economic priorities and to lead economic growth and job creation in their area.

Local authorities

See 'Boroughs'.

Local Government Declaration on Sugar Reduction and Healthier Food

An initiative promoted by Sustain to help London local authorities tackle the proliferation and marketing of unhealthy food and drinks. By signing the declaration, a local authority commits to taking at least six different actions across areas: tackling advertising and sponsorship, improving the food controlled or influenced by the council, reducing prominence of sugary drinks and promoting free drinking water, supporting businesses and organisations to improve their food offer, holding related public events and raising public awareness.

London

Shorthand for Greater London.

Londoners

Permanent and temporary residents of London and, where also applicable, commuters from outside London, visitors and tourists.

London Environment Strategy

This document brings together approaches to every aspect of London's environment to help tackle a host of environmental challenges including toxic air, noise pollution, the threat to our green spaces, and the adverse effects of climate change which all pose major risks to the health and wellbeing of Londoners.

London Health Inequalities Strategy

The London Health Inequalities Strategy is a statutory strategy, published by the Mayor of London (September 2018). The strategy outlines the main issues that lead to inequalities in the health of different groups of Londoners, and sets out his plans to tackle these unfair differences in health. It outlines the Mayor's role, as well as the roles of other organisations, and where there are opportunities to work together to create a city where nobody's health suffers because of who they are or where they live.

London Living Wage

The London Living Wage is an hourly rate of pay calculated to give a worker in London and their family enough to afford the essentials and to save. At the date of this publication, the London Living Wage is £10.20. The rate is calculated annually by the Resolution Foundation and overseen by the Living Wage Commission, based on the best available evidence about living standards in London.

London & Partners

The Mayor of London's official promotional agency which promotes London internationally and domestically as the best city in the world to work, invest, trade and study.

London Plan

The Mayor's Spatial Development Strategy for London.

London Resilience Forum

The London Resilience Forum sets the strategy for the work the GLA does in the London Resilience Team. It ensures London's preparedness in the event of emergencies and coordinates the activities of a wide range of organisations to achieve this. It also provides a link between emergency preparedness and resilience at the local and national levels. The forum was established in 2002 and is chaired by Fiona Twycross.

London Waste and Recycling Board (LWARB)

A statutory body, chaired by the Mayor of London or his representative, which brings together London's waste stakeholders and a range of partners to transform the management of waste in the capital.

Low income

Having a household income lower than 60 per cent of the average (median) household income (note this covers all forms of income – wages, benefits, dividends etc).

Mayor's Fund for London

A social mobility charity, of which the Mayor is a patron, which delivers a range of programmes and initiatives that empower young Londoners from disadvantaged backgrounds to acquire the skills and opportunities they need to secure employment, climb the career ladder and escape the threat of poverty.

Mayor's Transport Strategy (MTS)

The Mayor's 25-year plan for London's transport system. This plan guides Transport for London and London boroughs in their transport policies and investments.

Older people

Refers to people over 50, but also recognises that those above retirement age and those over 70 may have particular requirements that need to be addressed.

Overweight

People with a Body Mass Index (weight in relation to height) which is higher than is considered healthy.

Peri-urban fringe

Peri-urban areas result from the process of peri-urbanisation. They can be defined as a zone where urban and rural uses mix and often clash.

Poverty

Defined relative to the standards of living in a society at a specific time. People live in poverty when they are denied an income sufficient for their material needs and when these circumstances exclude them from taking part in activities that are an accepted part of daily life in that society.

Public Health England (PHE)

An executive agency of the Department of Health. It exists to protect and improve the nation's health and wellbeing and reduce health inequalities.

SME (Small or Medium Sized Business)

A small business is one that has a turnover of not more than £6.5 million, a balance sheet total of not more than £3.26 million and not more than 50 employees. A medium-sized company has a turnover of not more than £25.9 million, a balance sheet total of not more than £12.9 million and not more than 250 employees.

Social prescribing

A way of linking people to sources of support within the community. It is mainly used by GPs, nurses and other health care professionals to refer people to a range of non-clinical services and activities in the community to address people's social, financial or emotional needs. For example, social prescriptions for food can be used to tackle hunger and malnutrition for those living in food poverty, while for a community cooking class or community kitchen might address social isolation and/or enhance cooking skills.

Sugar Smart

A national campaign run by Sustain and Jamie Oliver which encourages public, private and third sector organisations to sign up and pledge to help reduce the amount of sugar we all consume. Local authorities, schools, hospitals, businesses and community groups that have signed up are taking a range of actions from promoting free drinking water to banning price promotions on sugary foods and drinks.

The Courtauld Commitment 2025

(C2025) is a key initiative for London and the UK to significantly cut food waste. It is a voluntary agreement that brings together organisations across the food system, from producer to consumer, to make food and drink production and consumption more sustainable. It sets a target of 20 per cent reduction in food and drink waste and the associated GHG emissions per person by 2025.

TRiFOCAL (Transforming City Food Habits for Life)

A London-wide behaviour change initiative which aims to save Londoners £330m by reducing avoidable food waste, increasing awareness healthy eating and promoting sustainable practices. The initiative is led by Resource London - the partnership between WRAP and LWARB - together with Groundwork London.

Waste

Any substance or object which the holder discards, intends to discard or is required to discard. Food waste or food loss is food that is discarded or lost uneaten. The causes of food waste or loss are numerous, and occur at the stages of production, processing, retailing and consumption.

Annex 2: Food that is good for people and the planet

The London Food Strategy commits the London Food Board to promote the following, noting that this list is illustrative, not comprehensive:

- The Sustainable Food Cities approach and network, with the Greater London Authority and London Food Board being a Silver Sustainable Food Cities Award winner in 2017 (www.sustainablefoodcities.org).
- National science-based healthy eating guidance and the Eatwell Plate published by Public Health England (www.gov.uk/government/publications/the-eatwell-guide).
- For policies restricting promotion of less healthy foods and drinks, we follow the Ofcom definition of HFSS Foods that restricts advertising of such products to children (www.ofcom.org.uk/__data/assets/pdf_file/0024/31857/hfss-review-final.pdf).
- First Steps Nutrition Trust, practical guidance on eating well in pregnancy and early years that is open access and used widely (<http://www.firststepsnutrition.org/>).
- Start4Life, support for good food and nutrition in Early years settings (<https://www.nhs.uk/start4life>).
- A ladder of environmental sustainability for food, in line with Government Buying Standards for food (<https://www.gov.uk/government/collections/sustainable-procurement-the-government-buying-standards-gbs>).
- Defra's Balanced Scorecard (www.gov.uk/government/collections/food-buying-standards-for-the-public-sector-the-plan-toolkit) and Food for Life Served Here standards (www.foodforlife.org.uk/about-us/food-for-life-served-here), as well as the London 2012 Food Vision standards (www.learninglegacy.independent.gov.uk/publications/london-2012-food-vision.php) for food served at the London 2012 Olympic and Paralympic Games.
- For farm produce, the standards above treat Red Tractor (<https://www.redtractor.org.uk/choose-site>) or equivalent as the minimum benchmark, encouraging an increasing proportion of food that meets higher standards such as Organic (<http://ofgorganic.org/>), LEAF-Marque (www.leafuk.org) or Rainforest Alliance (www.rainforest-alliance.org) certified produce, or produce from farms that are members of recognised environmental stewardship schemes. For fruit and vegetables, this also means promotion of British, seasonal and field-grown crops that do not need fossil-fuel heated greenhouses and which need fewer farm inputs.
- A ladder of animal welfare standards, in line with Government Buying Standards, Defra's Balanced Scorecard and the Food for Life Served Here standards, as well as the London 2012 Food Vision standards for food served at the London 2012 Olympic and Paralympic

Games. This means cage-free or free-range eggs, and Red Tractor assured livestock produce as the minimum benchmark, and encouraging an increasing proportion of food that meets higher standards such as LEAF-Marque, RSPCA Assured (www.rspcaassured.org.uk) and Organic. It also means prioritising livestock products raised without routine preventative use of antibiotics (www.saveourantibiotics.org).

- Only verifiably sustainable fish, in line with Government Buying Standards, Defra's Balanced Scorecard and the Food for Life Served Here standards, as well as the London 2012 Food Vision standards for food served at the London 2012 Olympic and Paralympic Games and the Sustainable Fish Cities pledge (www.sustainablefishcities.net). Recognising the critical status of the world's fish stocks, this means excluding the worst (red-rated 5 by the Marine Conservation Society - www.goodfishguide.org); promoting the best (green-rated 1 or 2 by the MCS) including Marine Stewardship Council (www.msc.org) certified marine fish, and Organic, RSPCA Assured, Global Aquaculture Alliance Best Aquaculture Practices (3* and above), GlobalGAP or Aquaculture Stewardship Council (www.asc-aqua.org) certified farmed fish.
- The London Living Wage, which is calculated annually by the Resolution Foundation and overseen by the Living Wage Commission, based on the best available evidence about living standards in London and the UK (www.livingwage.org.uk/calculation).
- Fairtrade certified products, which guarantee better prices, decent working conditions and a fairer deal for farmers and workers in developing countries (www.fairtrade.org.uk).
- Food safety accredited by robust industry schemes or independent assurance, such as Red Tractor and SALSA (www.salsafood.co.uk).
- The Food Waste Hierarchy, devised and published by Feedback: the global food waste campaign and adopted by the Greater London Authority to guide policy and action on food waste (www.feeding5k.org/businesses+casestudies.php).
- This strategy supports the ethos of the Sustainable Development Commission's architecture to address food system issues of quality, health, social and cultural values, environment, socially-just economics and good governance.

Annex 3: The London Food Board



The London Food Board consists of 17 individuals who advise the Mayor of London and the GLA on the food matters that affect Londoners. Membership is made up of leaders from sectors spanning the breadth of the food system and who reflect the diversity and dynamism of London.

Members work in food production, retail, hospitality, healthcare, education, academia and the third sector. They meet quarterly to help the Mayor tackle the underlying issues in London's food system and have worked closely with the Mayor and officers managing the Mayor's food programme to inform the development of this London Food Strategy so that it can deliver social and economic benefits for all Londoners.

The Boroughs Food Group, a sub-group of the London Food Board, also meets quarterly to discuss the latest opportunities in the world of food policy. It is attended by key partners representing London's local authorities, national bodies and third sector organisations. The group shares best practice and supports discussions on how we can work together to tackle the issues facing London's food system – from child obesity and food waste to improving access to healthy and sustainable food, particularly for disadvantaged communities.

Other formats and languages

For a large print, Braille, disc, sign language video or audio-tape version of this document, please contact us at the address below:

Greater London Authority
City Hall
The Queen's Walk
More London
London SE1 2AA

Telephone **020 7983 4000**
www.london.gov.uk

You will need to supply your name, your postal address and state the format and title of the publication you require.

If you would like a summary of this document in your language, please phone the number or contact us at the address above.