





Scottish Food Coalition – Ambassador Election Pack

All the resources mentioned in this document will be available [here](#). If you have any questions then just drop us an email at info@foodcoalition.scot

What is the Scottish Food Coalition? The Scottish Food Coalition (SFC) is a network of organisations who campaign to transform our food system. Separately, members of SFC work on issues ranging from workers' rights to protecting nature, tackling diet-related ill-health and food poverty. SFC was formed with the acknowledgement that these different food related challenges are in fact, all interrelated and can be tackled more effectively if we address them together. [See who our coalition members are, find out more about what we do, and how we operate.](#)

Facts about the food system. Why we campaign to transform it

The issue	Statistics	Further reading
Food, nature and the environment 	<ul style="list-style-type: none"> In Scotland, farming is responsible for nearly a quarter of our greenhouse emissions, the third largest source of emissions (Farming for 1.5C). Food and agricultural production are the main drivers of global biodiversity loss. In Scotland, nature is changing rapidly with 62% of species showing strong changes (up from 45% 10 years ago). (The State of Nature Scotland) 46% of fresh food sold in the UK contains pesticide residues. (Source: Nourish Scotland Food Atlas) 	<ul style="list-style-type: none"> - Farming for 1.5C (Nourish Scotland, Nov 2020) - State of Nature 2020 (RSPB) - From Farm to Fork (EU Strategy report)
Food and poverty 	<ul style="list-style-type: none"> For women, obesity rates in 2019 were 40% in the most deprived areas compared to 18% in the least deprived areas. In under 15s, the gap between rates in the most and least deprived areas was 15% in 2019. Source: ScotGovPublications: Diet and healthy weight Report 2020 Adults and children in the lowest income decile eat 42% less fruit and vegetables than recommended. Source: UK National Food Strategy 	<ul style="list-style-type: none"> - Food in Scotland Consumer tracker survey (Food Standards Scotland, 2020)
Food and health 	<ul style="list-style-type: none"> People with diet-related diseases are almost as much at risk of dying from Covid as people with cancer and older people: Between March and May 2020, over 18,000 Covid deaths were people with diet-related diseases (obesity, diabetes and hypertension). Over ¾ of food products sold in the UK in 2018 were 'unhealthy' because they are highly-processed, made with cheap ingredients – fats, sugars, flour. Source: UK National Food Strategy 	<ul style="list-style-type: none"> - Diet and healthy weight: Monitoring Report 2020 (Scottish Government Publications, 2020) - Force-Fed (The Food Foundation, 2015)
Food and jobs 	<ul style="list-style-type: none"> Nearly half of food sector employees have too little in savings to be able to withstand a 20% loss of income for 3 months (the effect of going onto furlough). Yet, since lockdown, nearly 73% of employees in the hospitality sector, more than any other sector, were furloughed. Source: UK National Food Strategy 64% of accommodation & food service workers and 25% in agriculture, forestry & fishing earn below a Real Living Wage Source: ScottParliament Research Briefings 	<ul style="list-style-type: none"> - The good food economy (Sustain website) - Scotland Food & Drink Recovery Plan

Further general reading:

[Plenty - Food, farming and health in a new Scotland](#) (SFC 2016) sets out what a different food system could look like, why we cannot continue business as usual, and where we should start on transforming it. It shows that the focus should be on: valuing people, prioritising environmental sustainability, recognising that food is critical to health and well-being; and on building on short supply chains that generate wider community benefits.

[Nourish Scotland Food Atlas](#) (Nourish Scotland, 2018) maps out a dozen elements of Scotland's food system in eye-catching infographics. For each topic, it shows what a more sustainable food future might look like in 2030; how we can get there; and what is already happening (a case study). There are 13 double-pages, each about Our ... land, seas, bees, soil, bread, waste, cows, the Right to Food, and more.

Scottish Food Coalition – Ambassador Election Pack

Our asks for a Good Food Nation Bill

The SFC is calling for a Good Food Nation Bill, the framework legislation necessary to address issues such as those identified above. For it to be effective, we are calling for the Bill to contain our following 5 Asks:

1. Incorporate the <i>Right to Food</i> in Scottish law	
<p>What does this mean? We all have a right to food in international law, but without protection in Scottish law these rights can't shape policy or practice and can't be enforced. We all have a right to eat well, and to a food system that treats people and planet fairly. This means food should be accessible to people both financially and geographically, food should be adequate in terms of its nutritional content, safety, and cultural appropriateness, and food should be available by way of resources, infrastructure and a healthy environment that enables people to produce food now and into the future.</p>	<p>Example: Brazil, where the Right to Food is in law, reduced the number of those suffering from hunger from 14.8 % in 1990–1992 to less than 5% in 2014–2016. This was done through interventions including school meals, breastfeeding, community restaurants and nutritional surveillance systems. Read a summary of what they did in the Nourish Scotland Food Atlas, or in this report Brazil's Food and Nutritional Governance Plan.</p>
2. Establish an independent Statutory Body (e.g. a 'Food Commission')	
<p>A Food Commission - an independent mechanism to hold the Scottish Government to account - would provide expertise, scrutinise policies, report on the state of the food system, and ensure Government coherence, facilitate public and be charged with overseeing a democratic and rights-based approach to food. It would also monitor and report on this work, and mobilise resources and expertise to progress it.</p>	<p>The Scottish Land Commission is a useful model and good example of positive action from Scottish Government to create a cross-cutting, and participatory mechanism. It has taken an active role in pushing forward a progressive agenda, commissioning research, engaging with stakeholders, hosting public meetings and roadshows. Read more about Our Land in the Nourish Scotland Food Atlas.</p>
3. Implement cross-cutting National Food Plans	
<p>This would be a requirement that every five years the Scottish Ministers consult on and collectively agree a plan for food, farming and fishing in Scotland which would ensure effective action through strategic joined-up policy making. A Plan would be grounded in the Right to Food and have targets linked to our National Performance Framework/Sustainable Development Goals.</p>	<p>See what Food plans could look like at a national level: The UK Gov is working on a National Food Strategy that sets out a vision for the kind of food system we should be building for the future, and a plan for how to achieve that vision.</p> <p>On a more local scale, Glasgow City Council is developing A Glasgow City Food Plan. Read about their consultation</p>
4. Include duties on Public Bodies	
<p>Local authorities, health boards and other public bodies would have specific duties incorporated from priorities in the National Food Plan. Service providers would ensure that all available levers are used to support this transformation.</p>	<p>Milan Urban Food Policy Pact, through a set of indicators, provides a platform to monitor improvements towards the realization of the Right to Food and encourages cities to share experiences and good practices to facilitate this process.</p>
5. Include measures and targets in all sectors to stimulate immediate action.	
<p>The GFN Bill should include specific measures and statutory targets to stimulate immediate action on the many challenges we face, such as:</p> <ul style="list-style-type: none"> • All food sector workers paid at least the living wage by 2025 • Halving the environmental impact of the food system by 2030 • Halving household food insecurity by 2030 • Halving childhood obesity by 2030 	<p>The Climate Change (Emissions Reduction Targets) (Scotland) Act 2019, which amends the Climate Change (Scotland) Act 2009, sets targets to reduce Scotland's emissions of all greenhouse gases to net-zero by 2045 at the latest, with interim targets for reductions of at least 56% by 2020, 75% by 2030, 90% by 2040.</p>

- [Read more about the SFC's 5 Campaign Asks](#)
- [Read more about what it means to be a Good Food Nation](#)
- [Read more to understand The Right to Food better.](#)
- [Watch a short video of the UN Special Rapporteur Michael Fakhri, and a short animation that you can use in your events.](#)

How can you work with the Scottish Food Coalition?

1. Candidates Pledge

Legislation will have an important role in transforming the food system towards a fairer, healthier and more sustainable future. We campaigned successfully for the *Good Food Nation Bill* to be introduced in early 2020 but it was dropped when the pandemic took over. That is why we need candidates for the 2021 Scottish elections to [pledge that they will re-introduce the *Good Food Nation Bill* in their first parliamentary year.](#)

You can work with us by:

- [contacting your candidate using the contact templates on our website](#)
- [encouraging friends, family and other contacts to do the same](#)
- [keeping a note of who you have contacted and how](#)

"I pledge to support the introduction of a Good Food Nation bill in the first parliamentary year. This must be founded upon the right to food, which will deliver a resilient, socially just, healthy and environmentally sustainable food system."

[Here](#) are scripts for phone calls, letters and email templates to help you.

2. The SFC's Hustings Meeting on March 30th, 17:30 – 19:30, 2021

This is a chance for candidates from all political parties to present their ideas on 4 themes: *Food and health; Food and jobs; Food, nature and the environment; and Food and poverty.* It will be chaired by Brian Taylor, former BBC Scotland Political Editor and the audience can ask questions. It is crucial to engage a large and informed audience for this event, so that the parties will be encouraged to send their best candidates. The Eventbrite link is available [here](#) and can be found by Googling 'Scottish Food Coalition election hustings'.

You can work with us by:

- [Sign up yourself and make sure you share this event with friends, family and other networks](#)
- [Use our dedicated \[social media materials\]\(#\) for this available on our website](#)
- [See what the SFC has recently been doing in our \[2020 Campaigns Report\]\(#\), and how you can use the outcomes](#)

Previous SFC Campaigns

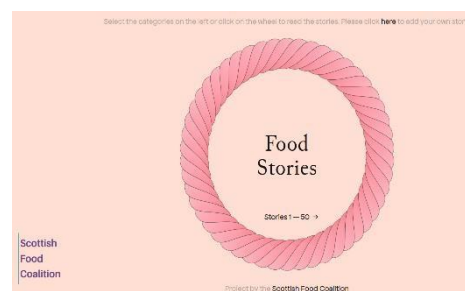
See below for 3 of our recent successful campaigns, with more info available in our [2020 Campaigns Report](#).



Our Ambassadors gathered 164 postcards from people in communities, hearing what they are currently scared about in relation to our food system. We sent them to the Scottish Government to call for greater transparency from the crossministerial working group on food



We engaged our online audience through conversations on Twitter, centred on our 5 Calls in the wake of Covid-19. This opened us up to new voices and was a chance for to connect individuals/groups online.



We have compiled 85 Food Stories to date, giving people the platform to share their own personal food story, from food growers to food bank users. Please add your own, use as a tool to talk to candidates and share the stories we have collected so far.

Top tips for campaigning

Before you start:

- Are you approaching the right person? – understand your local authority (who does what)
- What can they realistically do for you? - considering their role, position, their bosses’/party position)?, What might stop them?, Who can help them get there?
- How do you build a positive relationship? – one of mutual respect.

Letter writing



- Make it short and to the point but explain things – don’t assume they know things already
- Keep it local and personal with specific local stories and general information about your local area
- Be polite, tell the truth (don’t exaggerate)
- Get others to write their own stories (the more letters, the more likely they are to act)
- Include your name and address so they can reply

Emailing



- (Same tips as for writing a letter)
- To stand out, write a personal message
- Ask them how long they expect you to wait for a reply
- If you don’t get a reply by the deadline, try follow up with a phone call a few days later

Top tip: Ask candidates ‘closed’ questions i.e. “Have you signed the SFC’s pledge?”

Phoning



- Prepare a message that you can leave in case they are busy when you call
- Prepare a script
- Speak to them like you speak to a colleague – clear and polite (perhaps ask how they are?)
- Say who you are and where you live
- Explain the issue, your concerns and what you would like to happen (they may have the same concerns)
- Say you’ll send an email with your points if: they interrupt you, point you to someone else, or say that they cannot comment on this now.
- Send a follow-up email anyway to reinforce what was said and about next steps.

Social media



- Could be especially effective because it is *public* BUT (and especially because it is public):
- Be polite and avoid personal attacks
- No spamming
- Check your facts
- Use photos to stand out, use hashtags to jump on others’ strings
- Get friends and family to like and share posts

These are the main ways you can contact your candidate and ask them to sign the SFC’s pledge.

- Unsure? You can always also contact us with your questions by emailing info@foodcoalition.scot
- For more guidance, see also: [How to Guides from Friends of the Earth](#)