

OPEN SPACE EVENT, WEST PARK, DUNDEE

SPONSORED BY SCOTTISH GOVERNMENT FOOD INDUSTRY UNIT

OCTOBER 8TH 2007

REPORT

THEME; ‘What are the key issues that need to be considered in a National Food policy for Scotland?’

PARTICIPANTS; 65, who convened break-out groups on 14 issues with 42 proposed actions.

EXECUTIVE SUMMARY

A FEW WORDS ABOUT THE METHODOLOGY OF OPEN SPACE

The methodology known as ‘Open Space’ enables a large group of people to come together, who are passionately interested in a subject, usually because it directly affects them.

Open Space has no speakers, a ‘top table’, or ‘experts’ in the subject under discussion.

It assumes that the people directly involved are experts in the chosen theme or subject because they have ‘walked the walk, and talked the talk’. All they have to do is to be enabled to talk, in smaller groups, with other people who are equally interested.

An Open Space event is not just a chat between people – it is a purposeful discussion, leading to a gathering-in of views, and what is called ‘convergence’ of the matters under discussion.

The participants commence the day in a large circle or circles together, break voluntarily into groups which are selected by the whole group, and at the end of the day, come together again in the large circle.

In a space of about six hours, including a lunch break, a large group of, say 100 people, can emerge with having spent two sessions of work, broken into 20 smaller groups in all, and agreed on some three actions per. group, or 60 different lines of action to be taken forward. These actions are then voted upon by the participants, to determine their thoughts on priorities on the day.

The group will never have met before, and will very likely never meet again – but they will have produced very valuable work. No other method achieves this end.

The timetable used on October 8th is at the end of this report

1.0 TOP NINE PRORITIES VOTED BY PARTICIPANTS (NO. OF VOTES)

1. HOW CAN WE ENGAGE CONSUMERS IN RELATION TO FOOD AND HEALTH?: Have active consumers, equipped with education and skills; have programmes to encourage young people to adopt a new culture and become pro-active and engage consumers of the future e.g. through PSE programmes. (34 votes)

2. HOW DO WE ACHIEVE A LONG-TERM INTEGRATED FOOD POLICY FOR SCOTLAND? : Attain stakeholder engagement throughout the life of the policy and debate (29 votes)

3. HOW CAN FOOD AND DRINK AND TOURISM MUTUALLY SUPPORT EACH OTHER?: Action to create a working relationship between food and tourism sectors, to increase awareness of Scottish produce with consumers and industry. (26 votes)

4. HOW CAN WE DEVELOP POLICY TO ENSURE THAT SCOTLAND'S YOUNG GENERATION BENEFITS FULLY FROM THE 'FOOD REVOLUTION'? Food-liberate the new generation through opportunities for engagement with farmers and manufacturers (25 votes)

4. THE ISSUE OF PUBLIC PROCUREMENT OF LOCAL AND SUSTAINABLE FOOD; The Scottish Government to set out a vision to be at the forefront of sustainable food procurement – carbon-free, healthy, local economy-connected, considering environment, education etc. (25 votes)

6. WHAT PART DOES SCIENCE AND INNOVATION PLAY IN MARINE, AGRICULTURE AND THE FOOD INDUSTRY?; Promote technology foresight and interaction between industry and research base e.g. establishment of a Scottish Food and Health Innovation Centre (21 votes)

6. ACHIEVING A PROFITABLE FOOD AND DRINK SUPPLY CHAIN (MARKETING AND BUSINESS); Enhanced support for innovation that helps add value, develops USP, and creates demand. (21 votes)

8. HOW CAN WE INTEGRATE FOOD PRODUCERS INTO OUR VISION FOR RURAL SCOTLAND? ; An integrated policy framework to enable food production to maximise its economic, cultural, social and environmental contribution to Scotland consistent with an ecosystem approach (19 votes)

8. SUPPORT FOR SMEs IN THE FOOD INDUSTRY; More industry-led training for all ages – management, supervisory, a career path, on-the-job training, and basic food hygiene training for all.

2. THE SUBJECTS CHOSEN BY PARTICIPANTS DURING THE AGENDA-SETTING SESSIONS

MORNING;

- 1) Joined-up thinking across government - Scott
- 2) Is Scottish food important to improving our diet? - Lydia
- 3) Public procurement of local sustainable food - Osbert
- 4) Achieving a profitable food and drink supply chain - Maggie
- 5) How can we integrate food production into our vision for rural Scotland? - Tony
- 6) Is the size of the Scottish food producing industry an ethical issue? - John

AFTERNOON

- 1) How can we develop policy to ensure that Scotland's young generation benefit fully from the 'food revolution'? - Tony
- 2) How can the food industry contribute to the government's carbon reduction targets? - Osbert
- 3) Development of a strong and distributed leadership for Scotland's food policy - Marg
- 4) How can Government policy support the development of SMEs to take advantage of opportunities? - Mark
- 5) What part does innovation and science play in terms of food and nutritional health? - Archie
- 6) How can we engage consumers in relation to food and health? - Cathy
- 7) How can the food and drink industry contribute to the growth ambition for Scottish tourism? - Willie

GENERAL OVERVIEW OF RESULTS

In our role as facilitators, we are very careful not to either interfere in the work of groups, or re-interpret their writings, so we do not publish 'recommendations'. The work of the groups always stand as they are, an important ethical principle of Open Space. The sponsors, in this case the Food Unit, can peruse and decide what is important to them.

However, several strong themes emerged during the day;

- The need for 'joined-up' thinking across government
- Need for common vision, objectives etc in food policy
- Need for constant collaboration between all parts of food production and sale
- The voice of consumers, and the connections between food, health and diet
- The need for education, young people as future citizens, and work in schools
- Food as imports and exports, food miles, and climate change
- Food and drink and tourism
- More opportunities for further engagement

DETAILED RESULTS FROM THE WORKING GROUPS

3.0 ISSUE AND ACTION SESSION NO. 1, 10.45 A.M. TO 12.15 P.M. (CONVENOR'S FIRST NAME) (NO. OF VOTES)

1. ACHIEVING A PROFITABLE FOOD AND DRINK SUPPLY CHAIN (this group split into two, to consider two different aspects, and both produced action points) (MAGGIE)

A) Marketing and Business

- (1) Horizon scanning – market insights and knowledge to guide capacity requirements to meet future market demands, including sharing social behaviour data and better understanding of consumer attitudes and behaviour (7 votes)
- (2) Building intellectual capacity throughout the supply chain to meet future requirements and deliver a vibrant food industry (13 votes)
- (3) Enhanced support for innovation that helps add value, develops USP, and creates demand (21 votes)

B) Infrastructure and Government

- (1) Communication Forum between industry and government on strategy for skills development; e-business; support for innovation and research (6 votes)
- (2) Commitment and resources to enable Scotland Food and Drink to succeed (11 votes)
- (3) Specialist support for SMEs – review and follow-up (6 votes)

2. HOW DO WE ACHIEVE A LONG-TERM INTEGRATED FOOD POLICY FOR SCOTLAND? (JOINED-UP THINKING) (SCOTT)

- (1) Stakeholder engagement throughout the life of the policy and dialogue (29 votes)
- (2) Leadership, investment, goals, vision to deliver (4 votes)
- (3) Education, and improving understanding (9 votes)

3. IS SCOTTISH FOOD IMPORTANT TO IMPROVING THE SCOTTISH DIET? (LYDIA)

- (1) Use the existing study of Scottish food production (maybe need to supplement) to assess what the industry could do – find a basis for a conversation to help industry assist better diet (4 votes)
- (2) Need a Scottish Centre of Excellence for our food industry – focus on ‘healthy products’ (13 votes)
- (3) Use grant schemes to incentivise ‘healthier’ Scottish products for sale in Scotland, (not demonise!), and being bought/consumed in Scotland. Also incentivise population behaviour, focus on children/low income. (4 votes)

4. PUBIC PROCUREMENT OF LOCAL AND SUSTAINABLE FOOD (OSBERT)

- (1) Scottish Government to set out a vision to be at the forefront of sustainable food procurement – carbon, health, local economy, environment, education etc. (25 votes)
- (2) Develop public procurement guidelines and templates, building on best practice across Europe, incorporating impact assessment tools such as Local Multiplier 3, Social Return on Investment, and carbon footprint (15 votes)
- (3) Establish a dedicated team to support and encourage procurers and suppliers to deliver local sustainable food, and the wider social, economic, health and environment benefits in Scotland. E.G. events, one-to-one advice, tailored support (6 votes)

5. IS THE SIZE AND SHAPE OF THE SCOTTISH FOOD INDUSTRY BOTH AN ETHICAL ISSUE, AND APPROPRIATE FOR THE SCOTTISH PEOPLE? (JOHN)

- (1) Policy needs to relate food production primarily to diet and health, and be underpinned by economic viability (16 votes)
- (2) Aim to reconsider the scale, level of localisation , and degree of co-operation in Scottish food production, to involve more people (9 votes)
- (3) Need an integrated Scottish system to; review the *balance* of production at ‘farm’ level; review ideas about exports (i.e. most grown is exported/most eaten imported); and environmental impact – minimise it (1 vote)

6. HOW CAN WE INTEGRATE FOOD PRODUCTION INTO OUR VISION FOR RURAL SCOTLAND? (TONY)

- (1) Integrated policy framework – enable food production to maximise its economic, social and environmental contribution to Scotland, consistent with an ecosystem approach (19 votes)
- (2) Enable product and market differentiation (4 votes)
- (3) Remember that food production contributes to 5 SRDP objectives; Thriving rural communities; Biodiversity and landscape; water pollution; climate change; and profitable businesses (votes)

4.0 ISSUE AND ACTION SESSION NO. 2 ; 1.15 P.M. TO 3.00 P.M., (CONVENOR FIRST NAME) (NO. OF VOTES)

1. HOW CAN WE DEVELOP POLICY TO ENSURE THAT SCOTLAND'S YOUNG GENERATION BENEFITS FULLY FROM THE 'FOOD REVOLUTION'? (TONY)

- (1) Food – Literate new generation through opportunities for engagement with farmers and manufacturers (25 votes)
- (2) Create the climate for opportunity and enterprise (2 votes)
- (3) Ensure that the Curriculum for Excellence makes a direct reference about the effects that food can have; on the individual; businesses/enterprises; and national well-being (6 votes)

2. HOW CAN FOOD AND DRINK, AND TOURISM MUTUALLY SUPPORT EACH OTHER? (WILLIE)

- (1) Action to create working relationships between food and tourism sectors to increase awareness of Scottish produce, with consumers and industry (26 votes)
- (2) Focus on quality, skills and service in both sectors (6 votes)
- (3) Capitalise on tourism as a route to market for all Scottish food and drink producers (3 votes)

3. HOW CAN THE SCOTTISH FOOD INDUSTRY CONTRIBUTE TO CO2 REDUCTION TARGETS? (OSBERT)

- (1) Join the debate in an EU-wide way in developing protocols for CO2 assessment and measure (9 votes)
- (2) Concentrate on CO2 reduction through efficiency (e.g. collaboration through supply chain) (7 votes)
- (3) R. and D. on CO2 evaluation and reduction in Scottish food industry (3 votes)

4. DEVELOPMENT OF STRONG AND DISTRIBUTED LEADERSHIP FOR SCOTLAND'S FOOD POLICY (MARG)

- (1) Have a genuinely strong shared vision for food (15 votes)
- (2) Continuous collaborative working and understanding - a virtuous cycle (4 votes)
- (3) Leadership in levels, plus in sectors - distributed (1 vote)

5. SUPPORTING SMEs (MARK)

- (1) Improve the support to SMEs in terms of legislation; supportive local bodies e.g. FSAs, SEPA, HSE, LAs; more market testing of new legislation; joint development of new legislation (2 votes)
- (2) More industry-led training for all ages; management, supervisory, career paths, on the job training, basic food hygiene (19 votes)
- (3) More long-term commitment from government to SMEs and micro – SMEs, in terms of support; trust, vision, communication between agencies (3 votes)

6. WHAT PART DOES SCIENCE AND INNOVATION PLAY IN MARINE, AGRICULTURE AND FOOD INDUSTRY (ARCHIE)

- (1) Sustaining support for science-based research (11 votes)

(2) Promote technology foresight and interaction between industry and research base e.g. establish a Scottish Food and Health Innovation Centre (product, process, packaging) (21 votes)

(3) An incentivised graduate placement scheme (1 vote)

7. HOW CAN WE ENGAGE CONSUMERS IN RELATION TO FOOD AND HEALTH (CATHY)

(1) Active consumers – education and skills; programmes to encourage young people to adopt a new culture and become proactive and engaged consumers of the future e.g. through PSE (34 votes)

(2) Scottish Government to initiate ‘conversations’ with consumers about radical policy interventions e.g. ‘saturated fat’ tax (8 votes)

(3) More resources to provide a lead/focus for consumer engagement in relation to food across Scotland e.g. full-time role/team at SCC, or Scot. Env. Food and Drink team (10 votes)

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WEST PARK, DUNDEE

OCTOBER 8TH 2007

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TIME TABLE

09.30 TO 10.00

REGISTRATION & COFFEE

10.00 TO 10.05

WELCOME – ?WHO

10.05 TO 10.30

INTRODUCTION TO OPEN SPACE
FACILITATORS; EDDIE PALMER AND ALAN GILCHRIST

10.30 TO 10.45
AGENDA NO. 1

10.45 TO 12.15
ISSUE & ACTION SESSION

12.15
LUNCH

1.15 TO 1.30
AGENDA NO. 2
(repeat)

1.30 TO 3.00
ISSUE AND ACTION SESSION NO.2

3.00 TO 3.15
READING OF ACTION SHEETS
VOTING PRIORITIES

3.15 TO 3.30
TEA BREAK
ANNOUNCEMENT OF PRIORITIES

3.30 TO 4.15
CLOSING CIRCLE

4.15
CLOSING REMARKS

OPEN SPACE ATTENDANT ORGANISATIONS

Scottish Crofting Foundation
Scottish Food Quality Certification
City of Edinburgh Council
SCAET
Centre for Human Ecology
HIE
Scotland Food and Drink
NHS Health Scotland
Scottish Enterprise
McDonald's
Scottish CO-OP
Scotland Food & Drink
Scottish Government
British Trout Association
ECOS
Food Standards Agency (Scotland)
Community Food & Health (Scotland)
TESCO Stores Ltd
Association for Public Service Excellence
Scottish Retail Consortium
Sustainable Development Commission (Scotland)
Edinburgh Cyrenians
Food Standards Agency (Scotland)
Scottish Food & Drink Federation
NHS Health Scotland
Sea Fish Industry Authority
Scottish Association of Master Bakers
SAOS Ltd
The Rowett Research Institute
NHS Health Scotland
Scottish Meat Training
The Composting Association: Scotland
TCAS
Scottish Council for Development & Industry
NFU Scotland
Scottish Salmon Producers Organisation
The Royal Environmental Health Institute of
Scotland
The Royal Highland Educational Trust
Scottish Countryside Alliance
Quality Meat Scotland
SAC
Baxters Food Group
Visit Scotland
NHS Tayside
Rowett Research Services Ltd
Improve Ltd
Dairy UK
Scottish Qualifications Authority