



**WESTMINSTER
FOOD & NUTRITION
FORUM**

Food and drink industry 2011: challenges and opportunities 8th March 2011

CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

Contents

About this Publication	3
Agenda	4
<u>Westminster Food and Nutrition Forum and Session Chair's opening remarks</u>	
Michael Ryan, Senior Producer	
Mark Spencer MP, Member, Environmental Audit Select Committee (<i>transcript</i>)	8
<u>How will the future food chain differ from today's?</u>	
Joanne Denney-Finch OBE, Chief Executive, IGD (<i>text as submitted by speaker</i>)	9
<u>A skilled workforce for the future</u>	
Justine Fosh, Skills Solutions Director, National Skills Academy (<i>transcript</i>)	11
<u>Innovation in food: what will be the next developments?</u>	
Dr Paul Berryman, Chief Executive, Leatherhead Food Research (<i>transcript</i>)	14
<u>Achieving sustainable growth</u>	
Julie Hesketh-Laird, Director of Operational & Technical Affairs, Scotch Whisky Association (<i>transcript</i>)	17
<u>Opportunities for the food and drink industry going forward: the view from the Food and Drink Federation</u>	
Melanie Leech, Director General, Food and Drink Federation (<i>transcript</i>)	20
Questions and comments from the floor (<i>transcript</i>)	23
<u>Session Chair's closing remarks</u>	
Mark Spencer MP, Member, Environmental Audit Select Committee (<i>transcript</i>)	28
<u>Session Chairs opening remarks</u>	
William Bain MP, Shadow Minister for the Environment, Food and Rural Affairs (<i>transcript</i>)	29
<u>Meeting the environmental challenges of the future</u>	
Dr Sally Uren, Deputy Chief Executive, Forum for the Future (<i>transcript</i>)	30
<u>Case study: the response from a major food and drink company</u>	
Emma Flack, Communications Director, Unilever UK & Ireland (<i>transcript</i>)	33
Questions and comments from the floor (<i>transcript</i>)	36
<u>Session Chair's closing remarks</u>	
William Bain MP, Shadow Minister for the Environment, Food and Rural Affairs (<i>transcript</i>)	39
<u>Session Chair's opening remarks</u>	
Mark Spencer MP, Member, Environmental Audit Select Committee (<i>transcript</i>)	40
<u>The challenge for policy</u>	
<u>Policy responses to consumer concerns: the view from the OECD</u>	
Wayne Jones, Head, Agro-food Trade and Markets Division, Directorate for Trade and Agriculture, Organisation for Economic Co-operation and Development (OECD) (<i>transcript</i>)	41
<u>What future for UK farming - diversification, innovation and sustainability</u>	
Gwyn Jones, Vice President, NFU (<i>transcript</i>)	45
<u>Policy to meet the demands of tomorrow's consumers</u>	
Dr Stella Walsh, Senior Lecturer, Hospitality & Retailing, Leeds Metropolitan University (<i>transcript</i>)	48
<u>Food security as a strategic objective for policy</u>	
Professor Richard Tiffin, Director, Centre for Food Security, University of Reading (<i>transcript</i>)	51
Questions and comments from the floor (<i>transcript</i>)	54
<u>The role of Government: beyond 'Food 2030'</u>	
Sarah Church, Deputy Director, Food Security and Sustainability, Department for Environment,	

Food and Rural Affairs (<i>transcript</i>)	59
Questions and comments from the floor with Wayne Jones , Head, Agro-food Trade and Markets Division, Directorate for Trade and Agriculture, Organisation for Economic Co-operation and Development (OECD); Gwyn Jones , Vice President, NFU; Dr Stella Walsh , Senior Lecturer, Hospitality & Retailing, Leeds Metropolitan University; Professor Richard Tiffin , Director, Centre for Food Security, University of Reading (<i>transcript</i>)	62
<u>Session Chair and Westminster Food & Nutrition Forum closing remarks</u>	
Mark Spencer MP , Member, Environmental Audit Select Committee (<i>transcript</i>)	67
Michael Ryan , Senior Producer	68
List of Delegates Registered for Seminar	69
Contributor and Westminster Food & Nutrition Forum Biographies	