

**Eating Better for everyone**

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**2022/23**

**Impact report**

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# A message from our Chair

This year marks 10 years of Eating Better. A decade in, we're being increasingly recognised as a successful model of cross-sectoral collaboration for advocacy.

This year, with the challenging backdrop of high inflation and the cost-of-living crisis, our focus has been making healthy and sustainable diets accessible to everyone. We've been championing low-cost, sustainable foods and sharing delicious recipes. We developed our first - hugely successful - pulses campaign, which galvanised a wide range of stakeholders.

We launched resources promoting wider cross-sectoral civil society collaboration, to engage health professionals as advocates for healthy and sustainable diets, and to promote sustainable farming practices.

Given the UK's changing political and economic context, we also dedicated this year to deepening our understanding of the influential centre-right public, and learnt valuable lessons around how to best engage with this population group.

With rising health misinformation online, coupled with the public's increasing awareness of the importance of a healthy lifestyle, we have also been exploring ways to best engage health professionals in promoting healthy and sustainable diets.

We also published our assessment of retailers against our Sourcing Better framework, a guide for retailers on the best sourcing practices across meat and dairy.

A big thank you to everyone who has contributed to the impact of Eating Better over the past year, including alliance members, trustees, staff and our funders.



**Duncan Williamson**  
Chair, Eating Better

# Understanding our food system

## Engaging with health organisations

Health leaders are one of the most trusted professions in the UK, and are perfectly placed to spread the word about the importance of sustainable diets.

We surveyed 24 prominent health professionals representing 23 UK Health Alliance on Climate Change organisations about their positions on sustainable diets.

Most (86%) said sustainable diet policy aligns with their organisation's aims and that they'd be willing to advocate for sustainable diets (71%), but two thirds didn't have any policy or position on sustainable diets. Lack of leadership support, competing priorities and being unclear on the definition of a sustainable diet were some of the main barriers to implementing one.

As a result of our findings, Eating Better is increasing outreach to health organisations to overcome these barriers and advocate for the importance of sustainable diets.

"The UK Health Alliance on Climate Change encourages all our members to prioritise plant-based and sustainably sourced food. The research we conducted with the Faculty of Public Health and Eating Better has shown us that better understanding of sustainable diets and the role of leadership in enabling change are essential for organisations seeking to transition. We can now take this evidence to support our members in delivering and leading in the transition to healthy, sustainable choices." - **Elaine Mulcahy, Director, UK Health Alliance on Climate Change**

In October 2023 we published a new resource 'It's time to act on processed meat', which considers the health impacts of processed meat and highlights the need for public sector caterers and health organisations to focus efforts on reducing processed meat consumption in the UK.



# Understanding our food system

## Calling on food retailers to develop and report on 'better' sourcing

This year, we continued to deepen our understanding of the UK's food system. We reviewed 10 major retailers' policies against 12 outcomes set out in our [Sourcing Better framework](#), and found little evidence that retailers are driving sustainable sourcing.

We found:

- Poor transparency
- Uneven progress across impact areas and no evidence of policies on maintaining soil health, reducing local pollution potential from farming, supporting local biodiversity in farming landscapes or minimising impact on water scarcity
- No commitments to reduce the amount of farmed animals or meat and dairy sold

With these findings, Eating Better is calling for retailers to develop plans to address each issue area and publish progress against targets.

"UK food retailers need to be held to account for transparency around their sourcing standards, which would strengthen their commitments to support nature-friendly farmers who are taking critical action to restore our farmed landscapes. As climate changes and shocks to the marketplace make our food system increasingly vulnerable, farmers need stability and support through a marketplace that genuinely champions the best standards of production." - **Martin Lines, UK CEO, [Nature Friendly Farming Network \(NFFN\)](#)**



# Understanding our food system

## Better understanding centre-right audiences

Making our strategy and messaging more unified, so we can better engage everyone, has been a priority this year. To do this, we needed to deepen our understanding of the values held by people on the centre-right of the political spectrum.

We enlisted 25 participants who intend to vote Conservative in the next general election, and asked them about their values and perceptions around issues including food, animal welfare and climate change. Participants were very open about their home lives, shopping habits and interactions with their local food environment.

After testing specific messaging, we found that this audience will engage with content that's personalised and empathetic, relevant and relatable. We learnt that we must be clear, educational, evidence-based and solutions-focused.

Our findings will offer invaluable insight when shaping our strategy and messaging, and allow us to continue expanding our audience and ensuring everyone is engaged with the alliance's work.



# Growing our influence

## 'Anything is Pulse-able'

Eating Better's campaign for a 50% reduction in meat and dairy by 2030 begs the question: what is the alternative?

We created '[Anything is Pulse-able](#)', an online campaign that brings together alliance members, influencers, chefs and community partners to shout about these unsung protein-packed kitchen heroes.

We shared recipes, nutritional information and case studies with new and long-term partners to highlight the importance of eating more pulses.

The [Sustainable Restaurant Association](#) joined our call for restaurants to put more pulses on menus, and [The Soil Association](#) highlighted the importance of pulses in healthy soils.

**Over the course of the campaign, #AnythingIsPulseable received 4.5K likes, and a combined follower reach of around 320,000, on Instagram.**

"Pulses are great for our health, and for the planet. In efforts to reduce meat and dairy in the UK, it's important to prioritise plant-based proteins. Compassion in World Farming supported the 'Anything is Pulse-able' campaign and was part of an alliance-wide call for more pulses and less meat to be on the plate." - **Philip Lymbery, Global Chief Executive, [Compassion in World Farming](#)**



# Growing our influence

## Starting our food justice journey

Transforming food systems is a hugely complex task that requires working to disentangle and tackle deep inequalities and systemic issues relating to food justice, including land access and indigenous rights, health inequalities and poverty, workers' rights and, ultimately, racial and economic justice.

We're becoming increasingly aware that our work to transform food systems starts at home. Our organisational culture and workforce must reflect the transformations we're working towards globally.

As such, Eating Better is reflecting on what food justice means, and examining the role we play in working towards sustainable, healthy, just food systems. We are dedicated to actively listening, learning and raising awareness - and turning this awareness into action.

We've published content exploring what a just food system should look like, and compiled a [Diversity, Equity and Inclusion \(DEI\)](#) policy statement that details the areas we are focusing on. We will be, for example, increasing the diversity of our staff and trustees, and platforming underrepresented voices within the sustainable food and environmental sector.

We're more committed than ever to driving change on equity, diversity, inclusion and anti-racism. As such, we have also undertaken workshops and individual training sessions internally with [Collaborative Future](#) as part of our ongoing commitment to becoming a more inclusive organisation.





# Growing our influence

## Strengthening the movement

Our new guide, [Recipes For Success](#), was developed to help foster collaboration across Europe.

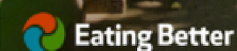
It showcases national and local collaborations, and gives insight into the types of decisions and challenges coalitions face.

The issues of livestock and meat consumption are complex, controversial and can provoke emotive reactions. Well facilitated collaborations provide a safe space in which to unpack many of these issues and identify a common vision and narrative in which a diverse group of stakeholders can rally behind.' - **Kath Dalmeny, Chief Executive, [Sustain](#)**

Eating Better was a partner in the international [Extinction or Regeneration](#) conference in London. We organised and chaired a panel with representatives from Italy, Spain and Poland to hear experiences of civil society collaboration across Europe.



# Recipes For Success: Working Together For Healthy and Sustainable Diets in Europe



Growing our influence involves reaching out to new voices. This year, the [Woodland Trust](#), the UK's largest woodland conservation charity, became a member of the alliance.

**Director of Conservation and External Affairs, Abi Bunker** said:

"The Woodland Trust is delighted to be joining the Eating Better coalition and to help support the UK's transition to more sustainable food production and consumption. As part of our efforts to fight for the health of people and the planet with every tree, we work with farmers and landowners to increase tree cover on farms. Through increased adoption of trees on farms, we can deliver benefits for the climate, for nature and for people."

# Growing our influence

## Showcasing 'better' food systems

### Local supply chains

Showcasing examples of healthy and sustainable food systems is key to inspiring farmers, retailers and local authorities to produce and serve 'better'. [Mossgiel Organic](#), led by dairy farmer Bryce Cunningham, works with East Ayrshire council to supply organic milk to innovative vending machines in schools locally. Our [film](#) highlighted their use of electric vehicles to supply shops, such as [Locavore CIC](#), with milk for their refillable milk bottle scheme.

### New economic models

[The Kindling Trust](#) helps to reshape farming, making it more accessible to communities and reducing its impact on the planet. We shed light on making investment in local food systems more accessible through crowdfunding.

### Access to culturally appropriate foods

Improving the accessibility of culturally appropriate foods is key to a healthy, sustainable and inclusive food system. We celebrated Windrush Day by exploring the history of Caribbean food culture in the UK and [filming](#) a community chef making a simple jerk-inspired lentil recipe. We targeted a wider audience with written and visual content, and were able to partner with community level leaders outside of the alliance.

### Community organising on food

Local kitchens, food partnerships and growing spaces are at the forefront of community food systems. [Hackney School of Food](#) is focusing on education around healthy eating, and organisations such as [Bread 'n' Butter](#) are working to make food accessible and affordable.



# Priorities for the next year

Our priorities for the coming year include:



Working in the four UK nations to build greater momentum and greater support with new actors for healthy and sustainable diets



Promoting pulses as part of a sustainable, affordable and nutritious diet, and highlighting recipes from different cultures



Embedding DEI principles into our work by continuing our training, learning from others and engaging diverse voices across the food system change movement



Championing our holistic approach to better production and showcasing nature-friendly farming.

# Acknowledgements

## Our board of trustees

**Duncan Williamson** Chair  
**Jane Landon**  
**Vicki Hird (until July 2023)**  
**Nick Dugdale**  
**Carol McKenna**  
**Clare Oxborrow**  
**Kristin Bash (from July 2023)**  
**Shaleen Meelu (from July 2023)**  
**Liz Gadd (from July 2023)**

## Our staff

**Simon Billing**  
Executive Director  
**Charlotte Jones**  
Communications Manager  
**Matthew Gibson**  
Senior Research and Policy  
Manager (until July 2023)  
**Lachlan McKessar**  
Researcher (until May 2023)  
**Myrtle Gregory**  
Researcher (from May 2023)  
**Idman Abdurahaman**  
Community Mobiliser  
**Myrto Williams**  
Alliance Administrator

## Thanks to

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**Kehinde Brown**  
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**Tom Skilbeck** Director at  
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## Our funders

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**Healthy Food Healthy Planet**  
**John Ellerman Foundation**  
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**We Have The POWER**

[Eating Better](#) is a movement for change of sixty organisations working to accelerate the transition from producing and eating too much meat and dairy to a fairer, healthier and more sustainable food system that is better the environment, our health, for land use, animal welfare and social justice.

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[www.eating-better.org](http://www.eating-better.org)