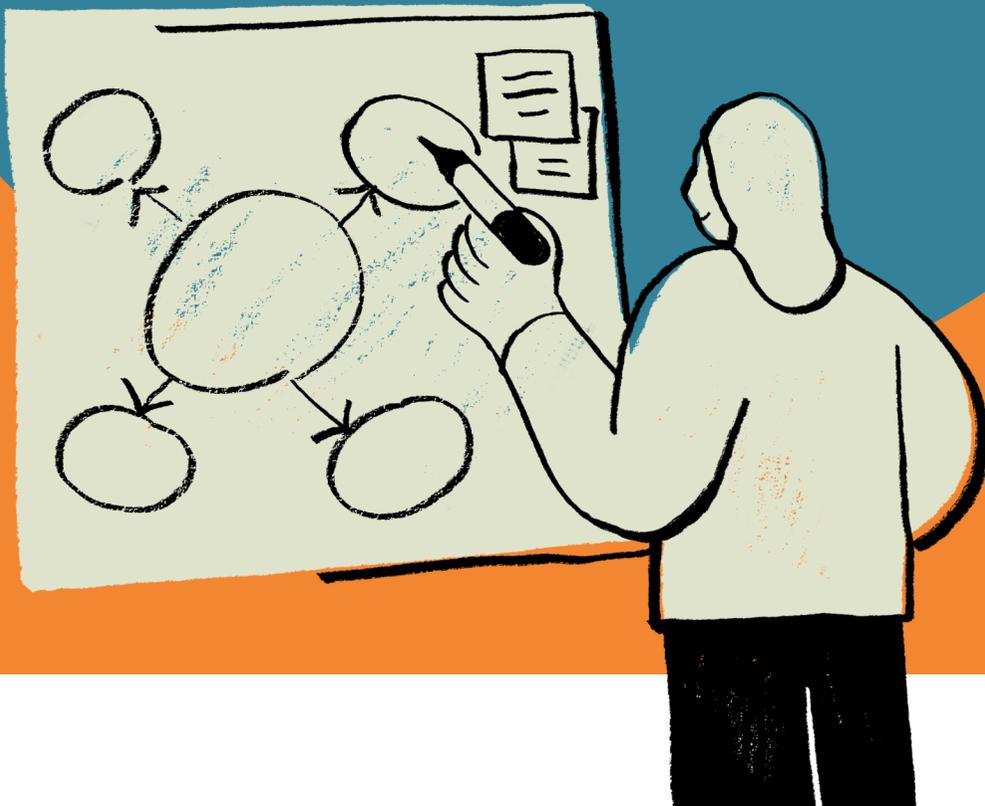


Eating Better impact report 2024-25



Contents

Introduction from the Chair of Trustees	3
Our vision, mission and members	5
Our activity in numbers	6
Maps of travels - UK and Europe	7
Food Strategy Alliances	8
Changing the Narrative	10
Public Attitudes Survey	12
Industrial Livestock Production	13
Eating Better Retail Group	14
Sourcing Better	15
Nourishing Justice	16
Looking ahead	18
Acknowledgements	19



Introduction from the Chair of Trustees

On the face of it, 2024-25 has been a good year for the food movement. The UK Government announced a new food strategy, named as their 'Good Food Cycle', which aims to create a "healthier, more affordable, sustainable and resilient" food system. Alongside this, other food related policies are being developed by the UK Government and devolved governments. There is action to establish industry reporting standards on healthy food sales, a UK Government commitment for a new animal welfare strategy and a horticulture growth strategy, and last month's central budget announcement included an extension of the Soft Drinks Industry Levy, a positive move for health. **Food seems to finally be on the table.**

However, there are still significant challenges ahead, for producers, food retailers and manufacturers, the food service sector, policy-makers and investors, in delivering these commitments. The farm support system - both funding and taxation - has faced a period of instability which has unsettled farmers, weakening trust between them and the government. We have also seen the rise of existing and new food narratives based on mis- and dis-information, fed by corporate interests and influencing both public opinion and policy-making. The need to unite food system actors, continue building trust and expand the capacity and pathways for change and a just transition is clear.

At Eating Better, we are privileged to bring food actors together from across civil society and invest in building a consensus-based movement to achieve change that benefits people, animals and the planet.

Our collective learning over the past 12 years is that building trust and common ground for ambitious change takes time, courage, and an openness to enter into dialogue with those who hold different perspectives. We have learned how vital it is to bring often excluded and disempowered voices into conversations about food system change in the UK, from evidence gathering all the way through to decision making. We are committed to advocating for solutions which deliver benefits for all, not just some.



Julia Kirby-Smith is the Chair of the Eating Better Board of Trustees and Executive Director of Better Food Traders, a UK-wide network that supports and promotes ethical food retailers who sell locally grown, planet friendly food.

In 2024 - 25 our work has focused on continuing to build a coherent, aligned and impactful movement to realise our vision of more plants and less and better meat and dairy in UK diets, and enable a just transition to a sustainable, resilient, and accessible food system. From October 2024 to September 25 we achieved so much, but here I'll share 5 highlights:

1. Eating Better led the formation of a Food Strategy Alliance, consisting of 5 alliances across food and farming, to coordinate a collective set of recommendations addressed to the UK Government for the development of their food strategy.
2. We empowered alliance member work on dietary change narratives, delving deeper into effective methods for influencing food producers, retailers and manufacturers, and held events that included farmer voices, alongside publishing our first 3 messaging guides.
3. We built a strong case for a just transition away from Industrial Livestock Production (ILP) by publishing a co-designed alliance definition of ILP, detailing its methods, systems and enablers.
4. Working with a newly formed Eating Better Retail group of 15 members, we published widely shared briefings for the government and retail sector on collective priorities for protein transition towards more plants, less and better meat and dairy, and on the case for mandatory action to achieve transformational change in UK food.
5. We hosted the UK's first summit on racial justice in food and farming, bringing over 75 colleagues from across the sector together in Bristol. Alongside this, we created equity and justice toolkits and resources to support organisations and individuals in this work.

I would like to acknowledge the hard work of the Eating Better team, led by Sarah Wakefield that has made such brilliant work possible this year, and extend my thanks to them. I'm looking forward to seeing the team and our work continue to have impact in the year ahead under the leadership of Rebecca Sunter (Interim Executive Director), whilst Sarah is on maternity leave.

Finally, I want to extend my thanks to funders and trustees.

We are hugely grateful for the financial support that makes our work possible, namely 2024-25 grant funding received from the Oak Foundation, the John Ellerman Foundation, Healthy Food Healthy Planet, Tilt Collective, Brian Mercer Trust, Agri-Food Network+ (AFN+) and our members.

We are also grateful to our Board for their invaluable contributions and support, with special thanks to Trustees who stepped down this year, including founding board members Claire Oxborrow and Carol McKenna, and Treasurer Nick Dugdale. We also welcomed 4 new Trustees and I look forward to working with them to further strengthen our organisation, mission and movement in the year ahead.

A handwritten signature in black ink that reads "Julia Kirby-Smith". The signature is written in a cursive, flowing style.

Our vision

Our vision is for everyone in the UK to eat nourishing and affordable food; with more plants and less and better meat and dairy, produced in a way to benefit people, animals and the planet.

Our mission

The Eating Better mission is to catalyse the transition towards more plants and less and better meat and dairy in the UK in order to address the interconnecting health, economic, food security, nature and climate change crises.

We are a collaborative alliance, working to make UK food and farming fairer and more sustainable, by coordinating and accelerating member action. We bring our diverse membership together to build trust and share their knowledge, align on priority actions and collaborate across and beyond the alliance to achieve the 25 actions of the [Better by Half Roadmap](#) - our co-designed strategic set of recommendations for sectors in the food environment: Government (UK and Devolved), Food Retail, Food Service, Producers and Investors.

We aim to tackle the lack of progress on producing and consuming less and better meat in this country - by a 50% reduction in meat and dairy consumption, with better standards for remaining animal agriculture by 2030.

Our members

Supporting organisations

Action on Salt | Bite Back | British Dietetic Association | Changing Markets | Community Supported Agriculture | Compassion in World Farming | Diverse Nutrition Association | Edinburgh Community Food | Faculty of Public Health | Farm Wilder | First Steps Nutrition Trust | FoodCycle | Food Ethics Council | Food Matters | Foodrise | Forum for the Future | Four Paws | Friends of the Earth | Good Food Institute Europe | Greenpeace | Hubbub | Humane World for Animals | Kids Kitchen | LEAF (Linking Environment and Farming) | Made in Hackney | Madre Brava | New Economics Foundation | No MISE En Plastic (NMEP) | Pasture for Life | ProVeg UK | Real Zero | RSPB | RSPCA | RSPCA Assured | School Food Matters | ShareAction | Soil Association | Students Organising for Sustainability (SOS-UK) | Sustainable Food Trust | The Biodynamic Association | The Food Foundation | The Humane League UK | The Wildlife Trusts | Vegetarian for Life | Vegetarian Society | Whole Health Agriculture | Woodland Trust | World Animal Protection | WWF-UK | WRAP

Partner networks

Alliance to Save Our Antibiotics | Better Food Traders | Children's Alliance | European Public Health Alliance | Farm Adaptation Network | Landworkers' Alliance | Meat Free Monday | Medact | Nature Friendly Farming Network | Nourish Scotland | Oxford Real Farming Conference | Plant-Based Health Professionals | Royal Society for Public Health (RSPH) | Slow Food UK | Sustain | Sustainable Restaurant Association | TABLE | UK Health Alliance on Climate Change (UKHACC) | World Resources Institute

Our activity in numbers



Hosted 11 events and delivered 4 webinars



Bi-monthly policy, comms and food and racial justice groups with a meeting average of 20-30 attendees



Presented at 7 panels/external workshops

8 new members

→ Oxford Real Farming Conference (ORFC), Humane Society International, Real Zero, Plant Based Health Alliance, Edinburgh Community Food, No Mise En Plastic, Madre Brava and the Farm Adaptation Network

27 events attended



Resources

- 2 foundational resources
- 3 messaging guides
- 4 external briefing papers and resources
- 2 internal alliance briefing papers



4000+
LinkedIn followers

(over 1000 new followers in 2024-25)

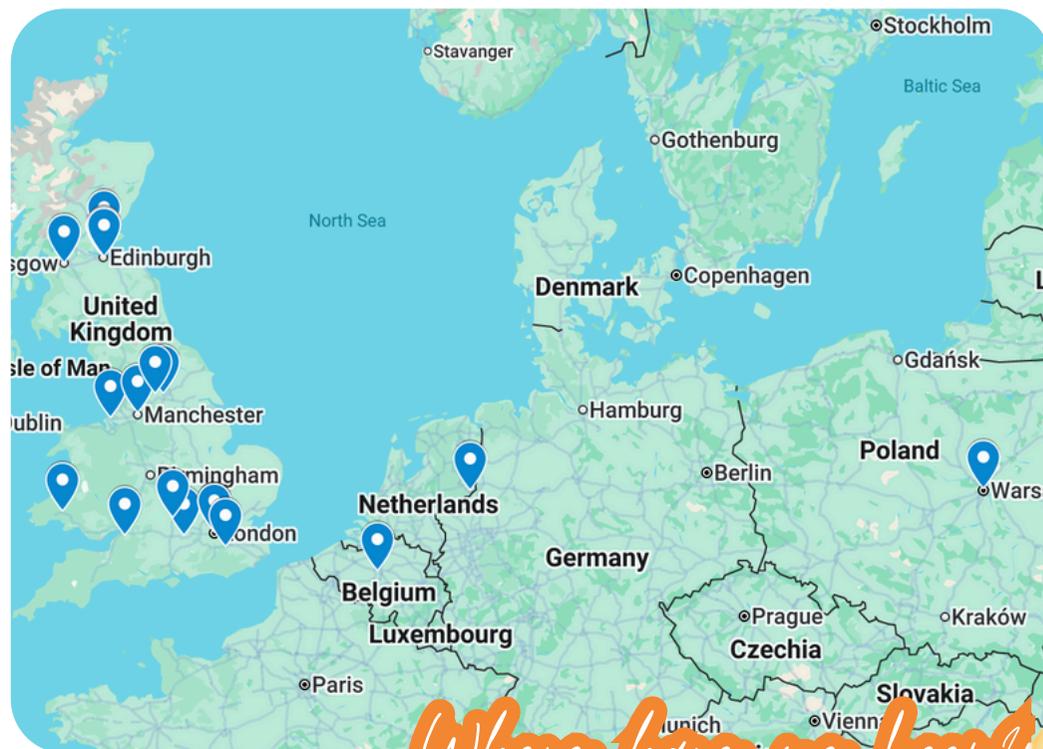


21
published blogs

Maps of travels - UK and Europe

We presented at:

- Bean Coalition (UK meeting, Nov 24) on Public Attitudes Survey
- University of Reading workshop launch of draft report - 'Regulatory tools for a Healthy and Sustainable Diet'
- 'Achieving Net Zero' at Industry conference
- Centre for Climate Change and Social Transformations (CAST) and Climate Barometer panel - 'Appetite for change? Public engagement with climate-friendly diets in 2025'
- SERA: Labour Environment Campaign, FOUR PAWS UK and Nature Friendly Farming Network panel during the 2025 Labour Conference
- Healthy Food Healthy Planet (HFHP) annual event in Poland



Where have we been?

We delivered:

- Wales workshop with Food Policy Alliance Cymru
- Scotland workshop with Good Food Nation Living Lab at Uni of Edinburgh
- 'Less and Better: Changing the retail and manufacturing environment' - 1 day event
- 'Farming and dietary change: building common ground' - 2 day event
- 'How to be an anti-racist organisation' 3 online training workshops
- Gathering Table summit event
- Annual alliance in person event
- Eating Better Summer Webinars
- ORFC 2025 panels: *Radical Honesty in action: Paving the way for food and racial justice* and *Better Meat, More Plants: Opportunities for Farmers?*



Photo from the Gathering Table Summit, Bristol

Food Strategy Alliances

The UK Government's 2025 announcement of a food strategy has meant that we have invested extra energy and resources in co-ordinating action across the sector to influence its development. If this important piece of proposed policy is delivered well and can join the dots across the food system, it presents a real opportunity to accelerate action against Eating Better's [Better By Half Roadmap](#).

In response to this opportunity, we convened the **Food Strategy Alliances** to ensure we have a coherent voice and unified role in supporting the development and delivery of a successful UK Food Strategy. The five alliances, Eating Better, [Sustain](#), [Obesity Health Alliance](#), [Wildlife and Countryside Link](#) and [Plant-based Food Alliance](#), represent over 200 civil society and business organisations spanning health, animal welfare, conservation, food production, farming and social justice sectors. In 2024-25 we met regularly to align on a set of recommendations to UK Government policymakers, which were recently published in December this year and backed by over 160 organisations across the five alliances. This work also resulted in increased collaboration with our alliance members involved in policy advocacy through our regular Policy group in 2024-25.

“

Working with the Eating Better team over the past year has been a real highlight for the Obesity Health Alliance. The Food Strategy Alliances shows how much stronger we are when we work together, and Eating Better has been instrumental in building that unity. Their bringing us together on policy advocacy, and mandatory reporting principles and metrics have helped create consistency, clarity and ambition. It's been a pleasure to work alongside them this year.

”

Katharine Jenner
Director



Responding to national opportunities for action

We have engaged in the following in response to opportunities for action:

Q3 24 We refreshed our Better By Half Roadmap and sent this to the Department for Environment, Food & Rural Affairs (DEFRA) Food Strategy Team

Q1 25 We responded to the Government's land use framework consultation

We engaged in advocacy in collaboration with the Scottish Food Coalition to respond to the Scottish Government's Good Food Nation plan

We responded to Plaid Cymru's call for food policy evidence as part of their 2026 Welsh election manifesto planning

Q2/3 25 We participated in workshop consultations for the UK government's framework and strategy 'Good Food Cycle' and were listed as a stakeholder in the DEFRA National Food Strategy review, alongside some of our alliance members

Q3 25 We attended the launch of the 'Good Food Cycle' hosted by the Minister of State at DEFRA for Food Security and Rural Affairs in Bradford

We held 1-2-1 meetings with key civil servants leading on the food strategy

We hosted a panel with SERA (Labour environment campaign), FOUR PAWS UK and the Nature Friendly Farming Network during the 2025 Labour Conference entitled 'Eating more Green(s)! How can we restore the balance between our food system, farming, nature and animal welfare'.

Q3/4 25 We collaborated on a Food Strategy Alliances recommendations paper which was later published in December 2025 as an open letter to the UK Government



By uniting so many voices across the sector, Eating Better amplifies our collective impact and creates powerful opportunities for collaboration. This is especially timely as we work to ensure the new National Food Strategy is fit for purpose.

The Eating Better Roadmap has been invaluable in helping us articulate the change we want to see in our food system. It has strengthened our own calls to ensure every child has access to nutritious school food, while guiding and enriching our messaging by bringing insights from across the wider food system. We're proud to be part of the alliance and look forward to continuing to push for meaningful, sustainable change together.



Stephanie Slater MBE
Founder and Chief Executive



Changing the Narrative

We continued to build confidence and trust among our members, creating a more solid base for successful advocacy towards achieving more plants and 'less and better' meat and dairy. This year, we focused on sharpening our understanding and strategic alignment based on learnings from Phase 1 of the Changing the Narrative workstream.

Through the online workshops which took place in 2023-24 we learned that in order to achieve true, shared understanding and solid trust on advocating for dietary change across our broad membership, we needed to go deeper and facilitate courageous and honest conversations on where we align, as well as on the real blockers which can hinder us from being successful in influencing decision-makers. The format for delivering this was divided into three distinct ways of working - learning, shaping and advocating. We curated a four step process to enable our members to work more effectively towards our Better By Half Roadmap together. Firstly, we worked collaboratively to identify the challenges members face, then hosted a deep dive event to provide space to learn on the topic from experts and peers. This culminated in the co-creation of a messaging guide to help shape members' work and which is now being used by alliances members, as well as others in the sector.

We are building on the success of this approach in the year ahead with events planned on influencing policy and the food service sector.

Messaging guides

This year, we delivered the above process twice, for retailers/manufacturers, and farmers. We published the first three of our sector messaging guides (Producers, Retailers and Manufacturers), which provide trusted, evidenced guidance to support the alliance in its influencing strategy. Members have reported that the guides are proving to be a very useful tool, informing how they approach conversations with actors in the relevant sectors. They have also been used by alliance members when developing internal position papers and in high-level retail advocacy. We have received interest from outside the alliance to share this guidance, for example, we were recently invited to present the Producer messaging guide to the European Food Policy Coalition.

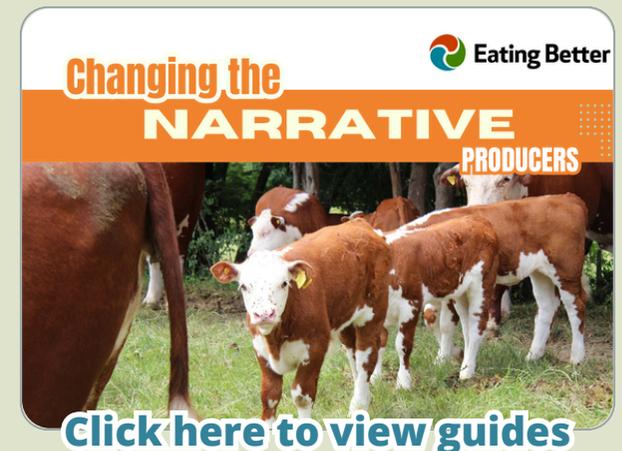
“

I had an urgent need to write something concise and well crafted for a water briefing, on the role of meat in a just transition for farmers and eaters - the messaging guides had just the right language.

”

Vicki Hird

Strategic Lead on Agriculture



The farmer voice

Centering farmer voices in the food and farming transition movement has always been essential, but against a backdrop of widespread farmer struggle and protests, this became a priority. We started 2025 with a panel discussion at the Oxford Real Farming Conference titled Better Meat, More Plants: Opportunities for Farmers?. We worked closely with members from within the farming sector, namely the Nature Friendly Farming Network, Pasture for Life, Sustainable Food Trust and the Soil Association, to build understanding and awareness for our members on the issues farmers face and how these affect action to transition to less and better meat and dairy.

Our two in person events under the title *'Farming and dietary change: building common ground'*, included a panel of farmers and members who helped lead the conversation on the barriers and opportunities relating to farming towards more sustainable, nature friendly systems. The first session was at Romshed Farm in Kent, a pasture fed livestock farm practicing regenerative methods. This was very well attended by a cross-sectoral group of 29 members and external collaborators, including a DEFRA representative and a representative from the Climate Change Committee. This also provided powerful context and inspiration for some courageous discussions on the realities of farming and the change needed to achieve the food system we need, which we focussed on in the second event at Camley Street Natural Park in London.

In our 2025 annual alliance event we hosted a Future Food System Leaders panel. Among the guest speakers on the panel were young farmers, who gave inspirational accounts of their experiences and what they feel the farming sector needs to be successful, sustainable and resilient. The panel was a real highlight for those in attendance and many alliance members reported feeling inspired and energised to include lesser heard voices more in their work.

Influencing the retail and manufacturing sectors

Our deeper exploration into influencing the food retail and manufacturing sectors led us to hold a workshop event titled 'Less and Better: Changing the retail and manufacturing environment'. We invited food business experts to share their knowledge, and heard insightful stories about how strategies are adopted and decisions are made in the retail sector. The workshop provided members with effective tools to support them in their retail advocacy, and informed the publication of our messaging guide on retailers and manufacturers.

Alongside our work with members on retail and manufacturing advocacy, our Executive Director, Sarah Wakefield, also wrote two articles, urging businesses in the sector to better align their business and sustainability strategies. These were published in The Grocer, and titled *'Now is UK grocery's chance to influence the food strategy'* and *'Sustainability teams need real power over business strategy'*.

Public Attitudes Survey

To support Changing the Narrative, as well as resourcing the alliance with facts to support advocacy work, we published our annual, nationally representative Public Attitudes Survey, which surveys how the general public feels about eating more plants and less and better meat and dairy. This year we collaborated with alliance member Food Foundation, and expanded the survey to include a section on the public's views on eating more beans and pulses. The survey found that the figure for those open to meat reduction rose to 66%, from the previous year's 61%. It also showed that 44% of people said that they wanted to eat more beans, compared to just 33% who said they did not, with 66% agreeing that beans are easy to prepare and cook.

The results of this survey are widely used and referenced by members and have also featured in online print by Foodservice Footprint, the Sustainable Food Trust, Desmog, Hubbub, LACA, AFN+ Network and the British Dietetic Association.

Key findings



Public willingness to reduce meat consumption is growing, but misconceptions persist.



Animal welfare, affordability, and provenance outweigh climate and health as drivers of change.



Beans and pulses present a major untapped opportunity.

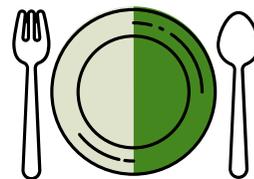
Almost a quarter of people are eating less meat:



22% of people are eating less meat than they were a year ago



Just 10% of the population have increased their meat consumption over the past year



Almost 50% of people eat meat less than 4 times a week

Public attitudes survey 2025

Eating Better

The Food Foundation

Click here for full survey

Industrial Livestock Production

This was a landmark year for this workstream, as we published [We need to talk about industrial livestock production](#), a foundational resource which followed on from our much read [‘We need to talk about chicken’](#) report. ‘We need to talk about industrial livestock production’ sets out the alliance’s collectively agreed definition of Industrial Livestock Production (ILP) and its methods. It is the first step in achieving our aim of a just transition away from these methods, by defining which production systems and system enablers are responsible for damage to health, animal welfare, and the environment. It presents a clear, evidence-based case for change, drawing on alliance-wide research, insights and priorities.

The resource was co-designed with alliance members following extensive consultation and collaboration, with a steering group including 3 members, 4 rounds of alliance wide consultation, consultation with 11 external organisations, and 24 members providing direct feedback towards the final resource.

The resource has since been used by members to center their arguments on ending industrial livestock production in the UK, notably mentioned as part of a Sustain alliance briefing during a Westminster Hall debate on animal welfare standards in agriculture, and included as exceptional non-conference related material on the Oxford Real Farming Conference website. We are currently building on this work by collaborating with members to create a strategy as to how to achieve a just transition away from ILP methods.

Our collaborative and action focused approach on engaging government and industry on a transition away from ILP has led to increased participation in ongoing work that others are leading. We have recently joined the steering group for C.L.E.A.R., a farming, food, civic society and business consortium advocating for improved data and labelling in food supply chains, and sit on the Adfree Cities steering group established to address the advertising of industrial meat and dairy. We also participate in regular strategy sessions hosted by the Plants First Healthcare coalition, aiming to achieve the adoption of a plant-based food provision in the UK public health sector, shifting reliance away from ILP.



Eating Better’s work on intensive livestock production has been transformational. The report [‘We need to talk about industrial livestock production’](#) has changed the game. Eating Better are working with courage, intelligence, and an inspiring approach to justice to bring one of today’s most pressing environmental challenges into the mainstream.



Ruth Westcott

Climate and Nature Emergency
Campaign Coordinator

sustain



Eating Better Retail Group

Taking learnings from Changing the Narrative and our ILP work, we formed a working group of 15 alliance members who engage with food retailers and manufacturers, and who are united in their ambition to shift production away from industrial methods. Together, this group has developed an Eating Better Retail Strategy which: identifies the role that food businesses have in enabling a shift towards more plants, less and better meat and dairy, helps to collectively amplify the impact of our existing work, and identifies opportunities for collaborative action.

The group published 2 briefings this year; one on our [collective priorities for protein transition](#) towards more plant, less and better meat and dairy for the retail and manufacturing sectors, which has been used for on-going engagement with the Institute of Grocery Distribution and 10 major retailers in the UK, and another on the [case for mandatory action to achieve transformational change in UK food](#) which has been shared in UK and EU food and farming forums.

In response to the UK Government's June 2025 announcement on mandatory reporting for retailers, Eating Better led on the development of a co-ordinated [government briefing paper on mandatory reporting](#) that goes beyond healthy sales of food and incorporates metrics on the split between plant and animal protein, fruit and vegetable sales and climate emissions. This was co-developed with the Obesity Health Alliance and also supported by Sustain, Wildlife and Countryside LINK and CLEAR, representing 200 organisations, plus another 25 individual organisations. The briefing was well received by representatives at the Department of Health and Social Care, the Department for Environment, Food and Rural Affairs and featured in publications such as Footprint, Green Queen and the UK Health Alliance for Climate Change's website.

Priorities for retail and manufacture action on protein shift

Mandatory reporting must go beyond healthy sales

“

The Eating Better Retail Group has been hugely valuable to ProVeg as a space to align our ideas and strategy with other key organisations working on better food business in the UK, and identify concrete routes to collaboration and collective impact.

”

Julian Cottee

Senior Corporate Engagement Manager



Photo from the first retail event, London

Sourcing Better

To bring the recommendations in the ILP resource to life, we worked with WWF, to build on our [Sourcing Better Framework](#) and develop a [practice catalogue](#) of the on-farm practices which constitute 'better' meat and dairy sourcing across 4 impact areas: animal welfare, soil health, biodiversity and local pollution. 10 of the UK's major retailers have committed to reaching 100% meat, dairy and eggs sourced to "Better" standards by 2030, as defined by the framework. The new on-farm practice catalogue was subsequently used to collect data for WWF's [What's in Store for the Planet 2025](#) report, and inform their Blueprint for Action. Their Blueprint was used in collaboration with Lidl International to support the development of their nature framework, and is used to support ongoing constructive dialogues with some of the UK's major retailers. The publication of the ILP resource and the Sourcing Better practice catalogue has led to a refresh of our Sourcing Better Framework, which will be published in 2026. Refreshing this resource has required close collaboration with our farming and retail focussed members including WWF, LEAF, RSPCA Assured, Soil Association, Compassion in World Farming, and Pasture for Life.



Nourishing Justice

We believe that everyone has the right to produce and consume good food and that this should be food that nourishes people, animals, and the planet. Currently the power dynamics and systemic inequities at work in the food system mean this isn't happening in practice. Through our Nourishing Justice workstream we aim to contribute to this vision by continuing to work in collaboration with alliance members to deliver activities and events to further equity and anti-racism across the food and farming sector.

In order to embed Justice, Equity, Diversity and Inclusion (JEDI) principles into our work we have continued an internal learning journey as well as worked to develop resources for our alliance. We published the [Nourishing Justice Toolkit](#), a resource which includes case studies, recommendations and a detailed glossary, and aims to inspire organisations to take meaningful steps towards transformative system change. We also started the year by delivering a panel titled 'Radical Honesty in Action: paving the way for food and racial justice' at the Oxford Real Farming Conference 2025.

Training workshops

We have collaborated closely with the Sustain alliance and our co-hosted, regular Food and Racial Justice working group, to develop this work further. Together with Sustain and the Social Justice Collective we delivered 3 online, oversubscribed training workshops on 'How to be an anti-racist organisation'. The process showed us that a dedicated space for learning and more resources are needed to guide those organisations wishing to do more.



I've been delighted to have had the opportunity to work with Eating Better, and specifically, Idman, who is leading their Nourishing Justice work stream, over the last year. We need this kind of leadership in the industry, to drive change and create spaces where all individuals can be the best version of themselves, so that collectively we can transform the food system to deliver on our key objectives.



Angelina Sanderson Bellamy
Co-lead



Gathering Table summit

In partnership with Sustain and with support from the AFN+ Network, we held the Gathering Table food summit, the UK's first summit on racial justice in food and farming, which brought over 75 colleagues from across the sector together in Bristol. This inaugural summit was co-designed with members of the Eating Better and Sustain Food and Racial Justice Working Group, to create a space where food systems and anti-racism work can come together. The summit was followed by a series of blogs on allyship, power and decolonial decision making.

Culture Roots Collective

The same group of collaborators with Navaratnam Partheeban, Co-Founder of British Veterinary Ethnicity and Diversity Society (BVEDS), went on to launch the [Culture Roots Collective website](#), a resource amplifying the voices of Black and People of Colour in UK agriculture and food, and offering a much needed reference point for organisations seeking to include these voices to the conversation, evidence gathering and decision making on food system change.



Left to right: Navaratnam Partheeban, Sophie Constant, Roshni Shah and Idman Abdurahaman

“

Working in partnership with Eating Better's Nourishing Justice programme has significantly advanced our shared commitment to racial justice, equity, diversity and inclusion in the sustainable food and farming sector this year. As alliances, we recognise the strength of collective action, which was demonstrated through our joint anti-racism training and the The Gathering Table summit on food and racial justice. By centring justice at the heart of our work, Eating Better and Sustain are sending a clear message to the movement that embedding racial and social justice is essential to achieving a just transition in our food system.

”

Sareta Puri

Diversity Outreach Coordinator

sustain

Looking ahead

As the Eating Better team looks ahead to 25-26, we are continuing to build on the achievements of the past year, and re-affirm our commitment to work in the areas where we are uniquely positioned to drive the most impact. Given the volatile state of the world, we can't know everything that lies ahead. However, there are a few things we do know...

In the year ahead, there will be continued opportunities for Eating Better and our alliance to inform and influence food and farming policy. Given there is a window to influence the UK Government's upcoming Food Strategy, we will continue to engage in targeted policy advocacy with members and broader civil society. We want to see a Food Strategy implemented that delivers a just, healthy, sustainable and accessible food system for all.

We will also continue to engage with food retailers, given the essential levers they hold for unlocking the transition to more plants, and less and better meat and dairy in the UK, and away from an over-reliance on industrial livestock production. For a just transition to take place, it must work for farmers, so we will bring additional focus to supporting the economic case for sustainable agriculture and to demonstrate the full range of tangible benefits for farmers, the economy and wider society of transitioning away from the current system.

In an increasingly polarised and divided world, the role of a trusted convener and facilitator becomes even more vital. Eating Better continues to be uniquely placed to bring a range of voices to the table, including those of farmers and young people, to have courageous conversations about the issues that matter and build a movement for change.

We have made good progress to embed Justice, Equity, Diversity and Inclusion (JEDI) in our strategy and ways of working and look forward to deepening this work across the alliance with our members in the year ahead. Personally, I look forward to participating in our first-of-its-kind JEDI leadership programme, for CEOs of food and farming focused organisations. Funded by Farming the Future, and co-designed by Eating Better, Sustain, and New Ways consultancy, it promises to be a rich learning experience and an important opportunity for collective action and movement building in the food and farming sectors.

Finally, I want to extend my thanks to all of you: our members, our collaborators and our funders. Working in partnership with you enables Eating Better to have an impact that's greater than the sum of our parts. And for those of you reading this who are not yet collaborators, I invite you to reach out. We are always on the look out for new partnerships which boost our impact, alongside unrestricted and flexible funding support to ensure our work can continue sustainably.

We have an ambitious year ahead. I can't wait to see what we achieve together!



Rebecca Sunter is Eating Better's Interim Executive Director. Rebecca has held senior leadership roles in both charitable and philanthropic organisations. She brings expertise in health equity, food systems, coalition working, and policy influencing to Eating Better.

Rebecca Sunter

Acknowledgements

Current team

Andrew Stark - Senior Research and Policy Manager
Charlotte Jones - Communications Lead
Idman Abdurahaman - Inclusive Movement Lead
Myrtle Gregory - Research and Policy Officer
Myrto Williams - Operations and Strategy Lead
Rebecca Sunter - Interim Executive Director
Sarah Wakefield - Executive Director

Current and former trustees

Anthony Field
Carol McKenna
Clare Oxborrow
Duncan Williamson
Joanna Trewern
Julia Kirby-Smith - Chair
Kristin Bash
Liz Gadd
Nick Dugdale
Ru Chulkova
Samantha Miller
Shaleen Meelu

Consultants

Jessica Ball
Joanne Wheatley
Letesia Gibson
Luke Watkeys

Thanks to current and former funders

AFN Network+
Brian Mercer Foundation
Healthy Food Healthy Planet
John Ellerman Foundation
Oak Foundation
Tilt Collective

With thanks to all our members who have financially contributed



Photo from the Gathering Table Summit, Bristol

Thank you to the alliance

Supporting organisations

Action on Salt | Bite Back | British Dietetic Association | Changing Markets | Community Supported Agriculture | Compassion in World Farming | Diverse Nutrition Association | Edinburgh Community Food | Faculty of Public Health | Farm Wilder | First Steps Nutrition Trust | FoodCycle | Food Ethics Council | Food Matters | Foodrise | Forum for the Future | Four Paws | Friends of the Earth | Good Food Institute Europe | Greenpeace | Hubbub | Humane World for Animals | Kids Kitchen | LEAF (Linking Environment and Farming) | Made in Hackney | Madre Brava | New Economics Foundation | No Mise En Plastic (NMEP) | Pasture for Life | ProVeg UK | Real Zero | RSPB | RSPCA | RSPCA Assured | School Food Matters | ShareAction | Soil Association | Students Organising for Sustainability (SOS-UK) | Sustainable Food Trust | The Biodynamic Association | The Food Foundation | The Humane League UK | The Wildlife Trusts | Vegetarian for Life | Vegetarian Society | Whole Health Agriculture | Woodland Trust | World Animal Protection | WWF-UK | WRAP

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Changing the Narrative Producers workshop, Kent