



Rachel Wigglesworth

Director of Public Health

Sustainable Food Cornwall Summit 2nd December 2024

 www.cornwall.gov.uk

Co-housing kitchen
garden (Postlip Hall).





Burger King advert Sept 2024 'Foodfillment'

The building blocks of health



The food we eat

Nutritious food is vital for our health and wellbeing, and for children's development, but for too many of us it's not accessible or affordable.

Food that's high in fat, salt and sugar is often readily available and cheaper than healthier options, and eating this kind of food regularly can cause obesity and other health problems.

Healthy food should be:



Cheaper



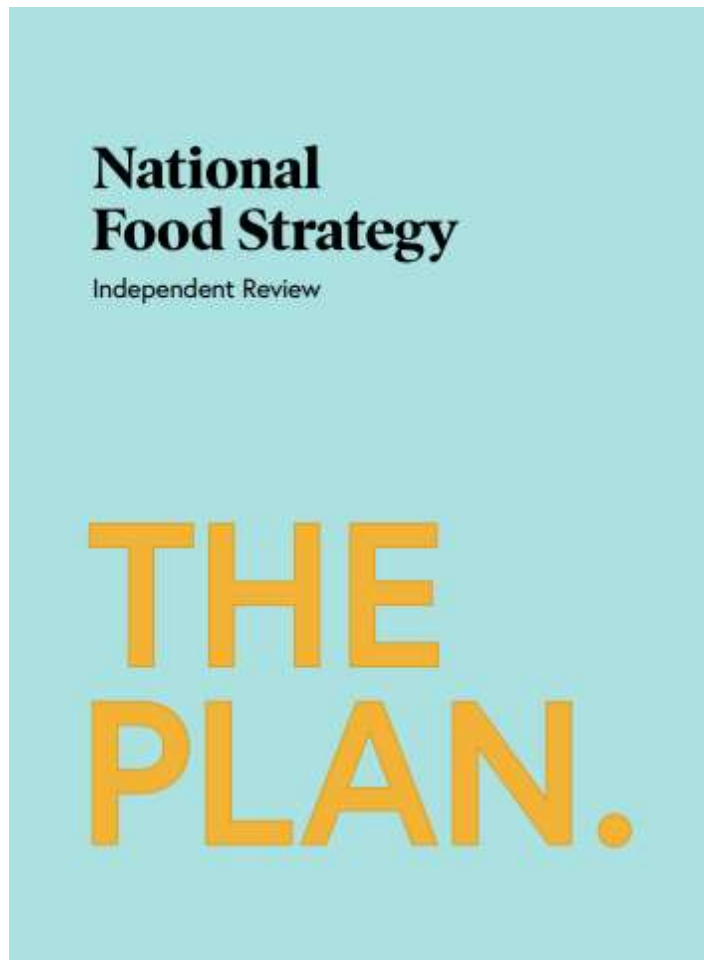
Better advertised



Easy to access



High in fruit
and vegetables



Strategic Objectives

1. Escape the junk food cycle to protect the NHS.
2. Reduce diet-related inequality.
3. Make the best use of our land.
4. Create a long-term shift in our food culture.



Our food environment: vital signs, its impact on our lives and what needs to change to support us all to eat healthily and sustainably

1 in 4 places to buy food are fast-food outlets.



The **most deprived fifth** of the population would need to spend **50%** of their disposable income on food to meet the cost of the Government-recommended healthy diet. This compares to just **11%** for the **least deprived fifth**.



A **third** (33%) of food and soft drink advertising spend goes towards **confectionery, snacks, desserts** and **soft drinks** compared to just **1%** for **fruit and vegetables**.





"I would ask a politician to view food as more than a commodity that's bought and sold"

SOPHIE, MANCHESTER

"I think it's very important that the government put a lot more effort into improving school meals"

NICKY, NORTH WALES



"Government has to come closer to the farmers and talk to them to find something that works for everybody"

TUDOR, NORTH WALES



"There needs to be government initiative. They need to put health before profit"

TANZEEM, HALIFAX

Changing the Conversation

A new report from #TheFoodConversation on how citizens see the food system – and their appetite for government intervention.

19th November 2024

