

# Food Ethics Council Impact Report 2023





# Food is the root of society. We believe that if we change the food system, we change everything.

2023 saw food and agriculture rise to the top of political agendas and public conversations. We took a deep dive into dairy, a complex microcosm that illustrates issues within the broader food system, with workshops held both online and in person, from the buzzing halls of the **Oxford Real Farming Conference** to the **canteens of Yeo Valley** in Somerset.

Our dairy deep-dive took place against a backdrop of raising alarm bells for fairness within supply chains - **we spoke out against loss leaders**, power imbalances and abusive contracts, and **advocated for a robust Code of Conduct**. We also participated in Riverford's #GetFairAboutFarming petition which received vast public support and a debate in Parliament.

Increasing pressure has been put on farmers to manage land in harmony with nature. As support schemes have shifted away from area-based subsidy payments toward payments based on nature restoration, anger and fear have risen among farmers who have been driven to intensify by a system that no longer pays - illuminating the importance of a just transition.

This story has been central to our work on dairy.

As the narrative and practice of 'public money for public goods' has grown, increasing emphasis has been put on public procurement as a powerful agent of change. We held an innovative **Food Policy on Trial event**, with speakers including Minette Batters and attracting over 100 attendees, we asked: 'Should 80% of publicly procured food be sourced from the UK?'

With public concern over unfairness within the food system ramping up, including anger over corporate profiteering during a cost-of-living crisis and food environments that threaten public health, we saw increasing calls that the public do care. We participated in the Food Farming and Countryside Commission's groundbreaking **National Conversation on Food** and continued to cultivate the food citizenship movement. We focused on holding space for people and organisations to explore what food citizenship could mean to their work, and throughout 2023, our work on food citizenship became embedded across all of our - and others' - work. It has been brilliant to witness a growing number of organisations and projects shift from 'consumer' to 'citizen' language.

And finally, this year we turned 25. To celebrate, we hosted an energising, participatory event at OmVed Gardens. It was a big year, that's for sure.





# Introduction

The Food Ethics Council is a think-tank and charity that provides independent advice on the ethics of food and farming. We consider things ‘in the round’ by looking at the food system as a whole. This means considering the impact of our food and farming systems on people, animals and the planet. We take the long-term view and believe in tackling root causes rather than treating symptoms. Openness and collaboration are central to our work, and we bring people together from across farming, business, NGOs, grassroots community groups, academia, policy and the public, to hold honest, productive conversations and collectively come up with solutions to the multiple crises we face.



## Our vision

is of a world where everyone eats well and hunger is a distant memory; where farmers and food producers make a decent living, animals are treated humanely, and the environment is respected.

## Our mission

is to facilitate a shift towards fair food systems that respect people, animals and the planet.

## Our role

To **nurture** a safe space for stakeholders in the food system to come together and engage in honest, meaningful dialogue.

To **challenge** business as usual by asking the hard questions and illuminating ethical tensions.

To **encourage** ‘in the round’ decision-making and long-term solutions that tackle root causes.

## Our funders

We are very grateful for the support of all those who funded our work this year, without whom none of this would be possible. Our biggest source of income in 2023 was from charitable trusts, foundations and funds, namely:

- Joseph Rowntree Charitable Trust
- Polden Puckham Charitable Foundation
- Esmée Fairbairn Foundation
- sankalpa
- JAM Today

Our total income for 2023 was around £153k. We also receive funding from individual donors, from businesses participating in our Business Forum and from other organisations we work with – but we only accept funds that do not compromise our independence.

Our people are our main asset and our main cost is therefore staff costs, which typically represent over 85% of our total expenditure. Other spending is for activity, office and governance costs. We have a lean, flexible organisational model with minimal fixed overheads.

Our Council members, who are amongst the leaders in their fields (from ethics and policy to farming and business), operate in a voluntary capacity and provide an invaluable source of in-kind support.



# Celebrating young voices and reimagining the food system

We firmly believe that one of the most important mobilisers of change within the food system is to convene and nurture spaces for people to come together and learn from each other. In these trusted spaces, stakeholders can begin to collectively and thoughtfully come up with real, long-term solutions to the many challenges we face.

The year 2023 marked 25 years since the inception of the Food Ethics Council. 25 years of facilitating a shift to fairer food systems that respect people, animals and the planet. Instead of celebrating by taking the spotlight and showering ourselves in glory, we celebrated by doing what we do best – by convening and listening.

In June we gathered at OmVed Gardens, a food project and green hub in North London, to celebrate our 25th anniversary and together reimagine a fairer food system. We invited friends old and new, funders, collaborators, allies, project participants and Business Forum members.

We wanted the event to be forward-looking, by capturing the power of imagination and celebrating youth voices. We held a panel discussion with three inspiring women aged 25 and under to understand their priorities for a fair food system - dairy farmer Lucy Johnstone, campaigner Christina Adane, and Paige Hunt, sustainability exec for a major food retailer. Our communications officer Tesni chaired the panel, herself aged 25 at the time! You can read more about the panel [here](#). It was incredible to weave together three very different perspectives, from right across the supply chain, and to be both challenged and uplifted by the power of youth.

All invitees were encouraged to bring along a young colleague or friend - which meant we connected with lots of new young people, including members of Youth FLAME. We shared seasonal food, roamed the gardens, and heard from our exec director Dan on the value and role of food ethics.



Photographs by Will Hearle





# Co-designing approaches for fairer policy making

With a General Election on the horizon, we also wanted to gather wisdom during our anniversary event to co-design five key principles for fair policy making. We had already begun to hear specific policy promises, party manifestos were in the making and businesses and civil society organisations were ramping up efforts to influence our policy landscape. Amidst the disparate, single-sector asks being floated, we wanted to bring it back to basics.

Our workshop sought to establish a clear and simple approach to policy-making, addressing fundamental questions such as: what are policies for? What are the basic building blocks that good policies should be constructed from? Several ideas were shared, discussed, interrogated and refined into five key principles.

## Policy making should:

- Be informed by those affected
- Address root causes - not symptoms
- Prioritise public good over private interest
- Use a rights-based framework
- Be cross-departmental

You can read more about these principles [here](#).



# The Dairy Project

Our Dairy Project is about believing in people. We start from the premise that farmers do care about the welfare of their animals, the longevity of their livelihoods and the resilience of their sector. However, we also understand that many farmers have been forced to intensify, grow their herd sizes, invest in ever-more infrastructure and churn out higher yields in order to make a living. This has had major knock-on effects for animal welfare, the planet, and farmers' own wellbeing. The Dairy Project is about supporting farmers to step off this 'treadmill' of production growth above all else, by identifying and overcoming barriers to change.

"There are good opportunities for collaborative dialogue and action, with organisations like the Food Ethics Council acting as powerful advocates and conveners for actors focused on diversification and fairness of food systems."  
- Forum for the Future 'Supply Chain Synergies'

We kicked off 2023 by **hosting a workshop** at the Oxford Real Farming Conference to explore the question: How can we step off the dairy treadmill? Farmers Bryce Cunningham of Mossiel Dairy, Clare Hill, and Dan Burdett, a West Sussex organic dairy farmer, joined to share their experiences. Participants - a mix of farmers, policy makers, conservationists, vets and academics - shared their concerns and hopes for dairy.

Throughout March we ran three online Innovation Workshops for dairy farmers. These provided a space for farmers to collectively uncover the root causes of issues within dairy and identify levers for change - including the powerful players who create barriers to doing things differently. A key issue identified by farmers was the need for contract regulation to tackle power imbalances in the value chain, and improve clarity on pricing, exclusivity and notice periods.

We coordinated an **open joint letter**, gathering signatories from across the sector to urge Defra to publish a thorough, properly enforced dairy Code of Conduct. This was covered in several publications including **Farmers Weekly**, and **The Grocer**.



Workshop at ORFC 2023

We signed **an open letter**, coordinated by Riverford, asking supermarkets to #GetFairAboutFarming - resulting in a parliamentary debate later in the year. To support the public's understanding of the complexity of issues within dairy, our Dairy Project Lead, Abi, wrote '**What's going on in dairy?**' for the print magazine Wicked Leeks.

In June we held a Business Forum meeting at Yeo Valley in Somerset, to share farmers' insights with, and gather knowledge from, milk buyers, processors, and retailers - in recognition that these groups hold significant power in the dairy value chain, and therefore hold the key to change.

Participants included the CEO of a major dairy co-operative and Senior Agricultural Manager of a major food retailer. Together, we explored the changes that processors and retailers are making - and need to make - in order to support fairer, more ethical dairy. These insights are captured **here**.

"The dairy sector has become symbolic of a broken, unfair food system, with milk often sold at prices below the cost of production, small-scale farms being forced to intensify, and complex supply chains leading to poor trust and communication between farmers and retailers."  
- Abi Williams in Wicked Leeks



Building on insights gathered throughout the project, we developed five key asks for processors and retailers to support fairer, more ethical dairy. Our key asks were covered in **Farmers Weekly**, **The Farmgate Podcast**, **8.9ha News**, and **The Bullvine**, as well as a long-read in the **Dairy Reporter**.

We held an online summit to explore and discuss the key asks with processors and retailers - speakers included Michael Oakes, NFU Dairy Board Chair, and Jake Pickering, Senior Agriculture Manager for Waitrose & Partners. Whilst we see processors and retailers as the primary agents of change, everyone in the value chain has a role to play in enabling farmers to shift toward fairer, more ethical systems.

Whilst our five key asks are targeted at processors and retailers, **our final report** includes recommendations for several different groups across the dairy value chain, including:

- 👥 Farmers & farming unions
- 🌱 Landowners
- 🏭 Processors & manufacturers
- 🛒 Retailers
- 🍴 Foodservice
- 💰 Financial services
- 🗣️ Policymakers
- 🎓 Schools, colleges & universities

You can read these recommendations **here**.



**End the sale of milk as a loss leading product**

**Raise the standards in processed dairy products**

**Create secure, fair and flexible contracts**

**Pass premiums on the shelf down to farmers**

**Create a regional relief milking labour pool**





# The Dairy Project: out and about in 2023



**Dumfries**  
Joining the Digital Dairy Chain Knowledge Exchange Event



**Oxford**  
Hosting a workshop at the Oxford Real Farming Conference 2023



**Hampshire**  
Visiting Kingsclere Estates to collect case studies



**Lancashire**  
Speaking at the Future of Food and Farming in Lancashire Event, Farm on the Fell



**Crewkerne**  
Joining the Down To Earth South conference and farm tour, at Bakers of Haselbury Plucknett



**Blagdon**  
Hosting a Business Forum dinner and farm tour at Yeo Valley HQ





# Collecting stories of change

We know that many farmers are already farming in more sustainable, ethical ways - and that others are on the journey to doing so. We interviewed several farmers who are 'doing dairy differently', from using a mobile parlour to milk cows in the field, to operating cow-with-calf systems. We wanted to understand the practical - and philosophical - shifts necessary to farm in this way. What barriers did these farmers face, and how did they overcome them?

First we spoke to Sophia, who runs a **calf-at-foot micro dairy** in the Dyfi Valley, west Wales. They process and sell milk, cheese, yoghurt and fudge directly, at local markets and through a box scheme. Sophia aims to centre the experience of animals she works with - their brand is called 'Radically Kind'. They keep male cows and goats on the farm, and rent them out as conservation grazers or for public-facing activities where school groups and visitors come to the farm.



Dyfi Dairy



Dyfi Dairy

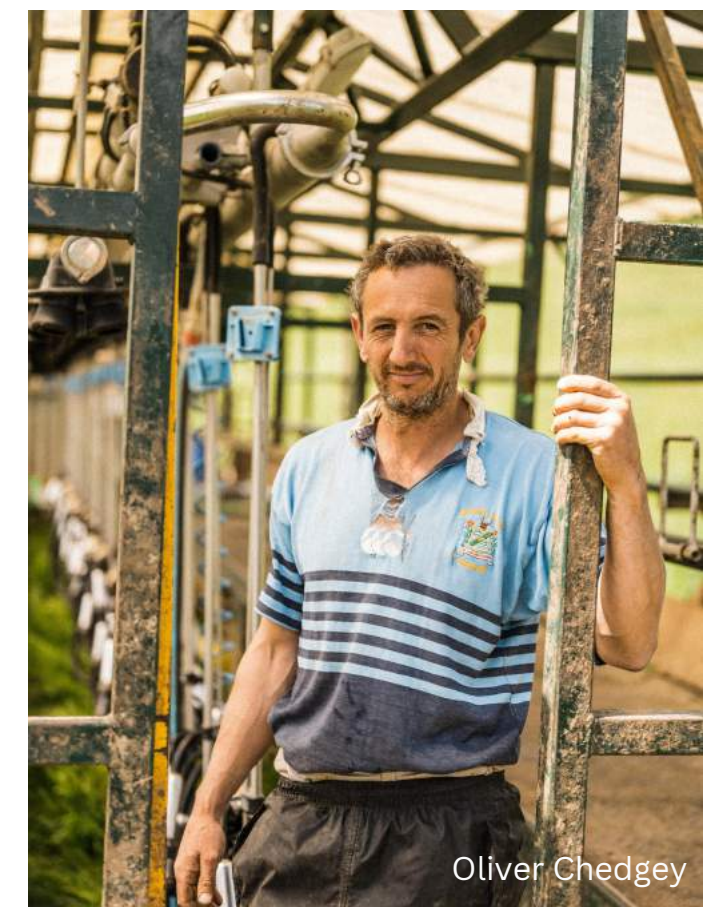
We also spoke to new entrants Lucy and Adam, who took over **Lyde Green Farm** in Hampshire in 2021. They have 210 Jersey-cross dairy cows which are grass-fed, and have transitioned to a calf-at-foot system. They sell to a major milk processor, as well as selling fresh raw milk, milkshakes and dairy cow meat directly from the farm.

Another story came from **the Roaming Dairy** at Kingsclere Estates in Hampshire - where Oliver Chedgey grazes a herd of 450 Jersey Cross cows graze outdoors all year round, on rotation. Cows are milked out in the field using a mobile milking parlour!

"When I look at bigger picture conversations happening within the government, I rarely see farmers' voices being included. There are often spokespeople instead. We can't frame and discuss the bigger picture without including the people that are actually living and working in that picture."  
-Lucy Johnstone, new entrant dairy farmer



Lyde Larder



Oliver Chedgey





# Cultivating food citizenship

## Holding space, growing roots

Food citizenship is about connecting people with their power in the food system. We understand that people are more than what they consume, and that shifting how we think about people (and ourselves) is a critical first step for building fairer, resilient food systems. This year we focused on holding space for people and organisations to explore what food citizenship could mean to their work, by:

- Trialling monthly online drop ins
- Holding #FoodCitizenSocials across the country
- Speaking and holding workshops at others' events

Our online drop ins provided an informal, collaborative space for people to come together and learn how to meaningfully involve people in the food system, share questions, concerns, hopes and ideas. These were attended by numerous folk from across academia, community organising and emergency food provision.

Our #FoodCitizenSocials took place in locally-loved pubs in Belfast, London, Coventry and Manchester, for people to chat about all things community, power, food and connection - no homework, no agenda!

Opening up these spaces was an essential step in connecting with new people and building community around food citizenship - but it meant being brave and 'putting ourselves out there'. Our Food Citizenship Lead Beth reflected on this process in a beautiful blog post that you can read [here](#).

*"The success of the socials has been a stark reminder of the appetite and need for informal time with engaged peers to explore ideas, make new connections, empathise with and motivate each other [...] If there's one thing I've learnt, it's that it takes vulnerability to be visible, but it takes visibility to form community. Be open. Be visible. It's okay if nobody shows up. It's brilliant when they do."*  
-Beth Bell

Our food citizenship lead Beth was also elected co-chair of the Belfast Sustainable Food Network, a dynamic multi-sector collective, working together to activate and agitate for local, fair and healthy food systems in the city by bringing citizens, business and organisations together to build momentum for change.





## Sharing knowledge

As well as hosting our own events, we gobbled up opportunities to speak and hold workshops in partnership with other organisers. These included:

- Facilitating a table on outreach and social justice as part of Imagine Belfast's Garden Gathering, which celebrates access to green space
- Speaking at Stormont to mark the launch of NFFN's report on the economics of regenerative farming, **'Striking the Balance'**. Beth spoke about the systemic shifts necessary for citizens to access nature-friendly food

- We were pleased to again deliver a Food Citizenship module for this year's My Food Community leadership programme. **My Food Community** is a network for good food champions to learn, connect and take action.

**"Learning about food citizenship was a real highlight. It's impacted my thinking and influenced the work I'm doing with colleagues."**  
- My Food Community participant

## Spotlighting and storytelling

In celebration of the change that is already budding on the ground, we launched a series of **Food Citizen Stories** - in-depth interviews with people, businesses and organisations that are working to engage and empower people in the food system. These aimed to inspire and inform others on a similar journey. You can read about food justice in Scotland **here**, and about the Manchester Urban Diggers **here**.

"For me, decoloniality is linked with the idea that people are capable of designing food systems, and they should have the structures and processes around them that enable them to do just that." - Diana Garduño Jiménez



"I feel proud of the wellbeing side of the work we do. Lots of people come to the garden and just feel better. The feedback is things like 'the garden is the centre of my social life' or 'this is my safe place'." - Sam Payne





# Spotlight on foodservice



In September 2023, we launched some food citizenship work designed specifically for those working in foodservice. This emerged from the recognition that foodservice organisations work directly with members of the public, yet tend to receive little attention in efforts to improve social responsibility and sustainability in the food system.

We held an online event, inviting **Carolyn Ball**, Director for Delivery of Net Zero at Compass, and **Arthur Potts Dawson**, chef and innovator, to share insights.

“The discussion yielded some fascinating insights into how businesses could use the concept of food citizenship as a kind of ‘north star’ both for understanding and delivering against their environmental, social and financial purpose.”  
– Nick Hughes

We wanted to empower foodservice leaders to meaningfully involve people as citizens, rather than just target consumers. A huge part of this work was also encouraging collaboration with other like-minded organisations toward collective goals. The session was **covered in Foodservice Footprint:**

“From giving chefs the power to shape menus to nurturing a diverse, engaged workforce, purpose-driven organisations are putting people at the heart of their business models... Food citizenship might mean thinking about your own employees in a new way, recognising that the delivery of purposeful agendas such as net-zero, food waste reduction, or diversity goals require exceptional people working towards a common goal – not just people paid to do a job.”  
– Nick Hughes







# Amplifying hope

It is fair to say that throughout 2023, our work on food citizenship shifted from being a standalone project, towards becoming embedded across all of our - and others' - work. This was always the plan. It has been brilliant to witness a growing number of organisations and projects shift from 'consumer' to 'citizen' language and adopt a food citizenship framework, such as **The Student's Union** (at UWE), **Lincolnshire Food Partnership**, **Sheffield's Good Food Movement**, **RSPB**, **NI Environment Link**, **CUSP**, **WRAP** and **BMC Public Health**.

"Food Citizenship has manifested itself in UK food policy largely through downstream initiatives and the work of civil society organisations. Particularly relevant in this area are the Food Ethics Council and the Sustainable Food Places organisation..."

-Food Policy in the United Kingdom" (Rebecca Wells, Sinead Furey & Martin Caraher)

"If a big part of the food citizenship mindset is the belief that things can change, and we can change them, I must be comfortable that a role like mine can make change that is greater than the sum of its parts. Put one way, it's a kind of social acupuncture – finding, noticing and amplifying the pockets of hope and energy so that people and organisations can imagine a better future and see themselves in it."

-Beth Bell

It can at times feel hard to capture the impact of people-orientated work, when so much of it is about building relationships, connections and gradual mindset shifts. These types of change cannot - and should not - be packaged into neat statistics. Our Food Citizenship Lead Beth wrote an important and restorative blog about this, entitled 'People, not potatoes', which you can read in full [here](#).



Veg Advocates Gathering



Platt Fields Market Garden



Food Citizen Social in Belfast



# Engaging citizens

Our work on food citizenship this year took place against a backdrop of growing noise over the importance of citizen engagement and participation. For so long, the public's identity and agency within the food system has been reduced to that of 'the consumer'. Big business and government use narratives of 'consumer demand' to justify ecologically and socially damaging practices, or to justify inaction against these. But what do people really think, when given the space to connect, reflect, and share ideas?

In 2023, the Food Farming and Countryside Commission launched the pilot phase of the **National Conversation on Food** to explore this exact question: what do people really want from food? As meaningful participation is close to our hearts, we played an advisory role to the public engagement specialists. Our Exec Director Dan also got involved on-the-ground as a 'roving expert' at the pilot public dialogue sessions in

Cambridgeshire, reflecting that there was 'appetite for transformative change among the public'. Citizens clearly want food to be fairer, healthier, and greener - and they overwhelmingly back government intervention to make this happen. In 2024, the Food Conversation is being rolled out across all four nations of the UK, and we're delighted that our Exec Director is chairing the Advisory Group for this important initiative.



Watch the introductory film on YouTube [here](#).

To mark the launch of this groundbreaking project, **we wrote a guest blog** explaining why citizen engagement is so crucial. The article was spotlit by our previous chair, and co-founder of the New Citizenship Project, Jon Alexander, on LinkedIn:

“Why do we need a national conversation about our food system?”

1) Because “failing to involve people seriously reduces the chances of the public buying into an idea.” There are big changes needed, and none will be possible without involving people.

2) Because “locking citizens out of the conversation also leaves us with often misplaced presumptions about what people really want from food.” Consumer demand? BS.

3 and most important) Because what is the food system there to serve if not people? And if that's the case, why are we even having to make the case for involving them?

This from Beth Bell and Dan Crossley of the Food Ethics Council on the site of the new National Food Conversation project is... epic.”





# Enabling fair, ethical businesses

Our Business Forum is a community of changemakers in food and farming businesses. Through a combination of in-person dinner meetings and online workshops, members come together to discuss latest challenges, exchange ideas and best practice, and support one another to make bold, positive changes.

We bring a range of voices around the table to engage in free-flowing discussion under the Chatham House rule, giving Business Forum members a rare opportunity to gain system-wide perspectives from right across the food supply chain. We encourage frank sharing of insights and opinions, and hold space for peers to constructively challenge and support each-other. This provides leaders with the confidence to make bold changes to their businesses, as well as embark on collective missions.

In 2023 we held meetings on:

- **‘Sound the consumer alarm’:** What difference for food brands if there were no longer ‘consumers’, only food citizens?
- **‘Common sense regulations’:** What kind of regulations should food & farming businesses demand for fairer food systems?

- **From greenwash to greenhush:** When should and shouldn’t food businesses make environmental and health claims?
- **The ethics of self sufficiency:** Should UK food and farming sectors support a target for greater self-sufficiency?
- **Dairy demands:** Shaping collective asks for a fairer dairy sector

Expert speakers in 2023 included Sally Uren, Chief Executive of Forum for the Future; Rebecca Sudworth, Director of Policy, Food Standards Agency; Dr Tara Garnett, Founder of TABLE; Guy Parker, Chief Executive of the Advertising Standards Authority; and Shelagh Hancock, CEO of First Milk.

## In the media

Throughout 2023 our Executive Director Dan Crossley continued to write a regular monthly column for The Grocer, a leading food sector magazine. This platform provides an excellent opportunity to engage a wider range of business leaders. Dan writes articles that aim to both challenge and inspire food businesses.

## Our Business Forum members in 2023:

- AIC Services
- CGW Foodtech Ltd
- Coca-Cola Europacific Partners
- Compass
- Compleat Food Group
- COOK
- Co-operative Food
- Danish Crown UK
- Eastbrook Farm
- Eden Project
- Farming Forum
- FDF (Food and Drink Federation)
- Greencore
- Greggs plc
- Marks and Spencer
- McDonalds UK & Ireland
- Perfectly Fresh
- Prestige Purchasing
- Quorn
- Sainsbury's
- Simon Allison
- Tesco
- UK Flour Millers
- Yeo Valley

“That conversation could not have happened anywhere else.”



# Decolonising our food system

In 2023 we embarked on a radical, experimental journey. We were approached by Feedback UK to engage in an anti-racism fellowship programme which seeks to build structural change in the progressive food and farming sector, by centring BPOC voices and leadership. Through fostering new cross sector partnerships between environmental and social justice organisations, the fellowship programme aims to create opportunities for dialogue and action between partners, as well as help develop young BPOC talent to move the sector closer to a renewed anti-racist vision of a regenerative food system. We excitedly said yes.

We partnered with the **Blueprint Architects Group**, a BPOC food justice collective in Tower Hamlets. Together, we would co-host a Fellow for half a year. In December 2023 our brilliant Fellow, Sumayyah, was recruited. The journey has only just begun, but already we have begun to explore allyship, community building and the dismantling of oppressive structures within the food system.

Working across both the Food Ethics Council and the Blueprint Architects Group, Sumayyah will develop campaigns and projects within and beyond Tower Hamlets, as well as take local learnings to a broader audience, connecting grassroots experiences and ideas to structural and system-wide change across the UK.

We are overjoyed to be collaborating with Sumayyah and the Blueprint Architects and are excited to see where the journey goes. This collaboration is part of our ongoing commitment to understanding the colonialist foundations of our current food system, centring and resourcing marginalised voices, and working toward building a socially just, decolonial and reparative food system.





# Keeping our eyes on...

Alongside our larger, ongoing projects and collaborations, we remained responsive and engaged in a number of other ethical topics, including -

## Gene editing

The Genetic Technology Act became law in 2023, removing regulatory control, including safety assessments and consumer labelling, from a wide range of gene-edited plants and animals in our food system. This threw gene editing and genetic engineering - a topic with already significant ethical dimensions - into the spotlight. We were vigilant and responsive, engaging in small amounts of ad hoc work around the topic.

Our Council member and Trustee Ralph Early wrote **two brilliantly informative essays**, employing an ethical lens to ask a number of important questions about the technology.

"The science itself, and humanity's need for it, demand close scrutiny." - Ralph Early

Our Exec Director Dan also chaired a thought-provoking and highly-attended **webinar**: 'Opening the Door to Gene Editing in the UK: Farm Animals, Pets and Wild Nature', organised by Beyond GM and bringing together speakers from Compassion In World Farming, RSPCA & A Bigger Conversation. Dan was also quoted in an article on the risks of gene editing on food imports for **8.9ha news**.

## Food security

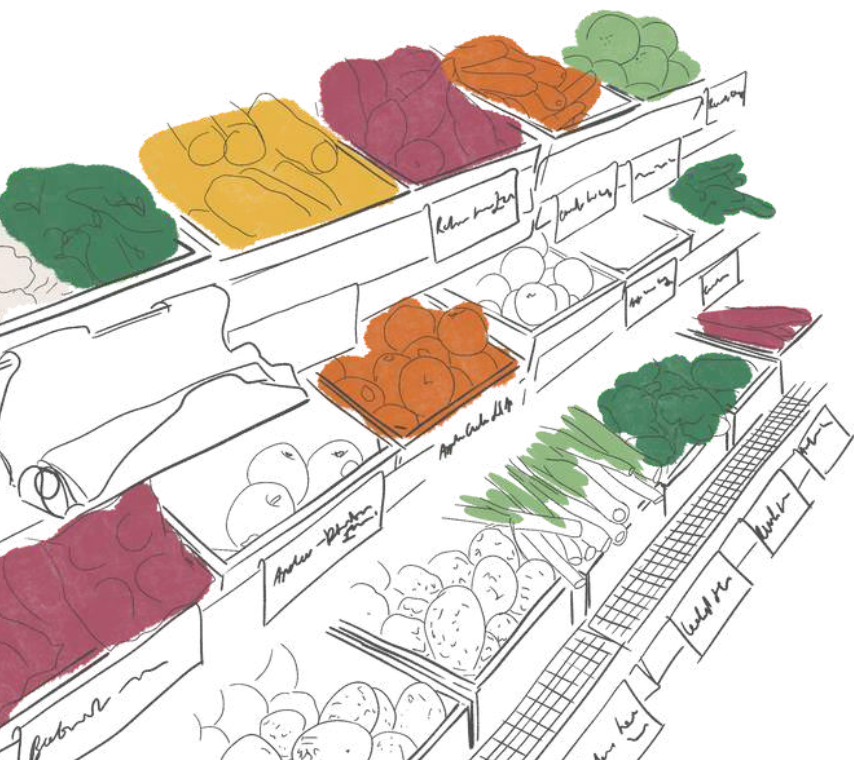
Food security was a hot topic throughout 2023, with many pointing to the public purse as a powerful agent of change in this area. The Environmental Audit Committee called for half of public money spent on food to be produced within the local area, or to higher environmental standards;

whilst both the NFU's election asks and Labour's 'new deal for farmers' urged for 50% of hospital, school and prison food to be British. Meanwhile, **#TheFoodConversation** found that 84% of people want stronger standards for food in hospitals and schools - with Anthony Mangnall MP citing these findings during a Westminster Hall debate on public procurement.

We brought back our innovative **Food Policy on Trial** event in November, to critically explore the radical policy idea: Should there be a target for 80% of publicly procured food to be sourced from the UK? The target was intentionally challenging and raised a number of important questions. Speakers included Minette Batters,

when President of the NFU, and Tim Radcliffe, Net Zero Food Programme Manager, NHS England. Over 80 participants joined the trial. Following provocative and nuanced reflections from speakers and participants, our jury, comprising four of our brilliant Council members and chaired by Pete Ritchie, concluded that it's not as simple as focusing on where food is grown. How food is produced, and what type of food, also matters. The full report, summarising expert evidence and the response of our panel of jurors, **can be read here**.

"What a good idea from @FoodEthicsNews: Food Policy on Trial: 80% of publicly procured food from UK?" -Natalie Benett





# Welcoming new expertise on our Council

What do a radical dietitian who practises social action theatre, an independent researcher, an entrepreneur supporting small-scale farmers in Africa, a campaigner for young people's access to nutritious food, a community organiser, and a regenerative farmer, all have in common? All joined our Council in 2023!

In 2023 we were delighted to welcome Lucy Aphramor, Elta Smith, Jason Archie-Acheampong, Christina Adane, Steph Ellis and Ian Pigott to our Council.

We are hugely grateful for our Council Members, who inspire, inform and invigorate our work. All are leaders in their relevant fields and bring a broad range of expertise from academic research and philosophical insight through to practical knowledge of farming, business and policy. Our Board members, elected from the wider Council, oversee the running of the organisation.

With heavy hearts, we also wished farewell to the following Council members who stepped down in 2023: Liz Dowler, one of our longest standing Council members, and Jo Lewis, Jon Alexander and Ruth Layton, all former Chairs of the Food Ethics Council, who made huge contributions to the organisation.

## Our staff team



Dan Crossley  
Executive Director



Beth Bell  
Food Citizenship Lead



Abi Williams  
Dairy Project Lead



Tesni Clare  
Communications Officer

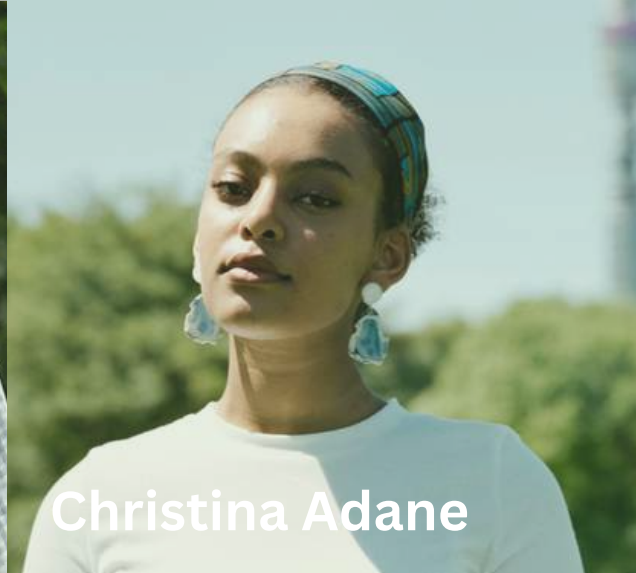


Clare Stone  
Project & Office Coordinator





Patrick Mulvany



Christina Adane



Patti Whaley



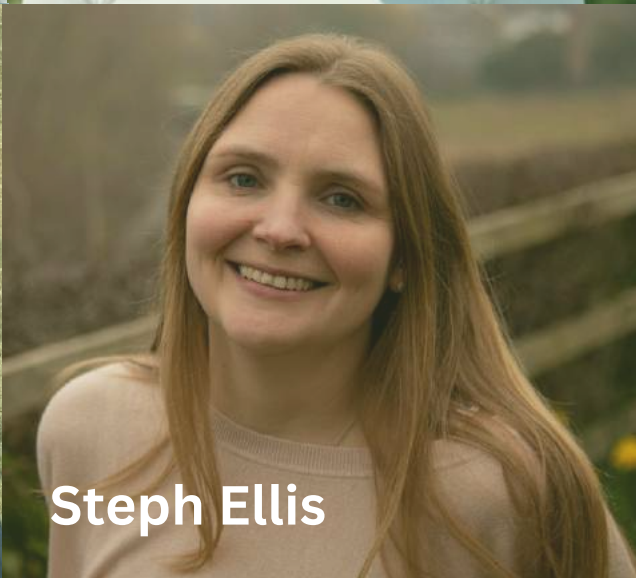
Nigel Dower



Moya Kneafsey



Julian Baggini



Steph Ellis



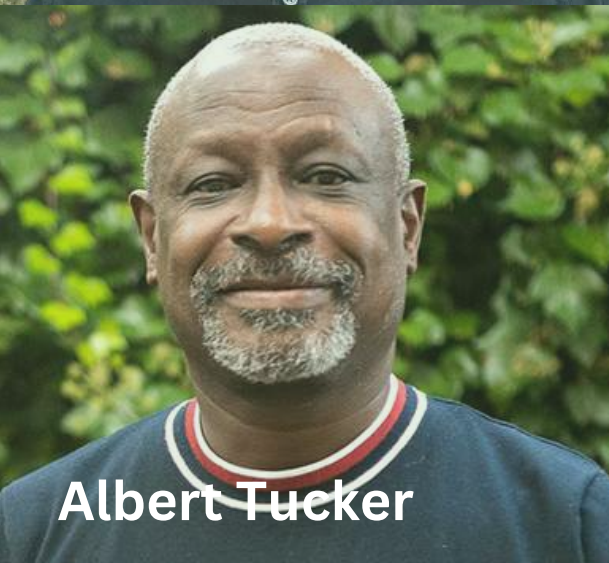
Jason  
Archie-Acheampong



Alexandra Sexton



Elta Smith



Albert Tucker



Ian Pigott



Dee Woods



Our Council  
members at the  
end of 2023



Chloe Donovan



Pete Ritchie



Lucy Aphramor



Ralph Early





# Looking Ahead to 2024

In 2024, together we can shape a brighter food future for all. Let's focus on more 'good verbs' than 'bad verbs' – let's 'nurture, nourish, inspire, challenge, question, excite, illuminate and unleash the potential' for fair food systems to flourish. Adjacent are some of the critical questions and focus areas we will explore in 2024. We cannot address these alone and we seek participation, partnership and support from others working for fair,

ecologically sound, nutritious, humane food systems and others using food as the entry point to address big societal and environmental challenges.

Whether you are using and sharing our resources, engaging in events, joining our networks or supporting us financially, our ability to build more just, resilient and joyful food futures relies on collaboration. If we work together, we can collectively flourish.



How can we unlock progress on food access and dignity, making the right to food a lever not a slogan?



How can we demonstrate the power of ethics and ethical approaches to drive positive change in ways that are just, tangible and accessible?



How can we work together to make sure citizen voices are heard and actioned by governments and businesses?



How can we build momentum in supporting a just transition toward to fairer, more ethical farming systems - including dairy systems?



How can an organisation like the Food Ethics Council ally with BPOC led, grassroots collectives, to amplify marginalised voices and build anti-racist, decolonial food systems?



