

BUILDING A FAIRER FOOD SYSTEM

Our strategy for food
systems change
2026 - 2030



THE CHALLENGE

Food systems are shaped by unequal power, short-term incentives, and decision-making that excludes those most affected. What's driving this?

Underfunded transformation

Ethical food systems solutions lack the investment needed to scale and sustain change, while billions continue to reinforce the status quo.

Disconnected efforts

Organisations and actors with shared goals often work in isolation and competition, limiting collective power.

Excluded voices

Communities most affected by food injustice are too rarely shaping decisions that affect them.

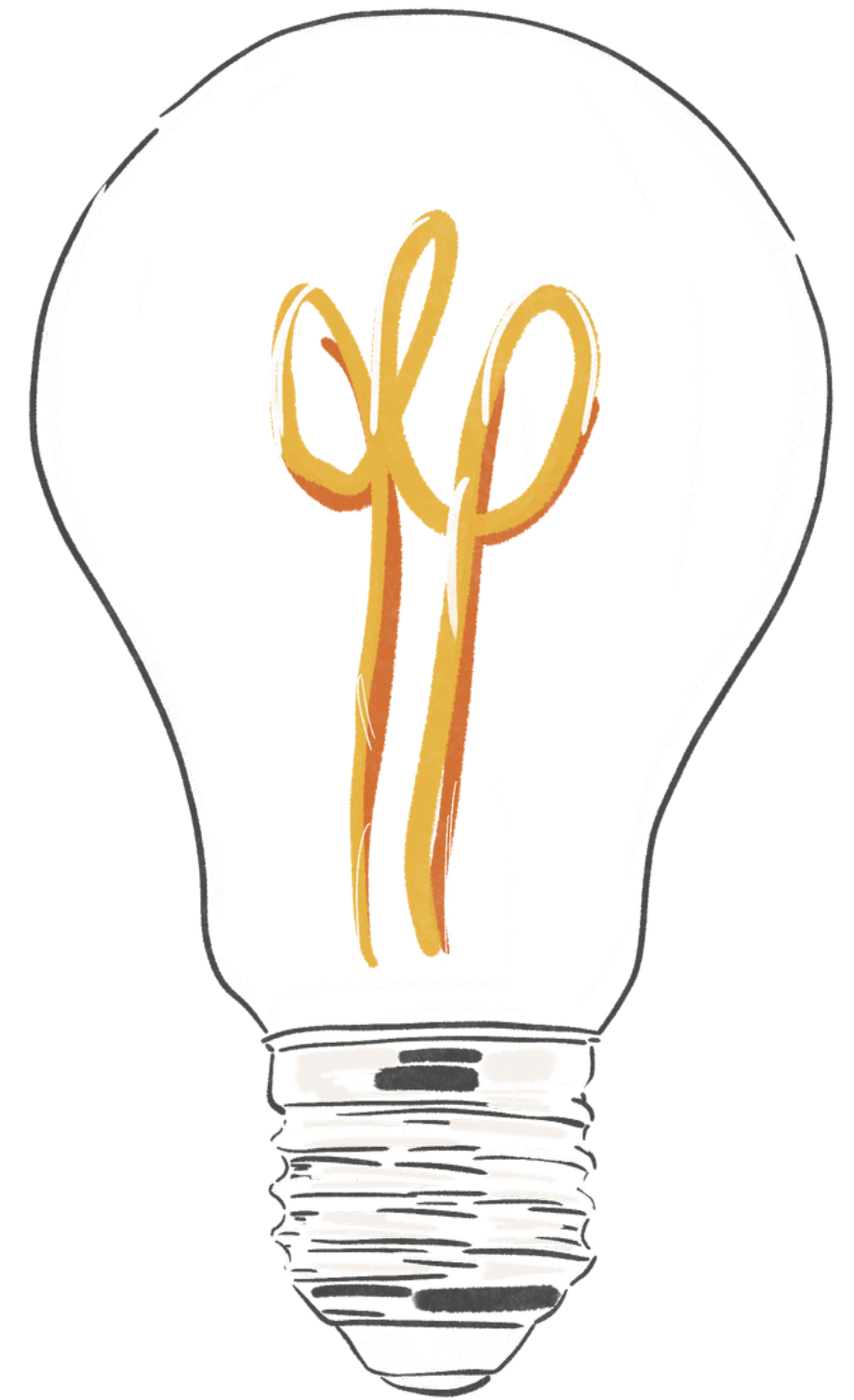
The result? A food system that too often fails to deliver fairness, dignity, and long-term wellbeing for all.

WHY NOW?

From climate shocks to rising food insecurity, we are living through a period of profound **disruption** and increasing pressure for our food systems.

And yet, with food increasingly recognised as a critical lever for addressing interconnected challenges across health, climate, nature and economic resilience, this is also a moment of **opportunity**.

This is where the **Food Ethics Council** has a vital role to play.



OUR ROLES

1. Assemblers

We create space for questions of power, fairness, and responsibility in food system decision-making.

3. Interpreters

We turn food ethics into practical imagination, agency, and pathways for change.

2. Challengers

We challenge the assumptions, incentives, and power structures shaping food systems.





4. Connectors

We work across silos to strengthen and catalyse collaboration, coherence and collective power.








OUR VISION FOR THE FUTURE

We're working towards a future where food systems are fair for people, animals, and the planet.

-  **Everyone can access, and enjoy, good food with dignity**
People have enough nutritious, affordable and culturally appropriate food.
-  **Farmers and others working in the food system can thrive**
A decent living is possible while caring for land, animals, and ecosystems.
-  **Food systems protect and restore the natural world**
The way food is produced, distributed, and consumed supports climate resilience, biodiversity and healthy ecosystems.
-  **Farmed animals have a life worth living**
All animals that are raised for food are cared for and slaughtered humanely.

OUR STRATEGIC PRINCIPLES

This vision is only possible when:

-  **Ethics guide the system**
Justice, root cause solutions and ‘in the round’ thinking must guide food systems policy, practice, governance and investment.
-  **People shape decisions**
Communities most affected by food injustice must move from consultation to real influence.
-  **Power is more equally distributed**
Lasting change requires redistributing influence over how food systems are shaped, governed and funded - especially towards communities most affected by injustice.
-  **Change is collective**
No single organisation can transform the system alone - collaboration and alignment are essential.
-  **Resources match the change required**
Funding and investment determine the scale and durability of transformation.

HOW WE MAKE CHANGE HAPPEN



A fairer food system is possible
Systems change requires shifts in both resources and power

We work across three key pillars for change

- 1. Advocating for fair, inclusive food policymaking
- 2. Catalysing funding for ethical food systems
- 3. Strengthening coherence across the food movement

The future we're working towards

- Farmers and others working in the food system can thrive
- Food systems protect and restore the natural world
- Everyone can access and enjoy good food with dignity
- Farmed animals have a life worth living

HOW WE'VE DRIVEN CHANGE



Dairy fairness

Amplified farmers' voices and helped build momentum for stronger dairy contract regulation and fairer supply chains.



Food citizenship

Helped shift thinking from passive consumers to active food citizens, now reflected across 100+ UK food partnerships



Eating Better alliance

Instrumental in the formation of a 70+ organisation movement advocating for 'less and better' meat.



Community resilience

Helped shift conversations beyond emergency food aid towards community-led approaches to food insecurity.



OUR INVITATION TO YOU



Food systems can change for the better - and they must.

Join us in building a future based on justice, dignity and kindness - galvanising resilient food systems that are fair for people, animals and the planet.

We invite everyone shaping our food future to address root causes, share power, and commit to long-term change over short-term fixes.

By turbo-charging food ethics across the UK, we can make unethical food systems a relic of the past.

Reach out to info@foodethicscouncil.org, join our conversations on [LinkedIn](#) and [sign up](#) to receive regular Food Ethics Council mailings. If you're in a position to, support our work [here](#).

