

# Press Release



**Immediate Use  
19 September 2014**

## **Helping to make Scotland a Good Food Nation**

Food is everyone's business. How we produce, distribute and eat food affects our health, our communities, the environment and the economy.

Scotland as a whole has a proud history in using high quality local produce to create food that is enjoyable and distinctive. But the facts remain that our diet as a nation leaves much to be desired and many people do not have ready access to healthy food that they can afford. Producing, marketing and distributing food poses many challenges for the future and finding solutions that will improve our health, reduce the impact on the environment and enable the food economy to flourish is the key.

The Scottish Government is proposing that Scotland becomes a Good Food Nation by 2025. By becoming a Good Food Nation, Scotland will set out their commitment and aspirations to be a nation where it is second nature to serve, sell and eat fresh health food.

The Scottish Government has produced a [consultation document](#) with their ideas about how to achieve this and they are now looking for your help. To gather community feedback, NHS Borders and Scottish Borders Council Joint Health Improvement Team is holding a local event in conjunction with Nourish Scotland on 25 September at Abbotsford House at 2.00 pm. This event is an opportunity for anyone to contribute to an open discussion about this consultation document and local priorities regarding food. This event will help shape the Scottish Borders response to this consultation.

NHS Borders and SBC Director of Public Health Dr Eric Baijal encourages everyone to come along: "The vision from the Scottish Government is that people should be able to take pride in the food they eat and the food they provide for others, knowing that it is good for them and for the environment and is supporting a thriving local food industry. To be able to achieve this vision would mean making fundamental changes in how we view food in our society. It also challenges us to look at the food on offer for our children and at what we do within the public sector. We have a great opportunity to consider how a thriving food business could play an even larger part in our local economy in Borders as well as more widely."

Allyson McCollam, Joint Head of Health Improvement at NHS Borders and SBC said: “The event on 25 September aims to attract a wide range of people from different sectors and backgrounds: food growers and producers, people in the hospitality industry; those involved in education and training about food, and those who have an interest in health.”

She added: “This is the only local open discussion event being held in the Scottish Borders and we are looking for local groups and individuals to come along to add value to our local response on how important food is to leading healthy lives. Come and give us your thoughts and ideas. The more discussion and debate, the better.”

Tracey Reilly, Nourish Scotland Policy Manager supports this local open discussion event by adding: “It is great to be working with the Scottish Borders Joint Health Improvement Team to host this event as it is an excellent opportunity for people to share ideas to help them formulate their own responses to the Good Food Nation consultation. We are not looking for an agreement or consensus at the event, but for people to explore thoughts and ideas.”

To book your place at this event on 25 September, please contact [health.improvement@borders.scot.nhs.uk](mailto:health.improvement@borders.scot.nhs.uk). Places are limited and booking is advisable. The Scottish Government consultation is now open for feedback until 17 October and can be found at [www.nourishscotland.org](http://www.nourishscotland.org).

**Ends**

#### **Notes to editors**

To be a Good Food Nation Scotland needs wholehearted participation from people in all walks of life, from throughout the country. The consultation document asks everyone to play their part by:

- giving their views on the propositions made; and
- deciding what it is that they can contribute to take this further on the journey towards being a Good Food Nation.

The consultation document aims to open up a platform for conversations around the country on how Scotland will become a Good Food Nation. There will be opportunities for individuals, schools and businesses to make food related pledges with short and long term goals. We look forward to hearing your food stories, inspiring pledges, and how you think Scotland can become a Good Food Nation.

The open discussion event at Abbotsford House is one of nine events that Nourish Scotland is supporting throughout Scotland to give everyone an opportunity to think about and suggest how Scotland will become a Good Food Nation by 2025.

The Good Food Nation event on 25 September will open with an overview of the proposals from Scottish Government and participants will have a chance to hear from key local groups who are involved in promoting good food in Borders. The second half of the afternoon will be a chance for discussion of the proposals to highlight opportunities for Scotland for Scottish Borders.

**Date**

Thursday 25 September 2014, 2pm – 4.30pm

**Venue:**

Abbotsford House Learning Centre  
Abbotsford House, Melrose, TD6 9BQ

**Bookings:** [health.improvement@borders.scot.nhs.uk](mailto:health.improvement@borders.scot.nhs.uk).

The full list of Nourish Scotland events can be found at [www.nourishscotland.org](http://www.nourishscotland.org).

**Please contact the Communications Team on 01896 828287 / 8261 for further information.**