



# Sustainable Food Places



*'Making healthy and sustainable food  
a defining characteristic of where people live.'*

[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK





A partnership programme led by the Soil Association, Food Matters and Sustain: the alliance for better food and farming.



Funded by



[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK





Sustainable Food Places helps cities, towns, boroughs, counties in the UK:

- establish a **cross-sector food partnership** involving local authority and public sector bodies, third sector organisations, businesses and academic institutions;
- develop a **vision, strategy and action plan** for making healthy and sustainable food a defining characteristic of where they live; and
- work together to realise that vision through concerted and **coordinated action across a wide range of food issues**.

[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK





A systems approach to food with 6 key issues



60 Network members



[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK



## Sustainable Food Places Campaigns and networks




**SUGAR  
SMART**



[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK





## Public consultation on the total ban of online advertising for unhealthy foods

- Open until 11:59pm Tuesday 22 December.
- Proposal to ban all online adverts promoting food high in fat, sugar and salt
- Ban would help protect children from developing long-term unhealthy eating habits.
- Part of Government's Obesity Strategy, alongside other measures incl. 9pm watershed on TV and streaming unhealthy food ads, ending multi-buy promotions in store and online, mandatory calorie labeling for large hospitality settings and further consultations on nutrition labelling.
- Sustain will supply our response, further detailed position papers and guide to most important questions.

[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK



**SUSTAINABLE  
FOOD places**



## Why a ban is needed (source: OHA position paper)

- Strong evidence linking junk food marketing to child overweight and obesity.
- Due to multiple formats, fast changing digital marketing approaches, challenges around regulation, a total ban is most effective way to protect children's (and adults') health.
- “World-leading”: Taking steps to end all junk food marketing online would go further than any other country in protecting children and show the Government's commitment to addressing obesity.
- Brands spend £645m- £819m per year on food ads, and increasingly focusing online. Children on average see 1276 ads per year.

[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK



**SUSTAINABLE  
FOOD places**



## Why a ban is needed

How many HFSS breaches did the ASA find in Q2 2020?

The ASA found 78 ads for high fat, salt or sugar (HFSS) products from 29 advertisers in breach of the rules. In the sample the ads related to 32 products and appeared on 24 children's sites and 5 YouTube channels.



[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK





## How we can support you

- Sustain Consultation Response
- Obesity Health Alliance Position Paper
- Guidance on Consultation questions and opportunities for local examples
- You don't need to have all the answers!
- Allocate time to complete response if you can.
- Share your responses with us if you can.

[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK





Get in touch if submitting a response, or for more info:  
[Ren@sustainweb.org](mailto:Ren@sustainweb.org) [Vera@sustainweb.org](mailto:Vera@sustainweb.org)



[www.sustainablefoodplaces.org/](http://www.sustainablefoodplaces.org/) @FoodPlacesUK

