



SCDP

FARE CHOICE

THE QUARTERLY NEWSLETTER OF THE SCOTTISH COMMUNITY DIET PROJECT

Good health and good luck for a brand new year!

'I want the healthy choices facing Scots to be the easy choices. That means educating people, raising standards in school and hospital meals, making fruit and vegetables more accessible to everyone in their own community and changing quality within the industry.'

'This is not an overnight campaign, it is a long term commitment to improve our nation's health. Small changes like eating more fruit and vegetables can have immeasurable benefits. I am determined that the next generation of Scots will be a healthier and happier one.'

Jack McConnell, First Minister

2003 has begun with a blizzard of activity involving new ideas alongside more familiar initiatives. Action at all levels and within all sectors is promised with two key themes emerging. The first is that all the activity is 'joined-up' in a national effort. The second is the fundamental contribution local communities have to make to this national effort.

The introduction of a *healthyliving* brand will allow all those who feel part of the national effort to display this logo.

The new
healthyliving
logo



It will be crucial that local communities have adequate support and resources to remain a key element of healthy eating and broader health improvement strategies. This will be a challenge to everyone involved as the pace of a national effort gathers momentum and its scale increases.

If you would like to find out more about the *healthyliving* campaign then call 08452788878 or visit www.healthylivingscotland.gov.uk for an information pack. Also look out for adverts on prime time TV, billboards and in national and local newspapers.

How you can get involved

One part of the *healthyliving* website highlights 'what is going on in your area?' - a database of local community food projects. It is important for initiatives to have their details included not only to promote yourself locally but also to enable networking with projects elsewhere and to ensure no national bodies can claim they haven't heard of you when they are sending out information!

You can get your details on the database, including broader coverage on HEBSWEB and HEBSonCD if you choose, by e-mailing infoservices@hebs.scot.nhs.uk or by phoning 0845 970 8010

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Policy roundup



Scotland

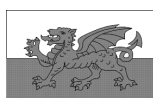
The Scottish Executive Health Department have launched the Healthy Living campaign. See article on the front page.

The Organic Stakeholders Group, have been asked to advise the Scottish Executive Environment and Rural Affairs Department on a development plan for the organic sector in Scotland. Visit www.scotland.gov.uk/about/ERADRA/FBRD/00015869 to monitor their progress. The Scottish Organic Producer Association and the Scottish Enterprise Food and Drink have launched the Organic Scotland brand. Visit www.organic-scotland.org/ to find out more.

A financial deal worth up to £50 million to assist Scotland's fishing communities has been announced by the Scottish Executive. The package consists of a decommissioning scheme of up to £40 million, and a transitional element of up to £10 million to secure a six-month breathing space for the industry. More information from www.scotland.gov.uk.

The Land Reform Bill passed by the Scottish Parliament will not only open up the Scottish countryside for everyone to enjoy but also allow communities the first opportunity to buy land which they have traditionally lived and worked on when it becomes available for sale. Crofting communities will also have a new right to buy their land whether the landowner wants to sell or not.

Moray farmer and butcher Michael Gibson has been appointed Chairman of the Scottish Food Advisory Committee (SFAC). He now becomes the senior Scottish representative on the UK Board of the Food Standards Agency.



Wales

Welsh rural development minister Michael German has announced a new set of initiatives to help small and medium-sized food producers and processors to win local public sector business, such as schools' and hospitals' contracts.



United Kingdom

Healthy Start is a consultation document on reform of the welfare food scheme. The SCDP held an informal meeting in November to find out what people working with community food initiatives thought of the document. A note of this discussion is available from SCDP. This is a reserved matter, which is being co-ordinated by the Department of Health in Westminster visit <http://www.doh.gov.uk/healthystart/index.htm> to monitor policy developments.

The Department of Environment, Rural Affairs Farming and Food down South will publish a strategy by the end of the year showing how the Office of Fair Trading will monitor its code of conduct for supermarkets. This forms part of the Government's response to the Curry report on the future of farming in England.

Suzi Leather has stepped down as Deputy Chair of the Food Standards Agency and Geoffrey Podger the Chief Executive has taken a secondment to the European Food Safety Authority. Both posts have temporary cover until permanent replacements are in post.

The Department of Environment, Food and Rural Affairs down South has published an action plan to develop organic food and farming in England. Visit www.defra.gov.uk/corporate/publications/pubcat/pol.htm#a33 to see what they recommend.

The Department of Health down South is planning to launch a five a day labelling scheme for food products. This is part of a wider initiative to get England eating more fruit and vegetables. It is not known if the five a day logo, which will be launched in March, will appear on produce which crosses the border.

France has lifted its illegal ban on British beef. In France, Spain, Germany and Italy, beef of any age can be consumed but must be checked for BSE after slaughter if it is older than 24 months. France wants all of Europe to adopt this method.

Small grants for 2003

The Scottish Community Diet Project's small grant scheme for 2003 will soon be launched. Application packs will be available from February until the end of May, although awards will not be made until later in the summer. More details can be obtained by logging on to the project's website www.dietproject.org.uk, or by getting in touch with Lizanne at the SCDP.

As in previous years, grants of up to £3000 will be available to help support and develop new and existing community food activity throughout Scotland. Successful grant awards have been made in previous years to a diverse number of initiatives across the country such as community cafes, food co-ops, community growing initiatives and to food projects engaging with specific disadvantaged groups including homeless communities, users of mental health services, young people and ex-offenders.

There is no blue-print for how a Scottish Community Diet Project grant should be used, but all applications should be practical demonstrations of tackling the interlinking barriers to a healthy, affordable diet as outlined in the Scottish Diet Action Plan.

Breakfast clubs

The Scottish Community Diet Project is soon to update and reprint its Breakfast Club Toolkit, 'Head Start'. The project is keen to hear from anyone who has used the guide since its initial launch in 2001. All comments about the usefulness and relevance of the guide would be most welcome together with suggestions for its improvement. Please send your comments and ideas to Lizanne at SCDP by letter or lhume@scotconsumer.org.uk

Young people in care

Do you know of anyone who has developed a nutritional resource pack for looked after young people? Aberdeen Inner-City Co-operative have been funded by the Health Improvement Fund to work with staff from care homes to provide information on meal provision, independent living and nutritional issues. Please contact Jenny Coutts, AICC Public Health Team on 01224 555 281 or jenny.coutts@gpct.grampian.scot.nhs.uk if you can know of work in this field.

Community pharmacies

A new report by the Scottish Consumer Council concludes that pharmacies have a role to play in helping improve the health of the population, for example by providing advice about health, running smoking cessation clinics, or carrying out health checks. However, this will depend on getting the right messages over to the public – and young people in particular - about the range of services they can provide. There is also a need to assure people that they can talk to their pharmacist in private.

A majority of people surveyed were in favour of pharmacies being used by other health professionals such as chiropodists, nurses, and physiotherapists. However but two thirds were against non-health related services such as social work services having a base in pharmacies.

Younger people were more open to the possibility of pharmacists providing a wider range of services, but fewer young people were using pharmacies as a source of information and advice at present. Visit www.scotconsumer.org.uk for more information.

Vacancy at SCDP

After a number of years with the Scottish Community Diet Project, Debbie the project's administrator has moved to a new post. Debbie's cheery voice on the end of the phone and her helpful manner will be missed.

The project is therefore about to advertise for a new project administrator, based within the offices of the Scottish Consumer Council in the centre of Glasgow. Excellent administrative, IT and organisational skills, complemented by good inter-personal abilities would be required. Starting Salary £13K - £15K, depending on experience & qualifications.

For an information pack and application form contact SCDP (see details on back page) preferably by e-mail, fax or letter. Closing date 18 February. The job description is also downloadable on the SCDP website.



An insight into the world of research provided by members of the Scottish Colloquium on Feeding and Food

Regional foods – how do consumers perceive them?

Food and drink products with regional or territorial associations – for example, cheeses, meats or baked goods – have been the subject of much interest from different policy perspectives in recent years. On the one hand, regional identities may be used to add value to agricultural commodities, thereby contributing to the recovery of rural areas following the Foot and Mouth Disease episode. Alternatively, the development of clear origin labelling in foods fits in with policy goals of greater quality assurance and traceability for consumers. There are many different ways in which territorial associations may be manifest in foods, from the incorporation of distinctive local raw materials, traditional recipes or craft skills, to the simple indication of a local place name on a product label. Yet regardless of this variability, the contribution such products can make to the policy objectives mentioned above relies, at least in part, on their attractiveness to consumers and acceptance in the marketplace. Thus, researchers at the University of Newcastle sought to explore consumer perceptions of ‘regional food’, the associations they make, and their purchasing and consumption habits. The study involved eight focus group discussions held with consumers of different age, gender and socio-economic profiles. Five product prompts were also used to stimulate discussion, including a cheese, a supermarket-wrapped sausage and a plastic bottled mineral water.

On the question of what it is that makes a food ‘regional’, focus group participants identified three main factors. First was physical locale: the particular climatic or geophysical environment of an area, which gives ingredients of regional foods special character. For example, one participant described Wensleydale cheese as ‘the flavour of

the area’ because it is made using milk from cows foraging in the particular flora of the dale. Second was socio-economics: the association of regional foods with subsistence living and people from low income groups, for example, the form and texture of Cornish pasties and stottie cakes were related to their purpose as filling and convenient foods for miners. Third was customs: the recognition that many regional foods are now nationally available, but still variations exist in how local populations prepare or use them. An example given was the practice in Yorkshire of serving Yorkshire puddings before, rather than as an accompaniment to, a meat dish. Views relating to these three factors were raised in most of the group discussions. In combination, the factors combine to give regional foods tradition and heritage - in other words, it is the tradition and heritage aspect of regional foods that distinguishes them from other types of food product. One of the most marked differences between the groups was age. In the younger profiled groups, more international examples of regional foods were forthcoming, whilst in the older groups, participants tended to speak with greater knowledge and personal experience of traditional foods and dishes of their own local areas.

When participants perceived tradition and heritage aspects as appearing authentically in a given regional product, the product tended to be viewed more attractively. Conversely, participants were more sceptical about products that did not appear authentic. Sometimes the way in which products were packaged influenced this perceived authenticity. The wrapping of cheese in loose paper rather than a vacuum pack heightened authenticity for the participants, as it suggested the cheese had been ‘cut from the round’. Labels listing artificial additives, or a contact address that was far from the claimed origin of the product, were examples of factors which reduced authenticity for the participant, and therefore the desirability of the product. Participants tended to examine labels and packaging more closely when they had less personal knowledge or experience of the product to draw from.

Angela Tregear Lecturer in Marketing, School of Agriculture, Food and Rural Development, University of Newcastle, NE1 7RU
Email: a.e.j.tregear@ncl.ac.uk

Project News

After a year of struggling on short-term local grants, **Community Food Initiatives North East** is delighted to announce that it has successfully secured £83,831 from the Community Fund. Over the next three years, this grant will be used by the Aberdeen based project to support the development of new and existing community food outlets across Grampian. Mike Cook, the current project co-ordinator, is delighted with the announcement, and is keen to hear from other community food initiatives involved in the application processes of such funders as the Community Fund and the New Opportunities Fund. The project is also happy to share with other interested groups its bid to the Community Fund. For more information, please contact Mike Cook by cfine@aberdeenfoyer.com or 01224 252 892.

4Ward Thinking is a newly established cancer prevention and awareness raising project serving the Greater Pollok area. It is funded by the New Opportunities Fund, Greater Pollok Social Inclusion Partnership and Greater Glasgow Health Board. 4Ward Thinking employs two full time and two part time staff, of which two are local residents. The purpose of 4Ward Thinking is to raise awareness of the link between nutrition, lifestyle choices and cancer. The project will build on the interest shown in the community by providing a community venue for "Get Cooking, Get Shopping" courses. Leithland Neighbourhood Centre's kitchen will be refurbished to this end. In addition, suitable community kitchens in other community establishments will be considered for hosting courses. Local residents who have already completed a "Get Cooking, Get Shopping" course found it to be great fun. Continuing the theme of diet, Fruit Barras will be set up and supported. If you are part of a local community group in the area please get in contact on 0141 881 1296.

A new website for **Edinburgh Communities** interested in an alternative form of living has been launched to encourage a more environmental, socially beneficial while more healthy way of living. It puts together information on local producers (many that can deliver to the consumer), to offer

an alternative to supermarket, pre-packaged food. Within the site are local producers of food and drinks - many organic, local organic box schemes, fruit farms, local meat and dairy producers. www.urban-alternatives.org

Want to share your community experience with others in London?

Opportunity one:

The Food Standards Agency and the National Consumer Council are jointly hosting a seminar entitled **Involving consumers in policy making: who benefits?** on March 11 from 9.15 until 4.30 at the Food Standard's Agency headquarters in Holborn, London. The Scottish Community Diet Project will present one of the case studies. The seminar is aimed at organisations developing food policy and others devising good practice in involving consumers – particularly hard to reach groups - in policy development, as well as consumers and organisations representing their interests. To register for a free place at the conference in March, please download the registration form from www.food.gov.uk. If you have any queries call Asmita Vara on 020 7881 3038.

Opportunity two:

Imagine a time when a simple test can tell you whether you are likely to get coronary heart disease, Alzheimer's, cancer or have a stroke. How would it change your life to know in advance that you may develop a serious medical condition at some point in your life? Scientists are divided on the benefits of genetic testing. There is still a lot we don't fully understand about how genes determine our health compared to diet, pollution, exercise and other environmental factors. If you would like to be involved in a debate about these issues, the **People and Science Summit** on March 4, 2003 will be a chance to discuss some of these issues with people from different parts of the UK, including regional and national policy makers and scientists. If you think you might be interested in applying to take part, contact 07815 071918 (Fiona) or 07966170713 (Tom), or email fionaatl@large@yahoo.com. All travel and over-night expenses will be paid. See the back page for a similar event in Edinburgh.

Take Stock

A decade of Barri Grubb Part of Pilton Community Health Project, Edinburgh.

Barri Grubb were funded for 18 months in December 1992, initially by the Pilton Partnership, and are still operating ten years on. The project was established after 7 years of trying to provide a service but with inadequate funding. The only way forward, was to get proper funding and be open five days a week to serve the whole community.

In 1993 the project won a £10,000 award from the Post Office's 'caring in the community' scheme and the following year a further £1,000 from the Scottish Health Management Efficiency Group. In 1995 the project's work was again recognised when it received the Caroline Walker Trust Award for improving public health through food and the following year the project won the first ever BBC Good Food Award for its work with young people. The same year a new van was secured through the Lloyds TSB and Caledonian Trusts.



A tray of popular fruit kebabs

In the last year the project has continued to sell fresh fruit, vegetables and a variety of food products at our shop. There is also a regular delivery service for local groups and individuals who have difficulty in accessing the shop.

Project staff also offer food and nutrition workshops locally, tasting sessions to let children and adults try new foods and a ten week 'nice and spicy' cooking course. A 'nice and spicy' recipe book has also been produced (see box below).

The project started a Milk Token Initiative in June 2002, after much planning, which has over a hundred members. The result is that local children gain extra benefits for every milk token, a 50p bag of fruit, 50p towards our book club and 50p towards a credit union account.

A postcard to promote a scheme where milk tokens can be exchanged



All in all Barri Grubb has continued to grow over the past year as it has for the past ten years. We look forward to our next ten years with optimism.

Marlyn Beagley, Barri Grubb Food Project, Pilton Community Health Project, The Health Hut, 3 West Pilton Park, Edinburgh EH4 4EL Tel: 0131 332 0871 Email: healthproject@hotmail.com

SCDP has 100 copies of Barri Grubb's new 'Nice & Spicy' cookbook. A maximum of two per request will be available from SCDP while stocks last. Simply call SCDP (details on back page)



Results from the CookWell project

The CookWell project, funded by the Food Standards Agency's Food Acceptability and Choice Research and Development Programme developed, implemented and evaluated a transferable, community-based, food-skills programme aimed at increasing consumption of fibre-rich starchy carbohydrates, fish, vegetables and fruit and decreasing the consumption of fat in adults living in low-income areas. Immediately after the intervention participants increased their fruit consumption by the equivalent of one portion per week. However, this effect was not sustained 6 months after the end of the intervention phase. No changes were detected in fat intake or consumption of other key foods. Although the impact of the programme appears to be small in terms of quantitative outcomes, the research confirms that a practical food skills intervention can contribute to improving dietary choice. It is also likely that interventions of this type need to be ongoing and set alongside other measures to improve acceptability, affordability and access to food.

The results of the assessments contribute to the evidence base on the contribution and value of food skills to healthy dietary choices at reasonable costs. The materials and methods used in the project will be taken forward with the Scottish Community Diet Project. The CookWell manual produced by the project contains a selection of colourful recipes that are healthy and easy to follow. The tutor's manual has been well received and we are presently looking into how we might make it more widely available. The manual will be useful for anyone who wants to set up a cooking skills group in their local community.

A summary of the findings, can be obtained from Dr Wendy Wrieden on 01382 496441, w.l.wrieden@dundee.ac.uk or by contacting the Scottish Community Diet Project. Limited numbers of copies of the recipe pack and the tutor's manual (which includes all the recipes) are available from Wendy. A contribution to the costs of production will be requested (£20 for the tutor's manual, £10 for the recipes.)

Grampian food strategy started

Food in Focus was a networking event which took place near Aberdeen in October 2002 to feed into a Grampian food strategy. The conference was co-ordinated by Grampian health promotion and part funded by the Scottish Community Diet Project. It was an excellent opportunity for community groups, caterers, health professionals and farmers to get together and discuss key issues to be covered in a food and health strategy for Grampian. A report from the conference, including notes and quotes from the ten workshops which covered issues such as children and young people, production, retailing and cooking skills. Copies of the report are available from Caroline Comerford on 01224 551436.

Are you part of a regional strategy?

If you are involved in a regional strategy which involves food, Lucy at the Scottish Community Diet Project would like to get in contact with you to find out what your strategy is and how you are implementing it. Contact details for Lucy are on back page.

Food hygiene results

The Food Standards Agency (FSA) has published the largest ever UK-wide survey of food hygiene knowledge among workers in the catering industry. UK figures revealed that more than a third of staff (39%) neglect to wash their hands after visits to the toilet at work – Scottish results are little better with 34% failing to wash their hands after visiting the toilet. The UK average for washing hands before preparing food was just over half of those interviewed (53%). In Scotland, more than 25,000 catering businesses will receive food safety information and a free practical training video. The video emphasises the Agency's *Four Cs* message for food preparation.

The *Four Cs* are:

Cleaning? washing hands thoroughly before handling food and after contact with raw meat;

Cross contamination? keep raw meat away from other foods and keep utensils and chopping boards clean;

Cooking? always ensure food is cooked properly;

Chilling? hot food should be cooled and refrigerated (preferably within one hour).

To download the report visit www.food.gov.uk/cleanup

Question time

Gill Fine, Head of food and health at Sainsbury's, answers questions sent in by Fare Choice readers:

Q Basic items which contribute to a healthy diet such as fruit and vegetables can be expensive, especially for people on a low income. What can or are Sainsbury's doing to address this? [Partick, Glasgow]

A Sainsbury's aims to make healthier eating easier, enjoyable & affordable for all customers. We do this by promoting the *Balance of Good Health* plate model (the equivalent of Scotland's *Eating for Health*) in our healthy eating leaflets to help customers understand that the two food groups which should form the basis of our diets are starchy foods (such as bread & potatoes) AND fruit & vegetables.

Both these food groups are included in our Low Price range, to help make healthy eating more accessible to those on a limited budget. We also include foods from all the 5 food groups in our promotions and seasonal offers. It is also worth remembering that all fruit and vegetables - frozen, canned, dried and juice as well as fresh - count towards the recommended 5 portions a day.

Q Sainsbury's *Way to Five* brand uses the strapline 'make eating five a day a doddle, taking the guess work away and boosting your intake in a tasty way'. Can you assure low-income customers these products won't be more expensive than similar products in the store? [Aberdeen]

A *Way to Five* was launched in June this year in response to customer requests to make it easier and more inspiring to eat more fruit and vegetables. The range consists of over 60 products, many of which contain at least two portions of fruit or vegetables per serving. Although we do not put a price premium on this range, some of these products may be slightly more expensive because they contain significantly more fruit than the standard product. Where products have been transferred into the range the price has remained the same.

Q I recently read that Jamie Oliver was promoting Sainsbury's assistance to get kids eating more fruit in Glasgow. I would like to know if there are plans for running schemes in other areas in Scotland and if so, how these would fit in with existing initiatives? [Dundee]

A The idea for 'Free Fruit in Schools' came partly from the Glasgow Fruit Plus project run in conjunction with the Glasgow Health Board and the City Council, and partly in response to a national nutrition and diet survey, which showed that children eat the least fresh fruit and vegetables in the UK and one in five children aged between 4 and 18 eat no fruit at all in a typical week. During the twelve week Glasgow Fruit Plus pilot, Sainsbury's provided free fresh fruit to over 20 schools for pupils to eat as part of their lessons.

The pilot was a great success, with 76% of parents whose children participated in the trial claiming the scheme had had a positive impact on their child's attitude to fruit and 77% of children saying they intended to eat more fruit and vegetables in the future.

In November 2001 we ran a trial programme with 40 schools in Birmingham and London receiving free fruit to be used as part of lessons or to promote a healthy eating theme at breakfast clubs. Educational materials, on-line resources via the Sainsbury's *Taste of Success* scheme and the 'Fruitastic Tours' run at local Sainsbury's store supported the scheme.

Unfortunately until we have had time to assess this second trial stage and look at the feedback from those taking part we will not be extending the scheme further. We are however currently discussing ways in which we can extend the scheme to other schools and areas. In the meantime, you may find the on-line fruit case study helpful and this can be accessed via www.j-sainsbury.co.uk/tasteofsuccess.

Fishing for questions

John Rutherford, the Chief Executive of the Sea Fish Industry Authority, will answer your questions in the next issue of Fare Choice! Please send your questions to Lucy at the SCDP (details on the back page) by March 7th.

Publications

The SCDP held a number of themed **roundtable discussions** at the end of last year. Each of the events was oversubscribed and attended by a wide range of participants from across Scotland working in a variety of settings from local projects to national policy making agencies. The enthusiasm, experience and ideas for future action provided by the participants in each of the sessions, which covered working with black and minority ethnic groups, developing effective community business skills, and developing effective community catering activity, are echoed in the notes. Please get in touch with Lizanne at SCDP (details on back page) for copies of the notes and watch out for future meetings advertised in Fare Choice.

Creative Approaches to Local Food in Schools and Hospitals is a briefing sheet produced by the Soil Association's Local Food team, based on the report *Re-localising the Food Chain*, produced by Cardiff University and is responsible for the development of a public procurement policy in Wales. Visit www.localfoodworks.org to read the briefing paper and find out more about local food.

Food: the local vision; a joint statement by the LGA, LACORS and the FSA is a 15-page document which confirms a commitment to English local authorities by the Local Government Association, Local Authority Co-ordinators of Regional Services, and the Food Standards Agency to working together to promote the production of, and access to, safe, sustainable, and nutritious food with the aim of improving community health and well-being. The publication is available from the Food Standards Agency on 020 7276 8000 or visit www.food.gov.uk.

The National Consumer Council (NCC) has published a policy briefing document on the ***Future of Farming: Reforming the Common Agricultural Policy in the interests of consumers***. Copies are available from the NCC on 020 7730 3469 or visit www.ncc.org.uk.

The Composition of Foods is an essential guide to food content published at the end of 2002. It provides updated information on the nutritional content of more than 1,200 foods, including levels

of fat, sodium, fibre, and carbohydrates. The *Composition of Foods* is widely acknowledged as an invaluable reference tool for its many academic, professional and student users. Reflecting changing trends in the national diet, this edition also contains new entries for many foods that have become popular in recent years, such as fresh pasta and crème fraîche. Priced at £45, copies of the book (ISBN 0-85404-428-0) can be ordered by contacting: Sales and Customer Care Department, Royal Society of Chemistry, Thomas Graham House, Science Park, Milton Road, Cambridge CB4 0WF, tel: 01223 432360, fax: 01223 426017, email: sales@rsc.org; or online at: www.rsc.org/shop.

SRBs to PCTs: Understanding local structures and area-based initiatives to tackle food poverty is a reference guide which mainly seeks to explain English policy, agencies, funds and schemes that could support food poverty work at the local level. Price: £25 (Food Poverty Network Members: £10, plus £1 p&p).

Hunger from the inside: The experience of food poverty in the UK. This report demonstrates the benefits of putting communities at the heart of developing actions to tackle food poverty and social exclusion. Through the words of participants who took part in Sustain's Community Mapping projects, the report reveals how the wealth and breadth of people's experiences can be harnessed towards positive action and policy development. It highlights the disparities between what is being done, what is not being done and what should be done at local, regional and national levels and encourages more Community Mapping. Price £20 (Food Poverty Network Members: £10, plus £1 p&p). A reduced price of £40 applies if both publications are ordered (Food Poverty Network Members: £17.50, plus £1 p&p). To find out more about these publications or to place an order either visit www.sustainweb.org, email: sustain@sustainweb.org, or call 020 7837 1228.

Wendy Barrie, a leading food & cookery consultant, has just launched a website full of useful information about places to eat around Scotland, as well as a database of recommended suppliers, both for the catering trade and home use. Visit www.scottishfoodguide.com

News

The consultation period on **children's oral health** is to be extended to 28 February 2003 by the Scottish Executive. The consultation document, *Towards Better Oral Health in Children* can be found at <http://scotland.gov.uk/consultations/health/ccoh-00.asp>

The Scottish Consumer Council (SCC) has announced it is opposed to adding **fluoride** to drinking water in a bid to improve the country's poor dental health record. The SCC says that such a move would remove consumer choice and would result in many people being exposed to the risk of possible adverse health effects which, so far, have been insufficiently researched. The SCC's response has been produced following research carried out with parents of young children affected by some kind of disadvantage. These are the children who stand to gain the most from water fluoridation. However a majority of these parents are against the idea of adding fluoride to public drinking water. The SCC's response says their research with these parents supports an approach that addresses the root causes of oral health problems, including poverty and diet, rather than a 'sticking plaster' solution such as adding fluoride to water. Visit www.scotconsumer.org.uk for more.

'**Health**' claims made on food labels often leave consumers confused or unclear about the properties of the products, according to research carried out on behalf of the Food Standards Agency. Health claims 'are of interest and relevance to consumers', the research says, but consumers' understanding of them is 'often more partial and confused than they believe it to be'. The research was commissioned following discussions on a draft European Commission proposal for EU legislation to control the use of health claims in food labelling. In the UK, health claims are not subject to specific national rules. The Agency currently supports a self-regulatory Joint Health Claims Initiative developed by industry, consumer groups and law enforcement bodies, which defines good practice and establishes a system for validation of claims.

A new study from Child Poverty Action Group (CPAG) shows the number of children living in **poverty in Scotland** is on the rise. The Poverty in Scotland report 2002 claimed one in three children were living in a low-income household. Poverty is defined as living on less than 60% of the national median income. Visit CPAG's website www.cpag.org.uk/cro/scotland.htm to order a copy.

B&Q are offering £5,000 of DIY products to community groups and charities in need of a make over. Applications for *You Can Do It* awards open on January 30 and close on March 21. Call 08453001001 or visit www.diy.com.

The Co-operative Group has produced a **community retailing manual** which provides information on how to get a community co-op off the ground and how the Co-operative Group can help. The manual is available on www.co-op.co.uk. The Scottish Co-op is waiting to hear if an application to Co-operative Action for a community retailing network is successful. Contact Tor Justad on 01463 717292 for more information.

Donna Heaney, the policy manager for Food, Transport and Environment at the **Scottish Consumer Council** has returned to her post after the birth of Morag.

The **Fairtrade Mark** is changing. The new international certification Mark was recently launched and will gradually replace the original 'F' Mark and both Marks will run concurrently until the end of 2003. Aberfeldy and Strathaven have been declared Fairtrade Towns by the Fairtrade Foundation. To find out how they did it contact Faith Aitken, a member of the Aberfeldy Traidcraft Group on 01887 820 444 or Paulo Quadros, a member of the Strathaven Fairtrade Group on 01357 529 947/522 311. If you want to find about more about Fair Trade products visit www.fairtrade.org.uk.

The NHS has ordered UK hospitals to stop buying the **cheapest chickens** after meat injected with water and hydrolysed animal protein was served at a Luton hospital. The FSA is aware that pork and cow proteins have been injected into chicken and has issued a warning to wholesalers.

Margaret Curran, Minister for Social Justice, provided £60,000 for Ayrshire and Arran NHS Board to set up a **Breastfeeding Peer Support Service** in Cumnock. The project, launched in December 2002, is aimed at encouraging and supporting breastfeeding by mothers living in disadvantaged communities.

The Scientific Advisory Committee on Nutrition have published a report on **salt** which can be viewed at www.sacn.gov.uk. The Scottish Consumer Council have written a response to the report which agrees with recommendations to increase consumer awareness of the effects of salt intake. For more information about salt awareness visit www.hyp.ac.uk/cash/ a website set up by CASH (Consensus Action on Salt and Health), a group of specialists concerned with salt and its effects on health.

The **Scottish Healthy Choices Award Scheme** (SHCAS) is to be launched in Dumfries and Galloway early in 2003 through a series of roadshows across the region. For further information contact the SHCAS on 0141 226 5261 or Jocelyn Rose, local SHCAS assessor on 01387 272706

The **Scottish Retail Consortium** have just launched their 'Manifesto for retail: a shopping list for change'. To read the SRC's wide-ranging recommendations for the Scottish Parliament the manifesto will be available on the web www.brc.org.uk as well as from SRC, 222-224 Queensferry Rd, Edinburgh EH4 2BN tel: 0131 332 6619

Sainsbury have just launched their Scottish Food Challenge. Open to all Scottish secondary schools, the challenge is to develop a delicious and inspiring recipe that encourages children to eat more vegetables as part of a healthy balanced diet. The recipe must use a combination of vegetables which are locally grown in Scotland, take no more than 20 to 30 minutes to prepare and cost a maximum of £1.50. More information from www.data.org.uk/secondary/foodawards and details of Sainsbury's on-line resources for schools are worth a look on www.j-sainsbury.co.uk/tasteofsuccess

So what have we been eating?

People are eating more fruit and veg on average than they were fifteen years ago, according to the findings of the National Diet and Nutrition Survey (NDNS) published in December 2002. The NDNS is the first comprehensive survey of adult eating patterns since 1987, when the survey was last carried out. However, these increases in consumption are not across the board. Women aged 50 to 64 showed a significant increase, their consumption rising from 3 portions per day in 1987 to 3.7 portions per day. But the NDNS also found that younger people, aged 19 to 24, are eating no more fruit and veg, or oily fish, than they were fifteen years ago. Commissioned by the Food Standards Agency and the Department of Health, the NDNS shows that although fruit and veg consumption has increased, the average is still less than 3 portions per day. Men are eating 2.7 and women 2.9 portions on average per day. This falls short of the Agency's recommendation of at least 5 portions each day as part of a healthy balanced diet. And people in households receiving benefits were found to be eating fewer fruit and veg than people in other households - on average 2.1 for men and 1.9 for women, compared to 2.8 and 3.1 portions per day respectively. Also on the increase is the amount of oily fish we are eating, which has risen from 34g to 53g per week (equivalent to a rise from a quarter to a third of a portion per week). This rise is mainly a result of women eating more oily fish, but people are also eating more salmon, which is cheaper and more readily available today than it was in 1987. Again these figures fall short of the Agency's recommendation of two portions of fish a week, one of which should be oily. The NDNS also found a dramatic increase in the number of non-alcoholic drinks we are drinking, from 1.5 cans a week to nearly 2.75 cans of non-alcoholic fizzy drinks, with young people drinking the equivalent of 6 cans a week. More information from www.food.gov.uk

Professional training opportunities

The SCDP has put together a briefing paper on universities which offer undergraduate and/or postgraduate courses in food and nutrition. The paper is downloadable from the SCDP website www.dietproject.org.uk and will be updated annually.

DATES FOR YOUR DIARY

January

29 Salt Awareness Day promoted by CASH (Consensus Action on Salt and Health) are making salt and children's diets the main campaign thrust this year for more information about how to get involved contact 0208-725 2409 or visit www.hyp.ac.uk/cash

February

3 National Potato Day - a great opportunity to celebrate the tuber - visit www.hhdra.ic24.net/potato.htm or call HDRA on 024 76308211.

7 Public Health Information Network for Scotland Moir Hall, Mitchell Theatre, Glasgow. contact sharon.wilson@phis.csa.scot.nhs.uk for more information.

8 Speaking Out, Edinburgh 10am - 5 pm. This event looking at public involvement in science, is a chance for people from Edinburgh to have their say. Contact Fiona Hale on 07815 071918 now to confirm a place. A crèche will be provided and the venue is fully accessible. Travel costs to the venue will be covered. All Speaking Out participants will also be invited to the London event on March 4 (see page 5 for).

20 Set menu for Scotland - fare for all? 4 - 6 Centrum, Glasgow. A coach will leave from Edinburgh if there are sufficient numbers. Gillian Kynoch, Scotland's Food and Health Co-ordinator and Bill Gray from SCDP will give presentations. For more information call Voluntary Health Scotland on 0131 557 6845.

March

11 Involving consumers: a conference jointly organised by the Food Standards Agency and the National Consumer Council. See page 5.

18 - 20 UKPHA annual public health forum in Cardiff www.ukpha.org.uk

27 Healthy Living Centres conference in Perth

April

3 Scottish Food Advisory Committees open meeting, Stirling. Call 01224 285 100 to find out how you can attend.

10 - 12 Fishing 2003: an event to promote fishing in Scotland. Held at the SECC in Glasgow. Visit www.secc.co.uk for details.

19 - 25 No Place Like Home: Localisation in Action, the Findhorn Foundation International Conference visit www.findhorn.org/home

26 Strathmore Food Festival 01828 640 763

May

15 Scottish Food Advisory Committees open meeting, Edinburgh. Call 01224 285 100 to find out how you can attend.

June

5 and 6 Evidence, Policy and Practice: public health research in Scotland. For further details visit www.show.scot.nhs.uk/evidencepolicypractice/

The views expressed in Fare Choice are not necessarily those of the Scottish Community Diet Project unless specifically stated.



**The Scottish Community Diet Project:
Supporting local communities tackling inequalities in diet and health.**

How to get in contact with the Scottish Community Diet Project

The SCDP team are: Bill Gray National Project Officer, Lucy Gillie Development Officer, Lizanne Hume Development Officer and a Project Administrator to be appointed. SCDP c/o SCC, Royal Exchange House, 100 Queen Street, Glasgow, G1 3DN Tel: 0141 226 5261 Fax: 0141 221 0731 E-mail: info@scotconsumer.org.uk Reports, back issues of the newsletter, toolkits, information about the project and other useful links are available on the SCDP website www.dietproject.org.uk