



Scotland

A LAND OF
food and drink



*James Withers
Chief Executive
Scotland Food & Drink*

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Food industry growth & the health agenda: friends or foe?



SEAFISH
the authority on seafood

Scottish Bakers
Voice of the Baking Industry


The Scottish Government

 **Scottish Enterprise**

QMS
QUALITY MEAT SCOTLAND


Scotch Whisky Association

LANTRA


SEAFOOD SCOTLAND

SCOTLAND
OF FOOD & DRINK


Dairy UK

 **SCOTTISH**
DEVELOPMENT INTERNATIONAL

 **SAOS**
co-operating enterprises


Scottish Salmon
PRODUCERS ORGANISATION



improve
food & drink sector skills council


Skills Development
Scotland


HIE
Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean

SRUC


ROWETT
research services

Scottish Food and Drink Federation
www.sfdi.org.uk **SFDI**

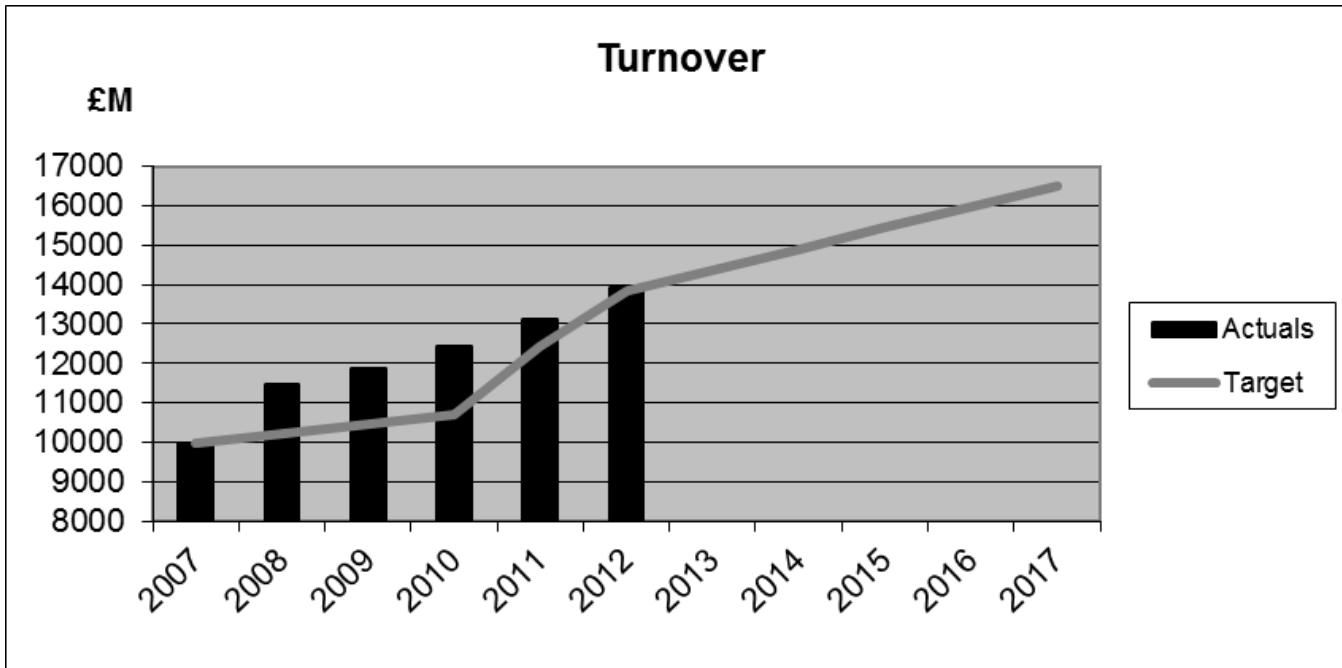
 **AHDB**
Agriculture & Horticulture
DEVELOPMENT BOARD


NFU Scotland

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**A strategy for growth – what
role for ‘health’**



£14.3bn

RECORD FOOD AND
DRINK INDUSTRY TURNOVER

x2

SCOTTISH FOOD AND DRINK
MANUFACTURING GROWTH RATE
TWICE UK AVERAGE





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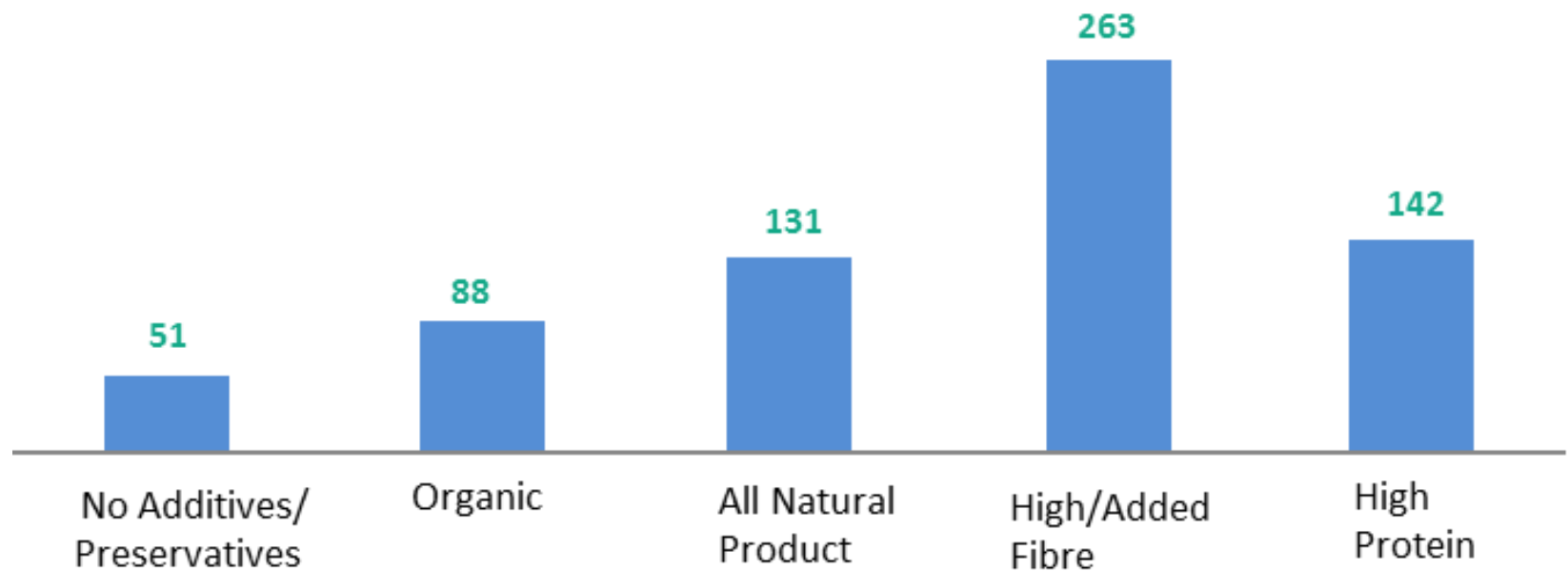


**Health & growth – where our
worlds align**





% growth in food & non-alcoholic introductions making selected claims, Europe, 2010-2014



Source: Mintel GNPD

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**Food and & industry need to
tread with care.**

Avoid shampoo science!



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Health & food in a mobile age





**TENERONI BABY MINI
ORIGINALE 1500-12PZ**

2.85 €

19.00 €
al kg/por kg

TENERONI BABY MINI ORIGINALE 1500-12PZ

VALORI NUTRIZIONALI PER PORZIONE A.R. / NUTRITIONAL VALUES - R.I.

ENERGIA ENERGY	ZUCCHERI SUGAR	GRASSI FATS	AC. GRASSI SATURI SATURED FATS	SALE SALT
151.50 kcal 633.88 kJ	0.80 g	10.50 g	4.20 g	0.90 g
8%	1%	15%	21%	15%

**IMPATTO AMBIENTALE /
CARBON FOOTPRINT**



**15 g/Kg
Co2**

biohacking





Thank you!

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@scotfoodjames

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