

10 Downing Street
London
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Dear Prime Minister

We are writing as representatives of innovative food brands, investors and business support providers to express our deep concern about the Government's U-turn on children's health.

We are the forward-thinking food industry that recognises the importance of affordable and healthy food for all, in line with the government's original, world-leading obesity strategy. Scrapping regulation on multi-buys and junk food advertising undermines emerging innovation in our industry, while delays to these commitments enable big food and drink to continue swamping the public with unhealthy options, rather than setting the stage for healthier products and brands.

All children and families deserve the opportunity to be healthy. Child health has worsened over the pandemic to the point where 1 in 4 children leave primary school with obesity, and people who live in lower-income areas are twice as likely to be affected. We must act so the gap in health outcomes between the lowest and highest income households does not widen further. You are delaying policies that are both vital for levelling up and popular with 74% of the public.

We were excited by the strategy originally introduced by this government, which responded to the evidence showing that junk food advertising, store layouts, and special offers all end up shaping what's in our bags and make it harder than it should be for families to eat healthily.

These regulations would help innovative healthier products and companies - like those we represent - to come to market and scale and encourage existing corporate brands to accelerate healthier product innovation.

By delaying and potentially scrapping the originally ambitious and evidence-based plans to improve the health of the food industry, you are allowing unhealthy brands to profit and flourish and worsening the obesity crisis. You have an opportunity to level the playing field, put healthier foods in the spotlight, and provide an incentive for more brands to innovate.

We know we are the future of food. As the industry moves toward a healthier and more sustainable future, we look to the government to help us to speed up this change. We desperately need solutions that rebalance food options, support progressive food companies, and make it easier for everyone to eat better, and we call on the government to champion this movement with us - not against us.

Yours Sincerely
Impact on Urban Health and Mission Ventures

Signatories

Andy Ratcliffe, Executive Director, Impact on Urban Health
Louis Bedwell, Managing Director, Mission Ventures

Stephen Muers, CEO, Big Society Capital
Marieke Syed, Founder, Snackzilla
Benjamin Whitehead, Founder, Spare Snacks
Rushina Shah, Founder, Insane Grain
Theadora Alexander, CEO, Young Foodies
Jeff Webster, Co-Founder, Hunter & Gather
Dr. Will Breakey, Josh Rose and Liam White, Co-founders, Dr. Wills
Michael Ingemann, Chairman, THINK Hospitality
Thomas Hal Robson-Kanu, Founder, CEO, The Turmeric Co.
Daniel Spayne, Managing Director, Equinox Kombucha
Jessica Harris, Founder, Little Bandits
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