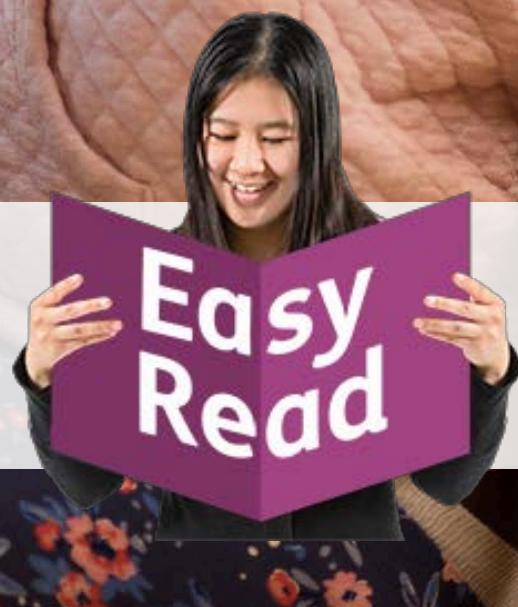


# MAYOR OF LONDON

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## The London Food Strategy



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# Good food at home



What we cook and eat at home is important for our health and wellbeing.



Many Londoners are not able to eat well at home.

For many people this is because they cannot afford to.



It is important to help people to be able to afford good food.



The Mayor will support London boroughs to help make sure there is enough healthy food available for everyone.



London boroughs have already been supported to make sure people from poorer families can get enough healthy food.

# Good food when you are out and about



Many Londoners find it hard to find healthy food when they are out and about.



It is even harder for people who work during the night.



Too many people are overweight because they are eating less healthy food.



Good food businesses and healthy food options can help to make our streets healthy places to be.

## Better information about healthy food

There are too many adverts for unhealthy food.



Many children put on too much weight because they eat too much unhealthy food.



Being overweight can cause serious illnesses and stop people living longer.



There will be fewer adverts on the transport network for food and drinks that contain a lot of:

- Fat
- Sugar
- Salt



Instead the Mayor will help tell people about healthy eating.





## Helping food businesses

Food businesses are a great way for people to get training and get started in work.

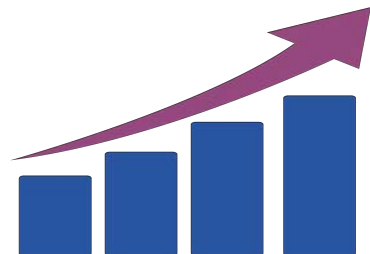


But food businesses in London have challenges.

By leaving the European Union there could be delays in bringing fresh food into London.



The Mayor wants to help people who are starting healthy food businesses.



He wants to help food businesses to:

- Grow bigger
- Get the right staff for their businesses
- Get the training that their staff need



# Good food in the community



Many Londoners spend a lot of time in community groups and public buildings.



Food can be a great way of bringing people together and stopping people from being lonely.

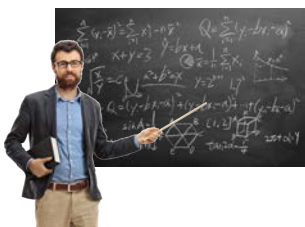


Many different organisations buy and serve food to Londoners, including:

- Councils



- Health services



- Schools



- Art galleries, museums and libraries



- Tourist attractions



- Organisations that provide health and social care



All these organisations can help to show people what good food is.



By buying better food for people, organisations and companies can:

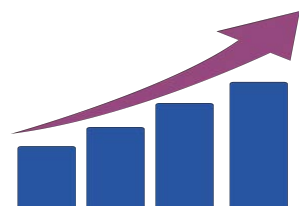
- Help people eat healthy food



- Help to provide better care for animals



- Help to provide better care for the environment



- Help businesses grow and provide more jobs for people



# Good food for children and babies



Good food is important at all stages of life.

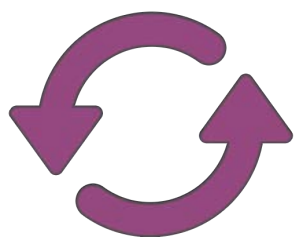


## Children

Many people who live in the poorer communities of London have worse health and wellbeing than other people.



Children growing up in the poorest parts of London are much more likely to become overweight than children in the richer areas.



We need to change this.



The Mayor has set up London's Child Obesity Taskforce to:

- Reduce the number of children who are overweight



- Reduce the difference in health between poorer and richer people

The Mayor wants to:



- Have fewer **takeaways** close to schools



- Help boroughs support shops and markets to sell healthier food



- Improve the food that is served at takeaways



A **takeaway** is a shop that sells food for people to eat outside - often on the street.



## Babies

Breastfeeding is good for both babies and mothers in many ways.



But many women don't breastfeed their children in London.

The Mayor wants to support mothers to breastfeed their babies if they want to.



## Early years

The food children eat in early years can help them with healthy food habits for life.



The Mayor will improve children's health in London and help them learn healthier habits through his:

- Healthy Schools programme
- Healthy Early Years programme

# Growing good food



London has many places where people can grow food.



These are places like:

- Community gardens



- Allotments



- Schools



- Urban farms



More people than ever are now growing food in London.



Growing food is a great way to bring communities together.



It can also help:

- People make new friends and feel less lonely
- Make areas safer
- Improve people's health and wellbeing



## Good for the environment

Growing food helps to provide spaces for wildlife.



It will help the Mayor with his plan to make London a National Park City.



## Good for business

Urban farms and other projects that grow food can help to create local businesses.

This provides:

- Jobs
- Opportunities for people to volunteer
- Training to help people get good jobs



The Mayor will work with other organisations to help urban farming.

He will help Londoners:

- Use community gardens
- Understand how growing food helps people and communities



# Good food for the environment



The environment is affected by:

- What we eat
- How we grow it
- How we buy it and eat it
- How we get rid of the rubbish afterwards



The way we deal with food affects the environment.

This is called climate change.



This is because of the type of food we eat, the way it is grown and how it is moved around.



The way we produce food is also affecting:

- The quality of our soils



- Wildlife



- The quality of our water

## Getting food to people

We need to get better at moving food around the city so that:



- It gets to people safely



- It causes less pollution





## Food waste

About a third of the food that is produced is wasted.



It ends up in landfill or is burnt. This causes pollution.



The Mayor will do lots of things to stop food waste.



## Working with other cities

The Mayor is working closely with other large cities to make sure people can get healthy food that causes less harm to the environment.

# For more information



If you need more information please contact us at:



**Tel: 020 7983 4000**



Post:

**Greater London Authority  
City Hall  
The Queen's Walk  
More London  
London SE1 2AA**



**Website: [www.london.gov.uk](http://www.london.gov.uk)**