

Realigning UK Food Production and Trade for Transition to Healthy and Sustainable Diets – Final Project Outcomes and Dissemination Event Agenda – 21 October 2025, CMDC, Cranfield University

Time	Activity	Speaker	Summary of Presentations
10:30-11:00	Registration and coffee		
11:00-11:10	Welcome and Introduction of the Project	Prof C.S. Srinivasan (University of Reading) Prof Michael Bourlakis (Cranfield University)	
11:10-12:50	Presentations		
11:10	Changes in Dietary Consumption Patterns for Transition to Healthy and Sustainable Diets	Prof C.S. Srinivasan (University of Reading)	This presentation will share the results of modelling and estimating the changes in consumption of key products or product groups for transition to healthy diets in the UK. It will also provide comparison of the environmental footprint of current and post-transition diets. Finally, it will discuss the results of the food basket-based choice experiment that assesses how nutrient composition and environmental sustainability of consumer's entire food basket changes in response to price changes induced by fiscal or regulatory measures.
11:30	Trade, Production and Price Impacts	Dr Erin Sherry (Agri-food and Biosciences Institute)	The work assesses the changes in UK food production and trade patterns needed to support the transition to healthy and sustainable diets, and the price impacts. The presentation will discuss the trends in the UK consumption, production, imports, exports, and prices for relevant commodities.
11:50	Law, Policy, Regulations	Prof Chris Hilson (University of Reading)	The presentation will provide a summary of the work package's report, <i>Regulatory Tools for a Healthy and Sustainable Diet</i> – which sets out a menu of the regulatory tools available to address the range of food system problems across environmental and social sustainability, and health. These tools include targets, and then various regulatory instruments designed to meet them, from command-and-control, through economic instruments, to informational and voluntary approaches.

			Existing policy has relied too much on voluntary instruments, especially informational ones like food labelling. The Report makes a case for the use of more mandatory tools, including mandatory targets, mandatory command-and-control tools like environmental permitting, and mandatory carbon taxes or emissions trading schemes (ETS).
12:10	Supply Chain Insights	Prof Michael Bourlakis Dr Hafize Sahin Ersoz (Cranfield University)	This presentation will show how food supply chains influence the availability of healthy and sustainable diets. We analyzed effective strategies that optimize food production, distribution and consumption to support public health outcomes while promoting environmental sustainability.
12:30	Industry Initiatives and Consumer Study	Dr Daniele Ascoli (University of Reading)	This presentation will provide results regarding industry initiatives in steering consumers towards healthier and sustainable food choices and consumer responses to these industry initiatives. These industry initiatives examined in this work package are based on the technical capacity, incentives/disincentives, and constraints of the industry in launching or joining such initiatives will be discussed.
12:50-13:15	Q&A	All Presenters	
13:15-14:00	Lunch		
14:00-15:30	Panel Discussion	Ruth Westcott (Sustain) Hannah Brinsden (The Food Foundation) Brendan Costelloe (Soil Association) Andrew Furness (Foodbuy) Panel Chair: Prof Carol Wagstaff (University of Reading)	
15:30-15:45	Q&A, Key Takeaways and Next Steps	Prof C.S.Srinivasan Prof Michael Bourlakis	
15:45-16:00	Coffee and Networking		