We present an at-a-glance overview of the key issues in Britain today. In this issue our focus is on food production and consumption. All statistics are from the DEFRA Food Statistics Pocketbook 2014 unless otherwise stated.

**Dietary health**

The eatwell plate highlights the different types of food that make up our diet, and shows the proportions we should eat them in to have a well-balanced and healthy diet. *Source: NUS Department of Health*

“Part of the secret of a success in life is to eat what you like and let the food fight it out inside” Mark Twain

“Let food be thy medicine and medicine be thy food” Hippocrates

10% Plenty of fruit and vegetables 33%

18% Plenty of bread, rice, potatoes, pasta and other starchy foods - wholegrain when possible 12%

53% Some milk and dairy foods 15%

Small amount of foods and drinks high in fat and/or sugar 8%

**Consumer choice**

Price is increasingly important in driving product choice, with 41% of shoppers naming it as the most important factor and 86% listing it within their top five influences. Quality was rated as the highest influence by 16% of respondents, followed by taste or smell (12%) and healthy (9%). Promotions are highly influential with 85% listing it in the top 5 factors.

**Retail price changes**

All food groups have risen in price since 2007 (the start of the recession), with rises ranging from 22% to 57%. Food prices overall (including non-alcoholic drinks) rose 8.6% in real terms between 2007 and 2014.

UK retail price changes by food group 2007 to 2014

“Food waste”

The highest proportion of food and drink waste in the food chain was wasted in households, with 7 million tonnes being thrown away in the UK in 2012, or just under half of the 15 million tonnes. UK food and drink waste through the food chain (million tonnes) 2011-12

Spend on food shopping has increased 30% since 2007 and accounted for almost half of spend (49%) in the sector in 2013. Spend on catering accounted for 27% of sector spend in 2013 and has increased by 25% since 2007. UK Consumer expenditure on food, drink and catering (£)