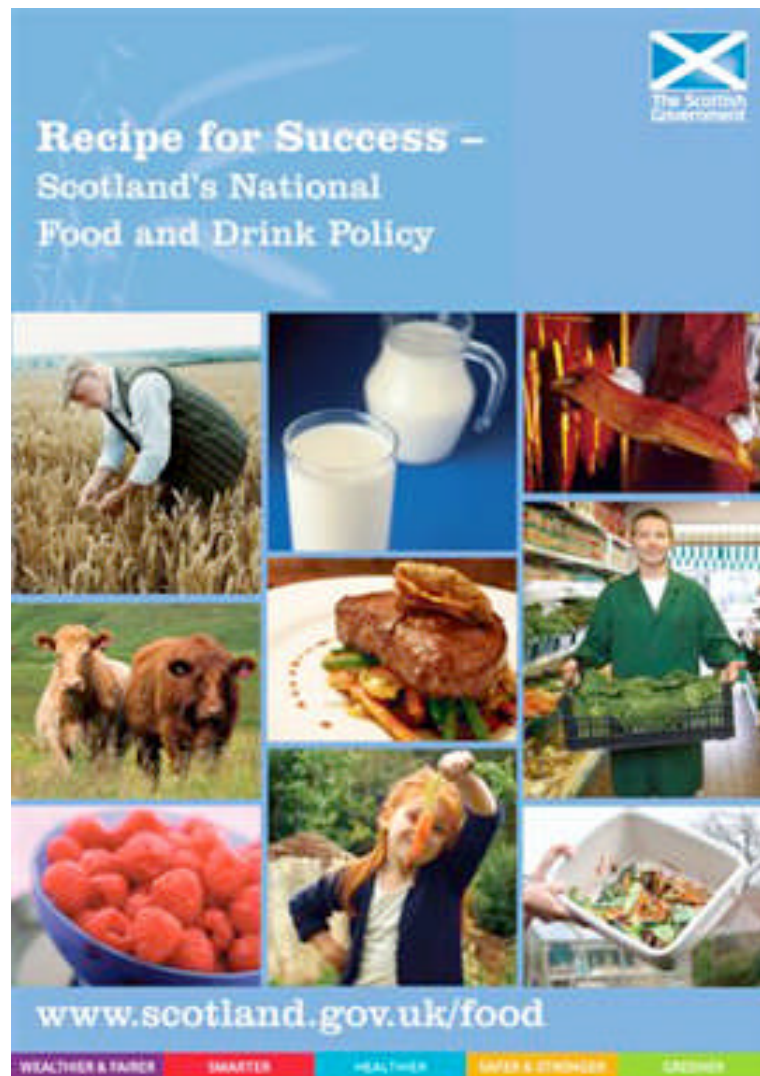


Recipe for Success

David Thomson



A new administration

“ Our food and drink sector and our farming and fisheries are a key part of what Scotland offers to the world. In June 2010, Scottish food exports broke the £1 billion barrier for the first time. However, here, as elsewhere, we cannot simply rest on our laurels.”

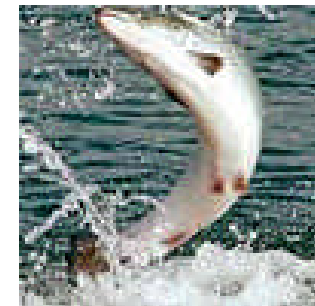
Alex Salmond MSP, 7 September 2011

Money & reform

The **key objectives** of the reform programme must be to ensure that:

- **public services are built around people and communities**, their needs, aspirations, capacities and skills, and work to build up their autonomy and resilience;
- public service organisations **work together effectively to achieve outcomes** - specifically, by delivering integrated services which help to secure improvements in the quality of life, and the social and economic wellbeing, of the people and communities of Scotland;
- public service organisations **prioritise prevention, reduce inequalities and promote equality**; and
- all public services constantly seek **to improve performance and reduce costs**, and are open, transparent and accountable.

Economic & other tensions



Food education



Collaboration & communities

- Collaborative supply chains – public, private, community
- Development of a ‘food community’ for Scotland
- Rural community policy – a step change to take control of your own destiny

Food for life

- Food is different
- Cultural, social, physical nourishment
- An important industry, particularly in rural Scotland
- An inherent part of our natural resource
- Worthy of our continuing focus

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www.scotland.gov.uk/food