

## Easy environmental changes are 'not enough'

RESEARCHERS from Imperial College London have suggested that 'upheaval' in our everyday lives is the only way the UK will meet its target of cutting carbon emissions to net zero by 2050.

The experts warn that 'small and easy changes' are no longer adequate and call for 'high-impact shifts in consumer behaviour' – including eating less meat and dairy, replacing cars with bikes, flying less and switching from gas boilers to low-carbon heating systems.

*Behaviour Change, Public Engagement and Net Zero* was prepared for the Committee on Climate Change (CCC) and serves as a call to action for Government to facilitate a societal shift.

"If the public are to become more engaged ... wider policy context will also need to be more supportive," the report suggests, adding that 'new compelling narratives' are required to inspire change.

Key points include:

- Fossil fuel subsidies should end and taxes on low-car-

bon technology lowered

- With home heating seen as the biggest challenge in reducing emissions, Chris Stark from the CCC suggests one million homes need to be 'decarbonized' every year – starting now
- A 'carbon fee with public dividend' should be considered
- Lower-carbon diets – such as plant-based – should be more widely embraced and carbon impact should be visible on product labels
- Consumers should be better educated on the environmental impact of different foods; high-emission foods should see a price increase
- Major investment is required in rail, bus and cycling networks, with lower ticket prices
- 'Excessive flying' should be tackled with an Air Miles Levy, targeting the 15% of the population which takes 70% of flights
- Policies must work cohesively 'to avoid negative outcomes and build public acceptance'.



## HFMA Bulletin

Jonathan Shorts, head of nutrition, Lehvoss UK Ltd



### Worrying times or opportunity?

Politics are playing a role in all of our business lives more than ever – a scenario I doubt any of us really understood when we voted in the referendum. Would you have voted the way you did if we'd had the facts we're now faced with?

All companies, whatever their size, are clearly facing worrying times, especially if their business is Continentally-driven, dealing with our neighbours across the Channel – either exporting or importing.

What did you have to do? Set up a company registered in a mainland European country? Put stock over there just in case? These are just two of the many activities to consider. The time needed to inform suppliers, customers and colleagues has been significant. I'm sure, like me, you're seeing many communications from suppliers and freight companies explaining the position they are in and how they will potentially deal with the mayhem.

People's livelihoods are at stake, which I find very hard to deal with.

Many associations, representing hundreds if not thousands of companies, have been very active in this difficult time. The HFMA is no different and through hard networking has been in communication with other associations, especially those close to our industry like the FDF. It really was important to get as wide a picture as possible to share information with HFMA members. Meetings took place all around the country and overseas – all adding to the cost – to ensure the HFMA was at the forefront of the situation.

Are imports going to cost more? That has to filter down to brands and therefore con-

sumers. Someone is going to have to foot the bill for the increases, and I feel it can't only be the importer that does this. I noted recently how some of the big supermarkets are 'asking' suppliers for their terms to now be on a delivered basis, so that any additional duties are taken care of. I fully understand the question, however can business suppliers manage this? This is not going to have to be shared; it is the final customer that will lose out.

How do we prepare for such an event? Helping your suppliers – in whatever field – is a positive action. Allowing them to make plans to support your business can only make sense. Forecasts are really helpful in times like this, and will continue to be important. Asking them questions about how they can continue to support your business is another helpful tool. By helping the provider, it helps you. All logical, and yet were you – are you – proactively doing this?

We are all in this together. We are all facing similar issues and problems as Prime Minister Johnston declares his intention to leave on 31 October. Will there be a deal or not? As I have to submit this article in early October I can only speculate, as Parliament is only just back from its short suspension of business. Will British businesses or the public get an apology about being misled, like the Queen recently did?

I feel totally let down, yet organizations like the HFMA and businesses like yours and mine just have to deal with the situation.

Good luck to us all. I hope we survive the turmoil.

*The views expressed by our columnists do not necessarily reflect the views of our editor or publishers*



The Health Food Manufacturers' Association (HFMA) is the voice of the natural health industry. For further information, advice or details about membership, visit [www.hfma.co.uk](http://www.hfma.co.uk)