



Policy Insight Report

EDITION 9

OVERVIEW

- Government launch of the 'Good Food Cycle' strategy for England aims to join up policy across 10 outcomes.
- Parliamentary focus intensifies through Health and Social Care Select Committee's new obesity inquiry, building on last year's House of Lords investigation.

POLITICAL INSIGHTS

- Government launches 'Good Food Cycle', and published the underpinnings of the [Food Strategy for England](#), setting out its 10 key policy outcomes framework that the forthcoming strategy will seek to deliver to "fully realise the benefits of a healthier, more affordable, sustainable and resilient food system".
- Health and Social Care Select Committee launches new [parliamentary inquiry into obesity](#), examining nutritious food access and weight management treatments, accepting evidence submissions until 28 August.
- Secondary legislation to exempt brand advertising from less healthy marketing rules was published with a 3 week consultation, and [debated in the House of Lords](#).
- Government published the [English Devolution and Community Empowerment Bill](#). LGA has [this helpful summary](#). Dr Christopher Yap has this useful slide deck on [devolution and food systems change](#).
- [Capital Grants](#) scheme receives £150 million funding boost for farmers implementing SFI actions, with applications reopened since 3 July 2025.
- SFI scheme [offers](#) limited second chance applications for specific 'exception groups', including farmers reporting issues with Rural Payments Agency system, and with unfinished applications between 12 January-11 March 2025.
- NFU leads a consortium [calling](#) for improved school food and farming education quality, including enhanced soil functions, threats and management teaching.
- A new [report](#) following an inquiry into nitrogen use by the Environment and Climate Change Committee recommends a holistic nitrogen strategy within two years.

MEDIA INSIGHTS

- Dr. Dolly van Tulleken writes in [The Standard](#) about the government's "fat free by 2035" target, emphasising the need for rapid policy implementation.
- The [Financial Times](#) covers UKRI-funded "climateflation" study tracking climate change food price impacts, with Anna Taylor discussing fruit and vegetable consumption effects on 14% of food-insecure households.
- BBC's latest [Food Programme](#) investigates claims of excessive food industry influence.

CIVIL SOCIETY UPDATES

- OHID [report](#) reveals 13.5% increase in Soft Drinks Industry Levy-covered drink volumes (2015-2024), whilst total sugar content decreased by 39.8% through reformulation and consumer behaviour shifts.
- Barnardo's and Co-op publish [Deeper Roots, Stronger Futures](#) report highlighting Food Partnerships' role in young people's lives across the UK.
- Bite Back publishes [Fuel Us Don't Fool Us](#) school food investigation examining new ways in which Big Food infiltrates in schools.
- Fight Fake Food initiative delivers [open letter](#) to PM Starmer, urging public health-centred food system rebalancing and addressing Big Food's obesity role.

