

# Nutritious and Delicious: A Jersey Food and Nutrition Framework

## Why do we need a Food and Nutrition Framework?

For most of us, eating better is the single most important thing we can do to improve our health, now and in the future. Nutritious food strengthens our minds and bodies; it gives us energy and vitality to enjoy daily life, helps us recover more quickly from illness, assists in the prevention of long-term conditions like diabetes, heart disease and some cancers, and reduces our risk of depression.

### Jersey's food system

How we eat is heavily influenced by our Island's food system. This is made up of the shops, cafes and restaurants near where we live, work and play, which are in turn supplied by a local and worldwide network of farms and businesses. If it is easy to find delicious, nutritious, sustainable food at affordable prices where we shop and eat, it is easier to eat well. But if good food is expensive or difficult to find, it is much harder to look after ourselves and anyone we care for. Islanders from all walks of life have told us it is often difficult to eat well, especially those of us with less money.

We mapped our Island's food system to find effective ways to help make nutritious whole foods more widely available to Islanders. These insights have helped shape this framework. The ambition we share with partners is to help create a local food system that makes nutritious whole foods readily available to every Islander.

### Health as a shared and vital asset

Our collective health is one of our Island's most precious resources. A healthy population is happier, costs less, earns more and is better able to create and take part in Jersey's rich culture. Because health is vital to our Island, because food is vital to health and because Islanders tell us they want help to eat well, in 2023 Public Health committed to developing a new Food and Nutrition Strategy, to replace the previous version that expired in 2022.

### Funding

Our new food and nutrition work carries no additional funding. We therefore chose to develop a framework of carefully prioritised interventions which can be flexibly deployed in response to political, economic and social changes. We continually evaluate our existing work, making changes where needed. This flexibility has helped us free up a modest amount of resource for new work, laying the foundations for a comprehensive approach in the future.

## Vision statement

Our vision is for Jersey to become an Island where everyone can easily find, afford and enjoy nutritious, delicious and sustainable food, helping all Islanders flourish. This vision is rooted in many discussions with Islanders and food system partners.

## Aim

We aim to help Islanders improve the way they eat, with the biggest improvements for those with the most to gain.

## How we will work

To use our resources to best effect we will:

1. Prioritise programmes that benefit lots of people, especially those who eat less well.
2. Reduce, change or stop work shown to have limited impact or that helps only a few people, to release capacity for the most powerful work.
3. Support and build on existing programmes inside and outside of government that improve Islanders' health through more nutritious food.
4. Work across the parts of the food system we can influence: government-funded food, local businesses, agriculture and community settings.
5. Build the foundations needed for more ambitious work in the future.

## What do you mean by nutritious and delicious?

Meals where most of the plate or bowl is filled with whole foods, or those that have been minimally processed, are best for our health and the planet. The more meals we eat that have lots of fresh fruit, vegetables, whole grains, nuts, seeds, beans, herbs and spices, the better our physical and mental health will be. Nutritious diets can also include whole foods from animal sources, such as eggs, fish, dairy and meat. Young or old, improving how we eat quickly leads to improvements in how we feel in our minds and bodies, adding years to life and life to our years.

Yet we know that many people find eating in a way that supports their health is difficult, especially people for whom good food is expensive and hard to find. Jersey has a wonderful tradition of great food, with a local agricultural sector that is once again beginning to flourish. We want to nurture that tradition so that every Islander can nourish themselves and people they care for. The work we have prioritised is intended to improve our food environments and culture over time, helping people make small steps towards more nutritious eating. Modest changes can make a big difference.

## Prioritised Food and Nutrition Framework Interventions

We went through a detailed and rigorous process to find ways to support Islanders to eat well with as little extra effort as possible (see accompanying technical document for more detail). We present a summary of prioritised interventions below.

## Stop doing/reduce

Family Food and Fitness is an evidence-based programme that is valued by Islanders but reaches only a few families. By changing how we deliver this work we can free capacity for interventions that will benefit more Islanders (see below).

## Keep doing

The interventions listed below are already in progress. The evidence tells us they are worth doing and Islanders tell us they value them.

- Working with Children Young People Education and Skills (CYPES) to provide subsidised and targeted nutritious Free School Meals in primary schools
- Settings-based work with early years providers and primary schools
- Targeted Healthy Start vouchers providing free fruit and vegetables to new families. We aim to expand this programme to Reception-aged children.
- Initiatives to promote and support breastfeeding
- Wherever possible support government efforts on programmes and initiatives that ensure a good basic standard of living and address the building blocks of health.

## New things this political term

We propose two new interventions this political term. They begin the process of building a more health-promoting food system (Healthy Jersey) and fill a clear gap in diet-related prevention (Diabetes Prevention).

- Develop a “Healthy Jersey” food business standard, defining ‘What Good Looks Like’
- Establish a Jersey Diabetes Prevention Programme

## Agriculture

It is increasingly clear that healthy agriculture is needed to provide healthy food. Our progressive system of agricultural subsidies gives Jersey a unique opportunity to develop a healthier, more sustainable Island food system. Rural Economy partners are already delivering a number of key interventions that can support the availability of nutritious food. These include:

- Supporting sustainable agriculture and fishing
- Improving logistics to help get more locally grown fruit and vegetables into the Island’s food supply
- Developing markets for local produce

## Sustainable food for future generations

Islanders are increasingly aware of the environmental impact of their food. Future generations are likely to face difficulties from damage caused by global unsustainable food production, processing, manufacture and transport. By promoting diets rooted in sustainably produced whole foods (with an emphasis on plant-based foods) we can promote health and protect the environment, now and in the future.

## Community Power

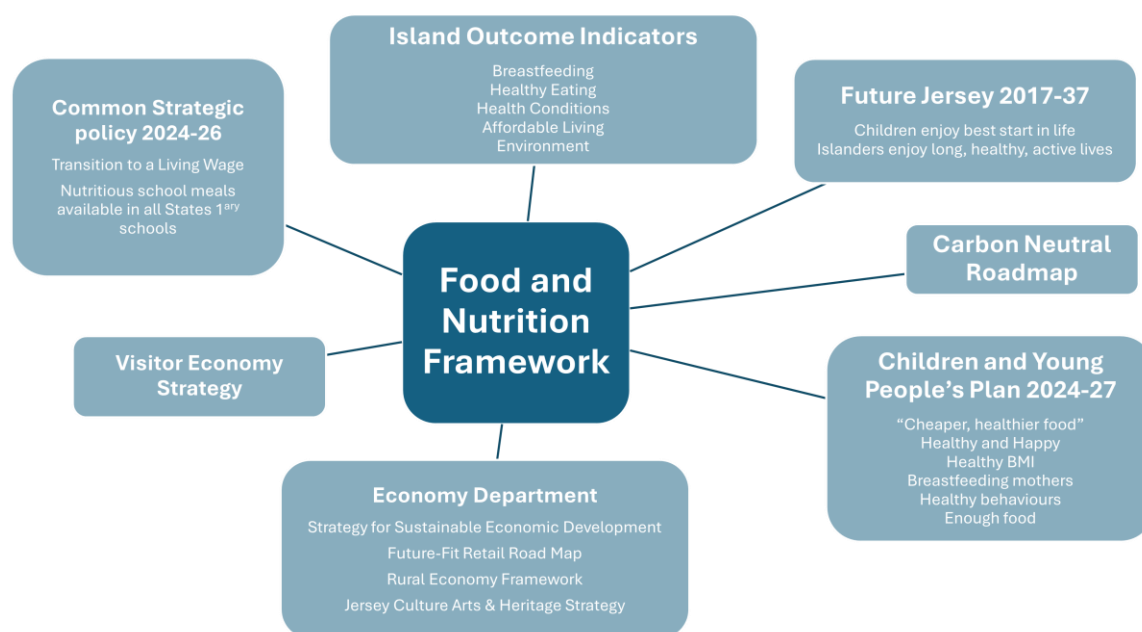
We found a number of exciting ways to help our communities improve their diets. We need deeper knowledge of existing community services to understand where these would be most useful. So, we will start by deepening our understanding of existing programmes, which we can do within current resources. This will prepare the ground for potential future work with communities, funders, charities and other government departments.

## Working collaboratively for better Island Outcomes

Effective systems working is collaborative. We have hugely enjoyed building stronger relationships with multiple government departments, farmers and fishers, food businesses and community organisations while developing this framework. We look forward to strengthening these networks in the future.

The diagram below summarises how our food and nutrition framework links to and supports key Government documents and outcomes, all of which aim to secure the sustainable wellbeing of future generations in Jersey. There is strong alignment between our ambition to make nutritious and sustainable food more widely available and the energy and ambition of those outside of government.

*Figure 1: Improved health from better food and nutrition links to many Government strategies, frameworks and outcomes*



## New Intervention 1: 'Healthy Jersey' Food Business Standard

### Rationale

Most people buy most of their food from supermarkets and other food retailers. Commercial incentives and cultural norms mean many shops encourage the sale of foods that are profitable but harmful to health, especially foods high in fat, salt and sugar (HFSS) and/or those that are highly processed. Islanders have asked for government support to make healthier foods easier to find and buy. A new report commissioned by government, *Building Food System Resilience*, has identified a need for Public Health to define 'What Good Looks Like' from a food business perspective, to help improve food retail environments.

Standards are used successfully elsewhere. Environmental Health's 'Eat Safe' standard underpins good food hygiene in Jersey. Red Tractor, LEAF and organic certification underpin the Island's agricultural subsidy schemes, encouraging the development of agricultural businesses in line with government strategy. Since no viable healthy retail standard currently exists, we need to work with local food businesses and Islanders to develop our own, to encourage and support health-promoting food environments and settings.

### Inequalities impact

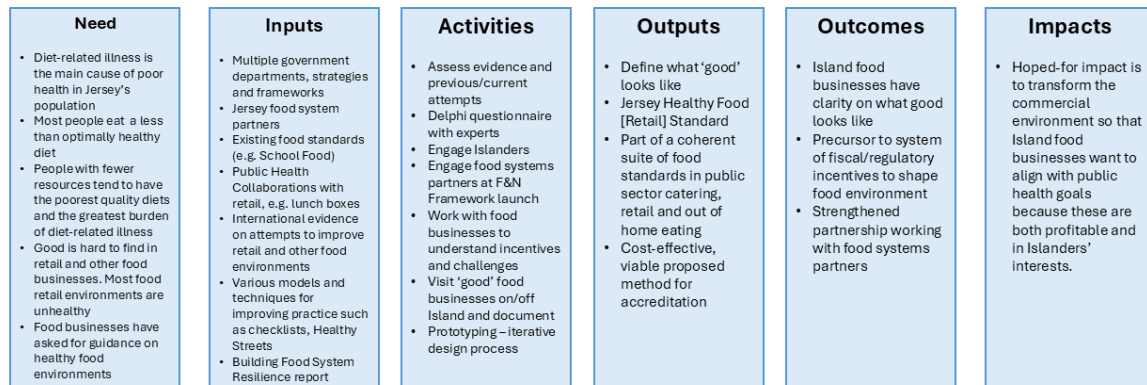
It is unfair that poor quality food businesses are more common in less affluent areas of the Island, where people tend to have lower quality diets, which contributes to worse diet-related health. Improving food businesses, especially in less affluent areas, would therefore reduce inequalities.

### Delivery Timescale

Version 1 by Spring 2026

# Logic Model

Jersey Healthy Food Standard/s Logic Model



**Context:** There is a widely acknowledged disconnect between public health goals and profitability in food businesses. A viable standard would enable accreditation and could underpin possible future government tax and/or subsidy. In time this could align commercial and public health goals, making healthy-promoting food businesses profitable.

## Intervention 2: Diabetes Prevention

### Rationale

Type 2 diabetes is the fourth most common long-term condition in Jersey, affecting nearly 5,000 Islanders. It is largely (80%) preventable. It has serious consequences for future health including risk of blindness, kidney failure and amputations. Its treatment costs the Government of Jersey an estimated 10% of its healthcare budget. The costs of lost productivity and social care are estimated to be even higher. There are well-established, proven behaviour change programmes for preventing type 2 diabetes. Implementing a version tailored to Jersey's needs would save lives, reduce suffering and reduce future demand for healthcare services.

### Inequalities impact

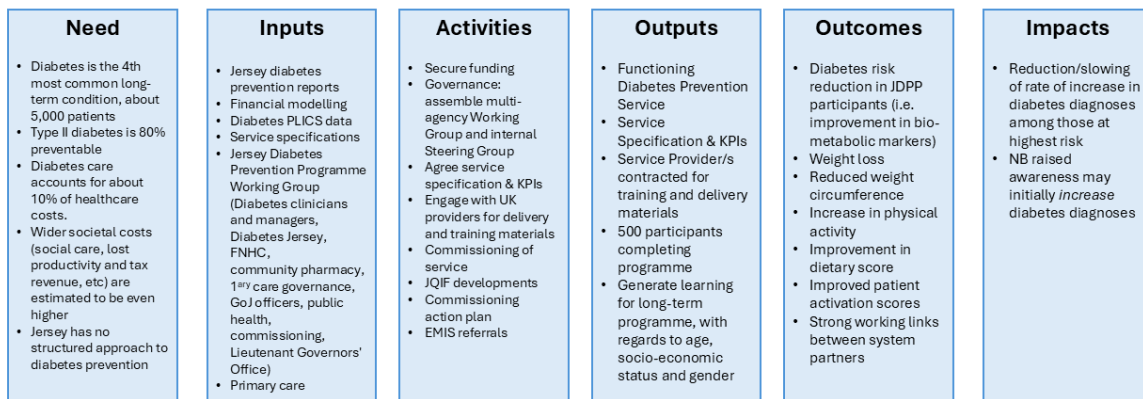
People with fewer resources are more likely to suffer from diabetes. An effective, targeted diabetes prevention programme would reduce inequalities.

### Delivery Timescale

Begin phase 1 by autumn 2025, with the aim of securing longer-term funding as part of government efforts to improve prevention across the Island.

## Logic Model

**Jersey Diabetes Prevention Programme Logic Model**



**Context:** Broad support for establishing a Jersey Diabetes Prevention Programme (JDPP). Multi-agency advisory Working Group established. Commissioning process underway. Short-term funding secured. Longer-term funding to be agreed, via planned government expansion of prevention activities.

## Longer Term

Transforming our Island's food environment to make it easier for all Islanders to eat well - especially those with fewer resources - will require further work in the future. While developing this framework we identified powerful interventions that could transform Islanders' diets, but which would need additional resources. Since no extra resources are currently available, we note their potential for future system-wide impact on the Island's food system.

- Develop fiscal and regulatory measures to make producing, processing and selling food that is both nutritious and delicious more commercially attractive.
- Develop regulations to reduce advertising and promotion of unhealthy foods.
- Extending School Food Standards to secondary schools, early years and further education.
- Develop the Government of Jersey's role as Anchor Institution, ensuring that all Government-funded food supports healthy, sustainable eating and local production.

## Conclusion

Making long-term improvements to how a whole population eats - in the context of a global food system which has tended to prioritise profit over health and environmental sustainability – is difficult. But changing our Island's food system is possible, because we have a great deal of influence and control over how food is produced, processed and sold locally.

The philosophy behind this framework is simple. We think that, over time - by working with partners in government, business and the community - we can help support and build on those parts of our Island's food system that promote our collective health. This is the start of a long-term piece of work which aims to build a new food culture where good food is celebrated, widely available, affordable and eaten by us all, every day. If we achieve this, we will protect our Island's health and culture and contribute to keeping the Island economically viable in the coming years.