Understanding changes in the British diet

Monday 4 November 2013
Motivation

- Widespread concern about eating habits across developed world
- Poor diet is a major cause of non-communicable disease
- Why are food markets not working?
  - lack of or poor information
  - cognitive limitations
  - lack of self control
  - poor food consumption imposes costs on others
- There are a number of policy response
Motivation

- Target consumers
  - By providing information
  - With policies which influence food prices
  - Effect of any policy will depend on how manufacturers and retailers respond too

- Target food industry
  - For instance, with voluntary product reformulation
Broad aim of research agenda

• Understand where failings in the food market are
• And what (if any) are the appropriate policy responses

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  • Since 1980 to present
  • Over the 2008-9 economic crisis
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