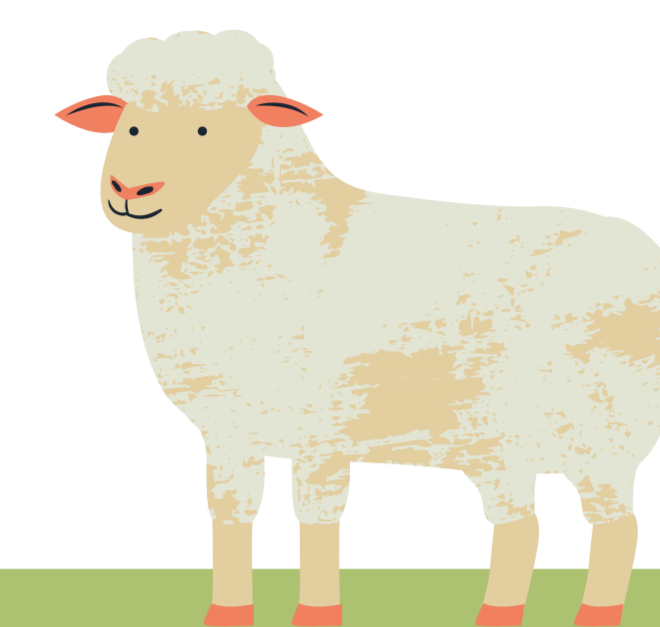
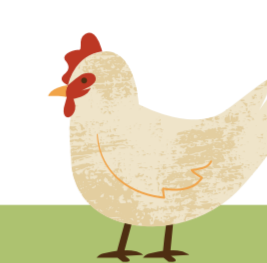


Changing the narrative



This project aims to create a **stronger alliance position**, across our 70 members, on achieving **less and better meat and dairy**. It aims to create the space and resources to develop an effective policy and advocacy platform for members of the Eating Better alliance and to articulate a positive narrative on dietary change for external stakeholders.

Activities so far and upcoming include:



Events and workshops

connecting online (6 workshops) and in person (3 events, 1 each in Scotland and Wales)

Messaging guides

developing a series of messaging guides to help our members refine their messaging when influencing different audiences

Knowledge exchange

sharing learnings and projects amongst alliance members to learn from each other and to identify common challenges and solutions

Expert speakers

hearing from those that are at the forefront of food system change, from retailers to farmers

Training

building capacity within the alliance membership to become better equipped to advocate for changes to diets



The Food Foundation supports this valuable initiative that brings diverse audiences together in order to develop communication in order to improve the health and sustainability of our food system.



Better by Half Roadmap

Changing the Narrative is helping to put Eating Better's Better by Half Roadmap into action. A set of actions to move us towards producing and eating less and better meat and dairy, creating a food system that is fairer, healthier and more sustainable for people, animals and the planet.

Read more here: <https://www.eating-better.org/better-by-half/>

Supported by the following Eating Better members:



Questions, comments or ideas? I'd love to hear from you.

Andrew Stark, Senior Research and Policy Manager at Eating Better - andrew@eating-better.org

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