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From my own lived experience, this idea has sprung to mind.

One of the main issues for preparing healthy dinners, I believe, is that in today's busy world both parents are working and do not have the time to THINK about dinners. Nor do they necessarily have freezer or storage space.

Parents want something that is simple and quick to prepare. They will often, in my experience, pop into a supermarket every day. And for those on lower incomes, they will be living day-to-day.

My suggestion - which I hope the committee will explore with the food industry - is that in every supermarket when people come through the doors that they see an area where dinners are labelled clearly in cabinets by days of the week.

In each of these cabinets, there should be all the ingredients for a healthy meal. To keep it simple a max of **4 ingredients per meal** which could easily be put in the oven/microwaved should be displayed. Anymore ingredients and it would put people off.

These dinners could be rotated every two weeks.

For example

Monday

- Chicken
- Jacket potatoes
- Frozen Veg

Tuesday

- Fish
- Small potatoes
- Salad

Wednesday

- Mince
- Microwave Rice
- Fresh veg

Etc.

These cabinets/sections could have posters to show people the right portions for the number of people in their families.

Perhaps free fruit could be included for those who choose to purchase from these healthy cabinets.

The supermarkets may argue that this approach is not profitable but there will be the rest of the supermarkets which people can shop in if they want to add other ingredients. And actually for those supermarkets that do take up my suggestion, it will give them a competitive edge and may attract a new customer-base.

We need to make things really easy for people.

Look forward to watching this idea progress. I'm very happy to discuss my idea.

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