

## Crowd/Sauce

Channel 4 is the food channel - an environment that gets you in the mood for food and takes the nation's love of food seriously. Whether it's the entertainment of *Come Dine with Me*; the straight talking of *Supersize vs Superskinny* and *My Big Fat Diet Show*; the inspiration of celebrity chefs: Jamie, Hugh, Gordon or Heston; or the aspiration to challenge our food future with the success of food-related campaigns like *The Great British Food Fight*, *Jamie's School Dinners* or *Hugh's Chicken Run*, Channel 4 makes audiences think differently about food and inspires change. The 4Food website, with over 2 million unique users a month, is where those audiences get even closer to Channel 4's food brands and find ideas, inspiration and community.

## Needs and Benefits

The majority of people in the UK are now aware of the need for a healthier diet but Britain is the most obese nation in Europe and is still expanding. 75% of Brits are overweight, 25% are obese and 4 million Brits are malnourished.

Over the next few decades, the global food supply system will come under increasing pressure from the combined effects of population growth, intensive farming, overfishing and climate change. If action is not taken, there is a real potential for demand growth to outstrip increases in global food production and expectations of abundant, diverse and ever cheaper food present a serious challenge.

And yet, here are some stark facts; Very little food in the UK comes from truly local sources. Many journeys are made to provide food that is out of season in the UK and even food from the UK may have travelled hundreds of miles by road. The Government estimates that 6.7 million tonnes of food worth £10 billion is thrown away every year in the UK. In the last eight years our taxes have been used to provide a €34.5m subsidy to the EU bluefin tuna fishing industry although this is a species now on the brink of extinction.

Whether the issue is personal, national or global the solution is rarely as simple as provision of information or imposition of restrictions or penalties. People want products and services that are fun and offer enjoyable alternatives. What about new ways of rewarding and incentivising uniquely tailored to the individual? How about focusing on the small incremental, achievable steps that can change habits forever? And when it comes to the bigger issues, how can we amplify thousands of individual voices and harness the power of community to take on food giants and fight for good, local and affordable food? Remember, food isn't just about dieting or the weekly 'big' shop, it's about eating out, cooking for others, experiencing different cultures and expressing emotions.

## Approach

Channel 4 already has a comprehensive TV food portfolio, distinctive formats, inspirational celebrity chef brands and an audience and 4Food on-line users with an appetite for food, challenge and change. The Channel has had enormous success with its food-related campaigns. Landshare, the on-line broker between people looking for land to grow food on and people with land to spare, now has over 40,000 people signed up.

4iP is looking for ambitious **websites**, **apps** and **game** ideas from talented UK companies that support those same values and can take an innovative and straight-talking, 4 approach to individual and/or national food issues. Proposals which would look at home on the 4Food site or could take the 4 brand and what it stands for on to entirely new platforms.

## Competition and Opportunity

The UK's waistlines might be expanding but our interest in food is too. The last decade saw a renaissance in British food and created thousands of independent businesses, products and services in pursuit of the foodie pound. The number of Farmers markets tripled and huge numbers of small operations producing quality artisanal products have emerged. We're doing it for ourselves with 27% of house owners now 'growing their own' and a further 32% actively considering doing the same. Allotment owners, jam and pickle makers and beekeepers are all on the increase. Dining out culture is undergoing a mini revolution too and if the last recession gave us the gastro pub, this one has given us pop-up restaurants and spawned an increase in the underground restaurant phenomenon. These supper clubs have been established by foodies disillusioned with their over priced and over hyped high street counterparts. Converting living rooms, conservatories and the like into intimate dining areas, often serving the best of local produce.

## Some Market Facts and Figures

DTI Research shows that the UK has one of the fastest growing food markets in the world worth £70b a year. The UK organic food market is worth £1.2m alone. Online food market was estimated at £4.4b in 2009 having more than doubled (134% growth) in value over 2005-09. The internet is now the most widely-used source of nutrition advice and information among consumers, with three in five consulting the web on nutrition matters. Two-thirds of consumers have mainly positive attitudes towards their diet and health. The battle to lose weight continues for many consumers: six in ten consumers consider themselves to be overweight.