


# Food for Thought: Food and drink regulatory update: Autumn 2024

25 September 2024  Sam Sharp

We are pleased to share the Autumn edition of our quarterly regulatory update, prepared by our specialist food and drink team.

We know that the food and drink industry continues to be the subject of an ever changing regulatory landscape and so we have put together some of the most important updates to keep you informed. In this Autumn edition we look at what businesses need to be doing now to get ready for changes planned for 2025 in managing food waste and stricter advertising controls for junk food. This edition also revisits and updates an earlier article which looked at the authorisation of cultured meats for pet foods. It would not be an update without some reflections on the Labour governments plans for the future of food and drink regulation.

Feel free to contact one of our experts about any of the subjects mentioned in our update or generally about other matters; our contact details are below. We also welcome and value feedback on the content of the update or if there are any areas you would like us to cover so we can ensure these updates are useful to you and your business.

All the best,

The [food and drink sector](#) team

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## Navigating new advertising restrictions on junk food

In our Summer 2024 update, we looked into the UK government's ambitious initiative to tackle childhood obesity by introducing stringent advertising regulations for less healthy food and drink products, set to be implemented on 1 October 2025. These regulations, encompassing a 9pm TV watershed and a total ban on paid-for online ads targeting UK users, signify a pivotal shift towards fostering the healthiest generation yet, with significant implications for the food and drink industry.

[Read more](#) →

## Labour's recipe for reform: The future of food and drink regulation in the UK

On 17 July, the King's Speech unveiled the legislative priorities of the incoming Labour government, marking a significant turning point for various sectors, including the Food and Drink industry. This article delves into the implications of the announced reforms, highlighting the dual nature of opportunities and challenges that lie ahead for stakeholders within this vibrant sector.

[Read more](#) →

## Barking up the right tree: UK is European first to allow cultured 'meat' for pets

In a ground breaking move for the UK's food and drink sector, 2023 has seen the country become the first in Europe to approve lab-grown 'meat' for pet food. This approval, awarded to Meatly for its cell-cultivated chicken product, not only heralds a new era for the meat industry but also underscores the UK's commitment to exploring sustainable protein sources, with the Food Standards Agency (FSA) ensuring these innovative products meet stringent safety standards.

[Read more](#) →

## The future of food waste management in the UK: A guide for businesses

The UK is on the brink of a major shift in waste management practices, especially concerning food waste, driven by legislative changes and ambitious sustainability goals. With the Environment Act 2021 and impending Food Waste Regulations mandating businesses, this article looks into the implications, preparations, and the critical role of compliance in achieving a greener future.

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