UK Food Security Report Guidance

Food Statistics Team

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# 1 About

This is an experimental book/website for documentation and guidance relating to the UKFSR. The source is [here](https://github.com/FoodchainStats/ukfsr-docs).

## 1.1 Usage

# 2 Text style guide

For chart design guidance, see Section 3.

## 2.1 GOV.UK style guide

Guidance for all content published on gov.uk is available [here](https://www.gov.uk/guidance/style-guide)

## 2.2 UKFSR specific guidance

Some of this may replicate the GDS advice.

### 2.2.1 Spelling/Word choice

* Say “UKFSR” or “this report”, not “the Report”.
* Use ‘coronavirus (COVID-19)’ in the text at first mention, then ‘COVID-19’ after that.
* government, UK government (not capitalised unless it’s Welsh or Scottish Government)
* other government departments
* Use ‘the’ when talking about ‘the FSA’, but don’t use ‘the’ when talking about ‘FSS’
* FSA and FSS can be referred to collectively as “UK food safety bodies”, but not “food standards agencies.”
* Capitals when talking about ethnicities, e.g. ‘White’, ‘Black’
* Disabled people and not people with disabilities
* Talking about Brexit:
  + You can use the term ‘Brexit’ to provide historical context, but it’s better to use specific dates where possible. For example, use:
    - ‘31 December 2020’ rather than ‘Brexit’ or ‘when the UK left the EU’
    - ‘before 31 December 2020’ rather than ‘during the transition period’
    - ‘after 1 January 2021’ rather than ‘after the transition period’
* Dates: do not use a comma between the month and year: 4 June 2017
* white paper (lower case)
* Be very careful with the word “affordable”. Food is more affordable if it’s cheaper relative to incomes and other factors – if the price has gone down (but other factors mean it’s harder to afford) it’s simply *cheaper*. The general argument of the UKFSR is that over the last decade food *has got cheaper, but not more affordable* – so check this!
* Words to avoid:
  + Robust
  + Overarching
  + Strengthen (unless we are actually strengthening an architectural structure)
  + Tackling
  + Going forward
  + In order to (superfluous, never use it)
  + impact (do not use this as a synonym for have an effect on, or influence)
  + facilitate (instead, say something specific about how you’re helping)
  + focusing
  + key (unless it unlocks something. A subject/thing is not key - it’s probably important)

### 2.2.2 References

Include a reference in-text after the relevant sentence/paragraph. References should follow the style guide. When writing a reference:

* do not use italics
* use single quote marks around titles
* write out abbreviations in full: page not p, Nutrition Journal not Nutr J.
* use plain English, for example use ‘and others’ not ‘et al’
* do not use full stops after initials or at the end of the reference

*References can also be included as footnotes, particularly where too long or unwieldy for convenience in text.*

If the reference is available online, make the title a link and include the date you accessed the online version. For example:

* Although food availability is increasing in low and middle-income countries, fruit and vegetables are still high-value items, meaning fats and sweeteners will make up large parts of the increase in consumption (FAO. [‘OECD-FAO Agricultural Outlook 2021-2030’](https://www.fao.org/3/cb5332en/cb5332en.pdf) 2021).
* There is a recurring reference through multiple themes to AUK, check for consistency to make sure it is referenced as follows: (Defra. [‘Agriculture in the United Kingdom 2020’](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1056618/AUK2020_22feb22.pdf) 2020)
* Example given on gov.uk: Corallo AN and others. [‘A systematic review of medical practice variation in OECD countries’](https://www.sciencedirect.com/journal/health-policy) Health Policy 2014: volume 114, pages 5 to 14.

### 2.2.3 General

#### 2.2.3.1 Acronyms

* Write out acronym for the first time in each theme, put abbreviation in brackets, then use abbreviation going forwards. This means acronyms should be re-introduced anew between the introduction and themes.

#### 2.2.3.2 Labelling data

* Each data set (table, bar chart, etc.) should be labelled as ‘Figure’ with the corresponding indicator number and a letter. For instance, for data in theme 1, this could look like ‘Figure 1.1.2a’, Figure ‘1.1.2b’, etc.

#### 2.2.3.3 Headings

Each indicator should have the following headings (check for consistent spelling):

* **Headline**
  + Brief summary of the key findings in the indicator – seen from a “what this means for food security lens” (ie, ‘the UK produces around 80% of the wheat it consumes; average production is stable with some fluctuations due to weather’ rather than ‘the UK produces x million tons of wheat’)
* **Context and Rationale**
  + Background information for the data and explanation why this data matters for UK food security
* **Data and Assessment**
  + Data and source
    - If multiple sources, list as follows:
    - Source: FSA; FSS
  + Description of what the data in the ‘Data and Assessment’ section is showing
* **Rating and Trends / Direction of Travel**
  + State any visible trends in the data: ie, things appear to be stable, or to fluctuate, or have a clear positive upward/downward trend, or it’s not clear from available data. Note also any important external factors.

#### 2.2.3.4 The ‘Voice’

* Avoid using sentences such as ‘We produce x amount of wheat’. The tone should be more neutral, i.e. write ‘The UK produces x amount of wheat’.

#### 2.2.3.5 e.g. / i.e. / etc.

* **e.g.** can sometimes be read aloud as ‘egg’ by screen reading software. Instead use ‘for example’ or ‘such as’ or ‘like’ or ‘including’ - whichever works best in the specific context.
* **etc** can usually be avoided. Try using ‘for example’ or ‘such as’ or ‘like’ or ‘including’. Never use etc at the end of a list starting with these words.
* **ie** - used to clarify a sentence - is not always well understood. Try (re)writing sentences to avoid the need to use it. If that is not possible, use an alternative such as ‘meaning’ or ‘that is’.

#### 2.2.3.6 Symbols

* ‘&’ use ‘and’, e.g. Context and rationale
* ‘/’ use ‘and’, e.g 2007/2008 = 2007 and 2008
* ‘-’ use ‘to’ (for example in dates), e.g. 2011-14 = 2011 to 2014

#### 2.2.3.7 Numbers

* Write all other numbers in numerals (including 2 to 9) except where it’s part of a common expression like ‘one or two of them’ where numerals would look strange.
* Use a % sign for percentages: 50%
* Use ‘500 to 900’ and not ‘500-900’ (except in tables)

#### 2.2.3.8 Quotation marks:

Use single quotes

* in headlines
* for unusual terms
* when referring to words
* when referring to publications

Use double quotes:

* Use double quotes in body text for direct quotations

#### 2.2.3.9 Sentence length

* Do not use long sentences. Check sentences with more than 25 words to see if you can split them to make them clearer.

# 3 Chart Style Guide

This section will cover guidance on chart design and themes. For the text styleguide, see Chapter 2. There is general guidance on chart design produced by the [Analysis Function](https://analysisfunction.civilservice.gov.uk/policy-store/data-visualisation-charts/).

## 3.1 Colours

The UKFSR uses the Analysis Function palette as recommended [here](https://analysisfunction.civilservice.gov.uk/policy-store/data-visualisation-colours-in-charts/). There is an R package, afcolours available on CRAN, which helps with implementing the [palette](https://best-practice-and-impact.github.io/afcolours/).

# 4 Data guide

How we prepare and organise data.

# 5 Theme guides

## 5.1 Theme 1

## 5.2 Theme 2

## 5.3 Theme 3

## 5.4 Theme 4

## 5.5 Theme 5

# 6 Web publishing guidance

* image restrictions
* acronyms markdown

## 6.1 Converting Word documents to markdown

R code for

library(rmarkdown)  
pandoc\_convert(input = 'FILENAME.docx',  
 to="markdown\_mmd",  
 output = "FILENAME.md",   
 options = c("--wrap=none",  
 "--reference-links",  
 "--extract-media=./images/"))

# 7 Physical print edition

Insert guidance here